



REPUBLIC OF THE PHILIPPINES
QUEZON CITY
OFFICE OF THE MAYOR

LIQUOR LICENSING AND REGULATORY BOARD

CITIZEN'S CHARTER

**I. Mandate**

The Liquor Licensing and Regulatory Board (LLRB), created through Ordinance No. NC-86, S-89, is mandated to implement the provisions of Ordinance No. NC-85, S-89, otherwise known as the "Quezon City Liquor Ordinance." The Board aims to contribute in maintaining peace and order in the City by regulating the selling, dispensing, serving and manufacturing of liquor and/or other intoxicating beverages. It is composed of a Chairman and two (2) board members who approve and disapprove applications for liquor permit.

II. Vision

As the pioneer in liquor business regulation in Metro Manila and the Philippines, the QC LLRB envisions itself as a premier benchmark in promoting controlled consumption of liquor in the country.

III. Mission

1. To regulate the selling, serving and dispensing of liquor and/or intoxicating beverages;
2. To regulate the establishment and operation of the liquor business in the City;
3. To lessen criminality, the preservation of peace and order and to upgrade operation standards of business establishments, manufacturing, producing, distilling, selling, serving and dispensing liquor and/or intoxicating beverages;
4. To provide for the collection of fees and charges constituting lawful source of revenues or income;
5. To compel operators of amusement places, eateries and dealers of liquor and/or intoxicating beverages to properly observe and comply with the requirements of law, ordinances and directives regulating business operations.

IV. Service Pledge

We commit to:

- Provide efficient public service and encourage all operators of all business establishment engaged in liquor business to properly observe and comply with the requirements of law and provision of the Quezon City Liquor Regulatory Ordinance, Ordinance No. NC-85, S-89;
- Provide quality and responsive public service to address the needs of our business partners to attain economic growth which translates to the City's economic growth;
- To provide support and assistance to taxpayers in the operation of their business by way of coordinating efforts by all parties concerned like the barangay, the police and all other concerned agencies of all the necessary assistance such that they may comply to the requirements as called for under existing regulations;
- All personnel of the LLRB shall maintain, observe, uphold and protect at all times the honor, prestige, purpose and interest of our office such that the taxpayers concerned may be given the full attention, assistance and support without reservation.

1. LIQUOR REGULATORY PERMIT FOR NEW ESTABLISHMENTS

The Liquor Regulatory Permit for new establishment is issued to all operators of new establishments dealing on liquor.

Office or Division	Liquor Licensing and Regulatory Board (LLRB)
Classification	External service
Type of transaction	Application for new liquor permit
Who may avail	Taxpayers who intend to set up a liquor business in Quezon City
Checklist of Requirements	Where to secure
1. Business Permit (photocopy)	Business Permit and Licensing Department (BPLD)
2. Business Tax Official Receipt (photocopy)	City Treasurer's Office (CTO)
3. Barangay Clearance for Liquor (original copy)	Barangay Hall



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Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
1. Submit the required documents for processing <i>or</i> Scan the required documents and send via e-mail to LLRB@quezoncity.gov.ph Use this format for the e-mail subject: Liquor_New Business_<Name of establishment> .	1. Acknowledge the receipt of application, evaluate the submitted documents, log the application and forward to Records Section	1. APPLICATION / FILING FEE Retailer: 20.00 Wholesaler: 40.00 Serving/ Dispensing: 100.00 Manufacturer/ Distiller/ Producer: 100.00	10 minutes	License Processor
	2. Determine any pending case and/or complaint against the establishment	Special Permit (for amusement places): 500.00	20 minutes	Records Officer
	3. Physical/Actual verification of the place as to the action operation and the correctness of information. Findings to be submitted to the Executive Officer for appropriate action.	2. REGULATORY FEES <u>Retailer</u> Beer (P400.00) per annum Local Wine (P500.00) per annum	2 days	Verifier
	4. Refer the application to the Board Secretary for Board Hearing	Imported Wine (P2,000.00) per Annum	10 minutes	Executive Officer
	5. Schedule applications for Board Hearing and inform applicants of the set schedule.	Special Permit (P2,000.00) per Annum <u>Wholesaler</u> Beer (P800.00) per annum	10 minutes	Board Secretary
	2. Attend scheduled Board Hearing	6. LLRB Board conducts hearing in person or via telephone or video conferencing and decides whether to approve or disapprove application	Local Wine (P1,500.00) per annum Imported Wine (P2,000.00) per annum Special Permit (P2,000.00) per annum	20 minutes
7. For approved applications: Compute and prepare Order of Payment to		<u>Eating Place</u> Beer (P400.00) per	10 minutes	License Processor



