

## **Bieller, Barry SG:EX**

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**From:** Hall, Gord LDB:EX  
**Sent:** Wednesday, April 27, 2011 9:14 AM  
**To:** Bieller, Barry SG:EX  
**Subject:** FW: Winery letter on virtual wineries

Barry:

Here is the link to the CFIA labelling info that the below excerpt was taken from:  
<http://www.inspection.gc.ca/english/fssa/labeti/guide/ch10e.shtml#10.4>

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**From:** Hall, Gord LDB:EX  
**Sent:** Wednesday, April 27, 2011 9:03 AM  
**To:** Bieller, Barry SG:EX  
**Subject:** RE: Winery letter on virtual wineries

## **CFIA Labeling Rules**

### **10.6 Name and Address of Dealer**

#### **10.6.1 Definition**

The identity and principal place of business of the person for whom or by whom the product is produced for sale, must be shown on the label [B.01.007(1.1)(a); 10(b)(i), *CPLA*]. The identity is the registered name of the company. The principal place of business should include the city or town plus the country for imported products. However, for the United States, declaration of the state alone is considered sufficient. For Canadian companies, the address should include the name of the province.

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**From:** Bieller, Barry SG:EX  
**Sent:** Tuesday, April 26, 2011 4:06 PM  
**To:** Hall, Gord LDB:EX  
**Subject:** Winery letter on virtual wineries

Hi Gord –

Would you please take a look at this first cut of the letter Karen wanted to send out to the industry. FYI, the meeting with Okanagan Crush Pad is tomorrow afternoon via conference call.

<< File: Winery letter on virtual wineries.docx >>

To:

All wineries

All winery associations

BC Grape Growers Association

There has been considerable media coverage and industry discussion of late regarding wineries making wine for other persons. As there appears to be some confusion surrounding this issue I am writing to all wineries and related associations to explain provincial law on the matter.

Under the Liquor Control and Licensing Act it is unlawful to manufacture wine unless a person has a winery licence from the Liquor Control and Licensing Branch. There are two exceptions to this law: home manufacture and manufacturing wine at a U-Vin. Under both of these exceptions the wine produced is for personal consumption or for consumption by others at no charge, i.e. it cannot be sold.

Under the Act, a person holding a winery licence is permitted to manufacture wine, store wine in approved locations, sell wine to other wineries, purchase wine from other wineries and sell wine to the public from an on-site store or other authorized locations such as an on-site lounge. Under the Liquor Distribution Act, a winery must register wines for sale with the LDB and may be authorized by the LDB to sell wine to licensees, e.g. restaurants and private liquor stores.

Under the regulations of the Liquor Control and Licensing Act a winery must meet minimum production and facility requirements. These include:

- Produce a minimum of 4,500 litres of wine per year; and
- Have fermentation tanks, filtering equipment and a secure storage area adequate for the production of at least 4,500 litres of wine per year.

The wine produced at the winery must be either owned by the licensee, owned by another person who has a winery licence under the Act, or is owned by a winery in another jurisdiction.

Under the regulations, a winery must keep detailed records about their wine production, grape and wine purchases, and wine sales. These records must be made available to the LCLB upon request. The LCLB conducts periodic audits of wineries and does not hesitate to seek records to determine compliance with the Act, regulations and terms and conditions of the licence.

With this legal framework in mind, there are two scenarios I would like to address regarding a winery producing wine for others:

#### **Manufacturing Wine for Another Winery**

The legislation and regulations permit a winery to produce wine and sell it to another winery. It also allows a winery to contract with a second winery to have their wine made at that other winery. In this case, the wine is not sold but the first winery pays the second winery to produce the wine on their behalf. In both cases, the winery that ultimately owns the product will register it with the Liquor Distribution Branch and will record all wine sales to the public and licensees.

#### **Manufacturing Wine for a Person Who Does Not Hold a Winery Licence**

It is known that a number of wineries offer or have offered wine making services to non-wineries. It is our understanding that this is often done for persons interested in ultimately obtaining a winery licence.

Regardless of the person's intent, this sort of arrangement can be compliant with the Liquor Control and Licensing Act and the Liquor Distribution Act if the following conditions are met:

- The wine is owned by the winery until it is sold by the bottle to either the public for their consumption or to licensees;
- The wine is registered with the LDB by the winery and all sales to the public and licensees are conducted by the winery;
- The wine is stored at the winery or other location(s) approved by the LCLB and is under the care and control of the winery; and
- Any advertising of the product is conducted by the winery.

Wine produced in this manner may be labelled with names different from the licensed winery and the name trademarks can be held by someone other than the winery. In addition, the person who has requested the wine be manufactured may be hired by the winery as a sales representative under the winery's agent's licence to help market the product.

I hope this letter explains provincial law on this matter. If you have any questions or concerns, please do not hesitate to contact Mr. Barry Bieller, Director of Policy, Planning and Communications with the LCLB. Barry can be reached at 250 952-5755 or by email at [Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca).

Yours sincerely,

Karen Ayers

## Bieller, Barry SG:EX

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**From:** Hall, Gord LDB:EX  
**Sent:** Wednesday, July 27, 2011 11:56 AM  
**To:** Bieller, Barry SG:EX  
**Subject:** FW: Revised IN for approval: Interprovincial wine  
**Attachments:** LDB - Interprovincial wine - IN - 27July11.doc

**Importance:** High

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**From:** Haltner, Christine GCPE:EX  
**Sent:** Wednesday, July 27, 2011 11:47 AM  
**To:** Hall, Gord LDB:EX  
**Cc:** Mackintosh, Michele LDB:EX; Schollen, Tasha GCPE:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX  
**Subject:** Revised IN for approval: Interprovincial wine  
**Importance:** High

Hi Gord—

s.13

*Christine*

Christine Haltner  
Government Communications and Public Engagement  
Ministry of Public Safety and Solicitor General  
[christine.haltner@gov.bc.ca](mailto:christine.haltner@gov.bc.ca)  
phone: 250 380-8460

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**From:** Hall, Gord LDB:EX  
**Sent:** Wednesday, July 27, 2011 10:53 AM  
**To:** Haltner, Christine GCPE:EX  
**Cc:** Mackintosh, Michele LDB:EX; Schollen, Tasha GCPE:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX  
**Subject:** RE: BN and Decision Note RE: Interprovincial wine

The note is attached Christine. The briefing note and decision note are one and the same.

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**From:** Haltner, Christine GCPE:EX  
**Sent:** Wednesday, July 27, 2011 10:47 AM  
**To:** Hall, Gord LDB:EX  
**Cc:** Mackintosh, Michele LDB:EX; Palmer, Tarina LDB:EX; Schollen, Tasha GCPE:EX  
**Subject:** BN and Decision Note RE: Interprovincial wine  
**Importance:** High

Hi Gord—

Can you please share a copy of the briefing note and decision note that are with the MO for consideration regarding the interprovincial wine issue? They have asked that we update our issue note on this topic and incorporate some of the information from those other documents, ASAP.

Thanks,

*Christine*

Christine Haltner  
Government Communications and Public Engagement  
Ministry of Public Safety and Solicitor General  
[christine.haltner@gov.bc.ca](mailto:christine.haltner@gov.bc.ca)  
phone: 250 380-8460

## ADVICE TO MINISTER

### CONFIDENTIAL ISSUES NOTE

Ministry of Public Safety and Solicitor General

Date: December 02, 2010; Updated July 27, 2011

Minister Responsible: Hon. Shirley Bond

## Interprovincial Wine Sales

### SUGGESTED RESPONSE:

- The Importation of Intoxicating Liquors Act is federal legislation – though it delegates the responsibility for the importation, distribution and sale of liquor to provincial governments within their borders.
- The current system allows provincial governments to address public safety concerns and efficiently manage revenues from liquor distribution.
- Should the federal government decide to seriously look at making changes to this law, we would welcome an opportunity to discuss how the law may be changed and what the implications would be.
- The Province is always looking to improve market access for our farm families, including those who produce some of the world's best wines, and will continue to work with our federal and provincial counterparts to do so.
- We are responsible for the safe distribution and control of liquor in our communities so any legislative amendments that might impact the volume of liquor available in British Columbia is something we have to carefully assess.

**IF ASKED TO COMMENT ON LEGAL CONSEQUENCES FOR IMPORTING LIQUOR:**

- This legislation is enforced by the Canadian Border Services Agency at the international border and for inter-provincial borders, it is the responsibility of police to enforce the legislation.
- The RCMP will be able to answer any questions regarding law enforcement.

**BACKGROUND:**

Ron Cannan, Conservative MP for Kelowna-Lake Country is advocating for the removal of barriers that prevent wine producers from shipping their product direct to consumers in other provinces (through an amendment of the federal Importation of Intoxicating Liquors Act).

In August 2010, federal agriculture minister Gerry Ritz wrote a letter to his provincial counterparts asking for their government's thoughts on this issue. The Province has not responded. Minister Steve Thomson, then agriculture minister, asked the Sol Gen, Minister of Finance and the Minister of Small Business, Technology and Economic Development to provide him with comment – the Minister of STED did provide comment.

At the recent Agriculture Ministers Federal-Provincial-Territorial in New Brunswick (July 6 – 8) Minister McRae raised this issue with his fellow Ministers.

s.13, s.16

Cannan's motion was introduced in Parliament in June with the support of the B.C. Wine Institute, the Canadian Vintners' Association and the Alliance for Canadian Wine Consumers.

In a Globe and Mail letter to the editor on Dec 10, 2010, the Exec Dir of the Association of B.C. Winegrowers argued that MP Cannan's proposal could inadvertently lead to a flood of cheap, foreign wines into the Canadian market – he suggests the provinces could simply agree not to enforce the law while leaving it on the books to prevent the flood of foreign wine.

Terry David Mulligan, a radio personality from Vancouver, drew media attention to this legislation back in May, when he planned a trip to cross the Alberta/B.C.

## **ADVICE TO MINISTER**

border with a case of wine and publicly challenged the RCMP to enforce the law.

The Importation of Intoxicating Liquors Act, 1928 (IILA) prohibits the movement of wine through a provincial territory unless it is first consigned to provincial liquor authorities. The IILA, which dates back to 1928, gives provinces the sole authority to import liquor and is an important part of the legislative framework that allows provinces to control liquor sales within their borders and generate liquor revenue.

