

Not Responsive

From: Lister, Donna O EMNG:EX
Sent: Friday, September 27, 2013 11:30 AM
To: Edmundson, Bruce EMNG:EX; Caldwell, Cheryl Y EMNG:EX; Scott, Douglas S EMNG:EX
Cc: Clark, Bruce EMNG:EX; Lavallee, Mark EMNG:EX
Subject: Rogers Arena- Beer giveaway

Good morning all

I have just finished a meeting with Rogers staff regarding their proposed "one free beer giveaway" scheduled for Thursday October 10th.

In conjunction with the Canucks game against San Jose, it is a celebration of Rogers' 25 Millionth Fan. Rogers is considering and will probably open their doors ½ hour early to accommodate the checking of ID and banding of those patrons who want to participate in the giveaway.

Those who do not want liquor will be provided with a voucher for a free soft drink.

Rogers staff and volunteers will be located outside the entrances to check ID and band the patrons- when this was done last year the lighting was very poor and staff had to use flashlights which took a lot of time and was difficult for staff. I have asked that they provide adequate lighting which they have agreed to. Also staff will ensure that the bands are put on tight enough that patrons cannot slip them off to give to someone else which happened a few times last year.

Aramark staff will be serving the beer and will be directed to do a secondary ID check before cutting off the wrist band and providing the beer. A patron without an issued wristband will not be given a free beer.

There will be 24 portable free beer locations spread between levels 1&3, no free beer will be given out at any of the main concessions.

All portable locations will offer a variety of "food" such as chips, popcorn etc.

The private suites will be provided with the free beer.

The beer will not be poured into glasses but will be served in cans that will be cracked open prior to being given to the patrons, this will save time and hopefully decrease the lineups and congestion in the concourse.

Rather than having the giveaway wrap up at the beginning of the game it will finish at the end of the second intermission which is also being done to circumvent the congestion; patrons need not worry or wait in long line ups to ensure that they do not miss out on their free beer.

Rogers will increase their security presence

There will be a 1-10 ratio of police to security

There will be no half price sale on merchandise for this event.

All beer will be purchased under Roger's liquor license, none will be "free or donated" by Labatts

I will have inspectors working this event.

If you have any questions, don't hesitate to ask me

donna

Donna Lister

Vancouver Regional Manager SPC

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September 20, 2013

To: Liquor Primary Stadium Licensees

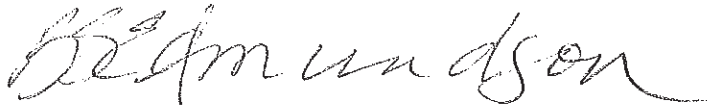
Re: Aluminum cans in stadium seating

Further to policy directive 13-09 that now allows beer, cider or coolers to be served in plastic bottles in stadium seating, service in aluminum cans is also now permitted. To address the concern of containers being used as projectiles, aluminum cans must also be opened at the time of service. Current serving size rules remain in place.

This policy expansion is effective immediately.

FURTHER INFORMATION

Further information regarding liquor control and licensing in British Columbia, including policy directive 13-09, is available on the Liquor Control and Licensing Branch website at www.pssg.gov.bc.ca/lclb. If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll free in Canada at 1-866-209-2111 or 250-952-5787 if calling from the Victoria area.



Bruce Edmundson
A/ Assistant Deputy Minister and General Manager