

Date: November 24, 2014

To: All Staff
Fermenters Guild of British Columbia

Re: UBrew/UVin establishments can now change their name to Ferment-on-Premises

Introduction

On January 31, 2014, Parliamentary Secretary, John Yap, announced recommendations for liquor policy change under the B.C. Liquor Policy Review, and the government also announced and supported those recommendations. This Policy Directive implements one of these policy recommendations, recommendation 69, which is to change regulations to allow UBrew/UVin members to change their names to Ferment-on-Premises to be consistent with federal legislation. Establishments can continue to call themselves UBrews and UVins if they choose.

Present policy

UBrew/UVin operators are currently referred to under the legislation, and for all operational purposes, as UBrew or UVin establishments. Currently these establishments cannot be formally recognized as Ferment-on-Premises establishments.

New policy

A two-stage process will implement the name change.

Stage one, effective the date of this Policy Directive, is to announce that all UBrew and UVin establishments may now call themselves either "Ferment-on-Premises" or UBrew or UVin, as the case may be. Guidebooks will be changed in the short-term so as to indicate that the terms are interchangeable, and where applicable to refer to "UBrew/UVin (Ferment-on-Premises)".

Stage two will be to implement name changes to licences and operational systems by a date to be determined.

Operational Requirements

LCLB will prepare for operational systems changes to accommodate the name change at a later date, yet to be determined. Licensing forms and related documents will be updated on a rolling basis.

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.pssg.gov.bc.ca/lclb/>. 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