QA Program at the LCBO: Why test? Who benefits?

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SVP-Logistics/Quality Assurance

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.

Role of LCBO QA

- Consumer Protection
- Corporate Liability
- Consultant/Expert Opinion

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

“LCBO Recalls Suspected Counterfeit Wine”

Quality Monitoring Programs

Role of LCBO QA

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

Sound Quality

Role of LCBO QA

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

Social Responsibility

- Labelling design
- Accuracy of declarations

Seminar on Key Issues in Wine Regulation
San Francisco, United States
18–19 September 2011
Role of LCBO QA

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

Corporate Liability:
- Regulatory compliance
- Product recall

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

Product Recalls
- Public recall
  - Health risk
  - Fraudulent products
  - Poor manufacturing practices
- Remove from sale
  - Triggered by LCBO quality programs, customer complaints
  - Requested by suppliers

Consulting with Regulatory Agencies
- Provide survey data and comments to Health Canada/CDD/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