

# Quick Facts – Liquor

(October 2009)

## Liquor Retailing in Alberta – Before and After Privatization

*Alberta privatized liquor retailing in September 1993.*

### CURRENTLY

*(As of September 29, 2009)*

Retail liquor stores	1,140
Off-sales ( <i>hotel / manufacturer / other</i> )	496
General merchandise liquor stores	90
<b>Total liquor retailers</b>	<b>1,726</b>

### Sales by volume *In hectolitres (hl = 100 litres)*

*(From AGLC Annual Report, 2008-09)*

Spirits	254,205 hl
Wine	314,746 hl
Coolers/Ciders	150,357 hl
Beer	2,715,449 hl
<b>Total:</b>	<b>3,434,757 hl</b>

Revenue to government	\$684 million
Products available	16,495
Retailers set shelf price based on market conditions and competition.	

### BEFORE PRIVATIZATION

*(From ALCB Annual Report, 1992)*

Alberta Liquor Control Board stores	208
Hotel off-sales	530
Private retailers ( <i>beer / wine / agency</i> )	65
<b>Total liquor retailers</b>	<b>803</b>

### Sales by volume *In hectolitres (hl = 100 litres)*

Spirits	163,900 hl
Wine	155,977 hl
Coolers/Ciders	35,062 hl
Beer	1,773,817 hl
<b>Total:</b>	<b>2,128,756 hl</b>

Revenue to government	\$434.5 million
Products available	2,200
Pricing: Government set shelf price, which was consistent in all AGLC stores.	

## Liquor pricing and supply

- Manufacturers of spirits, wine and beer (or their agents) ship their product to privately-operated warehouses approved by the AGLC.
- Licensees, including retailers, buy their liquor products at wholesale prices.
- The wholesale price includes the manufacturer's cost, federal customs and excise duties (where applicable), AGLC's flat mark-up, recycling costs, bottle deposit and GST.
- The province retains the revenue from the flat mark-up.

## Liquor consumption in Alberta

- 25 per cent of Albertans drink liquor less than once a month. P.E.I. is at 31 per cent, and New Brunswick at 32 per cent. Rates in other provinces are similar to Alberta.
- 32 per cent of Albertans drink liquor one to three times a week. Rates in other provinces are similar, with the exception of Quebec, at 40 per cent. *(The Canadian Addiction Survey final report, March 2005)*

## Public satisfaction

- 77 per cent of Albertans are satisfied with the conduct of Alberta's liquor business. *AGLC Performance Measures Survey, 2008-2009.*

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## Liquor licences in effect

(As of September 29, 2009)

Class A MINORS ALLOWED .....	3,350
Class A MINORS PROHIBITED .....	1,683
Class B .....	520
Class C .....	799
Class D .....	1,832
Class E .....	22
<b>Total licences</b>	<b>8,206</b>

## EXPLANATION OF LICENCE CLASSES

**Class A:** For the sale and consumption of liquor in premises open to the public. This class has two categories:

MINORS ALLOWED (e.g. Restaurant)

MINORS PROHIBITED (e.g. Nightclub)

**Class B:** For the sale and consumption of liquor in premises open to those who have paid an entrance fee, purchased a ticket, or are entitled to use the facility.

(e.g. Convention centre, racetrack, stadium)

**Class C:** For the sale and consumption of liquor in premises restricted to members or other specified individuals.

(e.g. Private club, military or police canteen)

**Class D:** For the retail sale of liquor for off-premises consumption.

(e.g. Retail store, hotel off-sales)

**Class E:** For the manufacture of liquor.

(e.g. Distillery, winery, brewery, brewpub)

## Encouraging Responsibility

### AMENDMENTS TO RESPONSIBLE SERVICE

- As of August 1, 2008, at no time may a licensee sell a drink for less than:

Spirits / liqueur	\$2.75 per drink
Beer / cider / cooler	\$2.75 12 oz
Draft beer	\$0.16 /oz
Wine	\$0.35 /oz

- Patrons may not possess more than two standard drinks at one time after 1 a.m.

### TRAINING FOR LICENSED PREMISES

#### STAFF

##### **ProServe**

A liquor service training program available online, in a seminar or by home study. As of January 1, 2010, *ProServe* certification will be mandatory for anyone involved in the sale or service of liquor.

##### **ProTect**

A one-day classroom session for security staff and managers of licensed premises. *ProTect* training is mandatory for employees whose position requires them to respond to problems within a licensed premises.

### EDUCATION AND AWARENESS - ONGOING

#### **“Under 25” initiative**

An annual awareness campaign to remind liquor licensees to ask for proof of age from patrons who appear to be under 25.

### FUNDING FOR ALCOHOL TREATMENT

#### **Addictions programs**

Full funding for Alberta Health Services alcohol treatment programs is provided through the Alberta Lottery Fund.

Alberta Health Services Addiction Help Line:

**1-866-332-2322**