

## Ontario Announces First 58 Grocery Store Locations to Sell Beer

*Delivering More Consumer Choice and Convenience — Just in Time for the Holidays*

NEWS

December 15, 2015

The government is delivering on its promise to allow beer sales in grocery stores by announcing [the first 58 locations across the province](#) where Ontarians will be able to buy beer.

Premier Kathleen Wynne and Minister of Finance Charles Sousa announced the 13 independent grocery stores and 45 stores owned by large grocers that are now authorized to sell beer. This is the first round of Ontario's commitment to make it more convenient for people to buy beer. Ultimately, beer will be available at up to 450 grocery stores provincewide — roughly the same number of locations The Beer Store currently operates in Ontario. Beer in grocery stores is part of the biggest shakeup to beverage alcohol retailing in the province since prohibition was ended in 1927.

Ontario is expanding access responsibly. The Alcohol and Gaming Commission of Ontario, which visited all 58 locations as part of the authorization process, will now monitor them to ensure that they adhere to laws on the safe retail of alcohol. These include designated sales areas and hours of sale, limitations to package sizes and alcohol content by volume, and rigorous social responsibility training for staff.

Giving consumers more choice and convenience while creating a more level playing field for brewers is part of the government's plan to build Ontario up. The four-part plan includes investing in people's talents and skills, making the largest investment in public infrastructure in Ontario's history, creating a dynamic, innovative environment where business thrives and building a secure retirement savings plan.

### QUOTES

“Beer is here — in grocery stores just in time for the holidays. As we continue with the largest shakeup to beverage alcohol sales in Ontario since the end of Prohibition, people are going to enjoy increasingly convenient access to their favourite beers and more choice in where they can buy them. We are expanding the availability of beer in a prudent and socially responsible way. Wherever you buy beer, please continue to drink responsibly.”

— Kathleen Wynne, Premier of Ontario

“Ontario's new beer framework is really opening up opportunities for businesses across the province. From our enthusiastic independent grocers to our dynamic craft brewers — we are enabling innovation and improved convenience and choice across Ontario.”

— Charles Sousa, Minister of Finance

“Grocery retailers look forward to increasing consumer choice and convenience in a responsible way as Ontario rolls out the sale of beer in grocery stores. Going forward, Ontario shoppers will be able to buy beer in grocery stores across the province and select from a variety of craft and major brand products. Retail Council of Canada will continue to work with our members and the province to ensure that this new initiative is a positive experience for consumers.”

— David Wilkes, Senior Vice-President, Retail Council of Canada

“We’re thrilled that consumers can further support independent grocers by purchasing their favourite beer in our stores, including a selection of beer from small and craft breweries. As beer sales are expanded to more grocery locations, we’re excited about the opportunities that will be created for independent grocers.”

— Gary Sands, Vice-President, Canadian Federation of Independent Grocers

“Craft beer lovers can now find local selections in local stores. We look forward to working with grocers to offer a refreshing variety of craft beer from breweries across Ontario. This new distribution channel is part of a set of changes that will create jobs and double or triple Ontario’s craft beer industry.”

— John Hay, President, Ontario Craft Brewers

## QUICK FACTS

- For a map and list of the 58 grocery store locations authorized to sell beer, visit [ontario.ca/morechoice](https://ontario.ca/morechoice). Not every location will have beer available for sale today. Authorizations for two other locations are in process. Please contact individual grocers to confirm availability.
- Grocers in every region of Ontario showed strong interest in selling beer. The process ensured fairness to grocers in each region.
- To support Ontario’s vibrant craft beer industry, at least 20 per cent of grocers’ shelf space for beer will be dedicated to small brewers’ products.
- The Premier’s Advisory Council on Government Assets consulted extensively with key grocer, brewer and social responsibility stakeholders to define a fair and socially responsible model for beer sales in grocery stores.
- Ontario has also made significant progress to modernize beer retailing in other ways, such as a pilot of 12-pack sales at 10 LCBO stores; the launch of the first of 25 Craft Beer Zones in LCBO stores; free listings for Ontario brewers in The Beer Store network; and new on-site sales outlets for small brewers.
- In September, Ontario finalized a series of agreements with The Beer Store to level the playing field for all brewers and create new opportunities for economic growth across the province. The agreements also retain a low-cost distribution system, which means Ontario consumers will continue to pay less for beer than the Canadian average.

## LEARN MORE

[Socially Responsible Retailing Requirements for Grocers Selling Beer](#)

[Grocery Store Eligibility and Fairness Criteria](#)

[Ontario’s Plan to Expand Beer Retailing](#)

## Socially Responsible Retailing Requirements for Grocers Selling Beer

December 15, 2015

Ontario is introducing beer sales in up to 450 grocery stores across the province, starting with 58 locations in December 2015.

The authorized stores are a mix of independent and large grocers in communities across Ontario. Criteria were set to ensure fairness and geographic distribution.