There are no allowances for the personal importation of liquor into British Columbia from other provinces. There is, however, a section (65) in the Liquor Control and Licensing Act (LCLA) that allows a person to report liquor they have imported on a "prescribed form" and to pay an amount equal to the normal Liquor Distribution Branch (LDB) profit plus 10 per cent. British Columbia is one of the few provinces that have no specified allowance.

s.16

### **Note:**

The real issue is direct sales to consumers in other provinces, not individuals carrying smaller quantities of liquor across the border. Wine producers want to sell direct because they will realize a greater profit bypassing the provincial liquor distribution systems.

Most provincial liquor boards, including the B.C. LDB apply a mark-up on wine of 100 per cent or more that is reflected in the retail price the consumer pays.

In B.C., in-province wineries are allowed to sell B.C. grape wine directly to consumers without the LDB's mark-up. These direct sales are much more profitable than sales through LDB stores where LDB mark-ups apply. The wineries want the same ability to sell directly to consumers in other provinces and avoid the mark-ups applied by those liquor boards.

s.13

### **Example:**

In Ontario, for a BC wine that was sold to the public through a Liquor Control Board of Ontario (LCBO) store for \$20, the BC winery would get \$10, there would be \$8 in LCBO mark-ups that go to the Ontario government and HST of about \$2.

If the wine were sold directly to the customer for \$20, bypassing the LCBO, the BC

winery would get \$18 (the \$2 HST would still apply). This is also true in reverse – an Ontario winery selling to a B.C. resident

**Concerns:**

s.13

**Options:**

s.13

## Bieller, Barry SG:EX

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**From:** Hall, Gord LDB:EX  
**Sent:** Tuesday, July 19, 2011 1:07 PM  
**To:** Ayers, Karen J SG:EX  
**Cc:** Bieller, Barry SG:EX; Chambers, Jay LDB:EX  
**Subject:** RE: Briefing Note re Personal Interprovincial Importation of Liquor - Log # 459650  
**Attachments:** Revisions.doc

**Sensitivity:** Confidential

Thanks Karen. Please see the attached revisions, highlighted in red, that have been made and will be resent.

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**From:** Ayers, Karen J SG:EX  
**Sent:** Tuesday, July 19, 2011 12:15 PM  
**To:** Hall, Gord LDB:EX  
**Cc:** Bieller, Barry SG:EX; Chambers, Jay LDB:EX  
**Subject:** RE: Briefing Note re Personal Interprovincial Importation of Liquor - Log # 459650  
**Sensitivity:** Confidential

s.13

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**From:** Chambers, Jay LDB:EX  
**Sent:** Tuesday, July 19, 2011 10:47 AM  
**To:** Bill, Karen F SG:EX  
**Cc:** Wanamaker, Lori SG:EX; Ayers, Karen J SG:EX  
**Subject:** Briefing Note re Personal Interprovincial Importation of Liquor - Log # 459650  
**Importance:** High  
**Sensitivity:** Confidential

Hi Karen - as requested this is an advance copy.

Jay

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**From:** Dahlke, Cindy LDB:EX  
**Sent:** Tuesday, July 19, 2011 10:45 AM  
**To:** Cornett, Kathy M SG:EX  
**Cc:** Hoskins, Jeannie SG:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX; Hall, Gord LDB:EX; Mackintosh, Michele LDB:EX  
**Subject:** Briefing Note re Personal Interprovincial Importation of Liquor - Log # 459650  
**Importance:** High  
**Sensitivity:** Confidential

Hi Kathy,

Attached is an **updated** briefing note for decision for Minister Bond regarding personal interprovincial importation of liquor.

Jay Chambers has approved it.

Thanks!

*Cindy Dahlke*

Executive Administrative Assistant

General Manager's Office | **BC Liquor Distribution Branch**

2625 Rupert Street, Vancouver BC V5M 3T5

**Phone:** 604-252-3021 | **Fax:** 604-252-3026

[www.bcliquorstores.com](http://www.bcliquorstores.com)



\* THINK GREEN: Do you really need to print this e-mail?

**MINISTRY OF PUBLIC SAFETY AND SOLICITOR GENERAL  
LIQUOR DISTRIBUTION BRANCH  
DECISION NOTE**

**PREPARED FOR:** The Honourable Shirley Bond, Solicitor General

**ISSUE:**

Personal Interprovincial Importation of Liquor

**BACKGROUND:**

There are no allowances for the personal importation of liquor into British Columbia from other provinces. There is, however, a section (65) in the Liquor Control and Licensing Act (LCLA) that allows a person to report liquor they have imported on a "prescribed form" and to pay an amount equal to the normal Liquor Distribution Branch (LDB) profit plus 10 per cent. The process described by section 65 is awkward and unclear and has never been implemented in policy. As a result, the repeal of section 65 was included in a recent miscellaneous statutes bill (Bill 20 – 2010), subject to commencement by regulation.

In the supporting briefing materials for the repeal of LCLA section 65 in Bill 20 – 2010, it was noted that a regulation under the Liquor Distribution Act (LDA) would be brought into force to replace the intent of section 65 – e.g. the importation of liquor from other provinces for personal use. The purpose of this briefing note is to provide policy options for this LDA regulation.

Although there is no allowance for the personal importation of liquor from other provinces, persons entering British Columbia from outside Canada are permitted to import small amounts of liquor for their own personal consumption. If a person has been out of the country for a minimum of 48 hours, they may bring in 1.5 litres of wine or 1.14 litres of spirits or 8.5 litres of beer without paying provincial or federal mark-ups, duties or taxes. If they have not been out of the country for 48 hours or if they are bringing in amounts greater than the above mentioned duty free limits, Liquor Distribution Branch (LDB) mark-ups apply as do provincial and federal taxes. The maximum amount of liquor that can be imported by a person at any one time into British Columbia is 45 litres. All provinces have limits and mark-ups that apply to international personal imports of liquor outside of the duty free amounts.

Any liquor imported for personal use from outside Canada must accompany the person. LDB mark-ups and provincial taxes, if applicable, are collected by Canada Border Services Agency (CBSA) officials under an agreement between the province and CBSA.

## **DISCUSSION:**

Table 1 (attached), shows interprovincial importation allowances for other provinces in Canada. British Columbia is one of the few provinces that have no specified allowance.

s.16

Alberta has no limits on how much liquor a person can import.

Since there are no border controls at provincial boundaries, illegal liquor importations are usually discovered when police stop travellers for some other purpose such as a traffic offense. In British Columbia there have been infrequent seizures of liquor near the Alberta border some of which have been large amounts of premium spirit products that were presumably destined for the illicit market. There was one instance when police set up a road block at the Alberta border and confiscated liquor from a number of younger Alberta residents that were travelling to a music festival in British Columbia.

s.13

**OPTIONS:**

s.13

s.13

**RECOMMENDATION:**

s.13

Approved/Not Approved

Date

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Shirley Bond  
Solicitor General

**Prepared by:**  
Gord Hall  
Director, Corporate Policy  
LDB

**Approved by:**  
Jay Chambers  
General Manager  
LDB

**Table 1: Provincial Allowances for Interprovincial Importation of Liquor for Personal Use**

<b>Province</b>	<b>Allowance</b>
British Columbia	None
Alberta	Unlimited
Saskatchewan	1.14 litres spirits and 1.14 litres wine and 9 litres beer/coolers
Manitoba	Unlimited
Ontario	3 litres of spirits and 9 litres wine and 24.6 litres beer
Quebec	None s.16
New Brunswick	1 bottle liquor or 12 pints of beer
Nova Scotia	none s.16
Newfoundland	1.14 litres of spirits or 1.14 litres of wine and 9 litres of beer
PEI	1.15 litres spirits and 2 litres wine and 8 litres beer

## Bieller, Barry SG:EX

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**From:** Bieller, Barry SG:EX  
**Sent:** Thursday, June 9, 2011 4:23 PM  
**To:** Ayers, Karen J SG:EX  
**Subject:** FW: Revised Interprovincial BN  
**Attachments:** BNI\_Interprovincial\_Wine\_Revised.docx

Karen –

In follow-up to the request from Toby's shop for briefing material on inter-provincial wine shipments, attached is an amended note done by Gord that includes the recent CALJ discussions. If you're OK with this I'll forward it to central policy along with the other note that deals with the

s.13

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**From:** Hall, Gord LDB:EX  
**Sent:** Thursday, June 9, 2011 2:49 PM  
**To:** Bieller, Barry SG:EX  
**Subject:** Revised Interprovincial BN

Barry: Attached for your/Karen's review is the BN with my suggested revisions in red.

Gord Hall  
Director, Corporate Policy  
British Columbia Liquor Distribution Branch  
Ministry of Public Safety and Solicitor General  
604-252-3035

**MINISTRY OF PUBLIC SAFETY AND SOLICITOR GENERAL  
LIQUOR CONTROL AND LICENSING/LIQUOR DISTRIBUTION BRANCHES  
BRIEFING NOTE**

**PREPARED FOR: HONOURABLE SHIRLEY BOND, SOLICITOR GENERAL  
FOR INFORMATION**

**ISSUE:**

Interprovincial sale and shipment of wine.

**BACKGROUND:**

The British Columbia and Ontario wine industries are lobbying for the ability to ship their wines directly to residents in other provinces, bypassing the provincial liquor boards. The details of the wine industry request appear to be in flux. s.13

Other requests, including from the national Canadian Vintners Association, have been broader and would allow wineries to ship to customers who ordered from outside the province, e.g. on line ordering.

The industry argues that the various provincial liquor boards do not carry enough of their products so their sales opportunities are limited. In reality, most Canadian wineries do not produce sufficient product to justify shelf space in liquor stores. To address this, all liquor boards offer a special order process where the public and licensees can request the liquor board to order product from anywhere in the world.

The wine industry is asking for mark-up relief from provincial liquor boards if their products are sold directly to the public. The average price of a British Columbia VQA wine sold in British Columbia is \$18 and it is not subject to Liquor Distribution Branch (LDB) mark-up. When these wines are sold in another province and subject to that province's liquor board mark-up it typically means that the profit for the winery is substantially less and/or the price has to be increased which adversely impacts sales.

The federal *Importation of Intoxicating Liquors Act* (IILA) gives provinces the sole authority to import liquor and is an important part of the legislative framework that allows provinces to control liquor sales within their borders and generate liquor revenue.

During the past year some federal Conservative politicians have spoken in favour of this wine industry initiative. In August 2010 the federal Minister of Agriculture, Gerry Ritz, wrote to provincial agriculture ministers asking if they would support a proposal to amend the federal IILA to allow wineries to make direct inter-provincial sales to residents.

