

Winery

TERMS and CONDITIONS

A GUIDE FOR
LIQUOR LICENSEES
IN BRITISH COLUMBIA

Updated
September 2011

This guide . . .

provides essential information for:

- licensed wineries
- licensed agents who promote winery products, and
- wineries holding on-site retail wine store appointments.

This information does not apply to all licence classes or to other types of appointments.

Separate guides are available for those holding brewery/distillery licences (and their agents) and on-site retail store appointments; off-site retail wine store appointments; and for those with food-primary, liquor-primary, UBrew/UVin and licensee retail store licences.

For copies of these other guides, please contact us or visit the provincial government website below:

Phone (toll free): **1 866 209 2111**

E-mail: **lclb.lclb@gov.bc.ca** (general enquiries)

Website: **www.pssg.gov.bc.ca/lclb**

Winery Licence – Terms & Conditions Guide

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Winery Licence
Terms and Conditions
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Introduction

This Guide

This guide outlines the requirements of the Liquor Control and Licensing Act and Regulations for all licensed wineries and their agents, and requirements for those wineries that hold a Certificate of Appointment to operate an on-site retail store.

It also imposes further terms and conditions, in addition to those found in the Liquor Control and Licensing Act and Regulations.*

Licensees and appointment holders must follow these terms and conditions - and any further terms and conditions that might be printed on the face of your licence or your Certificate of Appointment or contained in letters issued to you by the general manager of the Liquor Control and Licensing Branch or the general manager of the Liquor Distribution Branch - at all times.

It is your responsibility to operate your business so that it complies with the law and with the terms and conditions of your licence and Certificate of Appointment.

Important!

Please take time to read this guide carefully and make sure your managers and staff are familiar with the information presented here and with any additional terms and conditions printed on the face of your licence, your Certificate of Appointment and/or in letters issued by the Liquor Control and Licensing Branch or the Liquor Distribution Branch.

***Section 12 of the Liquor Control and Licensing Act provides the general manager with the authority to impose, in the public interest, terms and conditions on licences.**

Definitions Used in this Guide

"The Act" means the Liquor Control and Licensing Act, the provincial legislation that guides the licensing of establishments that manufacture or sell liquor in BC.

"Agent" means a liquor manufacturer representing itself as an agent, a person hired by a liquor manufacturer to represent them as an agent or a person who represents a manufacturer of liquor outside of British Columbia as their agent.

If you hold a Winery, Brewery or Distillery licence and also hold an Agent licence, you may advertise and promote your liquor products off the manufacturer site to licensees, liquor stores and the public. An agent cannot sell liquor directly to the public. A manufacturer agent cannot sell liquor directly to licensees, unless authorized to do so by the General Manager of the Liquor Distribution Branch. All actual sales are made under the manufacturer licence.

"Marketing Representative" means a person hired by a licensed agent to promote their products. These marketing representatives do not need to be registered with the Liquor Control and Licensing Branch. Agents must provide their marketing representatives with identification establishing them as representatives and must also ensure that they comply with provincial liquor laws.

"Appointee" refers to any individual, group of individuals or corporate body holding either an

Please Note:

Wherever definitions, words or expressions used in the guide differ from the wording of the Liquor Control and Licensing Act and Regulations and the LDB Act, the legislation will prevail

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off-site retail store appointment or an on-site winery, brewery or distillery retail store appointment.

"Branch" means the Liquor Control and Licensing Branch.

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"Buy-sell agreement" is a contract between a liquor manufacturer/agent and a bar, pub, restaurant or licensee retail store to promote the manufacturer/agent's products during a permitted promotion. A buy-sell agreement spells out what the licensees have agreed to and for how long that agreement is to remain in place (it may not exceed 36 months).

"General manager" means the general manager of the Liquor Control and Licensing Branch.

"Licensee" refers to any individual, individuals or corporate body that holds a British Columbia liquor licence. The term covers both the licensee of record and any person acting in the place of the licensee, such as a manager or person in charge of a winery, brewery or distillery in the licensee's absence.

"Manufacturer" or **"Liquor Manufacturer"** means a manufacturer of liquor products (i.e., wine, beer, spirits, cider and coolers) or the corporate official of a liquor manufacturer.

"Minor" refers to an individual who is under 19 years of age - 19 is the legal drinking age in British Columbia.

"On-site retail store" or **"retail store"** or **"store"** refers to a retail store on the site of a winery.

"Picnic Area" is an outdoor area where patrons may consume wine purchased from the lounge, special event area or on-site retail store or samples provided from the sampling area of the winery.

"Product voucher" or **"Voucher"** is a certificate issued by a manufacturer. A customer may take the voucher to a participating licensee retail store and exchange it, at no charge, for the quantity of liquor (a bottle of wine or a case of cider, for example) specified on the voucher.

"Serving It Right: The Responsible Beverage Service Program" is a self-study course that educates licensees, managers and servers about their legal responsibilities when serving liquor, and provides effective techniques to prevent problems related to over-service.

"Special event area" is an indoor and/or outdoor area where a winery may hold special events such as concerts or wedding receptions and sell and serve B.C. wines, ciders and wine coolers.

"Terms and conditions of licence" are requirements of licensees that are set by legislation, regulation or branch policy. All licence terms and conditions must be followed. Not following them may result in enforcement action.

"Tour area" is an indoor and/or outdoor area where patrons on an escorted tour of a winery may consume wines, ciders and wine coolers manufactured and bottled in BC.

"Winery licence endorsement" or **"endorsement"** is a permanent change to a winery licence that allows you to serve and/or sell wine in a particular area of a winery (in addition to

the sampling room).

"Winery lounge" is either an indoor lounge, an outdoor patio or both, where a winery may sell and serve B.C. wines, ciders or wine coolers by the glass or bottle (they must be manufactured and bottled in this province).

Updates

Licence and appointment terms and conditions change from time to time. We will make revisions to this guide periodically and post these revisions online. The most up-to-date copy of this guide is always available at:

http://www.pssg.gov.bc.ca/lclb/publications/index_pubs.htm

Help is Available

We understand the challenges you may face as a winery or agent in consistently following B.C.'s liquor laws. You should always feel free to discuss potential problems with a branch employee or a liquor inspector. If you have any concerns or questions, please contact the Liquor Control and Licensing Branch at:

Mailing address

PO Box 9292 Stn Prov Govt,
Victoria, BC V8W 9J8

Office address

4th Floor, 3350 Douglas St.
Victoria, BC V8Z 3L1

Email

lclb.lclb@gov.bc.ca

Phone

250-952-5787 in Victoria

Toll-Free Phone

1 866 209-2111

A range of helpful information along with licensee guides, application forms and links to the Liquor Control and Licensing Act and Regulations can be found on the provincial government website under “Liquor Licensing”:

www.pssg.gov.bc.ca/lclb/index.htm

Part 1: LICENSEES: Background: Who is Responsible for What

The Liquor Control and Licensing Branch

The Liquor Control and Licensing Branch is responsible for regulating and monitoring the manufacture and sale of liquor in licensed establishments in British Columbia, and for protecting the public from the harm that may be caused by making and selling liquor or products that contain alcohol.

The branch issues and supervises liquor licences, and monitors the activities of all liquor licensees in British Columbia to make sure they are following the rules laid out in the Liquor Control and Licensing Act, its Regulations, and the terms and conditions of licences and/or appointments.

To make sure the public has full access to information about liquor licensees in this province, we post summaries of all cases where the branch has recommended enforcement action on our branch web site. For those cases that go to an enforcement hearing, we post the complete text of the decision. (Names of individuals are removed to comply with the requirements of the Freedom of Information and Protection of Privacy Act.)

Your Role as a Licensee

As a licensee (someone who holds a liquor licence), you are legally responsible for understanding how the Act, its Regulations, and the specific terms and conditions of your licence affect the operation of your establishment or business, and for complying with the Act, its Regulations, and the terms and conditions of your licence.

The term "licensee" covers both the licensee of record and any person acting in the place of the licensee, such as a manager or person in charge of a winery in the licensee's absence, as well as any staff working on-site at the winery, or off-site at a theme night, sponsorship event or other promotion. You are therefore responsible for making sure all your employees (including agents and any staff they employ to market your products) follow B.C.'s liquor laws and the terms and conditions of your licence, both on-site and off-site.

In addition, you must let the branch know about any changes you make to your business (including changes to hired agents or business partners). You must cooperate with liquor inspectors and police, and ensure that the actions of you and your staff do not put liquor inspectors or police at risk or prevent them from carrying out their duties.

If you are also an appointee (someone who holds a Certificate of Appointment to operate an on-site retail store), you are also legally responsible for understanding the specific terms and conditions of your appointment and how these terms and conditions affect the operation of your winery retail store. And you are responsible for making sure your employees follow B.C.'s liquor laws and the terms and conditions of your appointment, even when you are not on-site.

If you do not carry out your legal responsibilities, you could face serious penalties, including the suspension or loss of your licence.

In addition, you must let the branch know about any changes you make to your business (including changes to hired agents or business partners). You must cooperate with liquor inspectors and police, and ensure that the actions of you and your staff do not put liquor inspectors or police at risk or prevent them from carrying out their duties.

Drawing the attention of patrons to the fact that liquor inspectors and/or police are present in your establishment may put the safety of the inspectors and police at risk. Accordingly, your actions must not cause the attention or focus of patrons to shift towards inspectors or police at any time; including entry, during an inspection, or when exiting your establishment. Actions such as announcing the arrival of inspectors or police, raising or flashing lights, turning down music, playing particular soundtracks – e.g. “Bad Boys”, using spotlights, or any other action that causes the attention of patrons to shift towards inspectors or police is unacceptable.

Any act by you or your staff that puts the safety of inspectors, the police, your patrons, or your staff at risk will be treated very seriously and may result in the suspension or loss of your licence and/or appointment.

The Role of the Liquor Inspector

Liquor Control and Licensing Branch liquor inspectors may make unannounced visits to your place of business at any time to:

- explain the terms and conditions of your licence
- inspect the physical layout of your manufacturing facility – including the retail sales area, sampling area(s), equipment room, storage area(s) or warehouse
- inspect your legal, financial and business records
- observe and record your business practices, identifying gaps or weaknesses that are likely to lead to non-compliance (to you not following the Act, its Regulations and the terms and conditions of your licence), and
- identify any contraventions of the Act, its Regulations or the terms and conditions of the licence occurring in your establishment.

If a liquor inspector finds you are contravening (not following) the Act, its Regulations or the terms and conditions of your licence, the inspector may issue a Contravention Notice and may recommend that the general manager take enforcement action against you.

The Role of Police

Police officers may also make unannounced visits to your place of business. On these visits, they will look for evidence of any liquor contraventions, especially those that could result in disturbances within the community or that could threaten public safety, such as minors in possession of alcohol or illicit liquor. If the police notice a contravention, they will record it on a

form called a Licensed Premises Check (LPC), leave one copy with you and send one to the Liquor Control and Licensing Branch. The branch follows up on all LPCs, and may ask a liquor inspector to conduct a further inspection. If the inspector confirms the contravention, he or she may issue a Contravention Notice and may recommend enforcement action.

The Role of Local Government and First Nations

A liquor licence and certification of appointment are not the only requirement for opening a licensed winery, or operating an on-site retail store, in British Columbia. Liquor licensees must also deal with local governments and First Nations on such issues as zoning, building bylaws, business licensing requirements and health and fire Regulations. Local governments and First Nation Band Councils are responsible for protecting the peace and good order of their communities and are often the first to learn about problems relating to liquor licensees. The general manager takes very seriously complaints from local governments and band councils that licensees are operating contrary to the public interest and are disturbing people in the surrounding area.

The Nature of Your Business

Winery Licence

If you are making wine, cider or wine coolers in British Columbia that you intend to sell — rather than consume yourself or give away — you must have a winery licence from the Liquor Control and Licensing Branch. (The Liquor Control and Licensing Act allows a person to make wine for his or her own consumption or for consumption by others at no charge, without a licence.) You must also acquire any applicable federal licence(s) from the Canada Revenue Agency – Excise Duty Pacific Region.

If your company is incorporated under the laws of another province or country, you must be registered as an extra-provincial company doing business in B.C. You must also appoint a resident manager, who resides in B.C.

To qualify for a winery licence:

- You must manufacture your wine, cider or coolers from fruit, juice/concentrate, or bulk wine, and
- You must have enough equipment (fermentation tanks or barrels, filtering equipment and secure storage) to produce at least 4,500 litres of wine each year.

Once you have your winery licence:

- You must produce at least 4,500 litres of wine each year in order to maintain your licence.
- You may sell your wine products off-site as permitted through your manufacturing agreement with the Liquor Distribution Branch (LDB).
- You may operate one on-site retail store at or adjacent to your manufacturing site, where you may sell products made under your licence only – provided you also have an on-site retail store appointment through the Liquor Control and Licensing Branch.
- You may set aside one or more interior area(s) within your winery as sampling area(s) where you may serve samples of your products to the public. If you provide the samples free, you may give away any amount. If you charge for the samples, you may sell a maximum of 150 ml (5 ounces) to each customer per day, and
- Allow groups to host events at your winery under a special occasion licence. There are no restrictions placed on the type of liquor served at these events.

