

Date: September 19, 2019

To: All LCRB staff  
All Licensees  
All Industry Associations  
All Local Government, First Nations, and police agencies

**Re: Cannabis promotion in liquor-licensed establishments and at events held under a special event permit**

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## **1. Restriction on cannabis promotion in liquor-licensed establishments and at events held under a special event permit**

### **Policy Clarification**

It is the responsibility of all licensees and permittees to be aware of and comply with all federal and provincial laws in respect of the promotion and advertising of cannabis, cannabis accessories and services related to cannabis.

The federal *Cannabis Act* has strict rules in respect of the promotion of cannabis, cannabis accessories and services related to cannabis. In particular, the *Cannabis Act* restricts the types of promotions that are permitted in a place where young persons may be or are permitted.

Further, the *Cannabis Control and Licensing Act* regulates who is authorized to promote cannabis for the purpose of selling it. Persons authorized to promote cannabis for the purpose of selling cannabis under the Act include persons who hold a marketing licence or a retail store licence under that Act.

### **Explanation**

This policy clarifies the intent to prevent the promotion of non-medical cannabis to minors, and to ensure alignment with federal rules.

In accordance with section 15(1)(b) of the *Liquor Control and Licensing Act*, this restriction is now in the terms and conditions of the special event permit, as well as the following licence types:

- Catering
- Food Primary
- Liquor Primary
- Manufacturer
- Licensed Retail Store

- U-Brew and U-Vin
- Wine Store and Special Wine Store

**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