
September 25, 2015

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

Re: Liquor Supplier Branded Refrigerators in Liquor Stores and Wine Stores

Previous Policy

LCLB policy has been to allow liquor suppliers to loan to licensees more expensive promotional items such as signs, patio umbrellas, and end aisle displays. These items are typically branded with the company's name or brand names. Existing policy also prohibits a liquor supplier from giving to a licensee items that are necessary for the operation of the establishment such as fixtures, furniture or refrigeration units.

New Policy

Effective immediately, the policy has been clarified to permit liquor suppliers to provide liquor stores and wine stores with brand identified refrigerators under the following conditions:

- Ownership of the refrigerator is retained by the liquor supplier
- A liquor supplier does not pay for any installation or maintenance costs
- A liquor supplier may not provide more than two refrigerators to any one store
- A liquor store or wine store may not have more than 4 liquor supplier-provided refrigerators in their store
- A refrigerator provided by a liquor supplier may not be more than 19 cubic feet

Policy Rationale

The intent is to clarify the policy and expressly permit the loaning of brand identified refrigerators as a marketing and promotion tool in the same manner as an end aisle display. The conditions imposed on the loaning of these units ensure these refrigerators remain ancillary to the larger refrigeration units installed by most retailers in their stores.

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 within the Victoria area.

Original signed by:

Douglas Scott
Assistant Deputy Minister and General Manager