In addition to your winery licence, you may apply to:

- Set aside an outdoor area on your property as a picnic area, where patrons can drink wine, wine coolers or cider they have purchased at your winery or received from the sampling area. Your patrons may use your picnic area during daylight hours only, and must carry their own purchases from your retail store, lounge or samples from the sampling area to the picnic area. You may not serve or sell your products within the picnic area. The picnic area must be a maximum of 1,000 square metres in total area, open to the elements, with a

clearly defined boundary. Umbrellas and flooring are permitted, but ceilings, walls and heaters are not allowed

- Operate a winery lounge – this may be either an indoor lounge, an outdoor patio or both – where you may sell and serve your own and other British Columbia wines, cider and wine coolers, by the glass or bottle (You have food available for sale to your winery lounge patrons). Your lounge area(s) may share space with your winery's on-site retail store or designated sampling area or both
- Host events such as wedding receptions, parties, concerts or festivals at an indoor or outdoor special event area at your winery under a special event area endorsement. Like the rules for winery lounges, you may sell and serve your own and other British Columbia wines, cider and wine coolers, and
- Offer tours of your winery, either indoors, outdoors or both, and serve or sell samples of B.C. wines, ciders and wine coolers to guests to drink during the tour.

Agent's Licence

There are three kinds of liquor agents in British Columbia:

- liquor manufacturers representing themselves in marketing and promoting the manufacturer's products off the manufacturer's site (an agent's licence is not required for liquor manufacturers who promote their products on-site only within a retail store or sampling room)
- agents hired by liquor manufacturers to represent the manufacturer inside British Columbia in marketing and promoting the manufacturer's products off the manufacturer's site, and*
- agents who market and promote imported products from outside British Columbia.*

*These two categories of agents use the same LCLB application form.

All winery agents must be licensed by the Liquor Control and Licensing Branch and must comply with the Act, its Regulations and the terms and conditions of their licence when promoting liquor products.

Agents may hire employees to market, promote, conduct tastings and take orders of the manufacturer's products. Agents are responsible for making sure their employees follow B.C.'s liquor laws and the terms and conditions of the agent's licence.

Agents may solicit and receive orders for manufacturer's products only from licensed establishments and appointment stores.

Agents and their employees may not sell liquor products directly to the public, or the LDB, nor may they import liquor products directly. (Liquor products may only be imported through the LDB.)

Advertising (including on the Internet) by agents may only be directed to licensed establishments or appointment stores to inform them that the agent may take orders for wine products produced by manufacturers the agent represents. Agents may also promote and advertise their products by name and advise the public that the products are available for purchase at authorized liquor outlets.

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Minors

It is against the law to sell, serve, or supply liquor to a minor. You and your staff are expected to put in place effective systems to meet this obligation. If you or an employee allow a minor to obtain liquor, your licensing privileges could be jeopardized, and you risk prosecution.

You may not direct any promotional activities or materials to minors.

Minors are allowed in the picnic and tour areas of your winery without a parent or guardian. However, they must be accompanied by a parent or guardian to enter your sampling room, on-site retail store, winery lounge or special event area.

Important!

There is an ongoing obligation on the part of a licensee to ensure that minors are not served or sold liquor.

You may not employ minors to sell or serve liquor in your winery. You may employ minors as entertainers (including DJs) but you must ensure that they are supervised at all times. If they are working in a licensed lounge or special event area, they must leave the area whenever they are not entertaining, unless they are with a parent or guardian.

Maintaining a Liquor Registry

You must keep a detailed, written record of every liquor purchase made under your licence – by date and by storage location (if you are permitted to store any liquor offsite) in a liquor register. (A liquor register is usually a book or binder where you keep your copies of the documentation you receive every time you buy liquor.)

You must also keep a record in your liquor register of all faulty or damaged kegs of cider or kegs containing spoiled product that you receive and replace.

Keeping and Producing Documents and Records

If you have a winery licence and hold an agent's licence, you must allow the general manager (or a designated person such as a liquor inspector) to inspect documents and records associated with your business, including:

- liquor product sales, invoices, purchase and disposal records
- lease and management contracts related to your manufacturing facility
- employee records
- any court orders or judgments against you, and
- any agreements and contracts between you and another licensee, such as a buy-sell agreement.

If you have a winery licence, you must also maintain and update regularly a number of additional documents, including:

- a general financial ledger
- a general production and inventory ledger, and
- a winemaker's journal.

These documents, too, must be open for inspection and must include records (as applicable) of the:

- amount of grapes or fruit you harvested (by ton)

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- grapes or fruit you purchased, indicating the type, source and tonnage of the grapes or fruit
- juice or concentrate you purchased, indicating the type, source and volume of the juice or concentrate
- bulk and bottled wine you purchased, indicating the type, source and volume of the bulk and bottled wine
- additives to wine you purchased, such as alcohol and sugar, indicating the source and volume of the additives
- amount of bulk and bottled wine you produced
- where that bulk and bottled wine went (your records of movement and disposition for bulk and bottled wine transferred from one location to another for sale or export), and
- how much of your wine was lost through spillage or used in sampling and tasting.

Managing Your Business

Posting Your Licence

You must post your winery manufacturing licence in a prominent location at your manufacturing facility to ensure it is immediately available for review by liquor inspectors and police.

Storing Your Floor Plans

When you first applied for a manufacturer's licence, you submitted your establishment's floor plans for approval. Once they were approved by the general manager, these floor plans became part of your liquor licence. Liquor inspectors and the police must have quick and easy access to your approved floor plans.

Renewing Your Licence

Before we issue your licence, you must pay a prorated annual licence fee. You must also renew your licence and pay any applicable annual licence fees by March 31st of each year. For a winery licence, the renewal fee is calculated based on the volume of wine fermented each year and whether you have a winery lounge or special event area. (If your wine production for the year was less than the legislated minimum 4,500 litres, you must include a letter with your renewal notice explaining why your volume was below the required volume. The General Manager has authority to cancel your licence if you do not meet minimum production requirements.)

Licence Type	Annual Production	
	Up to 135,000 litres	Over 135,000 litres
Winery Only	\$ 550	\$1,100
Winery, Picnic and/or Tour Area	\$ 550	\$1,100
Winery & Special Event Area	\$ 660	\$1,210
Winery and Lounge	\$ 880	\$1,430
Winery, Lounge and Special Event Area	\$ 990	\$1,540

Providing Information to the Branch

You must be forthright in providing information to the branch. Making a misleading statement or failing to disclose a material fact (such as the fact that a third party is using your winery licence, or that the lease on your property has run out) are licensing contraventions.

Making Changes to Your Liquor Licence

The details of your liquor licence application – who you are, the name and location of your establishment, etc. – were critical factors in the decision to grant you a licence.

Any changes you make after receiving your licence – including changes to business partners or physical layout – require the approval of the branch *before* you make the changes. (Please see *Appendix 2* for details about making changes to your licence.)

Selling Your Business and Transferring Your Licence to a New Owner

To transfer your winery licence to a new owner, the new owner must apply to transfer the licence using the Transfer of Liquor Licence form 001c (available from website, see page 10). As the current licensee, you will need to sign the Agreement to Transfer Licence(s) section of that form – this is where you officially agree that when the general manager approves the transfer application you will relinquish all claims to your licence(s). You also acknowledge that you will continue to be held responsible for any contraventions that occur until the transfer is approved. The new owner may request a change in the name of the business at the same time with no additional fee. If applicable, you must also give the new owner all production records.

The general manager may decide not to approve a licence transfer if the branch is in the process of taking enforcement action against you as the current licensee, or if you have not paid a monetary penalty or served a suspension notice.

Your Winery and Special Events

Under A Special Event Area Endorsement

If you have a special event area endorsement, you may hold special events such as concerts, dinners and wedding receptions in designated areas of your winery or winery grounds, and sell and serve B.C. wines, ciders and wine coolers. To apply for a special event endorsement, you will need to submit an application. If approved and you receive your endorsement, you will have to pay an annual renewal fee. Your local government must also support your application. (Please see *Appendix 2* for more information on applying for a special event area endorsement.)

A Special Occasion Licence to promote your products

You may also run events at your winery to promote your products using a Special Occasion Licence. Under this kind of licence:

- you may sell wine by the glass at 100 per cent above the usual bottle purchase price, and
- you may serve wines from other wineries, provided you buy them from the Liquor Distribution Branch (LDB), a rural agency store, or an individual authorized by LDB.

You are allowed two Special Occasion Licences a month, or 24 per year.

You must apply to the branch to temporarily suspend your winery endorsement, if the area where the event will be held is currently licensed (i.e.: lounge, special event area, tour area or picnic area).

Third-Party Events at Your Winery Under a Special Occasion Licence

Groups may host events at your winery – such as weddings, parties, concerts, festivals, etc. – under a Special Occasion Licence.

The group hosting the event at your winery must:

- apply for the Special Occasion Licence
- ensure a representative of their group has completed the “Serving It Right” training course for licensees and is at the event the whole time
- purchase all liquor to be served at the event from a store authorized to sell liquor to a Special Occasion Licence, and
- take away all liquor left at your winery after the event is over (you must not store, use or sell any left-over product at your winery).

Events Away From Your Winery

You may promote your products at special events – such as wine festivals – away from your winery, provided:

- you have an agent's licence, and
- you (or the sponsoring organization) have applied for and received a Special Occasion Licence for the event.

(Please see the chapter called *Promoting Your Products with Other Licensees* for information on joint promotions and special events held at bars, pubs, restaurants or licensee retail stores.)

Donations for Special Events

You may donate your products that have been purchased from the Liquor Distribution Branch to any organization, agency or group which is registered as a charity with the Canada Revenue Agency that is holding a charitable special occasion and is licensed by a special occasion licence. You must keep a record of the:

- name of the special occasion licensee
- the charitable purpose that received the proceeds
- location and date of the charitable event
- number of people attending the event, and
- amount of liquor donated.

Manufacturers and agents must keep records of charitable donations.

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Advertising Your Products

All your advertising must comply with the Canadian Radio-television and Telecommunications Commission's *Code for Broadcast Advertising of Alcoholic Beverages* and Liquor Control and Licensing Regulations. (Please see *Appendix 3* for more on the broadcast code.)

What You May Advertise

You may advertise your products, provided the products are registered with the Liquor Distribution Branch, and the LDB has approved their labelling and packaging. (The Liquor Control and Licensing Branch does not require pre-approval of advertising; however, the LDB may require your ads to be pre-approved before they are placed in a government liquor store or rural agency store.)

You, as a liquor manufacturer or agent, are liable for all advertising – including merchandise – that bears your corporate name or brand, whether done by you or by someone else on your behalf, and no matter where it is displayed or distributed.

Your ads **may** indicate:

- your brands of wine, cider or wine coolers
- the name of your winery
- how much you charge for liquor (your wine prices, including specials. If you are an agent you may inform the public what price the winery you represent sells their product for if marketing their product off-site)
- your hours of sale

Your ads **may not**:

- encourage people to drink liquor or to drink irresponsibly (you must take this into account if you mention price in your advertising; if your price advertising encourages or results in patrons drinking to excess, we can prevent you from including liquor prices in future advertising)
- show people drinking liquor, or anyone who is either intoxicated or behaving irresponsibly or illegally
- associate liquor with driving
- use pictures of minors (in B.C., that's anyone under the age of 19), or of personalities, images or activities that may appeal to minors
- be directed at minors or placed in locations used or visited mostly by minors, such as video arcades, playgrounds or stadiums that are used primarily for minor sports, such as PeeWee hockey
- depict liquor as:
 - one of life's necessities
 - key to social acceptance or personal success
 - central to the enjoyment of an activity, or
 - a status symbol
- be shown on a theatre screen before a movie, if the movie being presented is primarily for

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- a young audience
- promote contests and tournaments involving wet T-shirts, wet jockey shorts, bare-as-you-dare, or similar themes or activities.

Where You May Advertise

You may advertise your products anywhere - in newspapers, magazines and periodicals, or on television, radio or the Internet – provided the medium/ program/site is not primarily directed at minors. You may also print pamphlets or brochures to advertise your business; these pamphlets or brochures may include graphics and pictures of your winery and lounge, patio or picnic area (if any).

Signs

Any signs, including signs bearing the name of your winery or agent's business, are considered to be advertisements and must comply with the advertising terms and conditions outlined here. Your signs must also comply with local government bylaws.

Joint Advertising

You may advertise your products in conjunction with non-liquor manufacturers or non-liquor products (such as recipes, glasses or umbrellas), but the ads must comply with the advertising terms and conditions outlined here.

Complaints About Advertisements

The Liquor Control and Licensing Branch investigates complaints from the public about advertisements by liquor manufacturers and agents. If we receive a complaint about one of your ads, we will ask you for a copy of the ad. You or your advertising agency must supply the ad upon request.