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Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
	be approved and signed by the Executive Officer <i>For disapproved applications:</i> a. Archive the application b. Issue a letter to applicant citing the reason for disapproval	annum Local Wine (P500.00) per annum Imported Wine (P2,000.00) per annum		Records Officer Executive Officer
3. Pay regulatory fees at the City Treasurer's Office as per Order of Payment, submit the photocopy of receipt to LLRB License processor, and present the original receipt for validation	8. Prepare liquor permit upon presentation of Official Receipt		30 minutes	License Encoder
	9. Check/Review liquor permit		5 minutes	License Officer
	10. Approve and sign the liquor regulatory permit		5 minutes	Chairman
4. Claim Liquor Regulatory Permit	11. Record and release approved liquor permit		10 minutes	Records staff
TOTAL PROCESSING TIME:			3 TO 4 DAYS	

2. RENEWAL OF LIQUOR REGULATORY PERMIT

Issuance of a Liquor Regulatory Permit for operators of establishments applying for the renewal of their previously approved Liquor Regulatory Permit.

Office or Division	Liquor Licensing and Regulatory Board (LLRB)
Classification	External service
Type of transaction	Application for renewal of liquor permit
Who may avail	Taxpayers who intend to renew a liquor permit in Quezon City
Checklist of Requirements	Where to secure
1. Previous year's Liquor Regulatory Permit (photocopy), and the original copy for validation	Applicant

Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
1. Submit a photocopy of the previous year's Liquor Regulatory Permit, and present original copy for validation <i>or</i>	1. Acknowledge the receipt of renewal application, log the application, and forward to Records	Regulatory fees as listed under Liquor Regulatory Permit for new business establishments	5 minutes	License Processor



Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
Scan previous liquor permit and send via e-mail to LLRB@quezoncity.gov.ph . Use this format for the e-mail subject: Liquor_Renewal_<Name of establishment> .	Section			
	2. Determine any pending case and/or complaint against the establishment		10 minutes	Records Officer
	3. Compute and prepare Order of Payment to be approved and signed by the Executive Officer		5 minutes	License Processor
	4. Notify the applicant when the Order of Payment can be claimed, including the amount due		5 minutes	License Processor
2. Pay regulatory fees at the City Treasurer's Office as per Order of Payment, submit the photocopy of receipt to LLRB License processor, and present the original receipt for validation	5. Prepare liquor permit upon presentation of Official Receipt		10 minutes	License Encoder
	6. Check/Review liquor permit		5 minutes	License Officer
	7. Approve and sign the liquor regulatory permit		5 minutes	Chairman / Executive Officer in the absence of the LLRB Chairman
3. Claim Liquor Regulatory Permit	8. Record and release approved liquor permit			5 minutes
TOTAL PROCESSING TIME:			1 HOUR (Walk-in) 1 DAY (By appointment)	

3. RETIREMENT OF LIQUOR REGULATORY PERMIT

Approval of applications for the retirement of previously approved Liquor Regulatory Permit

Office or Division	Liquor Licensing and Regulatory Board (LLRB)
Classification	External service
Type of transaction	Application for retirement of liquor permit
Who may avail	Taxpayers who intend to retire a liquor permit in Quezon City
Checklist of Requirements	
1. Formal letter of intent or affidavit to retire liquor permit, duly signed by the owner	Applicant
2. Previous year's Liquor Regulatory Permit (photocopy)	Applicant
3. Liquor permit retirement form duly filled up and signed by the owner	License section / Request through email



