



## *Liquor Plus Responsibility*

As important as our commitment as a company to providing the widest range of products to our customers and to maintaining the highest level of customer service in the industry, is our commitment to selling our products responsibly. That commitment includes the following policies which are an inherent part of the culture of every one of our stores and are an integral part of the training given all of our management and staff.

### **SERVING ONLY THE RIGHT PEOPLE**

Although we are in the business of selling alcohol and related products, we will **NOT** sell any products to anyone who: is underage; lacks the proper identification of proof of age; appears intoxicated; or we believe is attempting to purchase products for someone who is underage or intoxicated.

This policy also applies to our website and to any products that we sell for delivery or pickup off of the website.

All of our staff and management are trained to deal with individuals who appear to be underage or who appear to be intoxicated and will challenge anyone who they believe to be so. Even though the legal age in the province is 19, it is also a policy that our staff ask anyone who appears to be under the age of 25 to provide proof of age to ensure that minors who look older than they are are not served.

### **ENCOURAGING RESPONSIBLE DRINKING**

We believe that the social consequences associated with responsible drinking require that we do more than just challenge minors and refuse service. We also strongly encourage the responsible use of any of the products that we sell.

We carry a wide range of low alcohol products, ensure that our pricing is set at a level that does not encourage over consumption. We carry instore advertising that promotes responsible consumption practices, with a particular focus on the consequences of drinking and driving. We offer food matches for a wide variety of our products, including beer, wines and spirits and offer advice on entertaining responsibly.

A number of publications related to the responsible consumption of our products and the consequences of drinking and driving are available on the [Trade Links](#) section located on our Liquor Plus Info page of this website and we encourage you to read them.