Quality Assurance Program at the Liquor Control Board of Ontario: Why Test? Who Benefits?

Submitted by: Canada
QA Program at the LCBO: Why test? Who benefits?

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LCBO QA Mandate

Ensure products offered for sale are:
- Of Sound Quality
- Authentic and Safe to consume
- Compliant with applicable Regulations
LCBO QA Quality Management System

Monitor Emerging Global Issues in the Alcohol Beverage Industry.

Data on Benzene in Soft Drinks and Other Beverages

Precautionary Labelling for Allergens in Pre-packaged Foods

WHO Pesticides Evaluation Scheme: "WHOPES"

Collection Of Ethyl Carbamate Occurrence in Beverage Alcohol
Role of LCBO QA

**Consumer Protection**

**Corporate Liability**

**Consultant/Expert Opinion**

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Role of LCBO QA

**Consumer Protection:**

- Safe and Authentic
Authentic Products

"Fake Bottles of Australia’s Best-Selling Jacob’s Creek Wine Have Flooded the UK Market"

The New York Times

“Feds in New York City Probe Counterfeit Wine”

“LCBO Recalls Suspected Counterfeit Wine”

Quality Monitoring Programs

Warehouse Investigations

Submissions → New Products → Yearly Audits → Customer Complaints → Retail Investigations

Sensory, Chemical, Labelling, Packaging
Role of LCBO QA

**Consumer Protection:**
- Safe and Authentic
- Sound Quality

Sound Quality

- Sensory Quality
- Labelling Quality
- Tamper Evidence
- Chemical Composition
- Packaging Quality

Product Quality
### Role of LCBO QA

**Consumer Protection:**
- Safe and Authentic
- Sound Quality
- Social responsibility

### Social Responsibility
- Labelling design
- Accuracy of declarations
Role of LCBO QA

**Consumer Protection:**
- Safe and Authentic
- Sound Quality
- Social responsibility

**Corporate Liability**
- Regulatory compliance

Regulatory Compliance

- Food & Drugs Act & Reg’s
- Consumer Packaging and Labeling Act & Reg’s
- Ontario Liquor License & Liquor Control Acts
- Ontario Wine Content & Labeling Act & Reg’s
Role of LCBO QA

Consumer Protection:
- Safe and Authentic
- Sound Quality
- Social responsibility

Corporate Liability
- Regulatory compliance
- Product recall

Product Recalls
- Public recall
  - Health risk
  - Fraudulent products
  - Poor manufacturing practices

- Remove from sale
  - Triggered by LCBO quality programs, customer complaints
  - Requested by suppliers
Role of LCBO QA

**Consumer Protection:**
- Safe and Authentic
- Sound Quality
- Social responsibility

**Corporate Liability:**
- Regulatory compliance
- Product recall

**Consultant/Expert Opinion:**
- Health Canada
- Industry
- Legal Agencies

Consulting with Regulatory Agencies

- Provide survey data and comments to Health Canada/Canadian Food Inspection Agency to assist in establishing Maximum Allowable Limits (MALs) for contaminants, additives, etc.

- Work with Health Canada on emerging contaminants, e.g. OTA, new pesticides
Percentage of Rejected Products

Distribution of Rejected Samples
Reasons for Rejection

“Make Quality Assurance part of the LCBO Brand”

LCBO: A BRAND YOU CAN TRUST