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Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
1. Submit the required documents for processing <i>or</i> Submit required documents and valid ID via e-mail to LLRB@quezoncity.gov.ph Use this format for the e-mail subject: Liquor_Retirement_<Name of establishment>	1. Acknowledge the receipt of application for retirement, evaluate the submitted documents, log the application, and forward to Records Section	Period covered upon retirement	5 minutes	License Processor
	2. Determine any pending case and/or complaint against the establishment		10 minutes	Records Officer
	3. Physical verification of the place to ascertain the veracity of the information on the letter request for retirement		2 days	Verifier
	4. Recommend appropriate action		10 minutes	Executive Officer
	5. Compute and prepare Order of Payment to be approved and signed by the Executive Officer		5 minutes	License Processor
2. Pay regulatory fees at the City Treasurer's Office as per Order of Payment, submit the photocopy of receipt to LLRB License processor, and present the original receipt for validation	6. Finalize retirement form upon presentation of Official Receipt		10 minutes	Executive Officer
	7. Approve and sign the retirement form		5 minutes	Chairman
3. Claim approved liquor permit retirement form	8. Record and release approved retirement form			10 minutes
TOTAL PROCESSING TIME:			3 TO 4 DAYS	

4. AMENDMENT OF LIQUOR REGULATORY PERMIT

Approval of applications for the amendment of previously approved Liquor Regulatory Permit

Office or Division	Liquor Licensing and Regulatory Board (LLRB)
Classification	External service
Type of transaction	Application for amendment of liquor permit
Who may avail	Taxpayers who intend to amend a liquor permit in



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	Quezon City
Checklist of Requirements	Where to secure
1. Amended Business Permit (photocopy)	Business Permit and Licensing Department (BPLD)
2. Business Tax Official Receipt (photocopy)	City Treasurer's Office (CTO)
3. Previous Liquor Regulatory Permit (photocopy)	Applicant

Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
1. Submit the required documents for processing <i>or</i> Submit required documents and valid ID via e-mail to LLRB@quezoncity.gov.ph Use this format for the e-mail subject: Liquor_Amendment_<Name of establishment>	1. Acknowledge the receipt of application for amendment, evaluate the submitted documents, log the application, and forward to Records Section	Period covered upon amendment	5 minutes	License Processor
	2. Determine any pending case and/or complaint against the establishment		10 minutes	Records Officer
	3. Physical verification of the place to ascertain the veracity of information on the request for amendment		2 days	Verifier
	4. Recommend appropriate action		10 minutes	Executive Officer
	5. Compute and prepare Order of Payment, if any, to be approved and signed by the Executive Officer		5 minutes	License Processor
2. Pay regulatory fees at the City Treasurer's Office as per Order of Payment, submit the photocopy of receipt to LLRB License processor, and present the original receipt for validation	6. Prepare amended liquor permit upon presentation of Official Receipt		10 minutes	License Encoder
	7. Check/ Review amended liquor permit		5 minutes	License Officer



Client steps	Agency actions	Fees to be paid	Processing time	Person responsible
	8. Approve and sign the amended liquor permit		5 minutes	Chairman
3. Claim amended liquor permit	9. Record and release the amended liquor permit		10 minutes	Records staff
TOTAL PROCESSING TIME:			1 HOUR (if no on-site verification needed) 3 TO 4 DAYS (if amendment requires on-site verification)	

5. FEEDBACK AND COMPLAINT MECHANISM

Clients may send feedback directly to LLRB through face-to-face meetings, via phone call to direct lines, email to Board members or officers, or by accomplishing the feedback form in the office drop box. The Board's official email address is LLRB@quezoncity.gov.ph.

Feedback and complaints may also be coursed through the Quezon City government via phone call using Hotline 122 or an email to support@quezoncity.gov.ph.

Feedback and complaints may also be sent to the following national agencies:

1. Contact Center ng Bayan (Civil Service Commission)
 - Hotline: 1-6565 accessible via PLDT and Smart landlines nationwide
 - SMS/Text Access: 0908-8816565
 - Email: email@contactcenterngbayan.gov.ph
 - Website: www.contactcenterngbayan.gov.ph
2. Anti-Red Tape Authority:
 - Hotline: 8478-5091 8478-5093 8478-5099
 - Email: info@arta.gov.ph / complaints@arta.gov.ph
3. Department of Interior and Local Government (DILG) Main Office:
 - Hotline: 8876-34-54