SPECIALIST TRACK: MARKETING FOR CATERERS, BARS AND FOOD TRUCKS

Your advertising compliance check

Lesson: Alcohol and food advertising rules in Ontario · about 15 minutes

Audit your current promotions and set up a check for everything you publish.

Your business (name, service, main city):

1. List the liquor licence, endorsement or permits that cover your events, and who holds each.

2. Review your last ten posts or ads that mention alcohol and note any that suggest heavy drinking, free liquor, group discounts or purchase-linked offers.

3. Check your drink prices or happy hour offers against the minimum price per standard drink, including taxes.

4. Rewrite three of your riskiest promotions so they comply.

5. **List every food claim on your menus and website, and the evidence you hold for each.**

6. **Adapt the seven-question checklist and decide who in your business will run it before anything goes live.**

Check: can you now

- Explain the AGCO's main rules on liquor advertising, pricing, happy hours, contests and Special Occasion Permit events
- Rewrite common food and drink promotions so that they comply with liquor standards and Canadian advertising law
- Apply a pre-publication checklist to every menu, post, ad and offer

One change you will make this week