

Date: July 10, 2019

To: All LCRB Staff
All Licenced non-medical cannabis retailers
Posted online

Re: **Mandatory Display materials for non-medical cannabis retail stores**

Mandatory Display

Current Policy

In the future, licensees will be required to display social responsibility materials provided to licensees by the Liquor and Cannabis Regulation Branch.

New Policy

Licensees are required to display at least one social responsibility poster in a prominent location in the service area in view of patrons.

Explanation

Mandatory display materials are intended to increase public safety through awareness about responsible consumption.

Further Information

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the Liquor and Cannabis Regulation Branch website at <http://www.gov.bc.ca/liquorregulationandlicensing>

If you have any questions regarding these changes, please contact the Liquor and Cannabis Regulation Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Mary Sue Maloughney,
Assistant Deputy Minister and General Manager