

July 25, 2007

EXECUTIVE COMMITTEE:

City Council on July 16, 17, 18 and 19, 2007, referred the following Motion to the Executive Committee:

M93 City Council Endorse Provincial Bill 199: To Permit the Sale of VQA Wine and Ontario Microbrewery Beer at Convenience Stores

Moved by Councillor Walker, seconded by Councillor Jenkins

SUMMARY:

The sale of liquor and wine in Ontario is regulated by the Liquor Control Board of Ontario (LCBO) and is restricted to LCBO stores and LCBO Agency stores. LCBO Agency stores are local vendors licensed to sell alcohol in small communities that do not have LCBO stores. The LCBO Agency store program has been in effect since 1962.

To spread the success of the LCBO Agency store program, convenience stores and small grocery stores should be allowed to sell alcohol. The sale of alcohol would bring added income to these small business owners and would boost the local economy in Toronto and its neighbourhoods. Also, with the impending ban on cigarette “power-wall” advertising behind the cash-register at convenience stores, allowing the limited sale of alcohol at convenience stores could provide some relief for the small business owner from their loss of the “power-wall” revenue.

The provinces of Quebec, British Columbia and Alberta all allow the sale of alcohol in stores licensed and regulated by the Province.

On April 3, 2007, Queen’s Park passed the first reading of a Private Member’s Bill (Liberal MPP, Kim Craitor - Niagara Falls) that proposes to amend the Liquor Control Act to allow the sale of VQA wine and Ontario microbrewery beer at convenience stores. In addition to the Liquor Control Board of Ontario (LCBO), this bill would allow licensed convenience store owners to sell limited stock of local wine and beer only. The bill proposes to regulate the qualified, trained (by the Hospitality Industry Training Organization of Ontario) and licensed vendors.

RECOMMENDATIONS:

1. That City Council endorse provincial Bill 199.
2. That City Council direct the Clerk to immediately convey City Council's endorsement of Bill 199 to the Province of Ontario.
3. That City Council direct the appropriate officials to give effect to the foregoing.

for City Clerk

M. Toft/cd