**DISCUSSION:**

Other provinces are opposed to Minister Ritz's proposal and are concerned about the potential loss of provincial revenue. Given the lack of a wine industry in most provinces there is little incentive for those jurisdictions to give up control and revenue. s.13, s.17

The British Columbia government provides many privileges and financial supports to the British Columbia wine industry that are not available to its competitors. Wineries can direct deliver wine to bars, restaurants and private liquor stores. In addition, wine made from 100% British Columbia grapes or fruit is not subject to LDB mark-up. Others wines are subject to a 123% mark-up. s.13

**Prepared by:**  
Barry Bieller/Gord Hall  
Directors of Policy  
LCLB/LDB  
250 952-5755  
604 252-3035

**Approved by:**  
Karen Ayers/Jay Chambers  
General Managers  
LCLB/LDB  
250 952-5791  
604 252-3021

## **Bieller, Barry SG:EX**

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**From:** Hall, Gord LDB:EX  
**Sent:** Tuesday, May 24, 2011 2:18 PM  
**To:** Ryan, Fergus GCPE:EX  
**Cc:** Palmer, Tarina LDB:EX; Bieller, Barry SG:EX; Chambers, Jay LDB:EX  
**Subject:** RE: Messaging re: Manitoba  
**Attachments:** Liquor - Manitoba grocery store liquor pilot - IN 24May11.doc

Ryan: I have a few suggested changes (see attached).

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**From:** Ryan, Fergus GCPE:EX  
**Sent:** Tuesday, May 24, 2011 1:51 PM  
**To:** Hall, Gord LDB:EX  
**Subject:** FW: Messaging re: Manitoba

Hello Gord, do you mind having a look at the attached IN please?

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**From:** Hall, Gord LDB:EX  
**Sent:** Tuesday, May 24, 2011 12:55 PM  
**To:** Ryan, Fergus GCPE:EX  
**Subject:** Messaging re: Manitoba

Fergus: Per our discussion here is a suggested response re: sales of liquor in Manitoba grocery stores.

s.13

Gord Hall  
Director, Corporate Policy  
British Columbia Liquor Distribution Branch  
Ministry of Public Safety and Solicitor General  
604-252-3035



## **Bieller, Barry SG:EX**

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**From:** Hall, Gord LDB:EX  
**Sent:** Monday, April 11, 2011 2:59 PM  
**To:** Bieller, Barry SG:EX  
**Subject:** Interprovincial Importation Briefing Note  
**Attachments:** BND\_Interprovincial\_Importation.doc

Barry: Attached is the latest draft of the briefing note for your and Karen's review.

Gord Hall  
Director, Corporate Policy  
British Columbia Liquor Distribution Branch  
Ministry of Public Safety and Solicitor General  
604-252-3035

**MINISTRY OF PUBLIC SAFETY AND SOLICITOR GENERAL  
LIQUOR DISTRIBUTION BRANCH  
DECISION NOTE**

**PREPARED FOR:** Minister Coleman

**ISSUE:**

Personal Interprovincial Importation of Liquor

**BACKGROUND:**

There are no allowances for the personal importation of liquor into British Columbia from other provinces. There is, however, a section (65) in the Liquor Control and Licensing Act (LCLA) that allows a person to report liquor they have imported on a "prescribed form" and to pay an amount equal to the normal Liquor Distribution Branch (LDB) profit plus 10%. The process described by section 65 is awkward and unclear and has never been implemented in policy. As a result, the repeal of section 65 was included in a recent miscellaneous statutes bill (Bill 20 – 2010), subject to commencement by regulation.

In the supporting briefing materials for the repeal of LCLA section 65 in Bill 20 – 2010, it was noted that a regulation under the Liquor Distribution Act (LDA) would be brought into force to replace the intent of section 65 – e.g. the importation of liquor from other provinces for personal use. The purpose of this briefing note is to provide policy options for this LDA regulation.

Although there is no allowance for the personal importation of liquor from other provinces, persons entering British Columbia from outside Canada are permitted to import small amounts of liquor for their own personal consumption. If a person has been out of the country for a minimum of 48 hours, they may bring in 1.5 litres of wine or 1.14 litres of spirits or 8.5 litres of beer without paying provincial or federal mark-ups, duties or taxes. If they have not been out of the country for 48 hours or if they are bringing in amounts greater than the above mentioned duty free limits, Liquor Distribution Branch (LDB) mark-ups apply as do provincial and federal taxes. The maximum amount of liquor that can be imported by a person at any one time into British Columbia is 45 litres. All provinces have limits and mark-ups that apply to international personal imports of liquor outside of the duty free amounts.

Any liquor imported for personal use from outside Canada must accompany the person. LDB mark-ups and provincial taxes, if applicable, are collected by Canada Border Services Agency (CBSA) officials under an agreement between the province and CBSA.

## **DISCUSSION:**

As noted in Table 1 (attached), most provinces in Canada, including British Columbia, have no allowance for the personal importation of liquor from other provinces. Manitoba is a notable exception and has no limits on personal imports. Saskatchewan and Prince Edward Island have small personal allowances. Newfoundland has an allowance but it is subject to mark-ups (it is not clear how these mark-ups would be collected).

Since there are no border controls at provincial boundaries, illegal liquor importations are usually discovered when police stop travellers for some other purpose such as a traffic offense. In British Columbia there have been infrequent seizures of liquor near the Alberta border some of which have been large amounts of premium spirit products that were presumably destined for the illicit market. There was one instance when police set up a road block at the Alberta border and confiscated liquor from a number of younger Alberta residents that were travelling to a music festival in British Columbia.

**OPTIONS:**

s.13

**RECOMMENDATION:**

Option #:

Enclosures/Attachments

Approved/Not Approved

Date

\_\_\_\_\_  
Name of Signatory  
Title

**PREPARED BY:**

Gord Hall  
Director, Corporate Policy  
604-252-3035

**REVIEWED BY:**

**INITIAL**

**DATE**

Jay Chambers  
General Manager  
Liquor Distribution Branch

\_\_\_\_\_

\_\_\_\_\_

Lori Wanamaker  
Deputy Solicitor General  
Ministry of Public Safety  
and Solicitor General

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**Table 1: Provincial Allowances for Interprovincial Importation of Liquor for Personal Use**

Province	Allowance
British Columbia	None
Alberta	None
Saskatchewan	1.14 litres spirits and 1.14 litres wine and 9 litres beer/coolers
Manitoba	No limit
Ontario	None
Quebec	None
New Brunswick	None
Nova Scotia	None
Newfoundland	36 litres of all liquor - provincial mark-ups apply
PEI	1.15 litres spirits and 2 litres wine and 8 litres beer

## Bieller, Barry SG:EX

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**From:** Hall, Gord LDB:EX  
**Sent:** Monday, April 11, 2011 9:50 AM  
**To:** Ayers, Karen J SG:EX; Bieller, Barry SG:EX  
**Cc:** Chambers, Jay LDB:EX  
**Subject:** RE: Media Article re: IILA

FYI, attached is a blog at <http://www.cherriesandclay.com/> that Jay found which discusses in more detail the discussion at the recent wine festival session titled "Canadian Wine Summit – Breaking Down the Barriers".

Below are notes I took during the Canadian Wine Summit: Breaking Down the Barriers - an event that was part of the Vancouver Playhouse International Wine Festival.

**March 30th:** I'm in the Wosk Centre for Dialogue at 9:00am for the Canadian Wine Summit 'Breaking Down the Barriers' with many major figures, wine makers, writers, and lawyers in the Canadian wine scene. Kurtis makes the observation that if something happened to this room, the BC wine industry would need to start over from scratch. The topic is on whether everyone wants to work towards eliminating the prohibition-era law forbidding interprovincial shipping of wine and, if so, what steps should be taken. Currently, it is illegal for someone to carry a single bottle of wine from British Columbia into neighbouring Alberta (basically crossing a line drawn in a map, as the provincial borders are obviously not guarded). This isn't so much an issue for citizens traveling across the line (no one is going to check your trunk) as it is for wineries who would like to ship a case of wine to a customer in different province. Also, it's worth pointing out that in Europe, EU member countries allow citizens to move 90 liters of wine (10 cases) across a country border without having to pay tax. From the US, the border allows you to bring 2 bottles of wine back to Canada, tax free. To carry only one bottle of wine across a provincial border is illegal. Here are notes I took from the majority of the speakers followed by some of my thoughts.

Mark Hicken (Vancouver based lawyer and author of [winelaw.ca](http://winelaw.ca)) explains the original mentality of the law (the Importation of Intoxicating Liquors Act of 1928). Most provinces had a period of prohibition and they all ended at separate times (BC's lasted for a three year span from 1917 to 1920). The law was to prevent booze from being shipped from a province which no longer had prohibition to a province that was still enforcing it. Mark explains the confusing system in the US, where 37 states allow for direct customer shipping, yet many have different specifics in their laws. He says that shipping in the US was originally prohibited as is still in Canada, but began to open up when California and Washington negotiated a reciprocity deal to exchange wine between the two states. In Canada, there is still no reciprocity between provinces, even between BC and Ontario, and no banding together of wineries against the issue. Mark suggests two routes for having the law changed: 1. Litigation - challenge the constitution on various legal grounds, or 2. Political action to allow a certain exemption for each person which would be a national standard to avoid the messy patchwork in the US.

There is talk about the various regulatory liquor boards for each province being upset because they wouldn't be able to easily make their regular taxes. The figure is suggested that in the US, where shipping has opened up to 37 states, only 1% of the market accounts for direct to customer sales and this only affects the ultra premium section of the market. A fairly minuscule portion. The topic of concern surrounding minors ordering wine off the internet is raised. In the US, an adult must sign for the wine package. Also, anyone who has been a teenager will tell you that teenagers have easier avenues for sourcing alcohol than ordering high-end wine off the internet and waiting for it to be delivered.

Tony Stewart of Quail's Gate says that the Importation of Intoxicating Liquors Act of 1928 (IILA) is against the constitutional act 121 (which allows for goods to be freely moved from province to province). Most Canadians do not see carrying wine across a provincial border as a crime. He says that it doesn't make economic sense for small wineries to enter into the liquor board system, but it should still be possible for these wineries to have their products available in other markets. He suggests a permit system and one that is simple and standardized across the country. He pleads for cooperation from everyone in the room to approach this on one front.

