

Date: June 9, 2015

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

Re: Advertising by Liquor Distribution Branch

Introduction

Liquor advertising is regulated under the *Liquor Control and Licensing Act* and regulations. Currently, liquor advertising is permitted for all private liquor retail stores and licensed establishments. Under the current regulation the authority for advertising by the Liquor Distribution Branch (LOB) for government liquor stores is unclear.

New Policy

Effective immediately, regulatory amendments now clarify that the General Manager of LOB may place advertisements respecting government liquor stores.

The advertising requirements for government liquor stores are now the same as those for private liquor retail stores and licensed establishments, meaning that government liquor store advertising may contain information about the government liquor stores, the liquor for sale, manufacturers, and prices.

Also consistent with the treatment of licensed establishments and private liquor stores, all LOB advertising must comply with the *Code for Broadcast Advertising of Alcoholic Beverages* published by the Canadian Radio-television and Telecommunications Act (Canada), available at the following link:

<http://www.crtc.gc.ca/eng/general/codes/alcohol.htm>

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing>. 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