In June 2014, government implemented Liquor Policy Review recommendation #31, allowing liquor manufacturers to begin selling their products at farmers’ markets. Due to positive reception, government expanded this policy to permit manufacturers to sell at artisanal markets and annual holiday markets as well.

The category of “annual market” applies to markets that take place once a year for up to 35 consecutive days in one location. In order for a manufacturer to sell liquor at a market, the market must be agriculturally focused, artisanal (carrying goods of the vendor’s own making), or both; and composed of at least six vendors that do not sell or serve liquor (please note that this does not refer to a 6-to-1 ratio). The market must also be incorporated under the Business Corporations Act or the Society Act and may operate a maximum of three times a week.

Before applying for the market authorization, a manufacturer’s participation must be accepted by the market organizers and a manufacturer must request the market’s registration information, and verify that the local government where the market will be held does not have bylaws that prohibit the sale of liquor at markets. The application process for market authorizations is done through the OneStop website free of charge.

A manufacturer must apply at least five business days before planning on selling at the market. The application process for market authorizations is done online. A manufacturer must provide registration information, and verify that the local government where the market will be held does not have bylaws that prohibit the sale of liquor at markets. The application process for market authorizations is done through the OneStop website free of charge. A manufacturer must apply at least five business days before planning on selling at the market. Please note that manufacturers need a separate authorization for each market they wish to attend.

Refer to Policy Directive 14-11 for information on the rules you must follow as a manufacturer selling liquor at a market.

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Values:
• Teamwork – we work collaboratively with colleagues and stakeholders; communi-cate openly, trust and support each other to achieve our mission and vision.
• Accountability – we accept responsibil-ity for our actions; seek solutions; and are transparent.
• Integrity – we adhere to ethical principles; are honest and fair; treat everyone with respect; and have the courage to do the right thing, no matter the consequences.

Customers can order a drink anywhere in a restaurant without being required to order food. Because of this, the lounge endorse-ment for restaurants was no longer relevant and was repealed in November 2015. Since restaurants are no longer required to have lounge areas, any décor or signs that were present to identify the lounge area can now be removed or maintained as the licensee chooses. Unaccompanied minors are now permitted in the former lounge areas. The separate person capacity assigned to the lounge will be considered added to that of the other licensed area or areas.

New Changes to Food Primaries

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Licensees must continue to ensure that the total number of people in their restaurant never exceeds the occupant load designated by the local authority. Licensees can expect to receive updated floor plans and certificates, which will include the combined occupant load, within six months of the change.

Additionally, the word “lounge” can now be used as part of a restaurant’s name (as long as the name still does not mislead the public regarding the primary purpose of the establishment), and non-patron participation entertainment (such as musicians or comedians) is now permitted without an application. Patron-participation entertain-ment (such as karaoke or dine and dance) will still require an application.

Given these recent changes, it is very important that licensees ensure that their restaurants continue to operate according to the primary purpose of their licence, which is the service of food. If a restaurant fails to make it clear to customers through their menus, décor, ambiance, and kitchen operations that it is a restaurant and not a bar, the restaurant may be operating contrary to primary purpose, which is a serious contravention. If you need more information on how to stay within the terms and conditions of your licence, refer to your Licensee Terms and Conditions Guide or contact us.

WHERE TO BUY IN WINE BC?

In 2015, over 72 million litres of wine were sold in B.C.

Private Liquor Stores

671

312

221

196

11 Independent Wine Stores

16 VQA Stores

23 Offsite Winery Stores

5 Grocery Stores

Online Liquor Sales

Licensed establishments may use websites as part of their advertising strategy. However, “virtual liquor stores” – businesses that sell (or broker liquor on your behalf) online without a physical location or a liquor licence – are not permitted. Licensees can use third-party internet companies only to advertise their products.

Companies such as Groupon are a partner in the sales process and thus also prohib-ited because activities such as offering a “deal of the day” involving liquor or solic-iting orders that include liquor is illegal without a licence. Online sales can only happen through a website that you own and that is tied to your physical location; and where the liquor is ultimately served at your establishment, or in the case of liquor retail, delivered from your physical store.