Eric Morhem, president of Vincor, brings up internet sales again and calls it the 800lb gorilla in the room. He thinks that the liquor boards fear internet sales and that they'll resist it at all costs. Online sales will skirt the provincial boards and threaten to disrupt government control. He wonders if it is possible to open up interprovincial shipping without allowing e-commerce. He too feels that a yearly personal exemption is the way to go. He talks about how people around the world envy our distribution system and the buying power that the BCLDB and the LCBO have. He seems to be talking about big brand commodity wines and not the small production, family produced wines that get very little shelf space in our system.

Charles Pillitteri of Pillitteri Estates Winery stated that he sells his wine in 32 countries and service to 10 of those European countries is shipped out of one central warehouse in Munich. Despite this, he has more difficulty moving his wine around Canada. "Why can't we

get you to think globally?" He says that we're being too Canadian about the issue and many are afraid to ruffle feathers. "God forbid we ruffle any feathers," he says. He thinks everyone should lobby their MPs before the upcoming election.

Janice Ruddock is the Director of Wines of Nova Scotia. She gives us a spirited and heartfelt presentation on the state of the Nova Scotia wine industry - 14 current wineries and projected 20 by 2020. For a province with less than one million people and one of the lowest per capita wine consumption provinces, their focus is to up production and keep the quality high. "Everyone in Nova Scotia seems to think that they are related to Captain Morgan," she says. She is all for a personal exemption but against interprovincial shipping and particularly internet sales, because their industry is young and fragile and if more BC wines were available, the Nova Scotia wines would be harder to sell. She pleads that we give them a chance to grow. Sandra Oldfield tells Janice that competition will make them better. Kurtis too tells Janice that the Wines of Nova Scotia shouldn't fear competition, but instead embrace their uniqueness, which should be a draw for sommeliers.

Ian Blue is a Toronto-based lawyer who is a prolific legal writer and has written two papers on the fact that the IILA is unconstitutional; these papers will be published widely this June. He has dug up information from something called the 1921 Gold Seal Case which shows that the original IILA was based on a deal made between judges and is a cheat. He says the Act is an important federal law, because it creates provincial liquor monopolies. The stakes are very high and all interprovincial shipping is affected - not just wine. He suggests that producers start a real challenge.

Arnold Schwisberg is a Toronto-based lawyer whose speaking skills harness the dramatics of a movie lawyer. He too says the IILA is unconstitutional and asks what we are going to do about it. It's a law based on a cheat. He says that every single regulator in this country sees suppliers as competition. The monopolies are mortified about e-commerce. He compares personal exemption to all of us having to wear a dog collar with a felt liner. It's unconstitutional. The way to accomplish real change is to set and issue a court date. Arnold uses the term 'subtle economic reprisals' a number of times as a diplomatic way of describing what the liquor boards will do to those individuals that challenge them. He says that the wineries need to band together and gain safety in numbers.

Al Hudec is a Vancouver-based lawyer and he echoed a few thoughts of the previous two lawyers. He reiterates the importance of banding together. He feels that if the The Intoxicating Liquors Act of 1928 was struck down based on act 121 of the Constitution, it would open the gates for beer and hard liquor as well. He thinks that temperament issues surrounding liquor are more complicated and the public is less likely to give support. He is unsure what the outcome of litigation would be.

Sandra Oldfield is the winemaker and owner of Tinhorn Creek. She tells us a story of how last night she called a gun store in Red Deer, Alberta, and was in a position to be able to purchase a gun and have it shipped to her in BC. Despite this, she isn't allow to ship wine to her wine club members living in Alberta. Her sentiments are more in line with Arnold Schwisberg and Ian Blue. She sees personal consumption allowance as a band-aid and is supportive of taking down the IILA.

Andy Hira, a political science professor at SFU, says that the status quo is unsustainable. The government needs to address the new reality of increased competition.

David Schofield, BC industry veteran now working for Trialto, says that he has tallied the words most used so far in the discussion and the winner is 'embarrassing.' He says that counting words in a discussion is a technique he used to get through meetings when he used to work for the BCLDB. Everyone is embarrassed about our current situation.

Anthony Gismondi, wine writer and Wine Access co-founder, suggests choosing a day, six months down the road, where everyone agrees not to sell or buy a bottle of wine. He says that it will garner media exposure from every major paper across the country.

Sid Cross, industry veteran, writer and lawyer, mentions that a similar discussion took place a few years back and nothing came out of it. He worries that the same will happen with this discussion.

It's also suggested that someone purposely breaks the shipping laws while documenting it in a hope that the offender will be charged. The law can then be challenged as unconstitutional. Terry David Mulligan offers himself as a martyr.

## Summary

Everyone who spoke in the room wanted wine to be able to move freely across provincial borders. To what degree was a different story. On one side, some were suggesting a personal exemption amount per person per year. Others felt much more strongly about the law being dissolved all together. [FreeMyGrapes.ca](http://FreeMyGrapes.ca) and Ron Cannan, who has tabled a motion to amend the IILA, are already pushing for the personal exemption route as we speak. [More on Ron Cannan here.](#)

The fact is, the law is seldom enforced and people are very rarely charged. The only reason the law still exists, is so the provincial monopolies retain their monopolies and in turn, continue to collect their taxes. If an online store, able to offer great prices and reasonable shipping rates, suddenly opened in Calgary (a province with a completely private retail system), many British Columbians would likely start ordering premium wines online. What we've learned from the USA however, is that the vast majority of consumers

continue to buy from the local wine stores and the direct-to-customer portion of the market (from tasting rooms, wine clubs and online or phone orders) still will likely only account for around 1%.

I'm supportive of the law being completely dissolved. This would be a financial boost for Okanagan and Ontario (and Nova Scotia!) wineries whose potential market would increase by tenfold. It would also benefit wine lovers in this province, as they could source a much deeper selection of international producers at better prices, should they choose to. I would like to see the power of the provincial monopolies challenged, which may encourage faster reform on the provincial governments part to make the laws more friendly for those in the wine trade.

Those in the room who think it would be possible to allow shipping but keep a ban on e-commerce are completely naive. Why pretend such a global and modern tool doesn't exist because it's more complicated (has the potential to take some of your revenue)? As Mr. Pillitteri points out, we need to start thinking globally.

I feel like there are too many differing positions for a coalition to take place. The large-scale BC wine producers like those owned by Vincor or Quail's Gate already have a market presence in big Canadian markets, like Ontario, because they have the money to go through the provincial liquor board channels. They have spent time and money to establish themselves in the markets there. If shipping completely opens up, any other BC winery will be able to ship their wines directly to customers in Ontario. It's understandable that they would rather back a personal exemption-type model. The best idea I heard all day, and likely the most entertaining, is to get Terry David Mulligan charged under the IILA and to have Arnold Schwisberg and Ian Blue represent him as legal counsel.

Wines & Vines posted an [article on the summit here](#).

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**From:** Ayers, Karen J SG:EX  
**Sent:** Friday, April 08, 2011 1:53 PM  
**To:** Hall, Gord LDB:EX; Bieller, Barry SG:EX  
**Subject:** Re: Media Article re: IILA

All the more reason to get on with finalizing the rules for personal importation under the LDAI

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**From:** Hall, Gord LDB:EX  
**Sent:** Friday, April 08, 2011 01:46 PM  
**To:** Bieller, Barry SG:EX; Ayers, Karen J SG:EX  
**Subject:** FW: Media Article re: IILA

FYI Karen/Barry.

**Terry Mulligan willing to go to jail to fight liquor law**

Business in Vancouver - Friday, 08 April 2011 09:47

Copyright

Gord Hall  
Director, Corporate Policy  
British Columbia Liquor Distribution Branch  
Ministry of Public Safety and Solicitor General  
604-252-3035

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## ADVICE TO MINISTER

### CONFIDENTIAL ISSUES NOTE

Ministry of Public Safety and Solicitor General  
Date: December 02, 2010; Updated April 27,  
2011

Minister Responsible: Hon. Shirley Bond

## Interprovincial wine sales

### SUGGESTED RESPONSE:

- Should the federal government decide to seriously look at making changes to this law, we would welcome an opportunity to discuss how the law may be changed and what the implications would be.
- British Columbians are right to be proud of our wine industry. We will continue to work with our wineries to ensure more and more people across Canada and the world discover our wonderful B.C. wines.

### BACKGROUND:

The Importation of Intoxicating Liquors Act, 1928 (IILA) prohibits the movement of wine through a provincial territory unless it is first consigned to provincial liquor authorities. The IILA, which dates back to 1928, gives provinces the sole authority to import liquor and is an important part of the legislative framework that allows provinces to control liquor sales within their borders and generate liquor revenue.

Ron Cannan, Conservative MP for Kelowna-Lake Country is advocating for the removal of barriers that prevent wine producers from shipping their product direct to consumers in other provinces (through an amendment of the federal Importation of Intoxicating Liquors Act).

In August 2010, federal agriculture minister Gerry Ritz wrote a letter to his provincial counterparts asking for their government's thoughts on this issue.

The Province has not responded.

Minister Steve Thomson, then agriculture minister, asked the Sol Gen, Minister of Finance and the Minister of Small Business, Technology and Economic Development to provide him with comment – the Minister of STED did provide comment.

s.13, s.16

In a Globe and Mail letter to the editor on Dec 10, 2010, the Exec Dir of the Association of B.C. Winegrowers argues that MP Cannan's proposal could inadvertently lead to a flood of cheap, foreign wines into the Canadian market – he suggests the provinces could simply agree not to enforce the law while leaving it on the books to prevent the flood of foreign wine.

Terry David Mulligan (radio personality from Vancouver) told a wine conference in Vancouver (and several media outlets) that he will highlight what he views as the absurdity of the federal law that prohibits the transport of wine across provincial borders by transporting some cases of wine produced in the Okanagan Valley over the Alberta border and bring Ontario wine back over the B.C. border.

He says he will be at the border on May 13 and will alert the RCMP of his intention and invite them to arrest him at the border.

While on the Bill Good Show on April 13 he said the law should be revised to only allow wine to cross provincial borders, not beer or spirits.

s.13

#### Note:

The real issue is direct sales to consumers in other provinces, not individuals carrying smaller quantities of liquor across the border. Wine producers want to sell direct because they will realize a greater profit bypassing the provincial liquor distribution systems.

Most provincial liquor boards, including the B.C. LDB apply a mark-up on wine of 100 per cent or more that is reflected in the retail price the consumer pays.

