

Liquor Bulletin

Liquor Samples for Consumers (Off-Premises)

October 20, 2020

This bulletin is to advise all liquor agencies and manufacturers of a new section to the Liquor Agency Handbook (LAH) regarding liquor samples.

Effective immediately, agencies and manufacturers may provide free liquor samples to adult consumers under the following conditions:

- the liquor samples provided are purchased by the agency through AGLC;
- samples are distributed by the agency, or its representative to the individual in person or through a Class D Delivery Service licensee;
- the person distributing the sample has ProServe certification;
- samples are marked “not for resale and “offsite consumption only”
- samples provided cannot exceed:
 - one 355 bottle or can of beer, cider or refreshment beverage;
 - one 200 ml bottle of wine; and
 - one 50ml bottle of spirits.
- samples are limited to one per consumer per day; and
- a written record of sampling activities is kept by the agency.

The new policy may be accessed on AGLC’s website at [aglc.ca](https://www.aglc.ca).

If you have any questions or concerns regarding liquor sample policies please contact AGLC’s Liquor Services Division at liquorservices@aglc.ca or toll-free at 1-800-272-8876.