

Licensee Information Bulletin

You can't sell liquor without a licence



The **Liquor Act** requires that your liquor licence is posted in a visible place of the licensed premises where liquor is served. Liquor Inspectors, including the RCMP, will be looking for valid licences as part of their routine walk-throughs.

Keep us informed



Now that the licence renewal season is virtually wrapped up, we would like to remind you that there may be other times during the year when we'll need to hear from you. We rely on you, the licensee, to keep us informed of changes that may affect your licence and your establishment's operations. By advising us promptly, it will help us keep your file and licences current and in doing so, meet the requirements of the *Liquor Act* and *Regulations*.

If you plan to make any changes in your licensed premises that will affect the information endorsed on your licence, you must notify us, and in some instances receive specific approval.

Changes may involve:

- new manager and/or addition of manager
- structural alterations (renovations, additions)
- permanent or temporary additions (bandstand, stage, dance floor, service counter, etc.)
- increase or decrease in the number of games
- licensee name (e.g. change in company name)
- ownership (e.g. purchase/sale of premises, sale/transfer of shares, or lease of premises)
- hours of liquor sales

If you have inquiries regarding licensing issues, please contact the Licensing branch.

Advertising



All liquor advertising including **social media networking** such as **Facebook, twitter, myspace, etc.** by licensees and permit-holders should encourage social responsibility in the sale and consumption of alcoholic beverages.

You are reminded that advertising outside your premises, including the **internet**, still requires advance approval from YLC. You are permitted to advertise and promote your business by:

- advertising the name of establishment or event
- sponsoring events
- sponsorships
- advertising the kind of liquor (e.g. "beer") and specific products
- advertising specials, **without mentioning specific prices** (e.g. "Happy Hour")

For your convenience, the guidelines are available in downloadable PDF files on our Web site at http://www.ylc.yk.ca/advertising_marketing_info.html

If you have any questions or require clarification of any aspect of these guidelines, please contact the Licensing branch at 667-5245.

New Liquor Licences

New liquor licences take effect April 1, 2011. By the time you receive this bulletin, most of you will have received your new licences in the mail. Where we did not receive the required fees and renewal documents by March 1, 2011, reminders were faxed or mailed. In some cases follow-up telephone calls were made.

If you have not yet received your licence(s), please contact the Licensing Branch at 667-5245 to review the status of your licence(s).

April 2011 Bulletin

ISSUE # 1

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April 2011

Federal Election

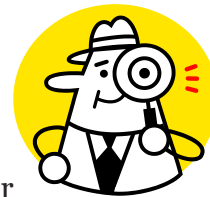
The Federal Election will be held Monday, May 2nd, 2011. During polling hours licensed premises **can be open** for the sale of liquor.

On Monday, May 2nd, the Yukon Liquor Corporation Central Warehouse **will be closed at 4:00 pm.**



Full Premises Inspections

Once again we're gearing up for the summer season. In addition to regular walk-through inspections, you can expect visits from the Liquor Inspectors for the purpose of conducting full premises inspections.



During these visits the Inspector will be observing and noting a wide range of conditions.

You are expected to maintain a certain level of safety and cleanliness in your facility at all times. This includes kitchens, food service areas and washrooms. It reflects well on your whole operation and your customers will appreciate it when they know their comfort and safety is a priority.

Licences

The Yukon Liquor Board has granted conditional approval providing that all requirements of the *Liquor Act and Regulations* have been met to:

The Rock Pub (Whitehorse)
Liquor Primary—All Liquor

**42454 Yukon Inc. o/a
Edgewater Hotel** (Whitehorse)
Room Service

Hours of Operation

CENTRAL WAREHOUSE

Regular Hours of Operation are:
Monday-Friday 8:00 am to 4:00 pm
Orders received during normal business hours will be ready for pick-up within 24 hours. (Orders placed on Friday will be ready on Monday)
Closed: Good Friday, April 22nd and April 25th for Easter Monday

WHITEHORSE LIQUOR STORE

Monday -Thursday and Saturday
10:00 am to 6:00 pm
Friday 10:00 am to 8:00 pm
Closed: Good Friday, April 22nd and April 25th for Easter Monday

DAWSON CITY, FARO, HAINES JUNCTION, MAYO* & WATSON LAKE

Regular Hours of Operation are:
Tuesday-Saturday 10:00 am to 6:00 pm
*Mayo store closed between 1 pm - 2 pm

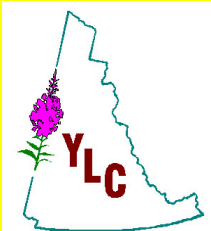
**Closed: Good Friday, April 22nd, and
Tuesday, April 25th in lieu of Easter
Monday.**



Happy Easter!



Yukon Liquor Corporation



9031 Quartz Road
Whitehorse YT Y1A 4P9
Phone: (867) 667-5245
Toll Free: 1 (800) 661-0408
Fax: (867) 393-6306
Website: www.ylc.yk.ca
Yukon.liquor@gov.yk.ca