

Date: March 28, 2018

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

Re: **Updated Alcohol Sense Materials**

Introduction

The mandatory display program requires licensees and liquor retailers to display social responsibility material, provided by government, in a prominent location in their establishments.

New materials have been developed that expand on the message of moderation. Additional information on Canada's Low Risk Drinking Guidelines is available on the Alcohol Sense website <https://www.healthyfamiliesbc.ca/home/articles/topic/alcohol-sense>.

The new materials have been developed in consultation with the Mandatory Display Advisory Committee, which includes representatives from industry, health organizations and government.

New Mandatory Display Material

There are now different versions of the material being mailed out, depending on whether the establishment provides on-premises consumption or is a retail store. Each establishment will receive 2 posters and 2 tent cards.

Licensees and liquor retail stores have until May 01, 2018 to display at least one of the new posters or tent cards, in a prominent location, until further notice. Old materials that have been previously provided as part of this program may be taken down or left up, at the discretion of the establishment.

Version 1: On-premise consumption establishments

Establishments where patrons are permitted to consume liquor on the premises will receive material with the heading "Take it Slow" and contains a new tag line "**Not too much. Not too often. Only when safe.**" This version is being mailed out to and must be displayed in the following establishments:

- Food primaries;
- Liquor primaries and liquor primary clubs; and
- Manufacturing establishments.

These posters are also available for download on the LCLB website, at the following link:

<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/publications-resources/signs-and-posters-for-bc-liquor-establishments>

Version 2: Retail stores and other licensed establishments

Retail stores and other establishments will receive material with the heading "Moderation Counts" that contains new information on the daily and weekly consumption limits for both men and women according to Canada's Low Risk Drinking Guidelines. This version is being mailed out to and must be displayed in the following:

- Licensee retail stores;
- Wine stores (with the exception of sacramental wine stores);
- Special wine stores;
- Rural agency stores;
- Duty free stores; and
- U-Brew and U-Vin establishments (also known as Ferment-on-Premises).

These posters are also available for download on the LCLB website, at the following link:

<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/publications-resources/signs-and-posters-for-bc-liquor-establishments>

Version 3: BC Liquor Stores

The Alcohol Sense material that has been distributed to BC liquor stores is identical in content to that which is being mailed out to private retail stores, but is slightly different in format.

All BC liquor stores are required to display the materials as follows:

Material	Per Store	Location	Display Timing and Duration
COM signs	A=6, B=4, C=2, D=8	1 per checkout	Until end of May 2018
Tent cards	2 per store	1 at customer service	Permanent until further notice
SR Beer Corral/Rail Signs	A= 10, B=6, C=4, D=10	In beer sections, one per side of beer corrals	Permanent until further notice

Further Information

Further information regarding liquor regulation 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 Canada 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