
Wine Now Available On Grocery Store Shelves
Ontario Providing More Convenience and Choice for Consumers
October 28, 2016 10:20 A.M.

Starting today, [67 grocery stores](#) across Ontario can sell both domestic and imported wine, as well as beer and cider, increasing convenience and choice for consumers.

Charles Sousa, Minister of Finance, was at Coppa's Fresh Market in Toronto today to announce the 67 store locations, including 20 independent grocery stores and 47 stores owned by large grocers.

These stores are in addition to the 57 across the province already selling beer and cider. Ultimately, beer and cider will be available in up to 450 grocery stores across Ontario, including 300 that also sell wine.

Ontario maintains a strong commitment to social responsibility. By law, grocers selling beer or wine must have designated sales areas and standard hours of sale, abide by limitations on package size and alcohol content, and follow staffing and social responsibility training requirements. Ontario will develop a comprehensive alcohol strategy to promote the responsible sale and use of alcohol in moderation.

Offering consumers more choice and convenience while improving opportunities for business is part of our plan to create jobs, grow our economy and help people in their everyday lives.

QUOTES

" Being able to make one stop to pick up wine alongside other groceries will help make everyday life easier for Ontarians. Opening up this new retail channel for wine producers will also help encourage business to thrive while delivering economic growth and job creation in Ontario's beverage alcohol, agriculture and tourism sectors."

- Charles Sousa
Minister of Finance

QUICK FACTS

- For a map and list of the authorized grocery stores that sell wine, beer or cider on shelves, visit ontario.ca/morechoice. Not every location will have wine available today. Authorized local grocery stores will have further details.
- Depending on the type of authorization awarded to the grocer, a minimum of 10 or 20 per cent of shelf space is reserved for products from small producers.
- Allowing wine to be sold in grocery stores across the province follows the final recommendations made by the Premier's Advisory Council on Government Assets. Other recent changes to beverage alcohol retailing in Ontario include [the sale of beer in grocery stores last December](#), [cider this June](#), and [online shopping at LCBO.com](#).
- The government conducted extensive industry consultations to define a fair and socially responsible model for beer, wine and cider sales in grocery stores.
- All grocery stores that sell wine or beer must abide by the requirements for the safe sale of alcohol overseen by the Alcohol and Gaming Commission of Ontario (AGCO).

LEARN MORE

- [Striking the Right Balance: Modernizing Wine and Spirits Retailing and Distribution in Ontario](#)
- [Provincial Supports Encourage Responsible Consumption of Alcohol](#)
- [Alcohol and Gaming Commission of Ontario authorization process](#)

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