



## **Corporate Memo**

### **Council and Administrative Services**

**To: Council**

**From:** Alex Smyth, Council and Committee Facilitator and Licensing Officer

**Subject:** By the Glass Liquor Licence Informative Memo

**File ID:** P09

**Meeting Date:** August 31, 2021

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### **Background**

This memo has been prepared to outline the process for Council to pass a municipal resolution supporting wineries, breweries and distilleries in the Township applying to the Alcohol and Gaming Commission of Ontario (AGCO) for the new “By the Glass” licence, also known as Manufacturer’s Limited Liquor Sales Licence.

The “By the Glass” initiative allows Ontario wineries, breweries and distilleries which already hold a Manufacturer’s Licence under the Liquor Licence Act to make an application to the AGCO for a Manufacturer’s Limited Liquor Sales Licence to sell and serve their wine, beer and spirits to patrons for consumption at their manufacturing site.

The sale and service of the wine, beer and spirits must be primarily aimed at promoting the manufacturer’s product and either providing an enhanced tourist experience or fulfilling an educational purpose.

“By the Glass” licensing is designed to enhance the Ontario tourism experience and provide wineries, breweries and distilleries with an added tool that can be used to educate guests about their products in an interactive manner.

“By the Glass” applicants are exempt from the public advertising process. Instead, a municipal resolution letter is required to indicate the support of the local community.

When Woolwich wineries, breweries or distilleries request a municipal resolution letter, staff will prepare a resolution to be included on an agenda under Consent Items for Approval. If Council passes the support resolution, it will be forwarded to the applicant upon ratification by Council.

### **List of Attachments**

None.