

Date: September 20, 2017

To: All LCLB Staff
All licensees
All industry associations
All local government, First Nations and police agencies

Re: Charitable auction frequency, manufacturer on-site sampling

1. Charitable auction frequency

Current Policy

A non-profit corporation or organization is limited to hosting one charitable liquor auction per month. The frequency restriction applies regardless of whether the auction requires a permit or not.

New Policy

A non-profit corporation or organization may host a charitable liquor auction once every 31 days. The frequency restriction applies regardless of whether the auction requires a permit or not. The general manager now has discretion to provide an exemption from the 31-day minimum period of separation between charitable auction events held by the same non-profit corporation or organization.

An organization requesting the general manager's discretion must apply in writing (an email can be submitted to lclb.lclb@gov.bc.ca) with enough advance notice to ensure the general manager has sufficient time to review the request and make a decision.

Explanation

The change in policy is meant to provide flexibility in extenuating circumstances related to the scheduling of events (e.g. the availability of a venue or venues). It is not intended to increase the number of charitable liquor auctions a non-profit organization is permitted to hold on an annual basis.

2. Manufacturer on-site sampling

Current Policy

Manufacturers are permitted to serve and sell samples. The intention of a sample is to provide small tastings, not to provide full size drinks. There are no limits on the total volume of free samples provided (as long as patrons are not served to the point of intoxication). If samples are sold, the licensee may not provide more than 150 ml of wine/cider, 375 ml of beer, or 45 ml of spirits per patron per day.

New Policy

Manufacturers providing samples are now restricted to the following individual serving sizes (whether they are sold or provided for free). In addition, cider serving sizes are now aligned with beer rather than wine.

- **Winery:** a maximum individual serving size of 50 ml of wine.
- **Brewery/Cidery:** a maximum individual serving size of 125 ml of beer or cider.
- **Distillery:** a maximum individual serving size of 15 ml of spirits. The volume limits for spirits do not include any mix added to the samples, e.g. tonic water.

Multiple servings (e.g. flights) are permitted, however there is a maximum total volume per person per day that must be followed if selling the samples. If the samples are provided for free, there is no specified limit on the total volume, however manufacturers must never serve or sell samples to the point of intoxication.

The maximum total volume per person per day when selling samples is outlined below.

- **Winery:** 150 ml per person per day.
- **Brewery/Cidery:** 375 ml per person per day.
- **Distillery:** 45 ml per person per day. The volume limits for spirits do not include any mix added to the samples, e.g. tonic water.

Please note that “selling” also includes any form of indirect sale such as charging patrons for a tour that comes with a sample or offering liquor with the purchase of food or the provision of entertainment.

Explanation

Liquor sampling at a manufacturing site is permitted so that the licensee can demonstrate to patrons what a product tastes like. Sampling areas are not intended to operate as bars providing full size drinks to patrons. To address concerns that some manufacturers have been operating their sampling area in a manner contrary to this intent, the new policy clarifies that full size drink samples are not permitted.

If a manufacturer wishes to operate a bar-like establishment at their site, they have the option of applying for a lounge endorsement.

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.gov.bc.ca/liquorregulationandlicensing>.

If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll-free in British Columbia at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Michelle Carr,
Assistant Deputy Minister and General Manager