
Changes to On-Site Retail Store Policies for Ontario Alcohol Manufacturers

INFORMATION BULLETIN No. 042

(September 27, 2016)

The AGCO is amending its policies, effective immediately, to provide more flexibility and opportunity to Ontario's liquor manufacturers while ensuring the responsible sale and service of alcohol.

On-site Retail Stores at all Eligible Winery and Distillery Manufacturing Sites

Ontario's wine (including cider and fruit wine) and spirits manufacturers are now able to operate an on-site retail store at any production site that meets and maintains the other eligibility criteria for on-site retail stores issued by the Registrar of Alcohol, Gaming and Racing.

Previously, wineries and distilleries were only permitted one on-site retail store across all of their manufacturing sites. This policy change supports business opportunities for existing manufacturers to achieve economies of scale through consolidation and investment in new facilities, and encourages investment in multiple production sites, thereby providing manufacturers with additional opportunities to sell eligible products at their manufacturing sites.

More Than One On-Site Retail Store at Substantially Owned and Controlled Manufacturing Sites

Ontario breweries, wineries and distilleries are now eligible to operate an on-site retail store at any manufacturing site over which they possess substantial ownership and control, provided that they meet the other eligibility criteria for on-site retail stores issued by the Registrar of Alcohol, Gaming and Racing.

Previously, only one on-site retail store was permitted at each manufacturing site, regardless of the number of manufacturers that owned or controlled the site. Now, manufacturers will be able to share in the investment with other manufacturers and still operate their own, readily distinguishable retail stores. This policy change promotes investment and innovation in Ontario's liquor manufacturing industry and provides manufacturers with additional opportunities to generate revenue and increase brand recognition. Despite this change, breweries are still only permitted to operate two retail stores across all of their manufacturing sites.

All other eligibility rules remain in place and all manufacturers are expected to comply with the requirements. For a full list of requirements for on-site retail stores, please refer to the [winery](#), [brewery](#) and [distillery](#) AGCO Retail Store Information Guides, available at www.agco.on.ca.

For more information on this change, please email connect@agco.ca or call the AGCO's Customer Service Department at 416 326-8700 (GTA) or 1 800 522-2876 (toll-free in Ontario).