

Licensee Information Bulletin



ISSUE # 2

1

MAY 2010

Draught Beer

Most draught beer is not only a non-pasteurized product but is highly sensitive to various conditions such as temperature, odors and cleanliness. To ensure that the freshness and quality of the product are maintained when serving draught beer and to meet the requirements of the Liquor Regulations, you may find these tips helpful:

- always store kegs in coolers
- ensure thermometers are placed in storage coolers
- store kegs separately from food products, especially uncovered products
- limit product shaking when handling
- do not tap a keg for at least 24 hours after delivery
- clean the draught beer taps and lines weekly
- ensure your dispensing system is in good repair
- constantly clean and rinse glassware
- store the kegs so that they can be easily rotated
- rotate the kegs on hand so that the keg with the oldest date is tapped first
- regularly check the keg dates to ensure the product is not outdated (the shelf life for most draught beer, if stored at the recommended temperature, is 90 days from the date of packaging).

To determine the date the product was packaged, check the date indicated on the keg. For Molson and Labatt products, the date is stamped on the side of the keg in our (Gregorian) calendar e.g. 31 AUG 05 or AUG 31/05. For Chilkoot or Yukon Brewing products, the date is typed on a label located near the keg rim in the Julian calendar e.g. 242 (this means August 31st).

Julian Calendar

January	1-31
February	32-59
March	60-90
April	91-120
May	121-151
June	152-181
July	182-212
August	213-242
September	243-272
October	273-304
November	305-335
December	336-365

New Licences

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

- **43994 Yukon Inc.**
Liquor Manufacturer—Distillery and Liquor Manufacturer Retail—Distillery Licences
- **Foxy's Cabaret**
Liquor Primary—All Liquor and Off Premises Liquor Licences
- **Inconnu Lodge** - Special Licence

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



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.

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

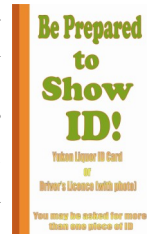
- advertising the name of establishment or event
- sponsoring events
- running a contest with a non-liquor prize, or offering non-liquor gifts
- sponsorships
- advertising the kind of liquor (e.g., "beer") and specific products
- advertising specials, **without mentioning specific prices** (e.g. "Happy Hour")

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

ID Blitz Reminder

Targeted inspections, focused on checking ID's for youth who appear to be under 19, will be conducted by Liquor Inspectors, including the RCMP, between **April 15th and May 31, 2010.**



Summer Hours of Operation

CENTRAL WAREHOUSE

Monday - Friday 8:00 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 - Victoria Day, Monday, May 24th

WHITEHORSE LIQUOR STORE

Effective May 10, 2010

Monday - Thursday 9:30 am to 7:00 pm
Friday 9:30 am to 8:00 pm
Saturday 9:30 am to 6:00 pm

Closed - Victoria Day, Monday, May 24th

DAWSON CITY

Effective May 11, 2010

Tuesday - Saturday 9:30 am to 6:00 pm

Closed - Tuesday May 25th in lieu of Victoria Day

FARO, HAINES JUNCTION, MAYO* & WATSON LAKE

Effective May 11, 2010

Tuesday - Saturday 10:00 am to 6:00 pm

*Mayo store closed between 1 pm - 2 pm

Closed - Tuesday May 25th in lieu of Victoria Day