

May 31, 2019

Re: Health Canada's new Flavoured Purified Alcohol regulations are now in force

Dear Trade Partner,

The Government of Canada amended the *Food and Drug Regulations* (FDR) to restrict the amount of alcohol in a new class of Flavoured Purified Alcoholic Beverages. This amendment was published in Canada Gazette, Part II, on May 29th, 2019, and comes into effect immediately.

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The updated regulations, which we previously communicated in a letter dated April 1, 2019, read as follows in section (B.02.004) of the FDR:

- (1) No person shall sell flavoured purified alcohol in a container with a capacity of 1,000 mL or less unless it contains 25.6 mL or less of alcohol.
- (2) Subsection (1) does not apply to flavoured purified alcohol that is sold in a glass container with a capacity of at least 750 mL.
- (3) For the purposes of this section, **flavoured purified alcohol** means an alcoholic beverage:
 - (a) that is obtained from an alcohol base that has been purified during the course of manufacture through a process other than distillation and from which most of the naturally occurring substances other than alcohol and water have been removed; and
 - (b) to which has been added during the course of manufacture any substance or mixture of substances that imparts flavour."

Any producer of products meeting the definition of this new class of beverage alcohol must ensure they comply with the new regulatory requirements. There is no transition period.

To assist you in determining the maximum alcohol content permitted by the regulations for flavoured purified alcoholic beverages, please see the table below listing some common single-serve beverage container formats and their corresponding maximum percentage of alcohol.

Container volume	Percentage of alcohol*
341 mL	up to 7.5% alc/vol
355 mL	up to 7.2% alc/vol
473 mL	up to 5.4% alc/vol
568 mL	up to 4.5% alc/vol
710 mL	up to 3.6% alc/vol
750 mL (glass exempted)	up to 3.4% alc/vol
1 000 mL (glass exempted)	up to 2.6% alc/vol

* The formula to calculate the maximum percentage of alcohol for any container size is:
25.6 divided by the volume of the container in mL. E.g., $25.6 \div 341 \text{ mL} = 7.5\%$

You can read the new regulations and supporting regulatory development [here](#). If you have any further inquiries we recommend reaching out to Health Canada or Canadian Food Inspection Agency.

Sincerely,



Dorina Brasoveanu
Director, Quality Assurance

cc: Nick Nanos, Senior Vice President, Supply Chain & Wholesale
Carolyn O'Grady Gold, Vice President, Merchandising
Jennifer Bell, Vice President, Communications & Corporate Affairs
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