

Date: July 31, 2020

To: Liquor manufacturer licensees

Re: Temporary authority for BC liquor manufacturers to direct deliver liquor to retail customers from a registered offsite storage location.

Current Policy

Manufacturers may deliver liquor to retail customers from their onsite store only. They cannot deliver their liquor products to retail customers from their registered offsite storage locations.

New Policy

In response to the COVID-19 pandemic, the Province's March 2020 declaration of a state of emergency and the Provincial Health Officer's (PHO) March 2020 declaration of a public health emergency, the General Manager (GM) is putting in place time-limited measures to provide support to manufacturing licensees.

The GM of the Liquor and Cannabis Regulation Branch is, by term and condition, temporarily authorizing manufacturers to direct deliver their liquor products to retail customers from their onsite store or from their registered offsite storage locations.

This new policy is effective up to and including **October 31, 2020**.

Explanation

This new, time-limited policy responds to the emergency recommendation put forward by the Business and Technical Advisory Panel (BTAP) in response to the COVID-19 pandemic. It is intended to mitigate associated negative economic impacts on liquor manufacturers.

The GM is satisfied that it is not contrary to the public interest to temporarily allow manufacturers to direct deliver their liquor products to customers from their registered offsite storage locations due to the extraordinary circumstances of the COVID-19 pandemic, the state of emergency and the public health emergency.

Further Information

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.

Disclaimer

This communication is intended to be used only for general informational purposes and may not apply to all situations. This communication does not constitute legal advice nor is it a comprehensive statement of the legal obligations that arise under the *Liquor Control and Licensing Act*, regulations, or any other applicable laws. When interpreting and applying the information contained in this communication, you are encouraged to seek specific advice from your professional advisors as appropriate in the circumstances.

Original signed by

Mary Sue Maloughney
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Liquor and Cannabis Regulation Branch