

Date: January 29, 2016

To: All LCLB Staff
All Industry Associations
All Local Government, First Nations, and Police Agencies
Go2 HR

Re: **Serving It Right Amendments**

Introduction

Effective immediately, new regulations provide an exemption from the SIR requirements for foreign representatives of foreign liquor manufacturers who serve liquor in BC. In addition, the regulations now require licensed agents and their sales staff to be Serving It Right (SIR) certified.

New Regulation

The amendment to the regulation permits representatives of foreign liquor manufacturers to sell or serve liquor in BC without being SIR or Special Event Server (SES) certified if they are temporarily in BC to represent the foreign liquor manufacturer, e.g. to attend a wine festival, and are supervised by a person who is either SIR or SES certified.

Residents of other Canadian provinces who serve liquor in BC while representing a foreign or non-BC manufacturer will continue to have to meet the SIR or SES training requirements or have similar server training certification from their province or territory.

Section 43 of the Liquor Control and Licensing Act Regulation has also been amended to require agents and their sales staff who serve liquor to be SIR certified. This is consistent with the regulatory requirements for other licence classes. In practical terms most of these people will already have SIR as it was already required for anyone serving liquor, including liquor supplier tastings, in a retail liquor store or in a licensed establishment.

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www2.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:

Douglas Scott
Assistant Deputy Minister and General Manager