

Date: January 13, 2017

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

Re: **Updated Alcohol Sense Materials**

Introduction

The mandatory display program requires licensees and liquor retailers to display social responsibility material, provided by government, in a prominent location in their establishments.

New materials have been developed that focus on promoting moderation. Additional information on Canada's Low Risk Drinking Guidelines is available on the Alcohol Sense website <https://www.healthyfamiliesbc.ca/home/articles/topic/alcohol-sense>.

The new materials have been developed in consultation with the Mandatory Display Advisory Committee, which includes representatives from both industry and government.

New Policy

Licensed Establishments and Private Liquor Stores

New posters and tent cards are being mailed out in January. The following establishments and liquor retailers must display, in a prominent location, at least one of the materials enclosed in the package:

- food primaries;
- liquor primaries and liquor primary clubs;
- manufacturer lounge endorsements;
- licensee retail stores;
- wine stores (with the exception of sacramental wine stores);
- rural agency stores;
- duty free stores;
- manufacturer on-site stores; and
- ferment on premise (also known as Ubrew/Uvin) establishments.

Licensees and private liquor retailers have until February 1, 2017 to replace their current Alcohol Sense materials with the new material. The material is to be displayed until further notice.

The material is also available for download on the LCLB website, at the following link: <https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/publications-resources/signs>.

BC Liquor Stores

The Alcohol Sense material that has been distributed to BC liquor stores is identical in content but is slightly different in format.

All BC liquor stores are required to display the materials as follows:

Material	Per Store	Location	Display Timing and Duration
COM signs	A=6, B=4, C=2, D=8	1 per checkout	Until end of March
Tent cards	2 per store	1 at customer service	Permanent until further notice
SR Beer Corral/Rail Signs	A= 10, B=6, C=4, D=10	In beer sections, one per side of beer corrals	Permanent until further notice

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.gov.bc.ca/liquorregulationandlicensing>. 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

Michelle Carr,
Assistant Deputy Minister and General Manager