



7-Eleven Canada, Inc.
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March 3, 2021

TO: Brampton City Council
FROM: 7-Eleven Canada
RE: Agenda Item 10.2.1. 7-Eleven Canada Liquor Sales Licence Applications

Dear Brampton City Council:

I hope you are doing well and keeping safe during this time. I am writing to you regarding Agenda Item 10.2.1. for Brampton City Council's March 3, 2021 meeting to provide additional context about 7-Eleven Canada's applications to the Alcohol and Gaming Commission of Ontario (AGCO) for Liquor Sales Licences (LSL) for our two Brampton locations:

- 140 Father Tobin Road, and
- 150 Main Street North.

7-Eleven Canada has been employing local Ontarians and surviving customers in Brampton for 38 years, and we look forward to many more years of creating local jobs and contributing to the Brampton economy.

7-Eleven Canada: Hot Foods and Consumer Convenience

For those that are not familiar with 7-Eleven Canada, in recent years, our business model has evolved to put a greater focus on fresh and hot foods for immediate consumption (including in-store), take-away and delivery. Our stores now provide a range fresh and hot foods, including pizza, chicken wings, in-store fried chicken, chicken burgers, hot dogs and taquitos, sandwiches, cold snacks, salads, and fresh bakery products, and many more. Our complete menu, including nutritional information, is available at: <https://7-eleven.ca/nutritional-information>.

Liquor Licensing

To complement our growing fresh and hot food program, we have applied for liquor licences with an intent to offer a limited selection of Ontario beer and wine products for in-store consumption only, handled by SmartServe trained employees to 19+ customers.

It is not well known, but LSL eligibility does not hinge on being traditionally defined as a restaurant, as there are various establishments that are eligible for the same LSL, including grocery stores, cinemas, bowling alleys, bookstores, and more.

Community Safety

7-Eleven Canada prioritizes employee, customer and community safety.

Our Asset Protection department is in place to protect our team members and customers through in-store training on violence and robbery prevention and other Crime Prevention Through Environmental Design (CEPTED) tools.

7-Eleven Canada will apply its already rigorous age-restricted sales policy and procedures to the sale of alcohol to ensure age-restricted products stay out of the hands of minors. We will keep our stores and the community safe by ensuring:

- All staff handling alcohol products would be SmartServe trained.
- A selection of alcohol products would be stored behind the sales counter in a refrigerator, accessible only to SmartServe-trained staff members. The coolers in the back storage room will also be used to store alcohol products not yet on the sales floor.
- 7-Eleven Canada stores would offer a limited menu of alcohol beverages for customers that show available products, quantities (ounces/ml), and prices for that specific location.
- The menu would be offered alongside the various prepared food options available to customers.
- Our stores feature designated consumption areas to accommodate a small number of individuals at any one time.
- 7-Eleven Canada staff would provide customers with the poured beverage in a disposable cup at the point of sale, and will communicate to customers that beverages must be consumed in the store.
- 7-Eleven Canada will only permit the sale of alcohol during the hours of noon to 11pm, seven days per week.

Should you have any questions, please do not hesitate to contact me.

Regards,

Victor Vrsnik, Senior Manager, Corporate Affairs and Business Development