

Date: October 18, 2019

To: All LCRB staff
All cannabis licensees
All local governments, first nations and police agencies

Re: **Cannabis Retail Store Product Menus and Online Sales**

1. Cannabis Retail Store Product Menus and Online Sales

Current Policy

Online sales of non-medical cannabis are not permitted. In addition, a licensee must not list any cannabis products online.

Online sales of cannabis accessories and gift cards are permitted if the website has an age verification tool that restricts website entry to adults only.

New Policy

Licensees may post information inside their store and on a website about:

- Non-medical cannabis products available for purchase inside the licensee's store;
- Cannabis accessories; and
- Prices for those non-medical cannabis products and cannabis accessories.

Licensees must not post information on a website about non-medical cannabis products or cannabis accessories unless the website has an age verification tool that restricts website entry to adults only.

Licensees must not post information on a website about non-medical cannabis products that are not available for purchase inside the licensee's store.

Licensees must not sell non-medical cannabis products online.

Licensees must not sell cannabis accessories and gift cards online unless the website has an age verification tool that restricts website entry to adults only.

Explanation

Previously, licensees were not permitted to post information on websites about non-medical cannabis products or prices for those products.

This policy change now allows licensees to post an online menu of non-medical cannabis products available for purchase inside their store. The online menu can also include prices for those products. However, licensees are still prohibited from selling non-medical cannabis products online.

The new policy clarifies that licensees may post the same information inside their store.

The new policy also clarifies that licensees must use an age verification tool restricting website entry to adults only if their website contains information about either non-medical cannabis products or cannabis accessories. An age verification tool is required regardless of whether the licensee sells cannabis accessories online or not.

The LCRB reminds licensees that they should continue to comply with all federal *Cannabis Act* provisions and provincial rules respecting advertising and promotion of non-medical cannabis and cannabis accessories.

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

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