Manufacturers and Sales

Here are some important points regarding B.C. liquor manufacturers and sales. Manu-facturers are required to:
• identify off-site storage areas
• use their agent licence to market and pro-mote their product
• ensure that all their sales representatives are identified as such
• ensure that all sales are conducted from their authorized on-site store, and
• abide by specific delivery requirements.

Any licensed manufacturer conducting sales through an unlicensed third party is in violation of the terms and conditions of their licence.

Douglas S. Scott
Assistant Deputy Minister and General Manager

Accountability
• be honest and fair; treat everyone with respect; and have the courage to do the right thing, no matter the consequences.

We want licensees to succeed. We know it can be challenging to keep up with the changes taking place. Our staff are happy to answer questions and address concerns. You can learn more about recent changes and what we are working on by visiting our website under the current news, Liquor Policy Review Implementation, or reading our recently posted Policy Directives.
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Policy Changes in 2016

There are six key recommendations that Liquor Control and Licensing Branch staff are working on this year, with our priority being new regulations to allow the new Liquor Control and Licensing Act to come into force. This will smooth the way for many remaining recommendations. Our goal is to modernize and improve efficiency while promoting health and public safety.

Additionally, we will work with local governments to streamline the licence application process, allowing bars and pubs to acquire licences more quickly (recommendation 39). We will also examine our licence classes to consider the possibility of licensing other types of businesses, such as spas, cooking schools, and galleries (recommendation 38).

Finally, we will consider allowing hotel patrons to carry liquor throughout designated areas of the hotel or resort (recommendation 64).

Changes made so far in 2016

- Requiring all B.C. licensed agents and their sales staff to obtain a Serving It Right certificate
- Introducing the special wine store licence for the sale of 100% B.C. wine from grocery store shelves and establishing auctions to determine eligibility for grocery stores to apply for this licence
- Permitting VQA wine stores to expand sales to include any 100% B.C. wine, subject to approval by the B.C. Wine Institute
- Allowing hobby brewers to hold competitions under special occasion licences
- Extending room service hours for hotel patrons
- Created new minimum retail pricing for liquor retail stores.

Contact Information

Phone
(Weekdays, 8:30a.m.-4:30p.m.)
LCLB Headquarters
- Direct: 250 952-5787 (Victoria area)
- Toll-free: 1 866 209-2111 (B.C. only)
Licensing Help Desk: 250 952-7049
Renewal Help Desk: 250 952-7039

SOLO Help Desk: 1 855 999-7656
Media Line: 778 678-1572

Email
Questions: lclb.lclb@gov.bc.ca
Applications: liquorlicensing@gov.bc.ca
Website
www.pssg.gov.bc.ca/lclb
www.solo.bcldb.com

Mail
Liquor Control and Licensing Branch
PO Box 9292 Sm Prov Govt
Victoria BC
V8W 9J8

In Person
4th Floor 3350 Douglas St.
Victoria BC

Wine on Grocery Store Shelves Auction

A series of auctions will be held in April 2016 to determine which grocery stores may apply for the new special wine store (SWS) licence, which allows for the sale of 100% B.C. wine (including cider, mead, and sake) from a distinct area of grocery store shelves. Applications for SWS licences will be restricted to successful bidders.

Successful bidders will receive an application package from the Liquor Control and Licensing Branch, which will have 60 days to complete in order to apply for the licence. The ensuing licence application process will be carried out in the normal fashion with the licensee’s suitability being assessed in the same way as all other applicants.

Beverage Price Lists

All liquor primary and food primary establishments must have a list showing the types of liquor available, the size of each drink, its price, whether this includes taxes, and what the taxes are. It should include any drink specials currently offered. Common names may be used (such as “sleeve of beer”) as long as the size is also given in fluid ounces or millilitres. Licensees may post the price list, place a copy at each table, or at a minimum make it available to customers on request.

Licensees do not have to include a complete list of all available mixed drinks, provided you clearly list the price and amount of liquor for a group of mixed drinks (e.g., “mixed drinks contain 1 oz of liquor cost ‘x’”). Ensure that all beverages fall within minimum drink price guidelines.