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Chair's Column



ELEANOR MESLIN

Welcome to another edition of *Licence Line*. This publication, which is free of charge to all liquor sales licence holders, is intended to provide helpful information relating to mandatory requirements under the *Liquor Licence Act and Regulations*.

In this edition of *Licence Line* we highlight the wide array of free materials available to

licensees that are provided to help them to keep in compliance with the liquor laws of Ontario.

As well, we remind licensees of our website at www.agco.on.ca where lots of information is available regarding the responsible sale and service of beverage alcohol.

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Free materials

Lots of liquor information materials available

The AGCO has a wide range of liquor information materials available, designed to help inform and educate liquor sales licensees and their staff about the province's liquor laws. The materials include:



You and the Liquor Laws

A short booklet for employees of liquor sales licensed establishments.

You and the Liquor Laws-Plus

A guide for owners and managers focusing on the operational aspects of maintaining a liquor licence in good standing.



Annual Reports

These cover the AGCO yearly operational activities and related liquor information. Includes material relating to organizational structure, performance measures, Board of Directors and operating budget.



Know the Liquor Laws

A CD containing complete copies of the *Liquor Licence Act* and regulations.

Sandy's Law Poster

A colour poster (8" x 10") relating to fetal alcohol spectrum disorder (FASD) that is to be prominently displayed in liquor licensed establishments.



The poster must be prominently displayed in all locations where liquor is sold and served.



Responsible Service Tip Sheets

A series of topic specific information bulletins covering important requirements of the *Liquor Licence Act* and regulations.

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Alcohol and Gaming Commission of Ontario
90 Sheppard Avenue East, Suite 200
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Decision Summary

The following establishments requested a hearing before the Licence Appeal Tribunal regarding compliance issues and received suspensions of 14 days or more and revocations for the period beginning July 1, 2015 ending September 30, 2015. Sanctions for similar infractions may vary in length according to the specifics of each case. For details on the Licence Appeal Tribunal visit www.lat.gov.on.ca

Establishment	Infraction	Sanction
Zak's, Stoney Creek	Permitted drunkenness; obstructing an inspection; failure to facilitate inspection; service outside prescribed hours; failure to clear signs of service; permitted removal of liquor from premises; licensee failed to ensure reasonable measures taken to deter disorderly conduct, or minimize the harm caused from it, in the vicinity of the licensed establishment; licensee failed to ensure control of premises was maintained; breach of condition of the establishment's liquor licence	Licence Revoked

Other Suspension/Revocations

Suspensions of 14 days or more and revocations where the licensee did not request a hearing.

Establishment	Infraction	Sanction
High 5KTV, Scarborough	Serving minors; failure to inspect identification; encouraged immoderate consumption; permitted unauthorized persons behind bar	18 days
Kasa All Seasons Grill, Ottawa	Failure to pay monetary penalty	Licence Revoked
Six Nites Karaoke Bar, Scarborough	Knowingly serving minors; liquor not purchased under licence; failure to clear signs of service; permitted drunkenness; obstructing an inspection; breach of condition of the establishment's liquor licence	21 days
The Moonlight, Ottawa	Permitted drunkenness; failure to facilitate inspection	21 days

Reminder

Buy liquor only from a government store, and only on licence

Licensees are required by law to purchase liquor for sale and service at their licensed establishment only from a "government store". Liquor not bought from a government store (i.e. LCBO, Brewers Retail Inc. or an AGCO-authorized winery, distillery or brewery retail store) is considered illegal liquor. Licensees should ensure that all liquor on their premises has been legally purchased under your establishment's licence.

If you have recently taken over an establishment from another operator, make sure that all current stock was purchased under the liquor sales licence.

Licensees found with illegal liquor anywhere on the premises, including offices, food preparation areas and storage rooms, can face sanctions under the *Liquor*

Licence Act, including a monetary penalty or suspension of the liquor licence.



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To support these initiatives, we have printed the most up-to-date schedule of our Know the Liquor Laws Educational Seminars for the remainder of this year.

And, we are inviting and encouraging licensees to send to our Editor suggestions and ideas for liquor-related stories that could be usefully shared with others in the business. We look forward to hearing from you!

Also, in this edition, we highlight server training and the importance that licensees purchase all of their liquor requirements from approved suppliers.

Now that the summer has faded into fall, we are all pretty well back to our regular working schedules. I hope everyone enjoyed the past few warm months complete with many happy memories.

We look forward to an active and successful business period as we head towards a new year.

Eleanor Meslin
Chair

Attention all licensees: we want to hear from you!

To ensure **Licence Line** continues to print informative and useful material, licensees and others interested in Ontario's liquor industry are invited to provide ideas for stories that would be helpful and beneficial in explaining the province's liquor laws and to assist licensees to keep in compliance with the law.