In B.C., in-province wineries are allowed to sell B.C. grape wine directly to consumers without the LDB's mark-up. These direct sales are much more profitable than sales through LDB stores where LDB mark-ups apply. The wineries want the same ability to sell directly to consumers in other provinces and avoid the mark-ups applied by those liquor boards.

#### Example:

In Ontario, for a BC wine that was sold to the public through a Liquor Control Board of Ontario (LCBO) store, the BC winery would get \$10, there would be \$8 in LCBO mark-ups and HST of about \$2.

If the wine were sold directly to the customer for \$20, bypassing the LCBO, the BC winery would get \$18 (the \$2 HST would still apply). This is also true in reverse – an Ontario winery selling to a B.C. resident

#### Concerns:

s.13

**Ayers, Karen J SG:EX**

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**From:** Meseyton, Robert SG:EX  
**Sent:** Monday, May 9, 2011 3:30 PM  
**To:** Ayers, Karen J SG:EX  
**Subject:** Phone Message - re: For Review - Interprovincial Wine

**Importance:** High

Karen,

Cindy called from Jay's office to say he was okay with the wording regarding your email to him re: For Review Interprovincial Wine. She has now forwarded the wording to Vince in PAB.

**Robert Meseyton**, BCom (Hon)  
Acting Executive Administrative Assistant to  
Karen Ayers, Assistant Deputy Minister and General Manager  
Liquor Control and Licensing Branch

---

Ministry of Public Safety and Solicitor General  
4th Floor, 3350 Douglas Street  
Phone: 250-952-5777  
Email: [Robert.Meseyton@gov.bc.ca](mailto:Robert.Meseyton@gov.bc.ca)

Please consider the environment before printing this email.

## **Ayers, Karen J SG:EX**

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**From:** Stephenson, Cindy SG:EX  
**Sent:** Monday, May 9, 2011 3:48 PM  
**To:** Cournoyer, Vince PAB:EX  
**Cc:** Chambers, Jay LDB:EX; Ayers, Karen J SG:EX; Bieller, Barry SG:EX  
**Subject:** FW: FOR REVIEW: Interprovincial wine

Hi Vince,

The highlighted bullets are revised and have been approved by Jay and Karen.

### ***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

New Phone Number: 250 952-5761  
New Location: 4th floor, 3350 Douglas Street, Victoria BC

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**From:** Ayers, Karen J SG:EX  
**Sent:** Monday, May 9, 2011 12:33 PM  
**To:** Chambers, Jay LDB:EX  
**Cc:** Bieller, Barry SG:EX; Stephenson, Cindy SG:EX  
**Subject:** RE: FOR REVIEW: Interprovincial wine

Jay – are you okay with this wording? It looks okay to me. Thanks.

Karen

---

**From:** Stephenson, Cindy SG:EX  
**Sent:** Monday, May 9, 2011 10:01 AM  
**To:** Ayers, Karen J SG:EX  
**Cc:** Bieller, Barry SG:EX  
**Subject:** FW: FOR REVIEW: Interprovincial wine

Vince has asked me to re-work bullets 3 and 5 and make sure both you and Jay agree. Initially when the legislation was passed we said the province passed legislation that included provisions to amend the process for bringing in small amounts of alcohol into BC from elsewhere in Canada for personal use. That's basically what I'm using for the revision.

If you are OK with this, should I run it by Jay?

Based on that, the revised bullets are as follows:

- **Should the federal government decide to make changes to the 1928 federal *Importation of Intoxicating Liquors Act*, we would welcome an opportunity to discuss how the law may be changed and what the implications may be.**

- This law allows provinces to effectively control the importation, distribution and sale of liquor within their borders.
- The province passed legislation last June that included provisions to change the process for bringing in small amounts of alcohol into BC from other provinces for personal use.
- The regulations that bring these changes into force are currently under development.
- The amount that a person may bring into the province for personal consumption is being considered and has not yet been finalized.
- British Columbians can be proud of their home grown liquor industry. The province will continue to work with our wineries, distilleries and breweries to ensure that more people across Canada and the world discover our world class B.C. products.

**Cindy Stephenson**

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Email: Cindy.Stephenson@gov.bc.ca

New Phone Number: 250 952-5761

New Location: 4th floor, 3350 Douglas Street, Victoria BC

---

**From:** Ayers, Karen J SG:EX

**Sent:** Friday, May 6, 2011 10:30 PM

**To:** Chambers, Jay LDB:EX

**Cc:** Murphy, Bernadette GCPE:EX; Cournoyer, Vince PAB:EX; Hall, Gord LDB:EX; Bieller, Barry SG:EX

**Subject:** Re: FOR REVIEW: Interprovincial wine

Jay - you are correct. And these are not the bullets we provided. I will forward you what I approved.

Karen

---

**From:** Chambers, Jay LDB:EX

**Sent:** Friday, May 06, 2011 04:07 PM

**To:** Ayers, Karen J SG:EX

**Cc:** Murphy, Bernadette GCPE:EX; Cournoyer, Vince PAB:EX; Hall, Gord LDB:EX

**Subject:** RE: FOR REVIEW: Interprovincial wine

Hi Karen - are 3 and 5 below correct?

Re point 3 I thought the province repealed a section in the LCLA in regards to personal importation of liquor into the province with the understanding that the LDB would bring into force a regulation dealing with the importation of liquor from other provinces for personal use.

In regards to point 5 should it not just say into the province?

Thanks and have a good weekend.

Jay

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**From:** Cournoyer, Vince PAB:EX  
**Sent:** Friday, May 06, 2011 3:27 PM  
**To:** Chambers, Jay LDB:EX  
**Cc:** Murphy, Bernadette GCPE:EX  
**Subject:** FOR REVIEW: Interprovincial wine

Hi again Jay,

I'm thinking you've seen these, but just to be sure can you please have a look at the bullets below regarding the transportation of liquor across provincial borders... they came from Karen Ayers as a response to a media question regarding Mulligan's road show. The fifth bullet talks about quantity that can go out of/come into the province legally. I thought we were only regulating what comes into B.C., not what goes out... if I take a ½ ton load of whiskey to Alberta, I'm not violating B.C. law, but rather may run into trouble with Alberta authorities, Right? By the way, these are with the MO to see if they want to go this way for future media requests. Thanks... V

- **Should the federal government decide to make changes to the 1928 federal *Importation of Intoxicating Liquors Act*, we would welcome an opportunity to discuss how the law may be changed and what the implications may be.**
- **This law allows provinces to effectively control the importation, distribution and sale of liquor within their borders.**
- **The province passed legislation last June to provide for a personal exemption for liquor being brought into B.C. from other provinces.**
- **The regulations that bring these changes into force are currently under development.**
- **The amount that a person may bring into or out of the province for personal consumption is being considered and has not yet been finalized.**
- **British Columbians can be proud of their home grown liquor industry. The province will continue to work with our wineries, distilleries and breweries to ensure that more people across Canada and the world discover our world class B.C. products.**

Vince Cournoyer  
Public Affairs Officer  
Ministry of Public Safety and Solicitor General  
250 387-0520  
250 413-7326 (cell)

## **Ayers, Karen J SG:EX**

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**From:** Stephenson, Cindy SG:EX  
**Sent:** Monday, May 9, 2011 4:41 PM  
**To:** Haltner, Christine PAB:EX  
**Cc:** Courmoyer, Vince PAB:EX; Ayers, Karen J SG:EX  
**Subject:** FW: FOR REVIEW: Interprovincial wine

Hi Christine,

These are the approved bullets Vince asked me to forward to you.

He said there was one additional question, regarding whether if a winery from another province is selling wine directly to a BC resident, that would be a police matter.

Here's Karen's approved answer for that:

That would depend on the circumstances of the situation. In general, enforcement against individuals importing liquor into BC from another province would fall to the police.

### ***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

New Phone Number: 250 952-5761

New Location: 4th floor, 3350 Douglas Street, Victoria BC

- **Should the federal government decide to make changes to the 1928 federal *Importation of Intoxicating Liquors Act*, we would welcome an opportunity to discuss how the law may be changed and what the implications may be.**
- **This law allows provinces to effectively control the importation, distribution and sale of liquor within their borders.**
- **The province passed legislation last June that included provisions to change the process for bringing in small amounts of alcohol into BC from other provinces for personal use.**
- **The regulations that bring these changes into force are currently under development.**
- **The amount that a person may bring into the province for personal consumption is being considered and has not yet been finalized.**
- **British Columbians can be proud of their home grown liquor industry. The province will continue to work with our wineries, distilleries and breweries to ensure that more people across Canada and the world discover our world class B.C. products.**

**Ayers, Karen J SG:EX**

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**From:** Chambers, Jay LDB:EX  
**Sent:** Monday, May 9, 2011 7:09 PM  
**To:** Ayers, Karen J SG:EX; Stephenson, Cindy SG:EX; Cournoyer, Vince PAB:EX  
**Subject:** Re: Media Request - Wine Spectator - Interprovincial transport of liquor

Works for me as well.

Jay

----- Original Message -----

**From:** Ayers, Karen J SG:EX  
**Sent:** Monday, May 09, 2011 06:59 PM  
**To:** Stephenson, Cindy SG:EX; Cournoyer, Vince PAB:EX; Chambers, Jay LDB:EX  
**Subject:** Re: Media Request - Wine Spectator - Interprovincial transport of liquor

I think this is okay.

----- Original Message -----

**From:** Stephenson, Cindy SG:EX  
**Sent:** Monday, May 09, 2011 06:39 PM  
**To:** Ayers, Karen J SG:EX  
**Subject:** Fw: Media Request - Wine Spectator - Interprovincial transport of liquor

Hi Karen. Vince has tweaked the answers as they didn't really address the reporter's questions. Do you mind reviewing this version. It still has to go to the MO sometime tonight in order to meet the reporter's 7 am deadline. Cindy.

----- Original Message -----

**From:** Cournoyer, Vince PAB:EX  
**Sent:** Monday, May 09, 2011 06:29 PM  
**To:** Stephenson, Cindy SG:EX  
**Subject:** RE: Media Request - Wine Spectator - Interprovincial transport of liquor

Have a look at this. Do you think it's possible to have karen look at these tonight?

What is the official stance towards the actions taken by Terry David Mulligan and what action will British Columbia Liquor Distribution Branch take in response?

- The province passed legislation last June that included provisions to change the process for bringing in small amounts of alcohol into BC from other provinces for personal use.
- The regulations that bring these changes into force are currently under development.
- The amount that a person may bring into the province for personal consumption is being considered and has not yet been finalized.

