

Date: February 4, 2020

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

Re: Cannabis Licensing Regulation amendment - minimum retail price

1. Non-medical cannabis minimum retail price

Previous Policy

A cannabis retail store licensee is required to sell non-medical cannabis at a price no lower than the wholesale price they paid to the Liquor Distribution Branch (LDB) to purchase the non-medical cannabis.

New Policy

The minimum retail price that a cannabis retail store licensee can sell non-medical cannabis is either the wholesale price they paid to the LDB to purchase the non-medical cannabis or the current LDB wholesale price, whichever is lower.

Explanation

The Province aims to develop and implement a progressive and balanced regulatory environment for non-medical cannabis and believes this adjustment reflects the expectations of cannabis retail store licensees and consumers.

The amended regulation will give cannabis retail store licensees the option to price-match other stores that may have purchased their inventory at a different wholesale price from the LDB.

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,
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