

**SECTION: 4. PRODUCT SALES****4.1 GENERAL**

- 4.1.1 Retail liquor stores may set their own retail prices. Consumer response and market forces will influence pricing.
- 4.1.2 Retail prices must be clearly displayed.
- 4.1.3 Cash register receipts must be provided for all liquor products sold.
- 4.1.4 Liquor products must be sold in sealed containers as supplied by the liquor supplier or liquor agent. Special considerations exist for draught beer and bulk wine sales, including:
- a) the cap design should enable the purchaser to demonstrate that the container has not been opened during transportation;
 - b) available quantities and related prices must be clearly displayed; and
 - c) disposable containers are acceptable, however, a container deposit may become necessary to insure environmental concerns are addressed; and
 - d) the federal government sets standards in areas such as acceptable container material and labelling content.

4.2 MINORS/INTOXICATED PERSONS

- 4.2.1 Minors are prohibited from entering retail liquor stores unless accompanied by a parent, guardian or spouse who is an adult.
- 4.2.2 It is the legal responsibility of all employees of the retail liquor store to ensure that liquor products are not sold to minors (persons under eighteen years of age).
- 4.2.3 A liquor store operator, manager or employee must demand proof of age when a person of questionable age (anyone who appears to be less than 25 years of age) attempts to purchase liquor or enters the store unaccompanied by a

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