What actions are taken by the LDB or other provincial agencies if it discovers BC wineries shipping wine products across provincial borders?

- Legislation in British Columbia is concerned with liquor being imported into British Columbia, not exported.

- Having said that, the Province works with B.C. wineries to ensure they are aware that shipping wine direct to a customer in another province would violate the law in the province where that customer lives.
- If a winery from another province is shipping wine to customers in B.C. it would depend on the circumstances of the situation, but in general, enforcement against individuals importing liquor into BC from another province would fall to the police.

There have been calls for reform and privatizations for the LDB by the public. What is the response to this by the BCLDB?

The current system allows the Province to control the importation, distribution and sale of liquor within its borders which protects public safety and the revenues generated helps pay for vital services like health and education

Does the LDB have any additional comments or information they would like to share with Wine Spectator readers?

- The law that allows provinces to effectively control the importation, distribution and sale of liquor within their borders is the federal Importation of Intoxicating Liquors Act. Should the federal government decide to look at making changes to that law we would welcome the opportunity to discuss how the law may be changed and what the implications may be.

---

From: Stephenson, Cindy SG:EX  
 Sent: May 9, 2011 4:59 PM  
 To: Cournoyer, Vince PAB:EX  
 Subject: FW: Media Request - Wine Spectator - Interprovincial transport of liquor

I have my blackberry if you need to reach me tonight. The bullets I provided to Christine don't answer the reporter's questions.

Cindy Stephenson  
 Policy, Planning and Communications  
 Liquor Control and Licensing Branch  
 Email: Cindy.Stephenson@gov.bc.ca

New Phone Number: 250 952-5761  
 New Location: 4th floor, 3350 Douglas Street, Victoria BC

From: Haltner, Christine PAB:EX  
 Sent: Monday, May 9, 2011 4:31 PM  
 To: Haltner, Christine PAB:EX; Stephenson, Cindy SG:EX  
 Cc: Cournoyer, Vince PAB:EX; Panagio, Christina LDB:EX; Murphy, Bernadette GCPE:EX  
 Subject: RE: Media Request - Wine Spectator - Interprovincial transport of liquor

FYI, the Minister's office is aware they need to watch for this one tonight, whenever you have it done please send it over. I will send to them for approval later once I receive it. Christina, if responses needs to go out, give me your cell number and I can call you, or else I will just email? Up to you.

Christine

Christine Haltner  
Public Affairs Officer  
Ministry of Public Safety and Solicitor General christine.haltner@gov.bc.ca  
phone: 250 380-8460

From: Haltner, Christine PAB:EX  
Sent: Monday, May 9, 2011 4:22 PM  
To: Stephenson, Cindy SG:EX  
Cc: Cournoyer, Vince PAB:EX  
Subject: FW: Media Request - Wine Spectator - Interprovincial transport of liquor

From: Panagio, Christina LDB:EX  
Sent: Monday, May 9, 2011 1:22 PM  
To: Haltner, Christine PAB:EX  
Cc: Cournoyer, Vince PAB:EX; Palmer, Tarina LDB:EX; Chambers, Jay LDB:EX  
Subject: Media Request - Wine Spectator - Interprovincial transport of liquor  
Importance: High

Hi Christine, Here is the actual media request. If you or your team require help with any of the questions, please let us know.

All the best, Christina

Date/Time: May 9, 2011 1:00pm

Deadline @ (May 9, 5:00pm)

Media: Wine Spectator, NY, USA

Reporter: Adrian Bryksa, 403-703-5000, s.22

Topic: Interprovincial transport of liquor

Background: Wine Spectator magazine has contracted the writer, located in Alberta, to write about the recent activity surrounding transportation policies across provincial lines, and Terry David Mulligan's announcement to break the law on Monday, May 13 by taking liquor across the AB-BC provincial line.

Questions:

- \* What is the official stance towards the actions taken by Terry David Mulligan and what action will British Columbia Liquor Distribution Branch take in response?
- \* What actions are taken by the LDB or other provincial agencies if it discovers BC wineries shipping wine products across provincial borders?
- \* There have been calls for reform and privatizations for the LDB by the public. What is the response to this by the BCLDB?
- \* Does the LDB have any additional comments or information they would like to share with Wine Spectator readers?

Suggested Response:

\*

**Ayers, Karen J SG:EX**

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**From:** Cournoyer, Vince PAB:EX  
**Sent:** Tuesday, May 10, 2011 3:14 PM  
**To:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX  
**Cc:** Stephenson, Cindy SG:EX; Rowsell, Terry N SG:EX  
**Subject:** FYI: Bullets\_Interprovincial wine

Greetings, below are the suggested bullets for queries about Mr Mulligan. These are drawn from previous bullets, re-worked a bit and re-ordered. They've been sent to MO and we are awaiting response. If they wish to change these, I will send you the final. Thanks... V

- **While we appreciate Mr. Mulligan's personal crusade to allow individuals to transport wine across provincial borders, his decision to publicly disobey the law is regrettable.**
- **The Importation of Intoxicating Liquors Act is federal legislation – though it delegates the responsibility for the importation, distribution and sale of liquor to provincial governments within their borders.**
- **The current system enables government to mitigate public safety concerns that liquor may present and the revenue that is generated by government is used to provide for essential public services such as health care and education.**
- **Should the federal government decide to seriously look at making changes to this law, we would welcome an opportunity to discuss how the law may be changed and what the implications would be.**
- **This legislation is enforced by the Canadian Border Services Agency at the international border and for inter-provincial borders, it is the responsibility of police to enforce the legislation.**
- **The Province is always looking to improve consumers' access to British Columbia wine products and will continue to work with our federal and provincial counterparts.**

Vince Cournoyer  
Public Affairs Officer  
Ministry of Public Safety and Solicitor General  
250 387-0520  
250 413-7326 (cell)

**Ayers, Karen J SG:EX**

---

**From:** Chambers, Jay LDB:EX  
**Sent:** Thursday, May 12, 2011 9:06 AM  
**To:** Ayers, Karen J SG:EX  
**Subject:** FW: Interprovincial Wine notes  
**Attachments:** 2011-04-15\_BND-SG\_Interprovincial\_Importation\_459650.doc; 2010-12-02\_IN\_Interprovincial wine sales.pdf; 5.6 Interprovincial Wine Trade.doc

## **Ayers, Karen J SG:EX**

---

**From:** Hoskins, Jeannie SG:EX  
**Sent:** Thursday, May 26, 2011 3:16 PM  
**To:** Dahlke, Cindy LDB:EX  
**Cc:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX; Hall, Gord LDB:EX; Meseyton, Robert SG:EX  
**Subject:** RE: Meeting Invite: Interprovincial Wine

I'll let you all know once it is confirmed.

Here is the dial in #, just in case.

Participants Call: s.17 / Participants Conference ID s.17 #

Jeannie Hoskins  
Executive Coordinator  
Office of the Deputy Solicitor General  
Ministry of Public Safety & Solicitor General

---

**From:** Dahlke, Cindy LDB:EX  
**Sent:** Thursday, May 26, 2011 2:37 PM  
**To:** Hoskins, Jeannie SG:EX  
**Cc:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX; Hall, Gord LDB:EX; Meseyton, Robert SG:EX  
**Subject:** RE: Meeting Invite: Interprovincial Wine

Hi Jeannie,

Jay and Gord are available June 2, at 2:30. They will phone in for this meeting. I will block it on their calendars.

Thanks!

*Cindy Dahlke*

Executive Administrative Assistant  
General Manager's Office| BC Liquor Distribution Branch  
Phone: 604-252-3021

---

**From:** Hoskins, Jeannie SG:EX  
**Sent:** Thursday, May 26, 2011 12:41 PM  
**To:** Meseyton, Robert SG:EX; Dahlke, Cindy LDB:EX  
**Cc:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX; Hall, Gord LDB:EX  
**Subject:** RE: Meeting Invite: Interprovincial Wine

It is in the Minister's calendar on hold for an hour.  
Thanks Robert, I will confirm once I hear.

Jeannie Hoskins  
Executive Coordinator  
Office of the Deputy Solicitor General  
Ministry of Public Safety & Solicitor General

---

**From:** Meseyton, Robert SG:EX  
**Sent:** Thursday, May 26, 2011 12:41 PM

**To:** Hoskins, Jeannie SG:EX; Dahlke, Cindy LDB:EX  
**Cc:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX; Hall, Gord LDB:EX  
**Subject:** RE: Meeting Invite: Interprovincial Wine

Jeannie,

Karen is available to meet at the Minister's Office on Thursday June 2<sup>nd</sup> at 2:30 p.m. Can you please determine the length of the meeting?

Thanks.

**Robert Meseyton**, BCom (Hon)  
Acting Executive Administrative Assistant to  
Karen Ayers, Assistant Deputy Minister and General Manager  
Liquor Control and Licensing Branch

Ministry of Public Safety and Solicitor General  
4th Floor, 3350 Douglas Street  
Phone: 250-952-5777  
Email: [Robert.Meseyton@gov.bc.ca](mailto:Robert.Meseyton@gov.bc.ca)

Please consider the environment before printing this email.

---

**From:** Hoskins, Jeannie SG:EX  
**Sent:** Thursday, May 26, 2011 12:33 PM  
**To:** Meseyton, Robert SG:EX; Dahlke, Cindy LDB:EX  
**Cc:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX; Hall, Gord LDB:EX  
**Subject:** FW: Meeting Invite: Interprovincial Wine

Please see note below, meeting now confirmed yet, but a heads up for June 2<sup>nd</sup> at 2:30. Are Karen, Jay and Gord available? (Jay and Gord ok by phone).

Jeannie Hoskins  
Executive Coordinator  
Office of the Deputy Solicitor General  
Ministry of Public Safety & Solicitor General

---

**From:** Jones, Angela M SG:EX  
**Sent:** Thursday, May 26, 2011 12:26 PM  
**To:** Hoskins, Jeannie SG:EX  
**Subject:** FW: Meeting Invite: Interprovincial Wine

Hi Jeannie, fyi re meeting invite, also please note ministry attendees requested, this is not confirmed as of yet, will let you know asap.

