

Quebec Liquor Laws

The following disclaimer must be added to the Terms & Conditions of every offer containing liquor.

“Must be of legal drinking age. Valid ID is required upon purchase. The establishment reserves the right to refuse service at any time. Additional offer restrictions may apply in-store. Please drink responsibly. See your local liquor laws for further information.”

- *The GetintheLoop liquor law advertising documents provide you with reference information about the liquor laws in your province.*
- *They may not be an exhaustive list of all the rules, regulations and laws to be followed.*
- *Consider them to be a guide to ensure offers are within the liquor laws for your province.*
- *Where you cannot find the information you seek, please err on the side of caution.*

When creating offers or doing quality checks for partners primarily in the 'Food + Drink' loop, it is important to align the offers to the Quebec Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, [<http://legisquebec.gouv.qc.ca/en/showdoc/cs/P-9.1>] ; and
- **the Canadian Radio-television and Telecommunications Commission's Code for Broadcast Advertising of Alcoholic Beverages**. [<http://www.crtc.gc.ca/eng/television/publicit/codesalco.htm>]

Signs and advertisements cannot:

- encourage people to drink liquor or to drink irresponsibly. Ads that mention price must take this into account. If a licensee's price advertising encourages or results in patrons drinking to excess, the Liquor and Cannabis Regulation Branch can prevent the licensee from including liquor prices in future advertising.
- show people who are drinking liquor, are intoxicated or are behaving irresponsibly or illegally.
- associate liquor with driving.
- be directed at minors or placed in locations used or visited mostly by minors, such as video arcades and playgrounds.
- depict liquor as a necessity, a key to social acceptance or personal success, central to the enjoyment of an activity, or as a status symbols
- ads for bars and winery lounges cannot use pictures of minors (anyone under the age of 19) or of personalities, images or activities that may appeal to minors.
- ads for bars, winery lounges and restaurants cannot show people with liquor unless there is also food in front of them.
- ads for restaurants must make clear that serving food is the restaurant's primary purpose.
- ads for companies that make beer, wine or spirits cannot be shown on a theatre screen before a movie with a young target audience.