



2017 Best Bar None Awards sets new record of applicants competing for top honors for responsible service of alcohol.

June 29, 2017

TORONTO ON – **Real Sports Bar & Grill**, **360 Restaurant**, and **Firkin on Yonge** have been recognized as the best among bars, restaurants and clubs when it comes to implementing the highest standards for the responsible sales and service of alcohol in Toronto’s downtown core.

The establishments were selected by a judging panel comprising Mothers Against Drunk Driving (MADD Canada), the Alcohol and Gaming Commission of Ontario (AGCO), and Best Bar None (BBN) Ontario, an industry-led international accreditation and awards program that rewards excellence amongst responsible liquor sales licensees.

There are eight winners of the fourth annual **Best Bar None Awards** in Toronto:

Best Bar/Lounge: Real Sports Bar & Grill	Best Members Club: The Spoke Club
Best Restaurant: 360 Restaurant	Best Hotel: The Intercontinental Toronto Centre
Best Club: Crocodile Rock	Best Venue: Air Canada Centre
Best Pub: Firkin on Yonge	People’s Choice: Boulevard Club

A key component of the accreditation and awards process is an independent third party investigation to verify that an establishment is in compliance with its own processes and the appropriate provincial regulations as administered by the AGCO.

Both the winners and the newly accredited establishments receive a BBN decal and other marketing materials to promote their status as a BBN-accredited venue. The “Best Bar None” Ontario decal assures patrons an establishment has met the highest standards for responsible service of alcohol.

BBM Ontario partners include MADD Canada, the AGCO, LCBO, King Spadina Residents Association, Toronto Entertainment District Business Improvement Area, Toronto Police Service and the City of Toronto.

**Quotes**

“I am very proud to recognize these licensed establishments for their leadership role in the hospitality community. There is a rigorous process to be accredited by BBN, and these restaurants and clubs are to be congratulated,” said **Tony Elenis, the President and CEO** the Ontario Restaurant, Hotel and Motel Association, which leads BBN Ontario.

“MADD Canada notes that the number of applicants seeking accreditation has increased. This tells us these industry partners are committed to playing their part to keep our roads safe. We are pleased to

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partner with BBN Ontario’s goal to provide licensed establishments with a framework for implementing the highest operating standards,” said **Andrew Murie, CEO** of MADD Canada.

“The AGCO believes the safe and responsible service of alcohol is best maintained through a collaboration of the industry, the community, and law enforcement. The BBN Ontario program complements our efforts to educate liquor licensees and increase compliance,” said **Tom Mungham, AGCO’s Chief Operating Officer**.

### **Best Bar None**

Best Bar None originated in 2003 in Manchester, U.K. In the U.K. and in Alberta, Best Bar None programs have been credited with increasing levels of public safety and reducing crime in downtown entertainment districts. The program also improved the economic viability of these districts and built positive relationships between owners of licensed establishments and local community groups and police.

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