Lori Wannamaker  
Karen Ayers  
Jay Chambers, Gord Hall

Suggest:  
Trade staff attend too as they liaise with LDB's Gord Hall

Angela

---

**From:** Jones, Angela M SG:EX  
**Sent:** Thursday, May 26, 2011 12:24 PM  
**To:** Costa, Sarina AGRI:EX; Birk, Kim JTI:EX; Warren, Kelra FIN:EX  
**Subject:** Meeting Invite: Interprovincial Wine

Good afternoon,

Ben Stewart, MLA, has requested a meeting with the Solicitor General to discuss an interprovincial wine decision; my Minister has asked that your Minister should be invited to this meeting to discuss the issue. Please let me know if Minister Bell, Minister McRae and Minister Falcon are available on June 2<sup>nd</sup> at 2:30pm in the afternoon to attend.

Thanks,

***Angela M. Jones***  
***Administrative Coordinator***

Minister's Office  
Ministry of Public Safety  
and Solicitor General  
Rm 346, Legislative Buildings  
Victoria BC V8V 1X4

Direct: (250) 952-7286  
Main: (250) 356-7717  
Fx: (250) 356-8270  
Email: [Angela.M.Jones@gov.bc.ca](mailto:Angela.M.Jones@gov.bc.ca)

**MINISTRY OF PUBLIC SAFETY AND SOLICITOR GENERAL  
LIQUOR CONTROL AND LICENSING/LIQUOR DISTRIBUTION BRANCHES  
BRIEFING NOTE**

**PREPARED FOR: HONOURABLE SHIRLEY BOND, SOLICITOR GENERAL  
FOR INFORMATION**

**ISSUE:**

Interprovincial sale and shipment of wine

**BACKGROUND:**

The British Columbia and Ontario wine industries are lobbying for the ability to ship their wines directly to residents in other provinces, bypassing the provincial liquor boards. The details of the wine industry request appear to be in flux. At a recent meeting with the Minister,

s.13

Other requests, including from the national Canadian Vintners Association, have been broader and would allow wineries to ship to customers who ordered from outside the province, e.g. on line ordering.

The industry argues that the various provincial liquor boards do not carry enough of their products so their sales opportunities are limited. In reality, most Canadian wineries do not produce sufficient product to justify shelf space in liquor stores. To address this, all liquor boards offer a special order process where the public and licensees can request the liquor board to order product from anywhere in the world.

The wine industry is asking for markup relief from provincial liquor boards if their products are sold directly to the public. The average price of a BC VQA wine sold in BC is \$18 and it is not subject to LDB mark-up. When these wines are sold in another province and subject to that province's liquor board mark-up it typically means that the profit for the winery is substantially less and/or the price has to be increased which adversely impacts sales.

The federal Importation of Intoxicating Liquors Act gives provinces the sole authority to import liquor and is an important part of the legislative framework that allows provinces to control liquor sales within their borders and generate liquor revenue.

During the past year some federal Conservative politicians have spoken in favour of this wine industry initiative. In August 2010 the federal Minister of Agriculture, Gerry Ritz, wrote to provincial agriculture ministers asking if they would support a proposal to amend the federal Importation of Intoxicating Liquors Act (IILA) to allow wineries to make direct inter-provincial sales to residents.

**DISCUSSION:**

Other provinces are opposed to Minister Ritz's proposal and are concerned about the potential loss of provincial revenue. Given the lack of a wine industry in most provinces there is little incentive for those jurisdictions to give up control and revenue. s.13

s.13

The BC government provides many privileges and financial supports to the BC wine industry that are not available to its competitors. Wineries can direct deliver wine to bars, restaurants and private liquor stores. In addition, wine made from 100% BC grapes or fruit is not subject to LDB markup. Others wines are subject to a 123% markup. s.13

**Prepared by:**  
Barry Bieller/Gord Hall  
Directors of Policy  
LCLB/LDB  
250 952-5755  
604 252-3035

**Approved by:**  
Karen Ayers/Jay Chambers  
General Managers  
LCLB/LDB  
250 952-5791  
604 252-3021

## **Ayers, Karen J SG:EX**

---

**From:** Chambers, Jay LDB:EX  
**Sent:** Thursday, May 26, 2011 4:36 PM  
**To:** Bieller, Barry SG:EX  
**Cc:** Hall, Gord LDB:EX; Ayers, Karen J SG:EX  
**Subject:** FW: Interprovincial shipping of wine

Thanks Barry - looks good to go for me.

Jay

---

**From:** Hall, Gord LDB:EX  
**Sent:** Thursday, May 26, 2011 4:29 PM  
**To:** Chambers, Jay LDB:EX  
**Subject:** FW: Interprovincial shipping of wine

Jay: This is the note that Barry prepared for both out Branches to support the interprovincial wine part of next weeks meeting. I am OK with it. He has forwarded it to Karen for review/approval.

---

**From:** Bieller, Barry SG:EX  
**Sent:** Thursday, May 26, 2011 4:27 PM  
**To:** Hall, Gord LDB:EX  
**Subject:** Interprovincial shipping of wine



Interprovincial  
shipping of wi...

## **Ayers, Karen J SG:EX**

---

**From:** Cornett, Kathy M SG:EX  
**Sent:** Friday, May 27, 2011 10:55 AM  
**To:** Meseyton, Robert SG:EX  
**Cc:** Hoskins, Jeannie SG:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX; Dahlke, Cindy LDB:EX; Bieller, Barry SG:EX; Hall, Gord LDB:EX  
**Subject:** RE: BN SG - Interprovincial Sale and Shipment of Wine - Cliff 467365

Thank you very much Robert. Kathy

---

**From:** Meseyton, Robert SG:EX  
**Sent:** Friday, May 27, 2011 10:53 AM  
**To:** Cornett, Kathy M SG:EX  
**Cc:** Hoskins, Jeannie SG:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX; Dahlke, Cindy LDB:EX; Bieller, Barry SG:EX; Hall, Gord LDB:EX  
**Subject:** BN SG - Interprovincial Sale and Shipment of Wine - Cliff 467365

Kathy,

This BN for Information on the issue of Interprovincial Sale and Shipment of Wine, Cliff 467365, is for the Tuesday May 31<sup>st</sup> SG meeting. It has been co written by LCLB and LDB and has been approved by both Jay and Karen for the DSG to approve.

Thanks.

**Robert Meseyton**, BCom (Hon)  
Acting Executive Administrative Assistant to  
Karen Ayers, Assistant Deputy Minister and General Manager  
Liquor Control and Licensing Branch

Ministry of Public Safety and Solicitor General  
4th Floor, 3350 Douglas Street  
Phone: 250-952-5777  
Email: [Robert.Meseyton@gov.bc.ca](mailto:Robert.Meseyton@gov.bc.ca)

Please consider the environment before printing this email.

## **Ayers, Karen J SG:EX**

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**From:** Stephenson, Cindy SG:EX  
**Sent:** Friday, May 27, 2011 11:59 AM  
**To:** Cournoyer, Vince GCPE:EX  
**Cc:** Ayers, Karen J SG:EX  
**Subject:** FW: Media request: CKNW - Rush approval requested

**Importance:** High

Karen – FYI – I talked to Gord – the number of liquor stores is based on 197 GLS, 672 LRS and 233 RAS. LDB felt that including on-site wine stores etc would be stretching it, as they aren't full on retail outlets.

**Date/Time:** 27/May/10:00 a.m.

**Deadline @** ASAP

**Media:** CKNW

**Reporter:** Sean Leslie, 1-250-385-8622

**Topic:** Ontario and Manitoba liquor law proposals

**Background:** Reporter would like a 5-minute, pre-recorded clip for news with the SG, further to Ontario and Manitoba's recent proposals to change their liquor laws. Manitoba is considering allowing some alcohol sales in grocery stores while Ontario is considering doing away with designated alcohol consumption zones in festivals and community events.

Add – Manitoba intends to allow people to buy beer, wine and spirits at five government-operated "boutiques" in grocery stores, on a limited, pilot basis.

**Questions:** Are these options BC would consider or has in the past? What does the Minister think of these potential changes?

**Suggested Response:**

- 
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- 
- 
- 

s.13

- Our government periodically reviews legislation regarding the sale and consumption of liquor. The goal is to ensure public safety without unnecessarily limiting the ability of British Columbians to use alcohol responsibly.
- We're currently satisfied with the balance we've struck in B.C.
- We are also in regular contact with other jurisdictions to see what changes they are making and whether these would be appropriate for B.C.

*Christine*

Christine Haltner  
Public Affairs Officer  
Ministry of Public Safety and Solicitor General  
[christine.haltner@gov.bc.ca](mailto:christine.haltner@gov.bc.ca)  
phone: 250 380-8460

**Ayers, Karen J SG:EX**

---

**From:** Chambers, Jay LDB:EX  
**Sent:** Monday, May 30, 2011 9:23 AM  
**To:** Ayers, Karen J SG:EX  
**Subject:** RE: Fwd: TNO: Mills: BC's nanny state liquor laws

Thanks Karen

---

**From:** Ayers, Karen J SG:EX  
**Sent:** Monday, May 30, 2011 9:14 AM  
**To:** Wanamaker, Lori SG:EX; Chambers, Jay LDB:EX  
**Subject:** Re: Fwd: TNO: Mills: BC's nanny state liquor laws

Alberta has now surpassed us - they have no limits on new stores opening whereas we do. So BC is second highest in terms of per capita access.

---

**From:** Wanamaker, Lori SG:EX  
**Sent:** Monday, May 30, 2011 08:01 AM  
**To:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX  
**Subject:** RE: Fwd: TNO: Mills: BC's nanny state liquor laws

Can you check about the per capita ranking...thanks.

---

**From:** Ayers, Karen J SG:EX  
**Sent:** Sunday, May 29, 2011 3:15 PM  
**To:** Chambers, Jay LDB:EX; Wanamaker, Lori SG:EX  
**Subject:** Re: Fwd: TNO: Mills: BC's nanny state liquor laws

Yes that was the commitment.

In terms of access, we have approx 1400 private and public liquor retail stores (including wine and manufacturers on-site stores), which I believe is the highest per capita access in Canada.

---

**From:** Chambers, Jay LDB:EX  
**Sent:** Sunday, May 29, 2011 02:17 PM  
**To:** Wanamaker, Lori SG:EX; Ayers, Karen J SG:EX  
**Subject:** Re: Fwd: TNO: Mills: BC's nanny state liquor laws

My recollection is that a commitment was made to the LRS operators not to allow liquor to be retailed in grocery stores except in the case of Rural Agency Stores.

Jay

---

**From:** Wanamaker, Lori SG:EX  
**Sent:** Sunday, May 29, 2011 01:11 PM  
**To:** Ayers, Karen J SG:EX; Chambers, Jay LDB:EX

**Subject:** Fwd: TNO: Mills: BC's nanny state liquor laws

FYL...the review grows..

