



**Date:** September 15, 2025

**To:** Mayor and Council

**Author:** Matthew Ducharme, Legislative and Policy Coordinator

**RE:** Kingscoast Estate Winery – Application for a “By-the-Glass Endorsement” to a Winery Licence

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## **RECOMMENDED ACTION**

That the Council of The Corporation of the Town of Kingsville **supports** Kingscoast Estate Winery’s Application to the Alcohol and Gaming Commission of Ontario (“AGCO”) for a “Manufacturer’s Limited Liquor Sales Licence – By-the-Glass Endorsement” at its manufacturing site (1000 McCain Side Road, Kingsville).

## **BACKGROUND**

On July 28, 2025, Kingscoast Estate Winery notified the Town that it is in the process of submitting an application to the AGCO for a “By-the-Glass Endorsement” to its Winery Licence, and requested a resolution from Council in support of the same, as it is required to complete the application to the AGCO. If approved, the Manager of Municipal Governance/Acting Clerk will provide Kingscoast Estate Winery with a copy of the resolution. Kingscoast Estate Winery will then be responsible for providing the resolution and any other required documents to the AGCO as part of their application.

Council should note that Kingscoast Estate Winery has already been issued a “Manufacturer’s Licence – Winery” and a “Liquor Sales Licence - Manufacturer's Tied House” by the AGCO.

## **DISCUSSION**

Under the *Liquor Licence Act, 1990*, Ontario wineries and breweries are permitted to sell wine and beer to patrons in single servings at their manufacturing site. In 2007, Ontario Regulation 196/07 was enacted under the provisions of the *Liquor Licence Act, 1990*, establishing a new class of liquor sales licence: a “Manufacturer’s Limited Liquor Sales Licence – By-the-Glass Endorsement”.

This “By-the-Glass Endorsement” would allow Kingscoast Estate Winery to sell and serve the wine it manufactures on-site, to patrons in single servings, where the sale is primarily aimed at promoting the manufacturer’s product, providing an enhanced tourist experience, or fulfilling an educational experience.

Typically, the AGCO only issues Liquor Sales Licences after such time that a public consultation process has taken place. Unlike a Liquor Sales Licence, O. Reg. 196/07 specifies that a “By-the-Glass Endorsement” is exempt from the public consultation requirements and instead requires that a resolution be passed by the Council of the applicable municipality indicating support for the issuance of the licence, in representation of the community.

If Council supports Kingscoast Estate Winery’s application, their licence would be subject to the following operational restrictions per AGCO regulations:

- The Winery is only able to sell and serve liquor that it has manufactured;
- The Winery is only able to sell and serve liquor Monday to Sunday, 9:00 a.m. to 12:00 a.m.;
- The Winery may only sell and serve liquor in areas approved under the Licence that are on or immediately adjacent to the manufacturing site and are under the sole control of Kingscoast Estate Winery; and,
- Patrons are only permitted to carry and consume liquor on the manufacturing site in areas under the sole control of Kingscoast Estate Winery and approved under the Licence.

In addition to the above AGCO regulations, the notification letter was circulated internally to both the Planning and Development Department and Kingsville Fire & Rescue for review and comment. Kingsville Fire & Rescue provided the following comment:

*“The building’s occupant load cannot be exceeded as per Ontario Fire Code – Division B, 2.7.1.4.(1). If severe weather arrives in the area and people outside the building are now going inside the building to seek shelter, the people seeking shelter are adding to the building’s occupant load. This additional occupant load is added to the people already inside the building, and the combined total of occupants cannot exceed the maximum occupant load for the building/areas of the building.”*

It is recommended that Council support Kingscoast Estate Winery’s application to the AGCO for a Manufacturer’s Limited Sales Licence – By-the-Glass Endorsement. This Licence will allow the Kingscoast Estate Winery to promote its products while providing an enhanced visitor experience.

The Town’s letter will make it clear that the Town of Kingsville assumes no liability whatsoever related to the sale of alcohol by Kingscoast Estate Winery or for any other related reason arising from this provision of support.

## **FINANCIAL CONSIDERATIONS**

There are no municipal financial impacts expected as a result of this request.

## ENVIRONMENTAL CONSIDERATIONS

None.

## CONSULTATIONS

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Rob Frias, Chief Building Official  
Jeffrey Dean, Assistant Deputy Chief

PREPARED BY:



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John Norton  
CAO