

Date: May 22, 2014

To: All LCLB staff
All Industry Associations
All Local Government, First Nations, and Police Agencies

Re: Agent / Manufacturer Take-Home Public Sampling

Introduction

This Directive clarifies policy surrounding manufacturer samples handed out in public for home consumption and makes the following rules a term and condition on manufacturer and agent licenses. The *Brewer, Distiller and Agent*, and *Winery* terms and conditions guides will be updated to reflect this policy.

Section 52 (5) of the *Liquor Control and Licensing Act* states that “An agent may deliver samples of the product of the manufacturer the agent represents to potential customers, but an agent must not give a person more than the maximum amount authorized by the general manager.”

Take-Home Sampling Policy

This policy is about liquor licensed manufacturers or agents handing out take-home samples in public in British Columbia and should not be confused with public tastings policy, where the public tastes liquor at the event. Below are specific policies governing take-home sampling:

- No special provincial licence or permit is required to run a take-home sampling event.
- During take-home sampling events the liquor must not be opened by either those handing out samples or those receiving a sample. There is no prohibition against an adult carrying unopened liquor in a public place. There is also no requirement that unopened liquor be taken directly home.
- The samples should not be cooled and must only be handed out one per adult.
- Samples must not be given to individuals apparently under the influence of alcohol or drugs.
- When checking ID is required to verify a person’s age, two pieces of ID must be requested, the first being a government issued ID with a name, birth date and picture and the second piece must contain the person’s name, signature and/or picture.

- The maximum liquid volume of take-home samples are one standard drink sized beer or cooler, single serving wine bottle (typically 200 ml) or a small spirits bottle (typically 50 ml).
- At least one staff person at each take-home sampling site must be Serving It Right certified. That person must oversee the take-home sampling.
- A sticker or similar device over the cap, printed with a phrase such as “Please enjoy responsibly at home”, must be included on each sample.
- Each adult receiving a take-home sample must receive a hand stamp to prevent them from attempting to return for a additional samples.
- Those receiving samples must be told that the sample is for home consumption.

Role of the General Manager and the Role of Local Government

The General Manager’s primary purpose is to help ensure public safety and the public good within British Columbia. When a manufacturer or agent wishes to run a take-home sample event they must submit their event plan to lclb.lclb@gov.bc.ca.

In addition to seeking the General Manager’s approval, the event organizer should contact the municipality, regional district or First Nation with jurisdiction over the area in which they wish to run their sampling event. Local governments have their own bylaws, community standard practices and may wish to allow, modify, restrict or limit such events.

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www.pssg.gov.bc.ca/lclb>. If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by:

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