If we discover the ad violates the CRTC's Code for Broadcast Advertising of Alcoholic Beverages, we will either ask the agency that approved the ad for broadcast – such as Advertising Standards Canada, the Broadcast Clearance Agency, or a similar screening agency – to investigate, or, if the ad was not pre-screened, we will ask you to withdraw the ad and not use it again in future B.C. ad campaigns. We may also take enforcement action, such as suspending your advertising privileges.

If we discover the ad violates one of our own regulations or policies, we will issue a contravention notice. If the issue is one of location, we will ask you to withdraw the ad, and/or if the issue is one of content, we will ask you to withdraw the ad and not use it again in future B.C. ad campaigns. We may also take enforcement action, such as suspending your advertising privileges. If the complaint involves an issue not covered by the broadcast code or our regulations, we will refer the complaint to Advertising Standards Canada.

If you object to a request from us to withdraw an ad, we will schedule an enforcement hearing where you will have the opportunity to defend the ad. (Please see the chapter on Enforcement for more on enforcement hearings.)

Sponsoring Events and Activities

Where Sponsorships Are Permitted

You may sponsor a wide range of sports and cultural events, activities and organizations. This includes sporting events, such as golf tournaments and sports teams. Licensees and their staff may play on the team, participate in or help out at the event.

Sponsorships are not generally permitted in bars, pubs or restaurants.

However, you may sponsor events and activities at licensed:

- sports stadiums
- recreational centres (including ski hills, racquet clubs and bowling alleys)
- concert halls, or
- university or cultural centres

These events must be time limited and not part of an ongoing relationship with the licensed establishment. They must also be covered under a buy-sell agreement (please see the chapter on *Promoting Your Products with Other Licensees* for more on the buy-sell agreement).

Requirements

You must notify the branch, in writing, at least 14 days before any sponsored activity or event takes place if the sponsorship is for more than \$1,500 or it involves a licensed establishment.

Your letter/ e-mail/ fax must:

- describe the nature of the activity or event and the purpose of the sponsorship
- state where and when the event or activity is to take place, and
- provide the name of the licensee, if the event or activity is to be held in connection with a licensed establishment.

In addition:

- You must keep a record of all sponsorship events and activities, including the terms of any agreements related to the sponsorship that you enter into, for at least two years
- You may not offer liquor as a prize to participants in a sponsored event or activity. If liquor is being served on-site during the event, you may not demand that your products only be served
- You may advertise the sponsored event or activity, both on-site and offsite, and inside or outside other licensed establishments. If the event is at a licensed establishment, you may

Important!

You may not sponsor events or activities that primarily involve minors as either participants or audience, or that primarily appeal to minors. This includes junior or minor sports events.

You may, however, ask the branch for permission to sponsor a major national or international event where a majority of the participants are under age 19, but which does not predominantly appeal to minors, such as a national or international junior championship event.

And you may sponsor university or college-related events or activities (either on- or off-campus), provided you have prior approval from the college or university.

name the establishment in your advertising. (Please see the chapter on *Advertising Your Products*, for more information.), and

- If you put up signs identifying your winery or products at the event, and liquor is being served on-site, you must also put up signs advocating the responsible use of alcohol at a rate of one responsible-use sign for every three brand/corporate signs. (If you put up only one or two brand/corporate signs, you must put up at least one responsible-use sign.) The responsible-use signs must be as big, as visible and as prominent as your brand/corporate signs, easily seen by both on-site and off-site (television, for example) audiences.

Conducting Market Research

General Conditions

You may conduct market research yourself or appoint an independent market research agency to conduct market research – such as surveys and taste tests – on your behalf, provided:

- All participants are of legal drinking age (an exception may be made for a survey related to a non-liquor topic, such as responsible-use messaging), and
- You do not display brand or corporate advertising at the site of the research, unless a piece of advertising is the subject of the research.

Surveys

You or an agency hired by you may survey members of a target group about your products, provided:

- The survey is not a promotional scheme designed to obtain direct or indirect advertising for your products, or used to convey potentially disparaging information about another company or product, and
- The survey takes place in a market research office, hotel, meeting room, or other location closed to the general public, with one exception: if the survey is limited to a one-on-one question and answer situation, it may be conducted by telephone, or in either a private or public area, such as a shopping mall or on the street.

You or the agency conducting the survey may compensate the respondents for participating in the survey. This may include wine given as a gift, such as a bottle of the product featured in the survey.

Taste Tests

You or an agency hired by you may conduct taste tests of both existing products and products not yet available in this province, provided:

- You or the agency supply a staff member to conduct the tests who has completed the Serving It Right course for servers, and that staff member is present throughout the taste tests
- Respondents participating in taste tests are not permitted to consume samples to the point of intoxication, and
- The research takes place in a market research office, hotel, meeting room, or other location closed to the general public.

Promoting Your Products With Other Licensees

What You May and May Not Do

The Liquor Control and Licensing Act and its Regulations set out strict rules regarding how you can promote your products with other licensees, including liquor primary establishments (bars and pubs), food primary establishments (restaurants) and licensee retail stores.

Some promotional activities are prohibited outright; others are permitted at any time; still others are permitted only if you document them in a "buy-sell agreement" - a contract between you and another licensee to promote your products.

A buy-sell agreement spells out what you and the other licensee have agreed to and for how long that agreement is to remain in place (it may not exceed 36 months). For example, you and a pub enter into a three-month buy-sell agreement where the pub agrees to purchase a specified number of cases of your wine in exchange for you running a contest in the pub, with the prize of a weekend ski getaway for two.

A buy-sell agreement must not exclude, restrict or otherwise prohibit a licensed establishment from carrying or selling the products of your competitors.

Activities Not Permitted

You may not, at any time:

- Offer or give money, gifts, rewards or remuneration to licensees who carry your products. You may not, for example, supply licensees with additional bottles of wine at either no cost or at a reduced cost
- Provide any items, products or services to other licensees that are necessary to the operation of their businesses. This includes money, credit or other forms of financial assistance, as well as fixtures, furnishings, products, repair costs, draught lines, glassware, games, refrigerators, shelving or permanent display structures. You also may not rent rooms from another licensee (at a hotel or resort unoccupied for the licensee to rent again)
- Pay any portion of a licensee's advertising costs, or advertise a licensee's entertainment line-up, drink specials, or menu items. With the licensee's permission, you can include the licensee's logo in your ads, but you can't demand or receive financial compensation or other consideration in return, or
- Provide or pay for entertainment in a licensed establishment.

IMPORTANT!

Please see Appendix 4 for a sample buy-sell agreement. You must follow this format or similar, and both you and the licensee must keep a copy of the buy-sell agreement at your place of business for two years after the agreement expires. All buy-sell agreements must include:

- your name and licence number
- the licensee's name and licence number
- start and end dates of your agreement (may not exceed 36 months)
- the terms of the agreement – what you and the licensee have agreed to, including the type, number and retail value of any promotional activities or items conducted or supplied by the manufacturer or agent.

The buy-sell agreement may be signed by you, your agent or sales staff, and by the licensee or the licensee's manager or other person in charge.

Activities Permitted At Any Time, Without A Buy-Sell Agreement

Promotional items

You may give promotional items of nominal value, such as coasters, tent cards and posters, to bars, pubs and restaurants to promote your products, provided:

- you do not deliver them (or permit them to be delivered) to anyone under age 19, and
- the licensed establishment already lists the brand of liquor identified in the promotional materials.

You may give promotional items of nominal value, such as shelf-talkers, ceiling danglers, and product display structures, etc., to licensee retail stores for a specific promotion. These materials must be returned to you at the end of the promotion.

You may sell clothing and novelties – such as shirts, caps, key chains, etc. - with your name or brand to licensees at fair market value at any time, which they may then resell to their customers and staff. These items may also display the name or brand of the licensee's establishment.

You may also sell branded glassware (glasses, wine carafes, etc.) to licensees at fair market value.

Value-added promotional items approved for government liquor stores

If you have received approval from the Liquor Distribution Branch (LDB) to offer value-added promotional items in BC government liquor stores, you may also provide those same promotional items to licensee retail stores for the same promotion period.

All value added-promotions must follow the Liquor Distribution Branch guidelines outlined in their booklet, *In-Store Marketing Programs*.

Under LDB guidelines, value-added promotional items must be of nominal value (they may not exceed 20 per cent of the retail price of the base product), and must be liquor or liquor-related or branded. Items may include:

- "on-packs," where a small bottle of another of your products or an item such as a corkscrew is attached to a bottle of your wine

- "in-packs," where an item, such as a T-shirt, is included inside a case of your product, and
- "near-packs," where an item, such as a bag of chips with your brand on it, is placed near or alongside your product and is given away whenever your product is purchased.

Value-added promotions may also include third-party coupons attached to your products by a neck tag or back label, or placed inside a case. These coupons may not be for a rebate or reduction on the purchase price of one of your products, for a free liquor product of any kind, or for cash.

The stores may keep any leftover items at the end of the promotional period and continue to offer them to their customers until they are gone; however, they may not take any promotional items for personal use or future promotions.

You must keep a copy of LDB's letter of approval and provide a copy to any licensee retail stores displaying your promotional material (the store must then keep the copy on-site). The Liquor Distribution Branch recommends applying for approval three months in advance of when you want to begin your value-added promotion.

You and the licensee retail store may advertise these promotions.

Product vouchers for licensee retail stores

You may provide product vouchers directly to members of the general public, which they can redeem at participating licensee retail stores at no charge. You may not provide vouchers or coupons redeemable at bars, pubs or restaurants.

- You must have the store's approval before you hand out a voucher redeemable at that store. (You may not, however, direct your vouchers to just one store or chain of stores; you must arrange to have your vouchers redeemed at more than one store or chain of stores.)
- Your vouchers must specify how much liquor is redeemable (a bottle of wine, for example, or a dozen bottles of cider)
- You may specify only one type of liquor (wine, cider or wine coolers) per voucher
- You only (not licensee retail stores or other licensees) may distribute vouchers
- You may use any method – in person, by mail, etc. – to distribute your vouchers
- You may not give away product vouchers as prizes
- Once a voucher is redeemed, you must pay the licensee retail store the full retail price for the quantity of liquor specified on the voucher. You may not pay an additional "redemption fee" to the store for accepting a product voucher, and
- You must maintain records of all voucher reimbursements paid to licensee retail stores and make them available for viewing by a liquor inspector at any time

Size limits for product vouchers or product samples:

Wine: The smallest available size per product per vintage (not exceeding two litres).

Cider or Coolers: One dozen of the smallest available size bottles or cans (total not exceeding four litres).

Product samples for licensed establishments

You may give product samples to bars, pubs, restaurants and licensee retail stores, to be consumed by the licensee and staff only (not patrons), away from the licensed area of the establishment.

You may provide a maximum of one bottle (or one dozen bottles or cans of beer, cider or coolers) per product per establishment in any one year, and you must keep a record of all samples provided to licensed establishments. This record must include, for each sample, the:

- name of person who received the sample
- name of his/her establishment
- amount of product supplied, and
- date the product was supplied.

Licensed establishments must enter the product samples in their liquor register. (You may also want to give the establishment a receipt to prove that the sample product is allowed on site, but this is not required.)

Consumer tastings at a restaurant

You and a restaurant may agree to put on a consumer tasting (also called a taste trial) together, but you must ensure the event does not shift the focus away from food. In addition:

- You and/or the restaurant may advertise the event outside the restaurant
- You may not charge or accept a fee from the restaurant (or pay the licensee) for conducting the consumer tasting
- You must purchase all liquor products used in the tasting from the restaurant. The price you pay for the liquor served must be no less than the price the restaurant normally pays for the product and no more than the price the restaurant normally charges its customers
- The restaurant must issue you (and you must retain) a countersigned receipt for the dollar value of the total amount of liquor and/or food purchased
- You must be present during the entire period of the consumer tasting, and the restaurant staff must dispense all liquor product
- You must not leave open containers of liquor unattended at any time
- You must not serve drinks by the tray load
- You may not serve minors or anyone who is apparently under the influence of alcohol, and
- At the end of the consumer tasting, the restaurant must refund you or your agent for the cost of any wine, cider or coolers left unopened. The restaurant may return any leftover liquor (opened or unopened) to stock.

Maximum quantities per patron at a consumer tasting:

	SINGLE PRODUCT	MULTIPLE PRODUCT
Restaurant:		
Spirits	10 ml.	20 ml.
Wine/Cider/Beer/Coolers	30 ml.	45 ml.
Licensee Retail Store:		
Spirits	10 ml.	20 ml.
Wine	20 ml.	30 ml.
Beer/Cider/Coolers	30 ml.	45 ml.

The quantities for multiple product tasting apply only where you are presenting more than one product at a single tasting. The quantity for multiple products is a total of all products offered. For example, if you present three kinds of beer, you may offer a maximum quantity of 15 ml. of each to taste.

