

Date: June 21, 2014

To: All LCLB staff
All Industry Associations
All Local Government, First Nations, and Police Agencies
Liquor Distribution Branch

Re: Liquor Policy Review recommendation 32: Temporary stores at tasting-focussed food and beverage festivals licensed under a Special Occasion Licence

Introduction

The implementation of the recent Liquor Policy Review (LPR) report recommendation #32 will permit licensed wine stores (WS) and licensee retail stores (LRS) to sell their products for off-site consumption at a tasting-focused food and beverage festival licensed under a special occasion licence (SOL).

32. Allow patrons to buy bottles of liquor to take home that are showcased at festivals or competitions. Consider amending SOLs issued to festivals and competitions, or allow BC Liquor or private retail stores to operate a temporary store on site as the means to provide for these sales.

The new Liquor Control and Licensing Regulation sections 14.2 – 14.4 outline this new ability.

Eligibility

Eligibility is limited to active LRSs or WS's (manufacturer on-site stores are not eligible). A WS or LRS may apply for a "temporary off-site sale endorsement" under section 14.3 of the Regulation. Once endorsed, the licensee must notify the Branch to obtain an event specific authorization to set up a temporary retail store at an event licensed under an SOL. Each festival requires its own authorization.

Eligible festivals must have a primary focus on tasting or introduction of liquor products and/ or accompanying food (e.g. a wine festival licensed under an SOL with many manufacturers presenting their products, possibly in combination with foods, would qualify, whereas the SOL attached to a music festival would not).

Licensed WS's who set up a temporary store are limited to the types of products they are permitted to sell under the licence of the permanent store (e.g. a BCVQA wine store could only sell BCVQA wine at an SOL licensed food and beverage festival).

The authorizations are only permitted in association with a special occasion licensed event. Other event types that resemble SOLs, such as events licensed under temporary extensions of liquor primary licences or licensed catering events, are not eligible to host temporary retail stores.

Terms and conditions of the authorization

- The authorization is valid during the hours and days of the festival subject to regular retail hours of 9 am to 11 pm. This means that even if a festival ends at midnight a liquor vendor may not sell after 11 pm.
- All sales at the temporary location must be recorded as sales from the permanent store. WS's must only sell the range of products permitted by their store licence.
- All liquor sold from the temporary store must be purchased from the LDB or other channels approved for the permanent store. Licensees may return unsold stock to the permanent store inventory after the event.
- The WS or LRS licensee is responsible for confirming with the SOL licensee that the local government/first nation permits the sale of packaged liquor for off-site consumption at the SOL licensed event.
- Endorsed licensees must have a distinct sales area and must post their authorization in a conspicuous location in that area during each event. All sales must be conducted within that area.
- No consumption of any kind is permitted within the designated retail sales area. Sampling and consumption are only permitted in the associated SOL service area(s).
- Minors may be present in the sales area if they are permitted under the SOL.
- The terms and conditions of the permanent store apply at the temporary store with regards to pricing, product limitations, promotions and staff training (Serving it Right) and age requirements.
- The products purchased from the temporary store are for consumption away from the Special Occasion Licensed event.
- The General Manager may place additional limits in the public interest.

Procedure for wine store and LRS licensees: Endorsements and authorizations

The licensee may use the form LCLB005B - Permanent Change to Your Liquor Licence to apply for the endorsement at http://www.pssq.gov.bc.ca/lclb/forms_fees/index.htm. Once endorsed, the licensee may accept invitations from SOL licensees of food and beverage festival events to set up a temporary store. For each event the licensee must obtain authorization from the Branch by completing the Temporary Store Authorization Application form LCLB 091 and emailing (LCLBOneStopHelp@gov.bc.ca) or faxing (250-952-7066) it to the branch at least 14 calendar days before the event. Include an email address where the branch can send the authorization as licensees will need to print it out and post it at the event.

In order to complete the authorization the licensee requires details of the event such as times, dates, location, type of event (wine festival, beer festival etc) and the contact information for the SOL licensee and the SOL licence number for the event.

As part of event planning, prior to inviting an LRS or WS to set up a store, the SOL licensee must confirm with the local government/First Nation that the sale of packaged liquor for off-site consumption is permitted in this manner. LRS and WS licensees must request and confirm this permission with the SOL licensee before applying for authorization to set up a temporary store.

Fees

There is no application fee for this endorsement at this time. Fees are being reviewed later this year and this endorsement may then be subject to an annual renewal fee and an initial application fee.

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