

Date: June 23, 2016

To: All LCLB staff
All LRS and Wine Stores
All Manufacturer Associations
Liquor Distribution Branch
All Local Government, First Nations, and Police Agencies

Re: **LPR #59 - Providing samples in a socially responsible manner.**

Introduction

These changes support the implementation of the Liquor Policy Review (LPR) recommendation # 59.

59. Any establishment that sells liquor should be able to provide samples in a socially responsible manner.

New Policy

Sampling sizes for manufacturers on their manufacturing sites and at markets remain unchanged. Samples are a small amount intended to demonstrate what the product tastes like. The intention is not for full servings to be provided.

Licensee retail stores and wine stores are now permitted to sell samples when conducting their own consumer tastings. They may also have a maximum of two manufacturers or agents providing free samples in their store at one time. Sample sizes are increased to ½ standard drink (75ml wine, 175 ml beer, 20 ml spirits) in total per person per day, divided as the licensee chooses – whether there is a charge or they are provided for free.

Manufacturers/agents providing samples in a food primary or liquor primary cannot sell samples, but when providing samples for free in liquor primary and food primary establishments, sample quantities are increased to ½ standard drink (75 ml wine, 175 ml beer, 20 ml spirits) total per person per day, divided as the licensee chooses.

See Appendix A for further details.

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <https://www2.gov.bc.ca/liquorregulationandlicensing>. If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch at 250 952-5787. If you are outside of the Victoria area you can call toll free from the rest of British Columbia at 1-866-209-2111.

Original signed by

Douglas Scott
Assistant Deputy Minister and General Manager

Appendix A

	FP/LP	LRS/Wine Stores	Manufacturing Site		Farmer's and Artisanal Markets		
					Single Product	Multiple Product	
Sample Quantity Free	½ Standard drink (manufacturer/agent on site)	½ Standard drink	Unlimited		Wine	20 ml	30 ml
					Spirits	10 ml	20 ml
					Beer, Cider, Coolers	30 ml	45 ml
Sample Quantity Sold	Manufacturer/agent on site cannot sell	½ Standard drink	Brewery	375 ml	Must not charge		
			Distillery	45 ml			
			Winery	150 ml			

* An LRS/wine store licensee can sell samples in their LRS/wine store, but a manufacturer/agent conducting a tasting in an LRS/wine store cannot sell samples.

Note:

- All quantities in the table are per person, per day.
- If there is more than one licensee serving samples in a store, each licensee may serve up to the maximum amount.
- Samples are a small amount intended to demonstrate what the product tastes like. The intention is not for full servings to be provided.
- ½ standard drink is 75 ml wine, 175 ml beer, or 20 ml spirits.