



**TO:** All Suppliers & Industry Representatives  
**FROM:** Brad Fulham, Director, Supply Chain  
**DATE:** May 2, 2019  
**RE:** **New class of Flavoured Purified Alcoholic Beverages**

---

Please be advised that due to Health Canada concerns with the risks associated with a new and growing class of drinks known as 'flavoured purified alcoholic beverages,' amendments to the Food and Drug Regulations are being proposed that would restrict the alcohol content in these products.

The proposed amendment (published in the Canada Gazette, Part I, Vol. 152, Number 51 on 12/22/2018 <http://www.gazette.gc.ca/rp-pr/p1/2018/2018-12-22/html/reg6-eng.html>) reads as follows:

*“(1): No person shall sell flavoured purified alcohol in a container with a volume capacity that is less than or equal to 1,000 mL unless it contains 25.6 mL or less of alcohol.*

*(2) Subsection (1) does not apply to flavoured purified alcohol that is sold in a glass container with a volume capacity that is equal to or greater than 750 mL*

*(3) For the purposes of this section, flavoured purified alcohol means an alcoholic beverage:*

*a) that is obtained from an alcohol base that has been purified during the course of manufacture through a process other than distillation and from which most of the naturally occurring substances other than alcohol and water have been removed; and*

*b) to which has been added during the course of manufacture any substance or any combination of substances that imparts taste.”*

It is anticipated that these restrictions will come into effect on the same day the Regulations are registered (expected to be late May 2019).

**This would result in no transition period**, meaning existing products that are not in compliance with the new Regulations when they come into force would need to be immediately removed from the market, at the supplier's cost.

To assist you in determining the maximum alcohol content permitted by the Regulations for flavoured purified alcohol beverages, the table below lists some common single-serve beverage container formats and their corresponding maximum percentage of alcohol.

Container volume	Percentage of alcohol*
341 mL	up to 7.5% alc/vol
355 mL	up to 7.2% alc/vol
473 mL	up to 5.4% alc/vol
568 mL	up to 4.5% alc/vol
710 mL	up to 3.6% alc/vol
750 mL (glass exempted)	up to 3.4% alc/vol
1000 mL (glass exempted)	up to 2.6% alc/vol

*The formula to calculate the maximum percentage of alcohol for any container size is: 25.6 divided by the volume of the container in mL. E.g.,  $25.6 \div 341 \text{ mL} = 7.5\%$*

Please note that it is your responsibility to determine if any of the products you make and/or represent fall into this new category and to ensure compliance with the new requirements upon Health Canada's approval of the regulations.

Once the regulations are finalized, we will provide additional information outlining the approved amendment, as well as Manitoba Liquor & Lotteries' strategy for the removal of non-compliant products.

For more information, please refer to the regulator's [news release on this subject](#). If you have any further inquiries, we recommend contacting Health Canada.