

Date: March 24, 2022

To: All Licensees
All LCRB Staff
All Industry Associations
All Local governments, Indigenous Nations and Police agencies

Re: Sale of logo items in Licensee Retail Stores and Wine Stores

Current Policy

Licensee Retail Stores (LRS) and Wine Stores (WS) are permitted to buy clothing and novelties – such as shirts, caps, key chains, etc. – with the name or brand of a particular liquor or liquor manufacturer at fair market value, and re-sell them to customers or employees. These items may display the name of the LRS or WS.

New Policy

LRS and WS licensees are now authorized, by term and condition, to also sell clothing and novelties – such as caps, key chains, etc - featuring only the establishment name and logo.

Policy Clarification

Please note clarifying language has been added to the Manufacturer Terms and Conditions handbook regarding the sale of these items in manufacturer on-site stores.

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.

Further Information

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the Liquor and Cannabis Regulation Branch (LCRB) website at <http://www.gov.bc.ca/lcrb>.

If you have any questions regarding these changes, please email the LCRB at LCRBLiquorPolicy@gov.bc.ca.

Original signed by

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