Consumer tastings at a licensee retail store

You and a licensee retail store may agree to put on a consumer tasting (also called a taste trial) together. It is up to you and the licensee retail store (LRS) to decide when a consumer tasting will take place, and how long it will run. However, all tasting must end 30 minutes before the store closes.

- You and the LRS may advertise the tasting within or outside the store, using promotional materials supplied by you. (Please see the chapter on *Advertising Your Products* for more information.)
- The store may not charge you a rental fee for demonstration space
- You must provide a server or servers for the consumer tasting; these servers may be you or servers hired by you. (You must make sure hired servers are familiar with the rules governing consumer tastings at liquor stores.)
- Servers must not leave open containers unattended
- You must purchase all products to be tasted from the LRS hosting the event. The price you pay must be no less than what the store paid for the product and no more than the price the store normally charges customers
- The LRS must issue you (and you must retain) a countersigned receipt for the dollar value of sampled product, and
- You may not serve minors or anyone who is apparently under the influence of alcohol

Please Note:

This section outlines rules for consumer tastings in licensee retail stores (LRS) and most agency stores only. The rules for promotions in government liquor stores or other private liquor retail stores are similar, but please contact the Promotions Department of the Liquor Distribution Branch for more specific information.

At the end of the consumer tasting:

- You or the LRS must destroy any poured samples, and empty any unfinished bottles
- You may not remove any opened bottles, or receive a refund for unused product, and
- You may receive a refund for unopened product

Visits to licensed establishments

You may visit bars, pubs and restaurants to promote your products, but there are strict limits on how you must act while you are there.

Mass treating or "buying drinks for the house" is not allowed, and you may not leave money for this purpose. You may, however, join customers at a table and buy a drink for everyone at that table, provided

- You buy the drinks from the licensed establishment
- The liquor serving given to each adult customer at one time is not greater than the normal serving for the licensed establishment
- You pay for each order at the time it is served (you may put the order on a "tab" provided you settle the account before you leave the establishment), and drink prices are the same as the establishment would charge regular patrons
- You do not treat more than one table at a time, except where the treat involves a bona fide organization, such as a sporting team, arts or cultural club
- The licensed establishment issues you (and you retain) a countersigned receipt for the dollar value of the product you purchased, and
- You do not bring liquor products into the licensed establishment for patrons to sample

Hospitality

You may provide hospitality to licensees without a buy-sell agreement, if the cost of the hospitality is less than \$25. Your receipts must be available for review by a liquor inspector on request.

Contests (running in government liquor stores)

If you have applied for and received approval from the Liquor Distribution Branch to run a contest in government liquor stores, you may also run the same contest at bars, pubs, restaurants and licensee retail stores over the same period of time and with the same promotional materials on display.

You must conduct all contests, install all promotional items, and remove all promotional items within 10 days after the contest has ended. You may include contest entry forms in your print ads, and may mention where entry forms are available in any of your advertising.

Contests (through the media)

You may also hold contests through the media (such as phone-in radio contests). However, with media contests:

- You must inform potential entrants that they are not required to purchase your product to enter, and they must be of legal drinking age.
- You may not include liquor as a prize.
- Liquor licensees, their employees, the Liquor Distribution Branch and the Liquor Control and Licensing Branch employees and immediate family members of anyone in these groups are not eligible to enter or win a contest.
- Your employees and their immediate families are also not eligible to enter or win a contest.

Activities Permitted With a Buy-Sell Agreement Only

More expensive promotional materials

You may loan more expensive promotional items with your name or brand, such as signs, patio umbrellas, mirrors, menu boards, etc., to bars, pubs, restaurants and licensee retail stores for a specific time identified in a buy-sell agreement. (You may sell glassware with your name or brand to a licensed establishment at fair market value at any time, without a buy-sell agreement.)

You may also provide bars, pubs, restaurants and licensee retail stores with temporary display structures and related promotional displays or items. (These displays and items remain your property.) And you may give T-shirts, hats and other promotional clothing items with your name or brand on them to bars, pubs, restaurants and licensee retail stores to give away to their customers.

All displays and promotional items must be individually listed in your buy-sell agreement. The agreement must also identify a specific time for the loan or promotion (six months, for example), and you must remove all promotional materials at the end of the identified time period.

Value-added promotional materials for licensee retail stores (that you are not also supplying to government liquor stores)

You may provide value-added promotional items to licensee retail stores that you are *not* also supplying to government liquor stores, without Liquor Distribution Branch approval (but with a buy-sell agreement), provided the items do not contain liquor. (Please see earlier section on *Value-added promotional materials approved for government liquor stores* for further rules about value-added promotional materials.)

Theme nights at a bar or pub

A theme night is an opportunity for you to work in collaboration with a liquor primary establishment (a bar or a pub) to promote the sale of a particular kind of wine. Theme nights are not allowed at food-primary establishments, or on college or university campuses.

There are no limits on the number of theme nights you can hold, and you may include festive activities, such as games or prizes, in your theme nights.

If you and a licensed establishment agree to put on a theme night:

- You must ensure the event has an educational component, such as messages on the consequences of drinking and driving
- The bar or pub must have food available for its patrons at all times during the theme night
- If samples are provided, you must:
 - be present in the bar or pub during at least part of the event to make the offer or invitation to taste
 - purchase all sample products from the bar or pub
 - do the dispensing, if a special service area is set up specifically for the event (if the samples are served using the establishment's usual facilities, the establishment's staff must dispense the product)
 - serve the samples individually (you may not serve them by the tray load)
- The bar or pub must issue (and you must retain) a countersigned receipt for the dollar value of the total amount of liquor and/or food purchased
- The liquor manufacturer or agent may provide inexpensive forms of entertainment during the theme night, such as games. (Payment for more expensive forms of entertainment – live performers or DJs, for example – is prohibited unless approved by the general manager.)
- If you provide games, contests and prizes as part of the theme night:
 - you must record the name of anyone who wins a prize valued at over \$100.00
 - prizes may have your name or brand on them (unless the general manager directs otherwise)
 - prizes may not be liquor or drinks and
 - patrons must not be required to buy or drink an alcoholic beverage to participate

Maximum sample quantities per patron at a theme night:

	SINGLE PRODUCT	MULTIPLE PRODUCT
Spirits	10 ml.	20 ml.
Wine/Cider/Beer/Coolers	30 ml.	45 ml.

The quantities for multiple product tasting apply only where you are presenting more than one product at a single tasting. The quantity for multiple products is a total of all products offered. For example, if you present three kinds of beer, you may offer a maximum quantity of 15 ml. of each to each patron.

- Liquor licensees, their employees and their immediate family members are not eligible to enter or win a contest
- The licensed establishment may not charge you a fee for conducting the theme night event, but you may pay the licensed establishment a tip or gratuity – provided it does not exceed 15 per cent of the total amount of liquor and/or food purchases noted on the countersigned receipt issued by the licensee at the end of the event
- The bar or pub may offer "special" theme night prices on your liquor products, provided the prices are not lower than Liquor Distribution Branch prices and do not encourage overconsumption. You may not subsidize the price of the products in any way, such as by paying the difference between the normal selling price of a product and its special price
- You may advertise the theme night both on-site and off-site, provided you follow the advertising rules (see the chapter on *Advertising Your Products* for more information), and
- For a theme night only, you may provide clothing such as T-shirts or other novelty items identifying your liquor brand(s) or company to be worn by the licensed establishment's staff

Joint promotions/brewmaster's dinners

You may enter into a joint promotion with a food primary or liquor primary establishment to feature your products during a special event, such as a brewmaster's dinner, provided the event includes a full meal and the licensed establishment purchases the liquor served at the event from its regular Liquor Distribution Branch liquor store or other designated outlet.

You and the licensed establishment may advertise the event. There are no limits to the number of joint promotions you may hold.

Contests (that are not running in government liquor stores)

You may hold contests in conjunction with bars, pubs, restaurants and licensee retail stores that are not running in government liquor stores, provided you document them in a buy-sell agreement and follow the Liquor Distribution Branch guidelines outlined in their booklet, *In-Store Marketing Programs*.

You must conduct all contests, install all promotional items, and remove all promotional items within 10 days after the contest has ended. You may include contest entry forms in your print ads, and may mention where entry forms are available in any of your advertising.

Sponsorships

You may sponsor licensee-associated sports teams, tournaments, or events at:

- unlicensed venues, or:
- licensed:
 - sports stadiums
 - recreational centres (including ski hills, racquet clubs and bowling alleys)
 - concert halls
 - university or cultural centres.

These events must be time-limited and not part of an on-going relationship with the licensed establishment. You must notify the branch, in writing, at least 14 days before any sponsored activity or event takes place if the sponsorship is for more than \$1,500 or it involves a licensed establishment.

These events must be covered under a buy-sell agreement. If you are sponsoring an event at a licensed venue (a concert hall for example), you and the licensee must sign the buy-sell. If the event also involves a licensed establishment (a local restaurant), you and the licensed establishment must sign a separate buy-sell agreement.

Educational events and activities

You may invite other licensees to educational events or activities – such as an all-day "wine school" – designed to improve their knowledge of your products or their ability to sell your products.

You may pay for legitimate travel, meal, accommodation, and entertainment expenses associated with the educational event, up to \$1,000 per licensee location per year. Where a licensee has multiple licensed establishments – a chain of restaurants, for example – you may also pay expenses of \$1,000 per person to a maximum of \$3,000 per licensee head office per year.

Hospitality

You may pay a licensee for costs not associated with an educational event, up to \$1,000 per licensee location per year, in addition to any in-province travel costs related to the event. (You may provide nominal hospitality without a buy-sell agreement, if it doesn't exceed \$25.)

Promoting Your Products With Other Licensees: A Summary

(Please review chapter for exact details)

Activities not permitted

You may not:

- Offer a benefit, including money, items, products or services that are necessary for the operation of a bar, pub, restaurant or licensee retail store, for selling your liquor products.

Activities permitted at any time, without a buy-sell agreement:

Without a buy-sell agreement you may:

- Provide another licensee with promotional items of nominal value, such as coasters or tent cards
- Sell promotional items, such as shirts, caps or key chains with your brand or logo, to licensees at fair market value for them to re-sell to their customers
- Offer value-added promotions in licensee retail stores that are running concurrently in government liquor stores
- Provide product vouchers that are redeemable at licensee retail stores
- Visit a bar, pub or restaurant and purchase drinks for patrons
- Offer product samples to a bar, pub, restaurant or licensee retail store
- Conduct consumer tastings at a restaurant or licensee retail store
- Cover the cost of nominal hospitality worth up to \$25, at any one time, per licensee, and
- Conduct a contest with a bar, pub, restaurant or licensee retail store, provided you are also running the same contest at the same time in government liquor stores.

Activities permitted with a buy-sell agreement only:

With a buy-sell agreement you may:

- Loan licensees more expensive promotional items, such as signs, umbrellas, mirrors or menu boards, and temporary display structures and related promotional items
- Offer licensees T-shirts, hats and other promotional clothing items that they may give away to their customers
- Hold a joint promotion (such as a brewmaster's dinner) with a bar, pub or restaurant
- Hold theme nights at a bar or pub
- Conduct a contest with a bar, pub, restaurant or licensee retail store that is not also running in government liquor stores (provided you follow Liquor Distribution Branch guidelines)
- Sponsor events or activities at licensed sports stadiums, recreational centres, concert halls, university or cultural centres
- Put on educational events and activities for other licensees, and pay travel and other costs, and
- Pay a licensee for hospitality costs not associated with an educational event or activity.

If You Have a Winery Lounge, Picnic Area, Special Event and/or Tour Area Endorsement

Serving, Selling, Buying and Storing Liquor

Serving It Right™: B.C.'s Responsible Beverage Service Program

If you have a winery lounge, special event area, or sampling area(s), all servers must have Serving It Right. Serving It Right (SIR) is a self-study course that educates licensees, managers and servers about their legal responsibilities when serving liquor, and provides effective techniques to prevent problems related to over service.

Serving It Right (SIR) must be completed by all licensees and managers. If you are licensed as a public or private corporation, the licensee portion of this requirement is met if any director, officer or employee responsible for controlling the sale of liquor completes the Serving It Right program.

Serving It Right (SIR) course packages, exams, and certificate numbers may be obtained on-line through www.servingitright.com, via e-mail at info@servingitright.com, fax at 604 633-9796 or by calling 604 633-9798.

The program is administered by go2 - B.C.'s tourism industry human resources' association. You are responsible for making sure your employees take Serving It Right. You must keep photocopies of their Serving It Right (SIR) certificates, ready for inspection by a liquor inspector or police officer at all times.

Selling Liquor

You may sell any kind of wine, wine cooler and cider (not just your own) by the bottle or the glass in your approved indoor or outdoor lounge or special event area, provided the products are manufactured and bottled in British Columbia. Patrons may consume wine purchased from the lounge, special event area or on-site retail store, or samples you provide, in the approved picnic or tour area.

