

Date: July 10, 2019

To: All LCRB staff
Key stakeholders
Posted online

Re: **Allowing Imported Wine Sales on Grocery Store Shelves**

1. Allowing Imported Wine Sales on Grocery Store Shelves

Current Policy

BC VQA stores and Special Wine Stores may be located on dedicated shelf space within an eligible grocery store. In the case of VQA stores, the BC Wine Institute will continue to hold the licence but must apply to appoint the grocery store as the third-party operator.

These wine stores may sell all wine that is made from 100% B.C. agricultural products (including cider, mead and sake) off grocery store shelves.

New Policy

BC VQA stores and Special Wine Stores may be located on dedicated shelf space within an eligible grocery store. In the case of VQA stores, the BC Wine Institute will continue to hold the licence but must apply to appoint the grocery store as the third-party operator.

These wine stores may sell both domestic and imported wine (including cider, mead and sake) on grocery store shelves.

Explanation

In a side letter to the Canada-United States-Mexico (CUSMA) trade agreement, the Province committed to eliminating measures which only allow sales of BC wine on grocery store shelves by November 1, 2019. To address the CUSMA commitment, the *Liquor Control and Licensing Regulation* was recently amended to eliminate regulatory measures that only allowed sales of BC wine on grocery store shelves.

This new policy reflects those amendments and enables licensees who are permitted to sell wine on grocery store shelves to sell all domestic and imported wine (including cider, mead and sake).

Licensees who are permitted to sell wine on grocery store shelves are encouraged to

contact the Liquor Distribution Branch (LDB) for information about product ordering.

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