

## TASTING ROOM TERMS

The Manitoba Liquor and Gaming Authority (LGA) has established the following eligibility and operating principles for tasting rooms as part of the licensing requirements:

- brewed on-site – the craft tasting experience focuses on beer freshly brewed on premises. Visitors may also purchase their favourite brew and memorabilia from the brewery’s retail operations.
- age control – service and retail beer sales only to people 18 years of age and older. Minors may tour the brewery and visit the tasting room if accompanied by a parent, guardian or spouse.
- hours of operation – tasting rooms may operate from 9 a.m. to 9 p.m. daily. Brewers may set their own operating hours within this timeframe.
- serving it safe – all liquor service staff must be certified by the Manitoba Tourism Education Council’s Serving It Safe program ([www.servingitsafe.ca](http://www.servingitsafe.ca)).
- public notice – as required for all retail and service premises, a public notice must be posted at the brewery as part of the application process. This notice will advise the community the LGA is considering an application to licence an on-premises tasting room and give citizens the opportunity to ask questions and share their views.
- service – in accordance with LGA regulation, a person may be served a maximum of 750 ml serving of beer at one time. Flights of a variety of beer may total up to 750 ml combined.
- minimum pricing – in accordance with LGA regulation, Manitoba’s minimum pricing of \$2.25, including PST and GST, per 341 ml serving of beer applies to tasting room service.
- capacity – tasting rooms will be authorized to serve a maximum capacity of 50 people.
- food service – a selection of snacks must be available and may include sandwiches, nuts, pretzels, chips, cheese and crackers, and baked goods.
- advertising – The LGA’s *Advertising and Marketing Practices Guide*, including adherence to the *Canadian Code of Advertising Standards* and responsible consumption messaging, applies to tasting rooms. This guide is available at: [www.lgamanitoba.ca/licence-permit-holders/liquor-advertising](http://www.lgamanitoba.ca/licence-permit-holders/liquor-advertising).