All stores will adhere to regulations ensuring the socially responsible sale of alcohol, including:

- The sale of beer is limited to standard hours: Monday to Saturday: 9 am to 11pm and Sunday: 11am to 6pm
- Beer is located in a single designated section of the store
- Beer sold in grocery stores cannot exceed 7.1 per cent alcohol by volume
- Beer will be sold in up to six-packs, up to 750 mL per container
- All staff selling and handling beer in grocery stores must be a minimum of 18 years of age
- Like at the LCBO, all staff must be fully trained and will be responsible for ensuring that customers under the age of 19 and intoxicated adults do not purchase beer
- Uniform and minimum pricing for beer
- Restrictions on promotional activities to ensure fair and responsible merchandising

The Alcohol and Gaming Commission of Ontario (AGCO) will oversee these and other regulations.

**Grocery stores now authorized to sell beer across four regions are:**

### Greater Toronto Area

Grocery Store	City	Address
Sobeys	Aurora	15500 Bayview Ave.
Loblaws	Etobicoke	380 The East Mall
Real Canadian Superstore	Georgetown	171 Guelph St.
Metro	Milton	1050 Kennedy Circle, Milton
Michael-Angelo's	Mississauga	4099 Erin Mills Pkwy
Loblaws	Mississauga	5010 Glen Erin Dr.
Real Canadian Superstore	Newmarket	18120 Yonge St.
Metro	Newmarket	16640 Yonge St.
Longo's	Oakville	3455 Wyecroft Rd.
FreshCo	Oakville	2501 Third Line
Longo's	Oakville	469 Cornwall Rd.
Real Canadian Superstore	Oshawa	1385 Harmony Rd. N.
Metro	Pickering	1822 Whites Rd.
Sobeys	Richmond Hill	11700 Yonge St.
Coppa's Fresh Market	Toronto	4750 Dufferin St.
Galleria Supermarket	Toronto	865 York Mills Rd.

**Greater Toronto Area (continued)**

<b>Grocery Store</b>	<b>City</b>	<b>Address</b>
Real Canadian Superstore	Toronto	51 Gerry Fitzgerald Dr.
Real Canadian Superstore	Toronto	2549 Weston Rd.
Loblaws	Toronto	17 Leslie St.
Loblaws	Toronto	50 Musgrave St.
Coppa's Fresh Market	Vaughan	3300 Rutherford Rd.
Galleria Supermarket	Vaughan	7040 Yonge St.
FreshCo	Vaughan	800 Steeles Ave W.
Farm Boy	Whitby	360 Taunton Rd.

**West**

<b>Grocery Store</b>	<b>City</b>	<b>Address</b>
Zehrs	Cambridge	400 Conestoga Blvd.
Metro	Guelph	500 Edinburgh Rd. S.
Sobeys	Hamilton (Ancaster)	977 Golf Links Rd.
FreshCo	Hamilton	700 Queenston Rd.
Fortinos	Hamilton	65 Mall Rd.
Food Basics	Hamilton	505 Rymal Rd. E.
Starsky Fine Foods	Hamilton	685 Queenston Rd.
Real Canadian Superstore	Kitchener	875 Highland Rd. W.
Farm Boy	London	1415 Beaverbrook Ave.
Walmart Supercentre	London	1280 Fanshawe Park Rd.
Real Canadian Superstore	London	1205 Oxford St.
Food Basics	London	509 Commissioners Rd. W.
Food Basics	Niagara Falls	3770 Montrose Rd.
Sobeys	Paris	307 Grand River St. N.
Real Canadian Superstore	Windsor	4371 Walker Rd.

**East**

<b>Grocery Store</b>	<b>City</b>	<b>Address</b>
Sobeys	Kanata	700 Terry Fox Dr.
Sobeys	Kanata	840 March Rd.
Loblaws	Kingston	1100 Princess St.
La Mantia's Country Market	Lindsay	50 William St. S.
Metro	Nepean	3201 Strandherd Dr.
Food Basics	Orillia	975 West Ridge Blvd.
Farm Boy	Ottawa (Orleans)	2030 Tenth Line
Loblaws	Ottawa	1980 Baseline Rd.
Real Canadian Superstore	Ottawa	760 Eagleson Rd.,
Sobeys	Ottawa	193 Metcalfe St.
Sobeys	Peterborough	1200 Lansdowne St. W.
Sobeys	Peterborough	501 Towerhill Rd.
Brown's Your Independent Grocer	Stittsville	1251 Main St.

## **North**

<b>Grocery Store</b>	<b>City</b>	<b>Address</b>
Pino's Get Fresh	Sault Ste. Marie	219 Trunk Rd.
Walmart Supercentre	Sudbury	2416 Long Lake Rd.
Walmart Supercentre	Sudbury	1349 Lasalle Blvd.
Real Canadian Superstore	Thunder Bay	971 Carrick St.,
Safeway	Thunder Bay	115 Arthur St. W.
Safeway	Thunder Bay	1015 Dawson Rd.

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