

# LCBO

Wednesday August 31, 2016

**TO: ALL TRADE ASSOCIATIONS**

**RE: IN-STORE TASTING PROGRAM**

We would like to remind you of our process to capture Challenges and Refusals for the In-store Tasting Program. It is imperative that we track the challenges and refusals at the tasting stations and ensure we are meeting our Social Responsibility mandate.

For all in-store tastings, the Store Manager/Designate will supply the agent or demonstrator a hard copy of the Challenge and Refusal Tracking Form (LCB S-83-I In-store Tasting Challenge and Refusal Report).

The Store Manager/Designate is required to walk the agent or demonstrator through completing the form, outlining the importance of our Challenge and Refusal program and the mandate that they must check ID for **anyone who appears to be under 25 years old (Check 25)** or who appears to be intoxicated. *NOTE: Although all demonstrators have Smart Serve training, the Store Manager/Designate must review our program with them.*

After the tasting, the agent/demonstrator will submit the completed report to the Store Manager/Designate. It is critical that this form is completed after each tasting as we will be tracking these Challenge and Refusal statistics and monitoring for compliance.

Should you have any questions about the program, please send an email to Rosemary Canavan, In-store Tasting Program Administrator, at [rosemary.canavan@lcbo.com](mailto:rosemary.canavan@lcbo.com).

Thank you,



Rosemary Canavan  
In-store Tasting Program Administrator