
Date: February 22, 2021

To: Liquor manufacturer licensees
Police agencies
Local governments

Re: Reinstatement of the temporary authority for BC liquor manufacturers to direct deliver liquor to retail customers from registered offsite storage locations.

Current Policy

Manufacturers may deliver liquor to retail customers from their onsite store only. They may not deliver to retail customers from their registered off-site storage locations.

From July 31, 2020 to October 31, 2020, BC liquor manufacturers were permitted to direct deliver liquor to retail customers from their registered offsite storage location(s). The temporary authority has expired.

For more information, see [Policy Directive 20-21](#).

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 March 2020 declaration of a public health emergency, the General Manager (GM) of the Liquor and Cannabis Regulation Branch (LCRB) is putting in place time-limited measures to provide support to manufacturing licensees.

The GM is reinstating the authorization, by term and condition, to temporarily authorize manufacturers to direct deliver liquor to retail customers from their registered offsite storage locations.

This reinstated policy is effective up to and including **December 31, 2021**.

Explanation

The re-instatement of this time-limited policy responds to the emergency recommendation put forward by the Business and Technical Advisory Panel in response to the ongoing 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 ongoing COVID-19 pandemic, the state of emergency and the public health emergency.

Further Information

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the LCRB website at <https://gov.bc.ca/lcrb>.

If you have any questions regarding these changes, please contact the LCRB 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
Assistant Deputy Minister and General Manager
Liquor and Cannabis Regulation Branch