

Date: May 24, 2019

To: All LCRB Staff  
All Licensees  
All Industry Associations  
All local government, First Nations and police agencies

**Re: Delivery Services and Online Advertising Requirements for Licensee Retail Stores, Wine Stores and Manufacturers with Onsite Stores**

**Please note:** This policy directive supersedes Policy Directive No: 16-13 that highlights previous changes to online sales and delivery permissions

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## **1. Delivery Services**

### **Current Policy**

Licensee Retail Stores (LRS), Wine Stores and Manufacturers with Onsite Stores may deliver liquor to customers under certain terms and conditions.

### **New Policy**

LRS, Wine Stores and Manufacturers with Onsite Stores may deliver liquor to customers under certain terms and conditions and are responsible for ensuring anyone delivering for them follows these rules. This includes employees and non-employees who deliver through an unlicensed third party.

### **Explanation**

This clarifies that the licensee is held accountable for any contravention that takes place while liquor is delivered from their store.

## **2. Online Advertising Requirements for Licensee Retail Stores, Wine Stores and Manufacturers with Onsite Stores**

### **Current Policy**

LRS, Wine Stores and Manufacturers with Onsite Stores are currently permitted to advertise on a website owned and operated by an unlicensed third party, only if the website serves as a portal that provides links to licensee websites where the sales are processed.

### **New Policy**

An LRS, Wine Store or Manufacturer's onsite store is only permitted to advertise on a website owned and operated by an unlicensed third party, as long as that party's website:

- serves as a portal with a link that direct customers to the website independently owned and operated by the licensee where the sales are processed; or
- has a space that is considered equivalent to a licensee’s own website by the Liquor and Cannabis Regulation Branch (LCRB).

Space on a third party’s website is considered to be equivalent to a licensee’s own website when the following conditions are met:

- The licensee’s store name, licence number and store address are displayed prominently on the page;
- The licensee has exclusive control over the product selection and the price being advertised;
- The product selection is reflective of the licensee’s in-store offerings; and
- Liquor orders made on the website are processed and prepared by the licensee.

### **Explanation**

These changes clarify the ability for LRS, Wine Stores and Manufacturer licensees to advertise liquor on a third party website. They ensure that licensees, not unlicensed third parties, are advertising and selling liquor and that it is clear to the customer they are purchasing liquor from a licensed retailer.

### **Further Information**

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the Liquor and Cannabis Regulation Branch website at <http://www.gov.bc.ca/liquorregulationandlicensing>

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

*Original signed by*

Mary Sue Maloughney ,  
Assistant Deputy Minister and General Manager