



LCBO Special Events Tasting Regulations

The LCBO Special Events tasting regulations have been developed to ensure that Suppliers/Agents and their demonstrators are aware of their responsibilities. Please familiarize yourself with the tasting regulations before applying for an event.

The Supplier/Agent

1. The Supplier/Agent is responsible for ensuring that all in-store tastings they conduct are executed in a socially responsible manner and in accordance with the current Special Events Tasting Regulations. If a Supplier/Agent is observed not following the regulations, the Store Manager/Special Events Coordinator has the authority to stop the event.
2. The Supplier/Agent will be sent a confirmation letter four to six weeks prior to the event. The Supplier/Agent has five (5) business days from the receipt of confirmation to cancel/make changes to their event details.

Note: No Special Events tasting will be confirmed without receipt of a fully completed Special Events Application form (LCB 2090).

3. Please note that any event advertised on in-store signage cannot be cancelled, nor can product be changed (unless there are supply issues). If a product has not been advertised, product may be changed with approval of Special Events no later than five (5) business dates prior to the event date.
4. If written notice of cancellation is not received and acknowledged by the LCBO, we reserve the right to conduct the tasting on behalf of the Supplier/Agent and charge them for all staffing costs and product(s) used.
5. A maximum of two demonstrators are permitted at a tasting. If there is a food match that requires serving, it is imperative that two demonstrators be available. Demonstrators cannot interrupt events by leaving the tasting to replenish or prepare food.
6. If a Supplier/Agent chooses to conduct the tasting using their staff or third party demonstrators, it is their responsibility to ensure that the tasting regulations are fully observed. Special Events reserves the right to suspend and/or cancel a tasting if the regulations are not observed.

7. If a third party Demonstrator is used, the supplier must provide the LCBO with the name and phone number of the company on the application. The LCBO reserves the right to cancel events if they have concerns regarding the third party chosen to carry out the tasting.
8. The Supplier/Agent may choose two products to demonstrate during an in-store tasting.
9. In the case of low-alcohol products (below 7% alc./vol.), three products may be approved for in-store tasting. Prior approval must be obtained through the application process.

EXCEPTION: Store 10 events – No more than two products can be sampled during an event regardless of alcohol content.

10. The product must be listed in the store in order to apply for a Special Events tasting and the stock used must come from store inventory.
11. If the product is not carried by the store where the event is requested, the Store Manager/Special Events Coordinator is not obliged to order the product. An alternate product that is currently listed at that store must be selected.
12. The Supplier/Agent must contact the in-store Special Events Coordinator at least one week prior to the tasting to confirm scheduling of the tasting and ensure adequate stock availability.
13. If a product is unavailable when the in-store tasting takes place, the Special Events Coordinator may, at the suggestion of the Supplier/Agent, substitute another product(s).
14. The Supplier/Agent will be invoiced at landed cost at the end of the period in which the event was held for product used during the event, plus the \$9.00 charity fee.

NOTE: A tasting bar fee will be charged only to those tastings booked at the Store 10 tasting bars.

15. A Special Events approved food match must be available during every in-store tasting; i.e. a catered food match or a live cooking demonstration by a chef or caterer.
16. Food storage and preparation are the responsibility of the Supplier/Agent, who makes all the necessary arrangements and must notify the Special Events Coordinator of any food deliveries.
17. The Supplier/Agent is responsible for any damage to the Events Kitchen or Tasting Bar, and for ensuring that the demonstrator cleans the tasting area and removes all refuse at the end of each event. The LCBO reserves the right to charge-back to the Supplier/Agent the cost of repairing any damage to the tasting area and/or cleaning that is caused by a demonstrator.

The Demonstrator

1. All event demonstrators serving beverage alcohol must be SMART Serve® certified and must carry their certificate when serving beverage alcohol. Store Managers/ Special Event Coordinators may and can ask to see the SMART Serve® Certificate prior to an event.
2. It is a serious offence to serve liquor to any person under the age of nineteen (19) or who is intoxicated. In accordance with the LCBO's Check 25 program, Suppliers/Agents or their third party Demonstrators must verify the age of any person who appears to be under the age of twenty-five (25). If the person is under the age of nineteen (19) or cannot provide acceptable proof of age, they must not be served.
3. The Demonstrator is responsible for the execution of the in-store tasting and must be fully aware of and comply with the Special Events Tasting Regulations.
4. Demonstrators must be familiar with the product they are presenting and able to answer general questions from customers. Please provide tasting notes to your event demonstrators.

5. At the discretion of the Special Events Coordinator, the Demonstrator may sample the product once to ensure product quality. This must be done prior to the start of the event and not on the selling floor. Additional sampling by the Demonstrator is not permitted. Abuse of this privilege will result in the immediate termination of the tasting.
6. Each customer is allowed a maximum of two samples. If the Demonstrator is observed not complying, the event may be shut down.
7. The serving size maximum limits are as follows:

Alcohol/Volume	Maximum	Serving Size
23.1% or greater	1/4 oz	(7.1 mL)
16 to 23%:	1/2 oz	(14.2 mL)
1% to 15.9%:	1 oz	(28.4 mL)

NOTE: Maximum servings are based on alcohol content by volume and these levels also apply to mixed drinks

8. Spittoons must be provided during the event as an option for customers' use.
9. The Demonstrator must be available at the tasting area for the duration of the event. If the Demonstrator needs to leave the tasting area, the Demonstrator must advise the Special Events Coordinator. The Special Events Coordinator, if available, may fill in for a maximum of ten (10) minutes, or remove all products and place them out of customer view. Open product may not be left unattended.
10. The Special Events Coordinator and the Store Manager may choose to cancel a tasting if there is any lack of professionalism by the Supplier/Agent or third party Demonstrator. For example: unprofessional appearance, lateness, use of a cellular telephone, or inappropriate behaviour in conducting the tasting. If a cancellation occurs, Special Events will invoice the Supplier/Agent for rental charges and any product(s) used.