Buying Liquor

You must purchase any product you sell (other than product made and bottled in your winery) from the Liquor Distribution Branch (LDB), a rural agency store (RAS), or an individual authorized by LDB.

Illicit or Private Liquor

You may not buy, keep, sell or give illicit liquor to anyone. Illicit liquor is defined as:

- liquor purchased or otherwise obtained from a source other than your designated liquor outlet
- stolen liquor
- smuggled liquor
- home manufactured or UBrew/UVin liquor
- liquor purchased as a medicinal, confectionery or culinary product that is being used as beverage alcohol
- liquor that has been adulterated or watered-down, and
- samples that may have been left by an agent.

You are accountable for any illicit liquor found anywhere on your premises or storage area. It is not acceptable to say that illicit liquor made its way into your stock by accident, that it was a gift for personal use, or that an employee left it there.

If you recently purchased your winery and acquired your licence through a transfer, you must conduct a thorough audit of all liquor on the premises to ensure none is illicit.

Culinary product containing alcohol that you keep for cooking must stay in the kitchen and separate from liquor kept for sale.

Hours of Sale

You may sell your products to the public only during the hours indicated on the face of your licence. Patrons must leave within half an hour of liquor service ending. Hours of liquor consumption in a tour or picnic area must start no earlier than 9:00a.m. and end no later than dusk or as approved by the General Manager. No sales may be conducted in picnic or tour areas.

On New Year's Eve, you may serve wine, cider and wine coolers until 4:00 a.m. on January 1, regardless of your normal closing hour (and provided food is available to customers), unless the general manager has directed otherwise or local bylaws prohibit it.

On the night of a time change (spring or fall), you must operate according to the hours in effect at the start of the Saturday business day, and wait to change your clocks (forward or back) until after your liquor service hours have ended for that business day.

Dispensing Liquor

You must always dispense wine, cider and coolers from the original containers, unless you have applied to the branch for an exception. You may not refill containers or add wine, cider or coolers to a bottle or container purchased from the Liquor Distribution Branch.

Wine cannot be sold or served in a picnic area or tour area unless on a guided tour

You must not permit the self-service of liquor to patrons.

Price Lists

You must have a list available showing the types of wine, cider and coolers available, the size of each drink or bottle and its price. Your price lists must indicate whether the price includes

taxes, and what the applicable taxes are.

You may post the price list as a printed list or on a board, or it can be available at all tables. At a minimum, it must be available to customers on request.

Where Customers May Consume Liquor

Customers may not bring their own bottles of wine or other liquor to consume in your lounge or picnic area, and you may only sell and serve in the licensed area(s) of your winery as permitted by regulation.

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- Customers may take wine to the picnic and tour areas.
- Patrons may take liquor into the washroom as long as they are not walking through an unlicensed area (such as a lobby), and you are properly supervising the washrooms.
- Professional entertainers may consume liquor while on stage provided they do not become intoxicated; however, patrons are prohibited from consuming liquor on an unlicensed stage even when they are providing entertainment such as during an amateur or karaoke night.

You may not permit customers to consume liquor outside of the licensed area, or to take liquor from the licensed area to other parts of your establishment except the picnic area. Customers may take away unfinished bottles of wine, provided you or your staff put a new cork in the bottle and tell customers who are driving that they must store the wine behind the rear seat, in the trunk, or in an exterior compartment – it must be out of reach of people in the car.

Controlling Your Establishment

Your Responsibilities

You and your employees are responsible for managing and controlling the behaviour of your winery patrons. You must ensure that other patrons, your staff and members of the community are not harmed as a result of liquor misuse or criminal activity at your winery, and you are required to take steps to ensure your business does not disturb the surrounding community.

If your staff, patrons or members of the community have reason to be concerned that there is a threat to their safety, you must act on these concerns. If criminal or riotous conduct has occurred, or you suspect it may, then you must notify police immediately.

An individual who has been asked to leave, or who has been barred from entering your winery, must not return for at least 24 hours. If a person does this, he or she is committing an offence and may be arrested.

Section 22 of the Act allows the general manager to suspend a liquor licence for 24 hours and order the immediate removal of patrons where there is an imminent threat to people's safety. In this situation, you are required to take all reasonable steps to ensure that customers vacate the premises immediately.

Steps you can take to ensure responsible service:

- Hold regular staff meetings to discuss liquor issues.
- Let your staff know that you will support them when they cut a patron off or refuse service.
- Be familiar with "drive home" programs offered in your community.
- Have staff monitor the number of guests in your winery.
- Food and non-alcoholic beverages must be available at reasonable prices in your winery lounge and special event area.
- Give "last call" toward the end of the night and do not allow patrons to buy excessive amounts of liquor at that time.

In extraordinary circumstances, the general manager may suspend a licence or impose terms and conditions for up to 14 days without a hearing. While rarely exercised, section 23 of the Act provides this power for situations where there are public interest or safety concerns, for example when there has been violence or extensive criminal activity, there is the risk of retaliatory gang violence or the possibility of public unrest.

Preventing Disturbances

You must take reasonable measures to make sure your business is not operating contrary to the public interest and does not disturb people near your establishment.

Examples of reasonable measures include installing adequate lighting outside your winery and in the parking lot, supervising your parking areas, adding sound proofing, making structural changes to allow indoor line-up areas, and posting signs at the exit doors asking your patrons not to disturb your neighbours.

ID Requirements

You must demonstrate that you are preventing minors from obtaining liquor. You must do an initial assessment of every patron before allowing them liquor service at your winery. When you verify a customer's age, you and your employees must ask anyone for **two** pieces of identification.

The first piece of identification must:

- be issued by a government agency (e.g. a passport or driver's licence), and
- include the person's name, signature, birth date and picture.

The second piece must:

- include an imprint of the holder's name (e.g. a credit card or Care Card), and
- include the person's signature and/or picture.

If the person cannot produce two pieces of acceptable identification that proves they are 19 or older, you must refuse service. You must cooperate with a liquor inspector if the inspector asks you or your staff to determine whether a person is a minor.

You must cooperate with a liquor inspector if the inspector asks you or your staff to determine whether a person is a minor. You are encouraged (but not required) to retain identification that is clearly false and to turn it over to your liquor inspector. If you suspect that a passport is fake please provide details to police, but do not take possession of it from the customer. Holding back a valid passport is a federal offence. Where possible, the inspector will return the identification to the agency that issued it. (If the patron insists you return the ID, you should do so, but we encourage you to take a photocopy of it first to give to your liquor inspector.)

Overcrowding

Your liquor licence tells you the maximum number of people, including staff, who may be in

Important!

If a liquor inspector believes you are not taking reasonable measures to prevent disturbances – or if we receive a number of complaints from the public about disturbances that can be linked back to your winery – you will be required to attend a compliance meeting. (Please see the section on *Enforcement* for more about compliance meetings.)

To verify identification, ask the person for:

- A sample signature to compare to the signature on the photo identification.
- His or her zodiac sign – people with false identification often will be unable to answer quickly.
- His or her middle name and how to spell it.
- Information that is on the secondary piece of ID, such as the person's address or postal code

your winery lounge or indoor special event area at one time. It is important for you to know the capacity for these areas, and to make sure you stay within this limit.

Drink Sizes

You must encourage moderate consumption at all times and follow strict limits on the maximum size of servings.

Wine: You may serve wine in single servings of 10 oz (285 ml), or in smaller servings of multiple brands, provided the total served at one time is no more than 10 oz (285 ml). Wine may also be served by the standard 750 ml bottle if it is to be consumed by at least 2 people and with food. You may serve wine by the bottle, in non-refillable containers of .75 litre to 1.5 litres, or in refillable containers of no more than 1.5 litres, provided you apply for and receive approval for the container from the Public Health Protection Branch of the Ministry of Health (the container must be one that prevents product contamination) and subject to these serving size rules.

Draught cider: You may serve draught cider in single servings of no more than 24 oz (680 ml) or smaller servings of multiple brands, provided the total served at one time is no more than 24 oz (680 ml). Pitchers or other multiple serving containers shared by two or more patrons may contain no more than 1.5 litres of draught cider.

Bottled cider or wine coolers: You may serve a maximum of two standard-sized or one large-sized (up to 24 oz or 680 ml) bottle of cider or coolers to a single patron at one time.

Winery Drink Prices (in special event area(s) or lounge only)

To help encourage moderate consumption:

- You must set your wine/cider/cooler prices at the start of the business day, and you cannot change them until the next business day.
- Happy Hours are not permitted. If you are going to offer a special or reduced price, it must be available all day and may not be offered on a brand or type of wine, cider or cooler for which you know you don't have enough stock.
- You may offer an all-inclusive package that includes wine, cider and coolers in the price (a champagne brunch, for example, or a Mother's Day or New Year's Eve special). The amount of wine, cider or coolers to be provided must be specified and not unlimited.
- You must not provide unlimited or unspecified quantities of wine, cider or coolers for a single price or use a sales strategy that is likely to promote or encourage over-consumption. For example, you may not:
 - sell drinks "two for one"
 - allow staff to circulate with trays of drinks that are not pre-ordered, and
 - serve any drinks greater than the maximum drink sizes – for instance, by the "tray load".

Important!

The practice of pouring drinks into the mouths of customers is prohibited. Establishments that permit such activities to occur can expect enforcement action.

Over-Service and Intoxicated Patrons

It is your responsibility to make sure patrons do not become intoxicated while at your winery.

You must not let a person who is apparently under the influence of alcohol or drugs enter or remain in your establishment. You must refuse the person service, have the person removed and see that he or she departs safely.

You also must write down all incidents of intoxicated patrons and the action you took in an incident log, and have the information available for the liquor inspector or police officers.

Disorderly or Riotous Conduct

You must not allow violent, quarrelsome, riotous or disorderly conduct or unlawful activities to take place at your winery. This includes behaviour that might cause a reasonable person to believe his or her safety is threatened.

If you know or suspect that this kind of behaviour has taken place, is currently taking place or may take place, then you must notify the police immediately.

Weapons

A weapon is defined as anything used or intended for use:

- in causing death or injury to persons whether designed for that purpose or not, or
- in threatening or intimidating any person.

You are responsible for making sure a person with a weapon does not enter or remain at your winery.

If you know or suspect that one of your customers has a weapon, you should notify the police immediately.

Gaming

Gaming (also called gambling) is defined as playing or gaming, for money or other stakes, on an uncertain event; it involves chance and the hope of gaining something more than the amount paid to participate.

You may not permit gaming in your winery with the exception of the sale of B.C. lottery products in a manufacturer's on-site retail store area and those forms of gaming specified under the *Entertainment* section.

You may not authorize gaming (such as by receiving a portion of the bets, collecting a fee from participants or providing tables or a room for games to take place). You are also responsible for exercising care and vigilance so gaming does not take place without your knowledge.

Liquor Consumption

With the exception of staff who have to sample product as part of the wine-making process,

Physical signs of intoxication:

Physical signs of intoxication:

- red or bloodshot eyes
- dishevelled appearance
- odour of liquor
- unsteadiness on feet
- staggering
- exaggerated care in walking
- slurred speech
- fumbling with small objects such as money

Mental signs of intoxication:

Mental signs of intoxication:

- lack of alertness
- exaggerated emotions
- aggression
- irrationality

you and your employees, including your employees who provide entertainment, may not consume liquor of any kind at your winery during working hours. This includes breaks, meal periods and between shifts on the same day. After work, you and your employees may consume liquor, provided:

- You do not offer liquor to employees at a reduced price, or in lieu of wages or as a bonus.
- Your employees are of legal drinking age.
- You are serving and consuming the liquor during the hours of sale indicated on the face of your licence.
- You – as the licensee – are not treated differently than a regular patron.

Staff Parties

You may hold a staff party in your winery lounge, provided you are able to comply with the Regulations and the terms and conditions of your licence for the duration of the party. Staff, for example, may not consume liquor while on duty. If you cannot meet these conditions, you must apply for a Special Occasion Licence and to temporarily suspend that area of your winery licence.

Entertainment

Live or recorded music, radio, television, and dancing are permitted in your winery lounge, unless otherwise restricted by the branch. This includes hosting a live radio or television broadcast from within your establishment.