Please address all correspondence to:
 The Editor, **Licence Line**
 Alcohol and Gaming Commission of Ontario
 90 Sheppard Avenue East, Suite 200
 Toronto, Ontario M2N 0A4 or
 by e-mail to: editor@agco.on.ca

Customer Service

The AGCO Customer Service Department responded to more than 161,000 customer contacts in the fiscal year 2014/15. This included 109,291 customer contacts received by telephone, 16,780 walk-in customers at Head Office Service Desk, 8,393 e-mail inquiries and over 26,000 customers who received information via the AGCO automated voice messaging system.

Overall, this year, there were 471,157 visits to our website at www.agco.on.ca

About 50% of these visits are related to the sale and service of beverage alcohol.

The top areas of interest regarding liquor matters were: liquor licensing fees, renewing a liquor licence, liquor licence applications, and special occasion permits (SOPs).

TOTAL NUMBER OF LIQUOR LICENCES AND SPECIAL OCCASION PERMITS

	2013/14	2014/15
Liquor Sales Licensed Establishments	17,118	17,225
Ferment-on-Premise Facilities	577	551
Liquor Delivery Services	295	289
Manufacturers	358	414
Manufacturers' Representatives	874	859
Total liquor licences	19,222	19,338
Special Occasion Permits issued	61,463	60,775



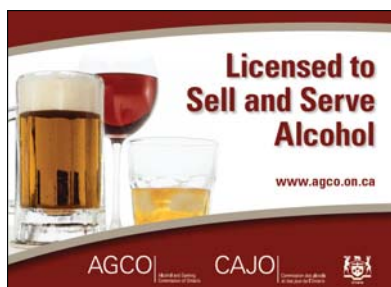
Make sure staff complete the mandatory Smart Serve training program

Regulatory requirements under the *Liquor Licence Act* state that all liquor sales licensees and liquor delivery services must ensure that persons involved in the sale and service of liquor, including security staff, hold a certificate demonstrating the successful completion of a server training course approved by the Board of the AGCO. The current approved server training course is **Smart Serve**.

For more information about the Smart Serve Training Program, please visit the Smart Serve Ontario website at www.smartserve.ca

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Lots of liquor information materials available



AGCO window decals
 Indicating the establishment is licensed to sell and serve beverage alcohol.



Customer Service Standards brochure

Information outlining AGCO customer service commitments to stakeholders and the public.

And don't forget to visit our website at www.agco.on.ca. Here you will find many new features like "mini sites" for key stakeholders, application forms, licensing requirements, decision summaries, how to request a

hearing and a lot of general and specific information pertaining to the sale and service of beverage alcohol in Ontario.

Know the Liquor Laws

Attend a **Free** seminar for liquor sales licensees and those who sell and serve alcohol, at a location near you.



Learn about liquor laws that affect you in this 2 ½ hour seminar.

Topics covered include:

- Understanding liability and responsibility
- Where liquor may be sold, served and consumed
- Inspections and your obligations
- Advertising, pricing and promotion flexibility
- Relationships with manufacturers and their licensed representatives
- Maintaining a liquor sales licence in good standing
- Changes to licensed areas
- Changes in ownership

Question and Answer Session

Educational Seminars Calendar

Over the past five years, some **12,000** licensees, their staff and others interested in the liquor industry, have attended these seminars that have been held in more than **225** communities across the province. Participants found the information useful and would recommend attending.

“Very good session – long overdue” — London

“Should be mandatory for anyone involved in the liquor industry”

— Manager, Kenora

“Well done and organized. The information was helpful”

— Hamilton

NOVEMBER 2015

Cambridge.....Tuesday, November 17
 St. Catherines . Wednesday, November 18
 Niagara Falls.....Thursday, November 19

DECEMBER 2015

Brampton Wednesday, December 2

COMING SOON...

Be sure to check the AGCO website for the new 2016 schedule of FREE Know the Liquor Laws Educational Seminars, for a session near you.

Detailed information on these Educational Seminars is available on our website at www.agco.on.ca

AGCO website has lots of information!

If you are looking for general information on beverage alcohol, how to apply for a liquor sales licence or other liquor licensing matters, please visit our website at www.agco.on.ca

You can download and fill out on screen liquor-related forms such as liquor licence applications, renewals, transfers, etc.



Licence Line is published by the Alcohol and Gaming Commission of Ontario to provide licensees and interested parties with information regarding alcohol legislation and related issues. Reader comments are welcome. This newsletter is available free of charge to all holders of a liquor sales licence in Ontario.

Editor, Licence Line

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