

December 5, 2013

## **‘Business first’ in new liquor manufacturing policies**

### ***Review delivers flexible new liquor manufacturing policies focused on growth, innovation and efficiency***

*St. Albert...* The Alberta Gaming and Liquor Commission (AGLC) is making changes to its manufacturing policies following a comprehensive policy review and consultation with stakeholders.

**“We appreciate the fact that our stakeholders took the time to talk to us about what was working and what needed improving. Once the recommendations are fully implemented, we hope to see new operations, more selection for consumers and some new products being made right here in Alberta.”**

Bill Robinson, President and Chief Executive Officer, Alberta Gaming and Liquor Commission

Effective immediately, the AGLC will:

- Eliminate the minimum production capacity requirements to make it easier to begin a manufacturing business and increase the diversification of products being produced in Alberta.
- Expand the types of products that can be produced in Alberta to allow manufacturers to be as efficient as possible in responding to consumer trends.
- Allow off-sales outlets to be operated at the location that best suits individual business needs to provide manufacturers with flexibility in their operations.

Bill Robinson said, “This is what our stakeholders have told us they would like to see changed. We’re pleased to respond with policies that are relevant to the industry and will create opportunities for further growth.”

These changes add to the already implemented administrative and policy [changes](#) released in June 2013, which addressed feedback directly received from stakeholder consultation.

The AGLC will continue to work with industry stakeholders on implementing the remaining recommendations. Specific policies discussed during the review that have resulted in no recommended changes will

### **Related information**

[Recommendations – Full Report](#)

[Questions and Answers](#)

[Already Implemented Changes](#)  
(June 2013)

[What We Heard](#) – Consultation  
Feedback Summary

### **Media inquiries**

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continue to maintain the effectiveness and the integrity in Alberta's overall liquor industry.

The liquor manufacturing policy review encompassed three phases: stakeholder consultation, cross-jurisdictional review, and research into best practices and industry trends. The process started in fall 2012 as part of the AGLC's efforts to ensure Alberta's privatized liquor model continues to provide ample business opportunities and consumer choice.