



Raising the Bar

Summer 2016

In this edition of Raising the Bar, NLC is reminding you about special AIR MILES® Bonus offers, the transferring of licenses and introducing you to our product knowledge team!

Have a great Summer!

Transferring a License

An existing liquor license may be transferred to a new licensee via application to NLC which includes the written consent from the current licensee. Only a valid liquor license may be transferred. Expired or cancelled licenses cannot be transferred. Once a transfer application is submitted, all required documentation must be forwarded to NLC within 30 days. Applicants failing to comply will not be in a legal position to operate. Applications can be completed online at:

www.nliquor.com/corporate/services/transfer-a-liquor-license

Updating your Information

To ensure we can reach you with important information or notices, please take the time to inform us of any changes in your contact information, including mailing address, phone number, fax number, or email.

Purchases

All liquor must be purchased from NLC, one of its designated Liquor Express Stores or from a brewer's distributor. Don't forget to use your liquor license number when making purchases!

NLC Tribunal Hearing Results Summary

Below is a list of recent sanctions issued by the NLC's Tribunal Board:

Establishment	License Type	Date of Hearing	Violations	Sanction
The Fat Cat Blues Bar St. John's, NL	Lounge	February 23, 2016	<ul style="list-style-type: none">· Sale after hours· Consumption after hours· Mandatory Exit violation· Smoking on licensed premises· Obstruction	21 day suspension of license
Dody's, Topsail Road St. John's, NL	Lounge	March 15, 2016	<ul style="list-style-type: none">· Minimum price violation	1 day suspension of license
Goobie's Ultramar Goobies, NL	Brewer's Agent	March 15, 2016	<ul style="list-style-type: none">· Supplying liquor to a minor	1 day suspension of license
Trapper John's St. John's, NL	Lounge	March 16, 2016	<ul style="list-style-type: none">· Minors on premises	6 day suspension of license

Alterations and Renovations

As a licensee, you are responsible for advising the NLC on any changes that are made to your license, including structural alterations. These changes generally impact the licensed footprint, and can include expanding or reducing your floor plan.

It is critical that you obtain the necessary approvals from the appropriate authorities, including the NLC. This can be achieved through completing an application. To obtain an application and for more information, please visit our [website](#).



WE HAVE THE PRODUCTS *AND* THE KNOWLEDGE!

Meet NLC's Product Knowledge Team. Headed by Senior Product Knowledge Consultant, (PKC) Andrew Facey, the team is comprised of highly trained staff members who are here to assist in your shopping experience and provide you with in-depth information on products and the world of beverage alcohol.

Our Product Knowledge Consultants are here to help...

From tips on what to serve or how to store that bottle of wine, to helping find the right products to complement your menu. They're also available to assist in training your staff on proper glassware, opening and pouring wine as well as food and wine pairings.

Five of these very knowledgeable PKCs are located in the Metro area of the province:

John Ryan (Howley Estates)

Michelle Meehan (Merrymeeting Road)

Roger Lockyer (Stavanger Drive)

William Barnes (Pearlgate)

Brent Winsor (Kelsey Drive)

The other two are currently plying their trade in Gander and Corner Brook:

Amy Schofield (Gander)

Jennifer Snooks (Corner Brook, Humber Gardens)

If you'd like to learn more about what our PKCs can do for you, please feel free to contact our Senior PKC, **Andrew Facey** at **724-1706**.

AIR MILES® Bonus Miles Program

Did you know that you can use your AIR MILES® Card when making purchases at NLC? Licensees can earn Bonus Miles on select products each month! If you have any questions, be sure to ask the Store Manager at your local Liquor Store.



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SUMMER
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2016**

Recipes, new products and more!



NEWFOUNDLAND LABRADOR
wine show
LIQUOR CORPORATION

SEPTEMBER 29TH TO OCTOBER 1ST
Tickets ON SALE Friday, August 19th
nlcevents.com

Contact Us!



www.nliquor.com/corporate/services



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