You may also:

- Provide games of skill, including darts, pool, shuffleboard, video games and foosball, and games of chance (including card games), but for amusement only – no payoffs or prizes of any kind are permitted for games of chance
- Hold tournaments of skill and contests, include information about these in any advertising, and in the case of tournaments, prizes may include money or the winner's name being entered into a draw. In addition, you must ensure that:
 - patrons may enter without making a purchase or ordering a drink
 - you do not offer or give liquor as a prize, and your event does not involve the consumption of liquor
 - you do not require the winners to be present to collect their prize
 - your event does not involve a contact sport
 - neither you, your immediate family, nor your staff, may enter, and
 - you do not charge an entry fee for contests (although you can for tournaments)
- Show movies, provided the primary focus of your winery lounge does not shift to that of a movie theatre, and that all movies are shown in accordance with the Motion Picture Act and its Regulations. You may not show movies that are not rated, restricted or adult rated.
- Stage live prize-fighting, kick-boxing and similar contact sports events on your premises, provided you apply to the general manager for approval in advance, do not involve patrons, and take steps to protect both patrons and staff, and/or
- Allow licensed social occasion casino or licensed bingo events for charitable purposes, provided:

- the events are held in an area covered by a special event area, lounge or picnic

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- endorsement,
- they are hosted by a charitable organization licensed by the Gaming Policy and Enforcement Branch
- the charitable organization's gaming licence is posted in a visible location in the endorsement area
- prizes do not include liquor or tokens redeemable for liquor
- the endorsement area where liquor service and consumption takes place is sufficiently enclosed to ensure the gaming area is clearly defined and to prevent patrons from taking liquor outside the area
- liquor is served to the patrons of the charitable event under the regular terms and conditions of the endorsement licensed area, and
- minors are not permitted in the area where the social occasion casino or bingo is being held (a requirement of the gaming licence).

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Entertainer Conduct

While professional entertainers may consume liquor in the establishment, employees who provide entertainment (such as a house DJ or house band) may not do so during working hours. As with patrons, it is the responsibility of the licensee to ensure that professional entertainers do not become intoxicated. If an entertainer becomes intoxicated they must be refused service, removed from the premises and the licensee must see that they depart safely from the establishment. An intoxicated entertainer must not be allowed into the licensed establishment.

Inspections

Why We Inspect Wineries

Branch liquor inspectors conduct unannounced inspections of manufacturing facilities to make sure licensees are following the Act and Regulations and their licence terms and conditions, and to make sure there are timely consequences when they don't.

In addition, a liquor inspector may conduct an inspection:

- in response to a complaint from a member of the public, another licensee, a local government/First Nation, police or any other agency, or
- to follow-up on a Licensed Premises Check (LPC) issued by a police officer.

Entry of Liquor Inspectors and Police Officers

You must give liquor inspectors and police officers immediate access to all areas of your business on request. A liquor inspector or police officer will show you their official identification if you request; however, you must not do anything to impede a liquor inspector's or police officer's entry into your establishment. You must not request personal identification, scan identification, photograph, wand, pat down, or search inspectors or police. It is a serious contravention to refuse or delay in any way providing access to an inspector or police officer, and may result in your liquor licence being cancelled.

Enforcement

Contravention Notice

If a liquor inspector believes that you or your staff are contravening the Act, its Regulations or the terms and conditions of your licence, the inspector may issue a Contravention Notice to you, that identifies the alleged contravention.

The inspector will then review the evidence and circumstances of the contravention in conjunction with the Liquor Control and Licensing Branch's file for your establishment. Based on that review, the inspector will decide whether to recommend that the general manager take enforcement action against you, as the licensee.

If the inspector does not recommend enforcement action, he or she will keep the Contravention Notice in the branch's file on your establishment, and may require you to attend a Compliance Meeting.

Compliance Meeting

A compliance meeting is a meeting between you and the inspector – and possibly others, such as members of your staff, local police, government and fire officials.

The purpose of the meeting is to promote voluntary compliance with the liquor licensing rules and to assist you in anticipating, and creating solutions for, potential problems. The inspector will prepare a written record of what is discussed including any procedures you intend to put in place to deal with the problem, and when they will come into effect. Once you and the inspector have signed it, you will receive a copy, and a second copy will be placed in your establishment's file.

Compliance meetings are not a required step before the branch takes enforcement action.

Notice of Enforcement Action

If a liquor inspector recommends enforcement action, and his or her regional manager concurs, you will receive a Notice of Enforcement Action. The Notice of Enforcement Action will include the details of the allegation, the proposed penalty, why the branch is recommending enforcement action, and the reasons for recommending this particular penalty.

You have the option of disputing the branch's allegations at an enforcement hearing or signing a waiver notice. If an enforcement action is pending and you have applied for a change to your licence —a temporary extension to your licensed area, for example — the general manager may decide to wait for the outcome of the enforcement action before making a decision on the change request.

Please Note:

As a licensee, you are legally responsible for understanding and complying with the requirements of the Act, its Regulations and the terms and conditions of your licence, and for any contraventions committed against your licence.

You are also responsible for making sure your employees follow B.C.'s liquor laws and the terms and conditions of your licence, even when you are not on site.

As the licensee, you are responsible for any contraventions against your licence.

Waiver

Signing a waiver means that you

- agree that the contravention occurred
- accept the penalty proposed in the Notice of Enforcement Action
- waive the opportunity for an enforcement hearing, and
- agree that the contravention and penalty will form part of the compliance history of the licence and the licensee.

You may sign a waiver at any time prior to the hearing.

Pre-hearing Conference

After receiving the Notice of Enforcement Action, you will be asked to participate in a pre-hearing telephone conference conducted by the branch's registrar of enforcement hearings. At the pre-hearing conference, the registrar will:

- obtain your response to the allegations and determine if an enforcement hearing is required
- clarify the issues that will be addressed at the enforcement hearing
- identify and discuss the evidence that both you and the branch plan to present at the enforcement hearing (this includes the names of any witnesses who will testify on your or the branch's behalf)
- arrange for the branch and you to exchange copies of any documents or other evidence that will be introduced at the hearing
- explain the enforcement hearing process, and
- set a date for the enforcement hearing.

If you do not participate in the pre-hearing conference, you may lose the opportunity for an oral hearing, and the general manager may make a decision based on the written submissions only.

Enforcement Hearing

Enforcement hearings may be conducted in-person, via teleconference, written submission, or any combination of these.

At an enforcement hearing, an adjudicator, who is a delegate of the general manager, will consider the evidence and argument presented by you and the branch. The adjudicator will decide whether the alleged contravention(s) occurred and what enforcement action, if any, is warranted. The adjudicator issues a written decision several weeks after the hearing.

Possible Enforcement Action

If the adjudicator decides the contravention occurred, they may

- suspend the liquor licence for a period of time
- impose a monetary penalty
- cancel a liquor licence
- impose, rescind or amend the terms and conditions of a licence, and/or

- order a licensee to transfer a licence.

If the adjudicator finds that either a licence suspension or monetary penalty is warranted, they may not impose a penalty less than the minimums set out in Schedule 4 of the Regulation. They may impose higher penalties when it is in the public interest to do so. They are not bound by the penalties proposed in the Notice of Enforcement Action.

The type of enforcement action imposed will depend on a number of factors, including the nature of the contravention, the circumstances of the contravention, your establishment's compliance history, and your compliance history as a licensee.

Suspensions and monetary penalties will include the requirement to post signs demonstrating the enforcement action. Signs will be posted by either police or Branch staff in a prominent location in the establishment. You must not remove, alter, obscure or otherwise diminish the prominence of these signs during the period they are required to be posted. Doing so may result in further enforcement action.

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Any enforcement action imposed will form part of the compliance history of the licence and the licensee.

Serving Liquor While Under Suspension

If the enforcement process results in your winery lounge endorsement or special event area(s) being suspended, you can continue to operate the winery but your lounge endorsement and special event area(s) must close during the suspension period. You must not allow liquor sales or service under a special occasion licence in your establishment or in or on any adjacent property which is under your control.

Failure to abide by your suspension, including allowing branch officials to post suspension signs, is a serious contravention that could lead to an extended licence suspension, cancellation or transfer of your liquor licence.

Judicial Review

If you are dissatisfied with an enforcement hearing decision, you may apply to the B.C. Supreme Court.

PART 2: ON-SITE RETAIL STORE APPOINTMENT

Background: Who is Responsible for What

The Liquor Control and Licensing Branch

In 2007, the B.C. government decided to bring most retail liquor stores under the same authority. The Liquor Control and Licensing Branch became responsible for issuing and supervising appointments to operate retail liquor stores made originally by the Liquor Distribution Branch. This includes both:

- off-site retail wine stores (wine stores that are not on the site of the winery where the wine was made, including stores associated with a particular winery, independent wine stores, VQA stores and tourist wine stores), and
- on-site retail wine, beer and spirits stores (stores that are on the same site of the winery, brewery or distillery where the wine, beer or spirits were manufactured).

Enforcement Action

If you do not comply with the Liquor Control Licensing Act and the terms and conditions your on-site wine store appointment, the general manager of the Liquor Control and Licensing Branch may decide to impose additional terms and conditions, or suspend or revoke your on-site retail wine store appointment.

If your on-site retail wine-store appointment suspended or revoked, you will not be able sell wine at your on-site retail wine store.

Your Role as an Appointee

As an appointee, you are legally responsible for understanding how the specific terms and conditions of your on-site retail store appointment affect the operation of your store, and for complying with the Act and the terms and conditions of your on-site retail store appointment. You are also responsible for making sure your employees follow B.C.'s liquor laws and the terms and conditions of your on-site retail store appointment, even when you are not on site.

In addition, you must let the branch know about any changes you make to your business or to the buildings you operate. And you must cooperate with liquor inspectors and police:

- you must give liquor inspectors and police officers immediate access to all areas of your on-site retail wine store on request
- you may not delay or refuse to provide access to an inspector or police officer, and
- you must ensure that your actions and the actions of your staff do not put liquor inspectors or police at risk or prevent them from carrying out their duties.

The Role of the Liquor Inspector

Liquor Control and Licensing Branch liquor inspectors may make unannounced visits to your on-site retail wine store at any time to:

- explain the terms and conditions of your appointment
- inspect the physical layout of your onsite retail wine store
- inspect your legal, financial and
- business records
- observe and record your business practices to identify gaps or weaknesses that are likely to lead to non-compliance (to you not following the Act and the terms and conditions of your appointment), and/or
- identify any contraventions of the Act and the terms and conditions of your appointment occurring in your on-site retail wine store.

The Role of Police

Police officers may also make unannounced visits to your store.

When the police walk through your store, they will look for evidence of any liquor contraventions, such as selling liquor to minors. If they find a contravention, they will inform the Liquor Control and Licensing Branch.

The Role of Local Government and First Nations

A certificate of appointment is only one requirement in operating a winery on-site retail store in British Columbia. As an appointee, you must also deal with local governments and First Nations band councils on such issues as zoning, building bylaws, business licensing requirements and health and fire regulations.

Local governments and First Nations band councils are responsible for protecting the peace and good order of their communities and are often the first to learn about problems relating to on-site retail wine stores. The general manager takes very seriously complaints from local governments and band councils when wine stores are operating contrary to the public interest and are disturbing people in the surrounding area.

Managing Your On-Site Retail Store

Posting Your Certificate of Appointment

You must receive from the branch a certificate of appointment and post it in a prominent location in your on-site retail wine store to ensure it is immediately available for review by liquor inspectors and police.

Providing Information to the Branch

You must be honest and accurate in providing information to the Liquor Control and Licensing Branch. If you provide misleading or incorrect information, you risk losing your certificate of appointment.

Producing Documents and Records

You must allow the general manager (or a designated person such as a liquor inspector) to inspect documents and records associated with your winery, including:

- liquor sales, purchase and disposal records
- store sales records for non-liquor products
- lease and management contracts related to your on-site retail store
- store employee records
- records of any incidents or events that occurred on or near your on-site retail store, and
- any court orders or judgments against you.

Renewing Your Appointment

Your certificate of appointment will be automatically renewed each year, at the same time as your winery licence (March 31st). There is no annual renewal fee for an appointment.

Making Changes to Your Appointment

The details of your application for a certificate of appointment - who you are, the name and layout of your store - were critical factors in the government's decision to grant you a certificate of appointment.

Now that you hold a certificate of appointment, you must apply to the Liquor Control and Licensing Branch for approval before you make any changes to your onsite retail store.

Please see Appendix 2 for more information about making changes to your appointment.

Selling Your Winery

Your winery and your on-site retail store must be owned by the same person or company; you cannot sell one separately from the other.

Operating Your On-Site Retail Store

What Wine You May Sell in Your On-Site Retail Store

You may stock and sell wine made on-site at your winery only. You may not sell any other types of liquor, such as beer or spirits.

Who You May Sell Your Wine To

You may sell your winery products to the general public from your on-site retail store area.

Samples

You may offer samples of your product in an approved area. You must never serve samples to the point of intoxication.

Hours of sale

You may sell your wine and other approved non-wine products (see below) in your onsite retail store between the hours of 9:00 a.m. and 11:00 p.m., or as indicated on your Certificate of Appointment.

Pricing

You are responsible for setting your own store prices, and you may adjust your prices at any time throughout the day.

Selling non-wine products

You may sell non-wine products in your wine store provided that they are wine-related:

- items specifically identified with storing or serving wine, such as wine racks and cabinets, ice buckets and chillers, wine glasses and corkscrews
- printed materials such as books and pamphlets concerning wine in general or specific wines that are sold in your store
- items that identify wine products for sale in your store, such as umbrellas, T-shirts and aprons
- wine-related food items, such as cheese and crackers
- wine-related soft drinks and juices, such as club soda for spritzers, and
- de-alcoholized wine.

