

3. Section 4 is amended

(1) by adding the following paragraph after the first paragraph:

“The holder of a wine maker’s permit that wishes to market a proprietary brand in association with the brand name of a person authorized to sell alcoholic beverages under subparagraph *h* of the first paragraph of section 17 of the Act respecting the Société des alcools du Québec shall file with the Corporation an additional declaration indicating his intention and attesting that he holds the rights to use the brand. The permit holder shall also have the declaration recorded in the register of proprietary brands kept by the Corporation.”;

(2) by inserting the words “provided that those brands and brand names of a person authorized to sell alcoholic beverages under subparagraph *h* of the first paragraph of section 17 of the Act respecting the Société des alcools du Québec” after the words “recorded in the register and” in the second paragraph;

(3) by substituting the word “third” for the word “second” in the third paragraph.

4. This Regulation comes into force on the fifteenth day following the date of its publication in the *Gazette officielle du Québec*.

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Gouvernement du Québec

O.C. 458-2001, 25 April 2001

An Act respecting the Société des alcools du Québec (R.S.Q., c. S-13)

Wine and other alcoholic beverages made or bottled by holders of a wine maker’s permit — Amendments

Regulation to amend the Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker’s permit

WHEREAS under paragraph 1 of section 37 of the Act respecting the Société des alcools du Québec (R.S.Q., c. S-13), amended by section 20 of Chapter 8 of the

Statutes of 1999, the Government, upon the recommendation of the Minister of Industry and Trade and the Minister of Public Security, may make regulations determining the conditions or modalities of purchase, making, bottling, keeping, handling, storing, sale or shipping of alcoholic beverages;

WHEREAS under paragraph 7 of section 37 of the Act, the Government may, in the same manner, make regulations determining which wines and alcoholic beverages made or bottled by the Corporation or a brewer’s, cider maker’s or wine maker’s permit holder, other than alcohol and spirits, may be sold by grocery permit holders;

WHEREAS under paragraph 8 of section 37 of the Act, the Government may, in the same manner, make regulations determining, for grocery permit holders, the conditions and modalities of supplying, marketing and fixing the retail price of alcoholic beverages contemplated in paragraph 7 of that section;

WHEREAS in accordance with sections 10 and 11 of the Regulations Act (R.S.Q., c. R-18.1), a draft of the Regulation to amend the Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker’s permit was published in Part 2 of the *Gazette officielle du Québec* of 30 August 2000 with a notice that it could be submitted to the Government which could make it upon the expiry of 45 days following that publication;

WHEREAS under Order in Council 218-2001 dated 8 March 2001, the Minister of Finance shall act in the stead of the Minister of Industry and Trade as provided for in the Act respecting the Société des alcools du Québec;

WHEREAS it is expedient to make the Regulation without amendment;

IT IS ORDERED, therefore, upon the recommendation of the Minister of Finance and the Minister of Public Security:

THAT the Regulation to amend the Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker’s permit, attached to this Order in Council, be made.

JEAN ST-GELAIS,
Clerk of the Conseil exécutif

Regulation to amend the Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker's permit*

An Act respecting the Société des alcools du Québec (R.S.Q., c. S-13, s. 37, pars. 1, 7, 8 and 10; 1999, c. 8, s. 20)

1. Section 3 of the Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker's permit is amended by substituting the words "the following expression: "liqueur wine" for the words "one of the following expressions: "liqueur wine", "Canadian port" or "Canadian sherry".

2. The following paragraph is added after the first paragraph of section 6:

"Notwithstanding the first paragraph, where wine is bottled under a proprietary brand in association with the brand name of a person authorized to sell alcoholic beverages under subparagraph *h* of the first paragraph of section 17 of the Act respecting the Société des alcools du Québec, that brand name shall appear on the main label of the wine container, but the typeface used shall not be larger than that used for the proprietary brand. The name and address of the authorized person may appear on the main label with or without the name and address of the holder of a wine maker's permit."

3. This Regulation comes into force on the fifteenth day following the date of its publication in the *Gazette officielle du Québec*, except section 1 which will come into force on the date of the first anniversary of the coming into force of this Regulation.

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* The Regulation respecting wine and other alcoholic beverages made or bottled by holders of a wine maker's permit, made by Order in Council 2166-83 dated 19 October 1983 (1983, *G.O.* 2, 3671), was last amended by the Regulation made by Order in Council 1797-91 dated 18 December 1991 (1992, *G.O.* 2, 16). For previous amendments, refer to the *Tableau des modifications et Index sommaire*, Éditeur officiel du Québec, 2000, updated to 1 November 2000.

Gouvernement du Québec

O.C. 469-2001, 25 April 2001

An Act respecting liquor permits (R.S.Q., c. P-9.1)

Alcoholic beverages

— Promotion, advertising and educational programs

— Amendments

Regulation to amend the Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages

WHEREAS under paragraph 12 of section 114 of the Act respecting liquor permits (R.S.Q., c. P-9.1), the Régie des alcools, des courses et des jeux may, in plenary session, make regulations establishing standards, limits, restrictions, prohibitions and an approval procedure relating to promotion, advertising and educational programs in respect of alcoholic beverages applicable in whole or in part to persons or categories of persons determined by regulation;

WHEREAS under paragraph 12.1 of section 114 of the Act, the board may in the same manner make regulations controlling the giving of alcoholic beverages by the Société des alcools du Québec and by the holder of a permit issued under the Act respecting the Société des alcools du Québec (R.S.Q., c. S-13);

WHEREAS at its plenary session of 5 April 2000, the board made a draft Regulation to amend the Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages;

WHEREAS in accordance with sections 10 and 11 of the Regulations Act (R.S.Q., c. R-18.1) a draft Regulation to amend the Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages was published in Part 2 of the *Gazette officielle du Québec* of 30 August 2000 with a notice that it could be approved by the Government upon the expiry of 45 days following that publication;

WHEREAS at its plenary session of 24 November 2000, the board made that Regulation with amendment;

WHEREAS it is expedient to approve the Regulation with amendment;

IT IS ORDERED, therefore, upon the recommendation of the Minister of Public Security: