

# Wine in Grocery Factsheet

January 17, 2017

- During the 2013 Liquor Policy Review, one of the largest public engagements in B.C.'s history, 75% of participating British Columbians supported changes to allow for the sale of wine in grocery stores.
- Government responded by introducing two models – the 100% B.C. wine on grocery store shelves and the store-within-a-store model, which allows the sale of all types of liquor, including wine.
- Grocery stores can acquire a liquor licence to sell wine-on-shelves two ways by:
  - Becoming the third party operator of a BC VQA wine store; or
  - Winning the right to apply for a [special wine store](#) licence during an auction.
- To be eligible for either model, a grocery store must:
  - Be a minimum of 10,000 square feet, including storage space;
  - Be primarily engaged in retailing a wide selection of food products;
  - After licensing, maintain at least 70% of sales revenue from food and non-liquor beverage products;
  - After licensing, all food, non-liquor beverage, *and* liquor products must account for at least 50% of total sales revenue;
  - For the store-within-a-store model, the grocery store must have designated registers with cashiers that are at least 19 years of age and trained in Serving it Right; and
  - For the wine-on-shelves model, the grocery store can sell wine from any of the store's main tills, but they must be staffed by cashiers that are at least 19 years of age and, trained in Serving it Right.
- All wine-in-grocery licence applications are subject to compliance with local government zoning bylaws.
- Due to having a comparatively limited product selection, wine stores are not subject to the provincial 1km rule. (The 1km rule prevents full-service liquor stores from relocating to within 1km of another full-service store.).
- The B.C. wine-on-shelves model is a limited program that will see no more than 60 outlets, which is consistent with what is allowed under existing trade agreements.