You may not sell:

- confectionary items such as candy, gum, potato chips, etc.
- tobacco products, or
- lottery tickets.

Selling illicit or private liquor

You may not buy, keep, sell or give illicit liquor to anyone. Illicit liquor is defined as:

- liquor purchased or otherwise obtained from a source other than your designated liquor outlet
- stolen liquor
- smuggled liquor
- liquor intended for export
- home manufactured or UBrew/UVin
- liquor purchased as a medicinal, confectionery or culinary product that is being used as beverage alcohol, and
- liquor that has been adulterated or watered down.

Liquor seizures and sampling:

Both liquor inspectors and the police have the authority to seize liquor they believe might be illicit. They will either destroy the liquor immediately or hold it in storage for 30 days.

Liquor inspectors may also take reasonable samples of liquor found in your wine store to determine whether the liquor is illegal, unauthorized, adulterated or contaminated.

You are accountable for any illicit liquor found anywhere on your premises (service or storage area). It is not acceptable to say that illicit liquor made its way into your stock by accident, that it was a gift for personal use, or that an employee left it there.

Recording and Delivering Your Products to the Public

Making deliveries

When delivering wine:

- You must ensure deliveries are made by and to people legally able to drink liquor (they must be over age 19), and only to places where liquor may be legally possessed and consumed (private homes, licensed restaurants or bars, licensed special events, etc.)
- You must ask customers to show proof of age at the time of delivery. (Please see page 40 of this guide for how to verify a customer's age.)
- You may not deliver to an intoxicated person or someone under the influence of drugs
- You may deliver no later than one half hour after your store's closing time
- Your charge for the wine must be the price of the wine plus a separate delivery charge. You must inform customers of both charges when they place their orders
- You may deliver from your retail store only
- You must keep delivery transaction records for at least three years. These records must include the date, time and address of each delivery, the products purchased, the prices charged, delivery fees and total amount paid, and
- You are responsible for making sure that anyone delivering for you follows these rules.

Empty Container Returns and Refunds

You must - under B.C. environmental regulations - accept up to 24 empty container returns per person per day for the product brands and sizes you sell, and refund the full amount of the applicable container deposits.

Games and Entertainment

Games and entertainment are not permitted in your store.

Prohibited Activities

Your appointed on-site retail store is prohibited from having an association, financial or otherwise, with a UVin/UBrew.

Providing Safe and Responsible Service

Controlling Your On-Site Store

As with the rest of your winery, you and your employees are responsible for ensuring that your customers, your staff and members of the community at large are not harmed as a result of liquor misuse or criminal activity in your on-site appointed store. You are also required to take steps to ensure your store does not disturb the surrounding community.

Preventing disturbances

You must take reasonable measures to prevent disturbances in your on-site appointed store. Examples of reasonable measures include:

- installing adequate lighting outside your store and in the parking lot
- supervising your parking areas, and
- posting signs asking your patrons not to disturb your neighbours.

Intoxicated patrons

You may not sell your product to someone who is intoxicated. If an intoxicated person enters your store, write down the details - time, date, what action you took - in an incident log, so that you have the information available for a liquor inspector or police officer on request. For physical signs of intoxication please see page 41 of this Guide.

Minors

Minors are allowed in your on-site store only when accompanied by a parent or guardian. You may not employ minors to work in your wine store. It is against the law to sell, serve, or supply liquor to a minor.

ID requirements

ID requirements for selling wine in your appointed on-site store are the same as in any other area of your winery. Please see page 40 of the Guide.

Advertising Your Business

What You May Advertise

You may advertise:

- the name and location of your store
- that you are a retail wine store
- your hours of sale
- the type of wines you sell
- your brand names and prices.

Your ads cannot:

- encourage liquor consumption or irresponsible drinking
- use pictures of minors, or personalities, images or activities that may appeal to minors
- show people drinking or anyone who is either intoxicated or behaving irresponsibly or illegally
- suggest that customers will be provided with free bottles of liquor.

Where You May Advertise

You may advertise your wine store in newspapers, television, radio or the Internet. You can put up signs, and print pamphlets or brochures, including graphics and pictures of your store.

Store Names and Signs

To avoid confusion with Liquor Distribution Branch stores, you may not call your store a "B.C. Liquor Store," "Government Liquor Store" or just "Liquor Store." You may call yourself a "Wine Store."

Any signs, including a sign bearing the name of your store, must comply with local government bylaws. Signs are considered to be advertisements and must comply with the advertising terms and conditions outlined in the preceding section on advertising. All signs, whether inside or outside your store, must be approved by the Liquor Control and Licensing Branch before you put them up.

Your signs may display:

- the name of your establishment
- the kind of wine you offer (including brand names)
- your prices
- your hours of sale.

APPENDIX 1: Penalty Schedule

Schedule 4 Enforcement Actions

Interpretation

1 (1) For the purposes of this Schedule,

- (a) a contravention is of the same type as another contravention if each contravention is described by the same Item of this Schedule, and
- (b) a contravention by a licensee is
 - (i) a first contravention if the contravention was committed at or in respect of an establishment and the licensee has not committed a contravention of the same type at or in respect of that establishment within the 12 month period preceding the commission of the contravention,
 - (ii) a second contravention if the contravention was committed at or in respect of an establishment and the licensee has committed one contravention of the same type at or in respect of that establishment within the 12 month period preceding the commission of the contravention, and
 - (iii) a subsequent contravention if the contravention was committed at or in respect of an establishment and the licensee has committed a second contravention of the same type at or in respect of that establishment within the 12 month period preceding the commission of the contravention.

2) In section 20 (1) (c.1) of the Act and in Item 13 of this Schedule, "**reasonable measures**" means, in respect of a licensee, measures that are

- (a) reasonable in the circumstances, and
- (b) reasonably within the capacity of the licensee to effect.

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
OPERATING OUTSIDE OF LICENCE PURPOSE					
1	Operation of a licensed establishment in a manner that is contrary to the primary purpose of the licence	10-15	20-30	30-60	\$7,500-\$10,000
MINORS					
2	A breach of section 33 of the Act <i>[Selling liquor to minors]</i>	10-15	20-30	30-60	\$7,500-\$10,000
3	A breach of section 35 of the Act <i>[Minors on licensed premises]</i>	4-7	10-14	18-20	\$5,000-\$7,500
4	Rescinded (February 2007) <i>A breach of section 45(2) of this regulation [Failure to request identification from person appearing to be under 25]</i>	N/A	N/A	N/A	N/A
GAMBLING					
5	A breach of section 36(2)(a) of the Act by authorizing or permitting gambling in the licensed establishment	4-7	10-14	18-20	\$5,000-\$7,000
6	A breach of section 36(2)(c) of the Act by authorizing or permitting a device used for gambling to be placed, kept or maintained in the licensed establishment	10-15	20-30	30-60	\$7,500-\$10,000
DISORDERLY OR RIOTOUS CONDUCT					
7	A breach of section 36(2)(c) of the Act by authorizing or permitting, in a licensed establishment, drunkenness or violent, quarrelsome, riotous or disorderly conduct	10-15	20-30	30-60	\$7,500-\$10,000
8	A breach of section 36(2)(b) of the Act by authorizing or permitting, in the licensed establishment, any unlawful activities or conduct	10-15	20-30	30-60	\$7,500-\$10,000
INTOXICATED PERSONS					
9	A breach of section 43(1) of the Act by selling or giving liquor to an intoxicated person or a person apparently under the influence of liquor	4-7	10-14	18-20	\$5,000-\$7,000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
10	A breach of section 43(2)(a) of the Act by permitting a person to become intoxicated	4-7	10-14	18-20	\$5,000-\$7,000
11	A breach of section 43(2)(b) of the Act by permitting an intoxicated person to remain in that part of the licensed establishment where liquor is sold or served	4-7	10-14	18-20	\$5,000-\$7,000
WEAPONS					
12	A breach of section 47 of the Act [<i>Licensee's duty - dangerous weapons</i>]	4-7	10-14	18-20	\$5,000-\$7,000
LICENSEE RESPONSIBLE FOR DISTURBANCE OF PERSONS IN THE VICINITY					
13	A failure to take reasonable measures to ensure that the operation of the licensed establishment is not contrary to the public interest and does not disturb persons in the vicinity of the establishment	10-15	20-30	30-60	\$7,500-\$10,000
OVERCROWDING					
14	Permitting more persons in the licensed establishment than the patron or person capacity set by the general manager and the number of persons in the licensed establishment in less than or equal to the occupant load	1-3	3-6	6-9	\$1,000-\$3,000
15	Permitting more persons in the licensed establishment than the patron or person capacity set by the general manager and the number of persons in the licensed establishment is more than the occupant load	4-7	10-14	18-20	\$5,000-\$7,000
ILLICIT LIQUOR					
16	A breach of section 38 of the Act [<i>Unlawful sale of liquor</i>]	10-15	20-30	30-60	\$7,500-\$10,000
17	A breach of section 38.1 of the Act [<i>Unlawful to dilute or adulterate liquor</i>]	4-7	10-14	18-20	\$5,000-\$7,000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
18	A breach of section 39 of the Act [<i>Unlawful purchase of liquor</i>]	10-15	20-30	30-60	\$7,500-\$10,000
19	A breach of section 35(3) of this regulation by failing to keep and maintain a register of all liquor purchased and received	1-3	3-6	6-9	1,000-\$3,000
20	A breach of section 35(1) of the regulation by purchasing liquor other than from a liquor store designated in writing by the general manager or designated by the Liquor Distribution Branch, or without identifying the licensee as a licensee	1-3	3-6	6-9	\$1,000-\$3,000
21	A breach of section 36 of this regulation by selling or providing under one licence liquor that is purchased under another licence without authorization of the general manager	10-15	20-30	30-60	\$7,500-\$10,000
LIQUOR SERVICE					
22	A breach of section 43 of this regulation by the licensee failing to complete the required training program	4-7	10-14	18-20	\$5,000-\$7,000
23	A breach of section 43 of this regulation by a manager or server failing to complete the required training program	1-3	3-6	6-9	\$1,000-\$3,000
24	A breach of section 44 (1)(a) of this regulation by a licensee with a liquor primary licence or liquor primary club licence failing to clear the licensed establishment of patrons within ½ hour after the time stated on the licence for the hours of liquor service, or other time authorized by the general manager	1-3	3-6	6-9	\$1,000-\$3,000
25	A breach of section 44(1)(b) of this regulation by a licensee with a food primary licence failing to ensure that liquor is taken from patrons within ½ hour after the time stated on the licence for the hours of liquor service, or other time authorized by the general manager	4-7	10-14	18-20	\$5,000-\$7,000
26	A breach of section 44(3) of this regulation by allowing a person to consume liquor in the licensed establishment beyond ½ hour after the time stated on the licence for the hours of liquor service, or other time authorized by the general manager	4-7	10-14	18-20	\$5,000-\$7,000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
28	A breach of section 42(2) of this regulation by permitting liquor not purchased from the licensee to be consumed in the licensed establishment	4-7	10-14	18-20	\$5,000-\$7,000
29	A breach of section 42(4) of this regulation by permitting liquor sold in the licensed establishment to be taken from the establishment	1-3	3-6	6-9	\$1,000-\$3,000
30	A breach of section 41(2) of this regulation by providing unlimited or unspecified quantities of liquor for a single price, using a sales strategy that is likely to promote or encourage intoxication, or altering the price of liquor during a day after it has been set for that day	4-7	10-14	18-20	\$5,000-\$7,000
PRODUCTION OF RECORDS					
31	A breach of section 73 (1) (a), 73 (2) (a) or 73 (2) (b) of the Act [<i>Failure to produce a document or record or thing</i>]	10-15	20-30	30-60	\$7,500-\$10,000
ADVERTISING					
32	A breach of section 49 of the Act [<i>Display of signs</i>]	1-3	3-6	6-9	\$1,000-\$3,000
33	A breach of section 51.1 of the Act [<i>Advertising liquor</i>] or section 58 of this regulation	1-3	3-6	6-9	\$1,000-\$3,000
ENTERTAINMENT					
34	Permitting in the licensed establishment entertainment by one or more exotic dancers or strippers that is prohibited or restricted under section 50 of the Act	4-7	10-14	18-20	\$5,000-\$7,000
35	Permitting in the licensed establishment any other entertainment that is prohibited or restricted under section 50 of the Act	1-3	3-6	6-9	\$1,000-\$3,000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
LICENSING CONTRAVENTION					
36	A breach of section 15 (2) of the Act [<i>Failure to disclose a material fact or false or misleading statement in application</i>]	10-15	20-30	30-60	\$7,500-\$10,000
37	A breach of section 18 of the Act [<i>Tied houses</i>] by failing to disclose to the general manager the information that must be disclosed under that section	10-15	20-30	30-60	\$7,500-\$10,000
38	A breach of section 19 (3) of the Act by transferring shares of the licensee's capital stock without first receiving the general manager's approval for that transfer	1-3	3-6	6-9	\$1,000-\$3,000
39	A breach of section 7 of this regulation by making structural alteration of or change to the size of any area of the licensed establishment without first receiving the written permission of the general manager	1-3	3-6	6-9	\$1,000-\$3,000
INDUCEMENTS					
40	A breach by the licensee or an employee of the licensee of section 45 of the Act [<i>Licensee not to give or accept gifts for promoting liquor</i>]	10-15	20-30	30-60	\$7,500-\$10,000
PROMOTIONAL ACTIVITY					
40.1	A breach of section 50.1 (3)(d) of this regulation by engaging in promotional activity if that promotional activity is required to be, but is not, documented in a appropriate buy-sell agreement	1-3	3-6	6-9	\$1,000-\$3,000
U-BREW / U-VIN					
41	A breach of section 23 of this regulation by failing to ensure that the customer performs the listed tasks	4-7	10-14	18-20	\$5,000-\$7,000
42	A breach of section 22 [<i>Payment, acknowledgment and invoice required</i>], 24 [<i>Licensee or employee production</i>], 25 [<i>Storage requirements</i>], 26 [<i>No consumption other than tasting</i>], 27 [<i>Customer required to bottle own product</i>], 28 [<i>Removal of finished product required</i>], 30 [<i>Minors</i>], 31 [<i>Record keeping and reporting requirements</i>], 32 [<i>Advertisements</i>] or 33 [<i>Hours of operation</i>] of this regulation	1-3	3-6	6-9	\$1,000-\$3,000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contravention	Second Contravention	Subsequent Contravention	
43	A breach of section 29 of this regulation by failing to ensure that beer, wine or cider is not kept, offered or produced for sale at a U-Brew or U-Vin	10-15	20-30	30-60	\$7,500-\$10,000
DEFAULT IN MONETARY PENALTIES					
44	A breach of section 20 (2.6) of the Act [<i>Failure to pay monetary penalty within 30 days or period specified by the general manager</i>]	10-15	20-30	30-60	
OTHER					
45	A breach of section 20 of the Act by permitting the sale, service or consumption of liquor while the licensee's licence is under suspension, <u>or</u> A breach of section 67 (3) of the Act, by (a) obstruction or attempting to obstruct an entry or search by a peace officer under section 67 of the Act, or (b) refusing or failing to admit immediately a peace officer demanding entry anywhere under section 67 of the Act, <u>or</u> A breach of section 73 (1) (b) (ii) or (iii) of the Act by neglecting or refusing to allow storage premises or an establishment licensed under the Act to be inspected, <u>or</u> A breach of section 73 (2) (b) of the Act by neglecting or refusing to allow premises to be inspected	If the licence is not cancelled or transferred in accordance with section 69 of this regulation, at least 15 days			
GENERAL					
46	Any breach of any provision of the Act, the regulations or the terms and conditions of the licence not specifically referred to in Items 1 to 45	1-3	3-6	6-9	\$1,000-\$3,000

