

Date: July 15, 2019

To: All LCRB staff
All Licensees
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 continue to focus on messaging around 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 health advocates and representatives from both industry and government.

New Mandatory Display Material

New posters and tent cards are being mailed out in July. Each establishment will receive one poster and one tent card. The following establishments and liquor retailers must display, in a prominent location, at least one of the materials enclosed in the package:

- food primaries;
- liquor primaries and liquor primary clubs;
- manufacturer lounge endorsements;
- licensee retail stores;
- wine stores (with the exception of sacramental wine stores);
- rural agency stores;
- duty free stores;
- manufacturer on-site stores; and
- ferment on premise (also known as Ubrew/Uvin) establishments.

Licenses and liquor stores must display the new poster or tent card by July 21, 2019. The material must be displayed 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 licensee.

The material is also available for download on the Liquor and Cannabis Regulation Branch 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>.

BC Liquor Stores

The Alcohol Sense material that has been distributed to BC liquor stores is identical in content but is slightly different in format.

Material	Per Store	Location	Display Duration
COM Signs	A=6 B=4 C=2 D=8	1 per checkout	To be displayed until August
Tent Card	1 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/rails	Permanent until further notice

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