

Ontario Introducing Two New Ways to Buy Alcohol

McGuinty Government Increasing Consumer Convenience of LCBO, Promoting Ontario Wine

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Ontario is making it more convenient to buy alcohol while protecting social responsibility and helping grow the province's wine industry.

The LCBO will be launching two new store formats:

- LCBO Express stores in large grocery stores will carry a wide range of products, including Ontario wine, spirits and beer. These smaller format stores will enable the LCBO to meet consumer demand for convenience.
- LCBO VQA Destination Boutiques inside selected full-size LCBO stores will offer customers an expanded selection of Ontario's VQA wines, including hard-to-find wines from smaller producers. These boutiques will make it easier for customers to discover and learn about VQA wines while helping support Ontario wineries.

Modernizing Ontario's liquor laws and supporting the wine, beer and spirits industries have been part of the McGuinty government's plan to strengthen the economy and help create new opportunities for job growth.

QUOTES

" Ontarians have been asking for more convenience in where they purchase alcohol beverages. They also have a growing interest in local wines. We are responding to the needs of consumers while also providing increased support for the Ontario wine, spirits and beer industry."

- Dwight Duncan

Minister of Finance

QUICK FACTS

- The LCBO will immediately begin to explore options for these new store formats, with openings expected over the next 12 to 18 months.
- Through the introduction of these two new store formats and, together with the LCBO's current store expansion plan, additional revenues will help contribute to eliminating the deficit and protect key priorities, such as health care and education.
- Ontario currently has the lowest number of alcohol retail stores per capita of any province.

- The LCBO has a longstanding tradition of selling responsibly and also encouraging customers to serve and consume beverage alcohol products in moderation: in 2011-12, 6.3 million customers were challenged for proof of age or intoxication, and 290,000 were refused service by LCBO employees.
- The total estimated value of Ontario's beverage alcohol market in 2011-12 is \$9.5 billion.

LEARN MORE

- Learn about other measures to [modernize Ontario's liquor laws](#).
- Find out how Ontario's [new legal age identifier](#) can help reduce under-age drinking.
- Read about Ontario's [support for the province's grape and wine industries](#).
- Read about Ontario's [support for craft breweries](#).
- Find out more about the [LCBO](#).

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