APPENDIX 2: Making Changes to Your Licence or Appointment

Changes that Require Approval from the General Manager

Winery endorsements

You must apply for a winery licence endorsement if you want to add:

- a winery lounge
- a picnic area
- special event area
- winery tour area

On-Site Retail Store Appointment

You must apply for a store appointment if you want to add a store. You may not sell liquor to the public for off-premise consumption unless you have an on-site store appointment

Permanent change

You must apply for a permanent change if you want to:

- change the name of your business
- change anyone or any company – owners, directors, officers, partners, shareholders, corporations or holding companies
- transfer shares either externally to new shareholders, or internally between current shareholders, if you are a private corporation
- add a receiver or executor.

Structural change

You must apply for a structural change if you want to change the layout of your manufacturing facility or endorsement area; e.g. lounge.

Transfer of location

You must apply for a transfer of location if you want to:

- re-locate your business.

Third-party or resident manager change

You must apply for a third-party operator or resident manager change if you want to:

- change (or add) a third-party lessee or management firm operating within your licensed establishment, or
- change your resident manager, if you are a non-resident private corporation.

Application Forms:

Forms are available from the Liquor Control and Licensing branch:

WEB:

http://www.pssg.gov.bc.ca/lclb/forms_fees/index.htm
(look under "Liquor Licensing")

PHONE, toll-free:

1 866 209-2111

E-MAIL:

lclb.lclb@gov.bc.ca

Temporary change

You must apply for a temporary change if you want to:

- make a change or changes for a relatively short period. These changes may include temporarily moving your business to another location entirely, or
- host a special event at your manufacturing facility which may require de-licensing specific areas. (We encourage you to contact the branch for more information.)

Application Forms, Documentation and Other Required Approvals

The application form, documentation and approvals you will need depend on the type of change you are asking for. For example:

- To add a winery lounge or special event area, you will need an Application for a Winery Licence Endorsement along with:
 - a letter of intent describing your proposal
 - proof of "valid interest" in the property where you plan to locate the lounge or special event area (i.e., you own the property, have a lease on, or have the option to own or lease the property and facilities that will not expire for at least 12 months from the date we issue your licence)
 - a detailed site plan drawn to scale showing where the lounge or special event area will be located
 - preliminary concept drawings and photos showing the location and appearance of the lounge or special event area relative to the winery, a sketch of your proposed signage, and
 - an official map of the surrounding municipality with your proposed location clearly marked.
- To add an on-site store, you will need an Application for a new Appointment to Operate a Manufacturer's On-Site Retail Store.
- To add a winery tour or picnic area you will need an Application for a Winery Licence Endorsement along with a detailed site plan.
- To alter the structure or layout of your manufacturing building, you will need an Application for a Structural Change, and to supply detailed floor plans.
- To change or add a third-party lessee or management firm, you will need an Application for a Third-Party Operator or Resident Manager, and to supply a range of company documents and a completed criminal record search form for applicable person(s).
- To transfer shares, you will need an application for a Permanent Change to a Liquor Licence, and all new shareholders will need to agree to a criminal record check.

Please Note:

Your local government must support your application for a winery lounge or special event area.

We will provide your local government with a summary of your application. The local government must then, within 90 days, send us a resolution commenting on your application (they may ask for an extension if zoning issues are involved).

This resolution must look at such factors as:

- your winery's location
- proximity to other facilities
- the hours you are proposing to stay open, and impact on the community if your application is approved.

Local government must also canvas the views of residents living in the vicinity of your winery. This may involve posting a public notice and asking for written responses, conducting a public hearing or holding a referendum.

The individual application forms explain the documentation and/or approvals required for each

type of change. The Fee Schedule for Licence Changes lists the fee charged for each type of change.

Criminal Record Checks

Some changes will require that you consent to a criminal record check. To do so, you must complete both the Personal History Summary and Consent to Criminal Record Search form and the RCMP's Consent for Disclosure of Criminal Record Information.

Applicants who have applied for a liquor licence and consented to a criminal record search within the previous 12 months are exempt, unless requested to consent to another search by the general manager.

Applicants living outside of Canada, refugees and landed immigrants who have been in Canada for less than five years and anyone who has been charged or convicted of a crime must also provide a statutory declaration – signed by a lawyer, Notary Public, or Commissioner for Taking Affidavits – stating either that they have not been charged or convicted of a crime, or providing details of any past charges, convictions or sentences. In addition, landed immigrants who have been in Canada less than five years must attach a copy of their “Record of Landing” (Form IM1000, Permanent Resident Card or equivalent documentation) as provided by Citizenship and Immigration Canada when they entered the country..

Once we have the required documents, we will send them on to the RCMP. They will check the person's name and birth date and other information against criminal records across Canada, and report back to us with the final results:

- If the search reveals no criminal record, we will continue to process your change request, or
- If the RCMP are unable to confirm the information you provided on the statutory declaration, and the search reveals a possible relevant criminal record, we will ask you to go to the local police or RCMP station to provide fingerprints. (The police may charge a fee for this service.) Specially trained analysts will compare these fingerprints to the prints associated with the criminal record.

Even if it turns out that an applicant does have a criminal record, however, it does not mean we will automatically turn down the application. We will look carefully at the circumstances of the individual case – the severity of the crime and when it was committed, for example, and what the applicant has done to change his or her behaviour since then – and how the type of crime committed relates to the responsibilities that go with holding a liquor licence.

APPENDIX 3: CRTC Code For Broadcast Advertising of Alcoholic Beverages

Commercial messages for alcoholic beverages shall not:

- attempt to influence non-drinkers of any age to drink or purchase alcoholic beverages;
- be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or person who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted;
- portray the product in the context of, or in relation to, an activity attractive primarily to people under the legal drinking age;
- contain an endorsement of the product, personally or by implication, either directly or indirectly, by any person, character, or group who is or is likely to be a role model for minors because of a past or present position of public trust, special achievement in any field of endeavour, association with charities and/or advocacy activities benefiting children, reputation or exposure in the mass media;
- attempt to establish the product as a status symbol, a necessity for the enjoyment of life or an escape from life's problems, or attempt to establish that consumption of the product should take precedence over other activities;
- imply directly or indirectly that social acceptance, social status, personal success, or business or athletic achievement may be acquired, enhanced, or reinforced through consumption of this product;
- imply directly or indirectly that the presence or consumption of alcohol is, in any way, essential to the enjoyment of an activity or an event;
- portray any such product, or its consumption, in an immoderate way;
- exaggerate the importance or effect of any aspect of the product or its packaging;
- show or use language that suggests, in any way, product misuse or product dependency, compulsive behaviour, urgency of need or urgency of use;
- use imperative language to urge people to purchase or consume the product;
- introduce the product in such a way or at such a time that it may be associated with the operation of any vehicle or conveyance requiring skill;
- introduce the product in such a way or at such a time as may associate the product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger;
- contain inducements to prefer an alcoholic beverage because of its higher alcoholic content;
- refer to the feeling and effect caused by alcohol consumption or show or convey the impression, by behaviour or comportment, that the people depicted in the message are under the influence of alcohol;
- portray persons with any such product in situations in which the consumption of alcohol is prohibited; or
- contain scenes in which any such product is consumed, or that give the impression, visually or in sound, that it is being or has been consumed.

APPENDIX 4: Sample Buy-Sell Agreement

Liquor Control and Licensing Form LCLB 300



Ministry of
Housing and
Social Development

Buy-Sell Agreement BETWEEN

Parties: _____ and _____
Liquor Manufacturer/Agent Licensee
(licence name as shown on face of licence) (licence name as shown on face of licence)

_____ and _____
Liquor Manufacturer/Agent Licence Number Licensee Licence Number

Purpose: The contractual obligations stated below are agreed to and will be adhered to by both Parties throughout the duration of this agreement.

Duration *(must not exceed 36 months):*

Start Date: _____ End Date: _____

Terms Agreed to by Licensee:

1. _____ hereby agrees to:
Licensee

A. Purchase or order over the duration period:

Product Name	UPC	Size	Quantity/Volume

B. Placement of promotional items, product displays, point-of-sale or similar material:

_____ over the duration period.

Terms Agreed to by Liquor Manufacturer/Agent:

2. In return for the considerations noted above _____ agrees to:
Liquor Manufacturer/Agent

A. Provide (promotional items such as mirrors, ceramic draft beer towers, menu boards, patio umbrellas, or T-shirts, hats, etc):

 RETAIL VALUE: \$ _____

B. Conduct (theme night, manufacturer's dinner, or non-LDB approved contest):

 RETAIL VALUE: \$ _____

C. Implement Value-Added Promotions (on-packs, in-packs, near-packs, or coupons):

RETAIL VALUE: \$ _____

D. Other (educational events or activities):

RETAIL VALUE: \$ _____

Conditions and Understanding:

Promotional activities must be directed to the consumer and promotional items must be provided to or be for the principal benefit of patrons.

This Agreement shall not exclude, restrict or otherwise prohibit the licensee from carrying, selling, or displaying the products of any other liquor manufacturer/agent.

Both Parties agree to maintain, on site, certifiable copies of this Buy-Sell Agreement and any related documents for two years after their expiry date. All such documents must be available and provided, without delay, when requested by the general manager of the Liquor Control and Licensing Branch.

Buy-Sell Agreements must not exceed 36 months in duration.

Value-added items may not exceed 20% of the retail price of the liquor item being promoted.

The names of recipients of prizes over \$100 must be recorded and retained with this agreement.

Despite any provision in this agreement to the contrary, the Parties agree not to engage in any promotional activity that is not, or that ceases to be, authorized under one or more of:

- (a) The Liquor Control and Licensing Act
- (b) The Liquor Control and Licensing Regulation
- (c) The terms and conditions to which one or more of the parties are subject to under licence from the Liquor Control and
- (d) Licensing Branch.

This Agreement and its contents have been read and are fully understood.

Authorized Signatory:

_____ and _____	_____
Liquor Manufacturer/Agent Name	Licensee (or manager)
_____	_____
Position or Title	Position or Title

Dated this ____ day of _____ 2__ __ at _____, British Columbia.



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