



Thank you for the opportunity to provide comments on the new proposed regulations for tastings for the Class D licences. ALSA and its Members appreciate AGLC's efforts in working with industry to reach regulations that work for all involved in tastings. The proposed change to allow for manufacturers and agencies to Class D events is viewed as very positive by the entire industry.

Below is a summary of the comments ALSA received from its members and Board.

1. Further to the clarification regarding Section 7.5.5 (removing section c), Section 7.5.5 seems to contradict itself by describing free tastings but then specifying details on how to charge for that tasting.
 - ALSA would recommend merging both Section 7.5.5 and Section 7.5.6 and provide better clarity on its message. At the moment, both sections seem convoluted and confusing, providing for different interpretations depending on who is reading it. In other words, if you could keep it simple and clear so that there is no room for misunderstandings, it would make a difference.
2. The one issue that came up consistently across our members is limiting cost recovery to \$25 per hour. Given that retailers have been negatively affected by several Government policies for the last few years, including the increase to minimum wage, \$25/hr does not cover costs. In fact, if a retailer has two people working the tasting, they are now losing money to host the event and it doesn't cover all the other costs associated with hosting a tasting. Majority of retailers feel that AGLC has created a direct competition with us through rules and regulations for brewery and distillery tasting rooms/lounges and sales rooms.

ALSA would recommend the following:

- a. Eliminate the \$25/hr cost recovery for tastings, and allow market forces to dictate the charge for tickets, for different types of tasting (For example a scotch tasting may be more expensive than a wine tasting)

The Alberta Model for retailing allows for free market and AGLC does not dictate how much each store can charge for liquor products. In that same manner, it seems contradictory for AGLC to dictate how much a liquor retailer can charge for a service. All the other checks and balances are there (records, agreements, etc) to ensure AGLC regulations are maintained. As the new proposals allow for manufacturers and agencies to be present at Class D tastings, the cost per ticket should not affect compliance.

The public has a choice on which tastings they would like to attend based on price per ticket, just like they currently have a choice on which store to visit based on liquor products at the premises.



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Industry is of the opinion that price of tickets does not add or take away compliance tasting regulations. This would also assist AGLC officers to ensure compliance is taking place, instead of adding up costs and reviewing receipts for past tastings and asking retailers to refund 50 cents or one dollar to customers for “over charging”