

DATE: January 09, 2012

EDAR7121

TO: Liquor Agents, Liquor Suppliers, Class A, B, C, D and E Licensees

SUBJECT: Providing or Receiving Inducements

It has come to the attention of the Alberta Gaming and Liquor Commission (AGLC) that some liquor agencies/suppliers are offering incentives to licensees who purchase their products. The AGLC has also learned that some licensees are demanding incentives from agencies/suppliers to sell the suppliers' products. These incentives include money, products, installation of liquor dispensing systems, etc.

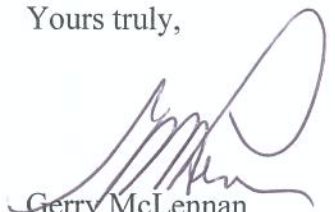
The *Gaming and Liquor Act*, Gaming and Liquor Regulation and AGLC Board policy prohibit liquor agents/suppliers to give or offer to give money, a rebate, a concession or anything of value to a liquor licensee or to an employee of a licensee. Licensees are also prohibited to receive as a gift from any liquor agent or supplier money, an advance of money or anything of value.

To protect the integrity of the province's liquor industry, the AGLC will be increasing enforcement to ensure compliance. Should any agency, supplier or licensee be found in contravention of the legislation, regulation or Board policies, a recommendation will be made to the Board of the AGLC to suspend/cancel the licence or registration.

Violations of the liquor legislation, regulations or policies can be reported to your local AGLC inspections office.

As a reminder, all liquor agents and licensees should be familiar with the relevant legislation and Board policies, which are located on the AGLC website at www.aglc.ca.

Yours truly,


Gerry McLennan
Chief Executive Officer

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Dave Kaiser, President and CEO, Alberta Hotel and Lodging Association
Adam Koziak, Chair, Alberta Liquor Store Association
Mark von Schellwitz, Vice President, Western Canada, Canadian Restaurant and
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Bryan Cox, Vice President, Western Canada, Canada's National Brewers