

# Licensee Information Bulletin



## Licence Renewals



We'd like to remind you that all Yukon liquor licences expire at midnight on **March 31, 2010**.

To renew your licences, you must complete your application and submit it along with the required supporting documents and licence fees by **March 1, 2010**.

For your convenience, you may return all required documents and make payments at either our Head Office in Whitehorse or the nearest liquor store in communities outside Whitehorse.

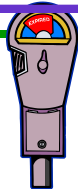
Please direct any questions about your licence renewal to the Licensing Branch at (867) 667-5245 or call toll free from the communities to 1(800) 661-0408, extension 5245.

## New Board Member



We are pleased to announce our newest member to the Yukon Liquor Board, Mark Bowers.

## Expiring Leases



In order to hold a liquor licence, you must be the owner of the premises or hold a lease for one or more years. Section 55 of the *Liquor Act* specifies that the licence becomes invalid if a person ceases to be the true owner or their lease expires.

To ensure that your licence remains valid, you need to check your lease agreement and verify when it expires. If it does not cover the **entire** term of your licence, please ensure that you make arrangements to provide us with a new one **before** the expiration date.

One further note, to be valid lease agreements, they must be signed by both the Licensee and the property owner.

## Advertising



The Yukon Liquor Corporation *Listing, Pricing & Promotion Guidelines* and *Advertising Guidelines* clarify the rules for advertising and for listing, pricing, and promoting liquor products.

The key principle is that liquor advertising by licensees and permit holders should encourage social responsibility in the sale and consumption of alcoholic beverages.

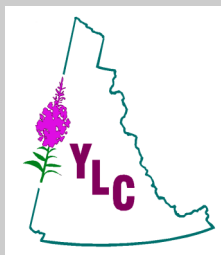
Advertising outside your premises **still requires advance approval** from YLC. You are permitted to advertise and promote your business by:

- advertising the name of establishment or event
- sponsoring events
- running a contest with a non-liquor prize, or offering non-liquor gifts
- 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/forms/forms.html>.

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

## 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](http://www.ylc.yk.ca)  
[Yukon.liquor@gov.yk.ca](mailto:Yukon.liquor@gov.yk.ca)

# March 2010

Happy St. Patrick's Day

## Bulletin

### Income Tax

In a cocktail shaker filled with ice;  
 1 oz gin  
 Dash of sweet vermouth  
 Dash of dry vermouth  
 Dash of orange juice  
 Dash of bitters  
 Shake & strain into a martini glass!



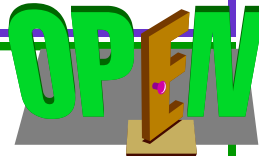
### Green Beer



Yukon carries Nordic Cans of Non-Alcoholic beer although it's not green! Adding blue food coloring appears to work...

### Warehouse **Closed** — March 31

Just a quick reminder that the Liquor Warehouse will be closed on Tuesday, March 31st, 2009 all day for our Year End Inventory. Orders placed early Monday, March 30th **will** be available for pick up on Tuesday, March 31st. Business will continue as usual on Wednesday, April 1st, 2009. **Thank you for your understanding and consideration.**



### 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.)

**Inventory March 31 — Closed**

#### WHITEHORSE LIQUOR STORE

Monday-Thursday and Saturday  
 10:00 am to 6:00 pm  
 Friday 10:00 am to 8:00 pm

#### 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

### Are you selling or leasing your business?



It's not just houses that are selling in the Yukon these days. Anyone watching the real estate market will see that there are several Yukon businesses with liquor licences changing hands.

If you are planning to sell or lease out your business, you and the person taking over your business should know that the transfer of the liquor licence is not automatic. The new owner (or lessee) is required to complete an application for transfer. Like a new licence, this transfer application takes time to review and process.

The *Liquor Regulations* [(LR 3.(2))] require that any application for transfer of a liquor licence be forwarded to the President at least 30 days before the proposed **effective date** of the sale or lease. If business ownership changes, the current licence is no longer valid. If the transfer process is not complete, the new owner/lessee may not operate under the previous licence.

Neither the warehouse nor community liquor stores can release liquor orders to new licensees until all documentation is in order and a new licence has been issued. To ensure a smooth transition, please notify us of your intention and ensure the new owner/lessee knows they must contact the Licensing branch well in advance of the closing date.

### Tip of the Month



**Protect your patrons, offer to call a cab for them. Fast facts from MADD Canada**

Fact is, we have a long way to go to STOP impaired driving. On average just under 4 Canadians are killed every day and just under 190 Canadians are injured each day. Approximately 70,000 Canadians are impacted by impaired drivers annually.