

BACKGROUNDER

IMPROVING CHOICE AND CONVENIENCE FOR ALCOHOL CONSUMERS

April 11, 2019

Ontario's Government for the People respects adult consumers by trusting them to make responsible choices that work for them. Ontario listened to more than 33,000 consumers and businesses that shared their views on how alcohol choice and convenience could be increased in the province. This feedback will inform Ontario's plan to expand the sale of alcohol to corner, big-box and more grocery stores.

More choice for the people

Ontario will deliver improved choice for consumers and more opportunities for businesses by:

- Introducing legislation that, if passed, would let municipalities make rules about where alcohol can be consumed in public areas, such as parks.
- Letting sports fans drink alcohol at tailgating parties at eligible sporting events.
- Extending the hours of alcohol service at licensed establishments – including bars, restaurants and golf courses – to a 9:00 a.m. start, seven days a week. The government will continue to consult on further measures related to the additional extension of hours. Hours of service will also start at 9:00 a.m. for “by the glass” licences, and special occasion permits.
- Giving wineries, cideries, breweries and distilleries greater flexibility to promote their products by removing the required serving sizes offered at manufacturing sites.
- Introducing legislation that, if passed, would pause a wine tax increase that was scheduled for April 1, 2019, leaving more money in the pockets of consumers.
- Changing rules to allow “happy hour” advertising.
- Evaluating ways to lower beer costs at Royal Canadian Legion halls by fall 2019.

Since August 27, 2018, people have bought more than 76,000 cases of buck-a-beer. Consumers can continue to buy buck-a-beer products at select LCBO locations and online on holiday long weekends.