Lori Wanamaker, CA  
Deputy Minister  
Ministry of Public Safety and Solicitor General

Begin forwarded message:

**From:** "Bond, Shirley B SG:EX" <[Shirley.Bond@gov.bc.ca](mailto:Shirley.Bond@gov.bc.ca)>  
**Date:** May 28, 2011 9:11:04 PM PDT  
**To:** "Douglas, Marc SG:EX" <[Marc.Douglas@gov.bc.ca](mailto:Marc.Douglas@gov.bc.ca)>  
**Cc:** "Wanamaker, Lori SG:EX" <[Lori.Wanamaker@gov.bc.ca](mailto:Lori.Wanamaker@gov.bc.ca)>  
**Subject:** Fw: TNO: Mills: BC's nanny state liquor laws

We need to have the team review this

---

**From:** [tno@gov.bc.ca](mailto:tno@gov.bc.ca) [<mailto:tno@gov.bc.ca>]  
**Sent:** Saturday, May 28, 2011 05:48 PM  
**To:** Bond, Shirley B SG:EX  
**Subject:** TNO: Mills: BC's nanny state liquor laws

CKNW  
CKNW World Today Weekend  
28-May-2011 17:11

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TNO...

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**Ayers, Karen J SG:EX**

---

**From:** Dahlke, Cindy LDB:EX  
**Sent:** Friday, June 10, 2011 3:09 PM  
**To:** Hoskins, Jeannie SG:EX; Meseyton, Robert SG:EX  
**Cc:** Cornett, Kathy M SG:EX; Chambers, Jay LDB:EX; Ayers, Karen J SG:EX; Hall, Gord LDB:EX; Palmer, Tarina LDB:EX  
**Subject:** REVISED BN SG - Interprovincial Sale and Shipment of Wine - Cliff 467365  
**Attachments:** 2011-06-09\_BNI\_Interprovincial\_Wine\_467365\_LCLB-LDB.docx  
  
**Importance:** High  
**Sensitivity:** Confidential

Hi Jeannie,

Attached is a *revised* briefing note for information for the Minister regarding interprovincial sale and shipment of wine. I have been advised **this has already been provided to the Minister's office** (via Toby Louie); re the Minister's Ontario visit.


This has already been approved by Jay Chambers and Karen Ayers. The only change to the previous May 26, 2011 note is the 2nd to last paragraph has been added.

Robert - as discussed, **would you please replace the earlier version in Cliff with this revised note** (I do not have access to this log).

Thanks!

*Cindy Dahlke*

Executive Administrative Assistant  
General Manager's Office | **BC Liquor Distribution Branch**  
**Phone:** 604-252-3021 | **Fax:** 604-252-3026  
[www.bcliquorstores.com](http://www.bcliquorstores.com)

 \* THINK GREEN: Do you really need to print this e-mail?

**Ayers, Karen J SG:EX**

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**From:** Ayers, Karen J SG:EX  
**Sent:** Friday, May 27, 2011 11:20 AM  
**To:** Stephenson, Cindy SG:EX  
**Subject:** FW: MLCC Announcement  
**Attachments:** Q - New Liquor Strategy FS MLCC.doc

---

**From:** Welt, Lillian LDB:EX  
**Sent:** Friday, May 20, 2011 10:33 AM  
**To:** Bissoondatt, Roger LDB:EX; Farley, Don LDB:EX; Hall, Gord LDB:EX; Morse, Donna LDB:EX; Procopio, Michael LDB:EX; Sloan, Catherine LDB:EX; Wilson, Kelly LDB:EX; Ayers, Karen J SG:EX; Palmer, Tarina LDB:EX  
**Cc:** Dahlke, Cindy LDB:EX  
**Subject:** MLCC Announcement

Good Morning,

Jay has asked me to forward this to you - FYI.

Thanks!

*Lillian Welt*

*Administrative Assistant*

General Manager's Office | **BC Liquor Distribution Branch**

Ph: (604) 252-3027 Fax: (604) 252-3026



\* THINK GREEN: Do you really need to print this e-mail?

**Ayers, Karen J SG:EX**

---

**From:** Caldwell, Cheryl Y SG:EX  
**Sent:** Friday, May 20, 2011 12:34 PM  
**To:** LCLB-EXEC; Strong, Ralph W SG:EX  
**Subject:** FW: Liquor sales in grocery  
**Attachments:** Q - New Liquor Strategy FS MLCC.doc

One of the changes is moving to an online SOL permitting process by 2012.

Cheryl Caldwell  
Deputy General Manager, Licensing  
Liquor Control & Licensing Branch

New phone number: 250 952-7046  
New Fax number: 250 952-7060

-----Original Message-----

**From:** Bieller, Barry SG:EX  
**Sent:** Friday, May 20, 2011 11:33 AM  
**To:** LCLB-EXEC  
**Subject:** FW: Liquor sales in grocery

You probably saw in the clippings the media coverage on the proposed Manitoba liquor law changes but the attached is a more detailed summary from the MLCC. Some interesting changes (and lots of them!).

-----Original Message-----

**From:** Hall, Gord LDB:EX  
**Sent:** Thursday, May 19, 2011 4:39 PM  
**To:** Ayers, Karen J SG:EX; Bieller, Barry SG:EX  
**Subject:** FW: Liquor sales in grocery

New happenings in Manitoba.

-----Original Message-----

**From:** Bissoondatt, Roger LDB:EX  
**Sent:** Thursday, May 19, 2011 3:53 PM  
**To:** Wilson, Kelly LDB:EX; Hall, Gord LDB:EX  
**Subject:** Fw: Liquor sales in grocery

Fyi  
Roger M. Bissoondatt  
Chief Financial Officer  
BC Liquor Distribution Branch  
2625 Rupert Street,  
Vancouver, BC, V5P 2C4  
Phone: 604-252-3151  
Fax: 604-252-3175  
E mail: [roger.bissoondatt@bcldb.com](mailto:roger.bissoondatt@bcldb.com)

----- Original Message -----

**From:** Ingrid Loewen [<mailto:ILoewen@mlcc.mb.ca>]  
**Sent:** Thursday, May 19, 2011 02:20 PM  
**To:** Bissoondatt, Roger LDB:EX

Subject: RE: Liquor sales in grocery

Hi again Roger. Apparently the email to CALJ did not go out until this afternoon. Here is a news release announcing an extensive new strategy.

Ingrid

-----Original Message-----

From: Ingrid Loewen  
Sent: Thursday, May 19, 2011 12:24 PM  
To: 'Roger.Bissoondatt@bcldb.com'  
Subject: Re: Liquor sales in grocery

Yes but through MLCC operated boutiques on a pilot basis. Your CEO should have received a package of info this am. I can provide more info later

----- Original Message -----

From: Bissoondatt, Roger LDB:EX [<mailto:Roger.Bissoondatt@bcldb.com>]  
Sent: Thursday, May 19, 2011 12:20 PM  
To: Ingrid Loewen  
Subject: Liquor sales in grocery

Hi Ingrid, I heard that MLCC may be selling liquor at grocery stores. Any validity to this?

Roger  
Roger M. Bissoondatt  
Chief Financial Officer  
BC Liquor Distribution Branch  
2625 Rupert Street,  
Vancouver, BC, V5P 2C4  
Phone: 604-252-3151  
Fax: 604-252-3175  
E mail: [roger.bissoondatt@bcldb.com](mailto:roger.bissoondatt@bcldb.com)

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**Ayers, Karen J SG:EX**

---

**From:** Welt, Lilian LDB:EX  
**Sent:** Friday, May 20, 2011 10:33 AM  
**To:** Bissoondatt, Roger LDB:EX; Farley, Don LDB:EX; Hall, Gord LDB:EX; Morse, Donna LDB:EX; Procopio, Michael LDB:EX; Sloan, Catherine LDB:EX; Wilson, Kelly LDB:EX; Ayers, Karen J SG:EX; Palmer, Tarina LDB:EX  
**Cc:** Dahlke, Cindy LDB:EX  
**Subject:** MLCC Announcement  
**Attachments:** Q - New Liquor Strategy FS MLCC.doc

Good Morning,

Jay has asked me to forward this to you - FYI.

Thanks!

*Lilian Welt*

*Administrative Assistant*

General Manager's Office | **BC Liquor Distribution Branch**

Ph: (604) 252-3027 Fax: (604) 252-3026



\* THINK GREEN: Do you really need to print this e-mail?

**Ayers, Karen J SG:EX**

---

**From:** Ayers, Karen J SG:EX  
**Sent:** Friday, May 20, 2011 11:47 AM  
**To:** Strong, Ralph W SG:EX; Briggs, Michael C SG:EX  
**Subject:** Fw: Liquor sales in grocery  
**Attachments:** Q - New Liquor Strategy FS MLCC.doc

Note the announcement includes moving to on line special occasion licensing.

----- Original Message -----

**From:** Bieller, Barry SG:EX  
**Sent:** Friday, May 20, 2011 11:32 AM  
**To:** LCLB-EXEC  
**Subject:** FW: Liquor sales in grocery

You probably saw in the clippings the media coverage on the proposed Manitoba liquor law changes but the attached is a more detailed summary from the MLCC. Some interesting changes (and lots of them!).

-----Original Message-----

**From:** Hall, Gord LDB:EX  
**Sent:** Thursday, May 19, 2011 4:39 PM  
**To:** Ayers, Karen J SG:EX; Bieller, Barry SG:EX  
**Subject:** FW: Liquor sales in grocery

New happenings in Manitoba.

-----Original Message-----

**From:** Bissoondatt, Roger LDB:EX  
**Sent:** Thursday, May 19, 2011 3:53 PM  
**To:** Wilson, Kelly LDB:EX; Hall, Gord LDB:EX  
**Subject:** Fw: Liquor sales in grocery

Fyi  
Roger M. Bissoondatt  
Chief Financial Officer  
BC Liquor Distribution Branch  
2625 Rupert Street,  
Vancouver, BC, V5P 2C4  
Phone: 604-252-3151  
Fax: 604-252-3175  
E mail: [roger.bissoondatt@bcldb.com](mailto:roger.bissoondatt@bcldb.com)

----- Original Message -----

**From:** Ingrid Loewen [<mailto:ILoewen@mlcc.mb.ca>]  
**Sent:** Thursday, May 19, 2011 02:20 PM  
**To:** Bissoondatt, Roger LDB:EX  
**Subject:** RE: Liquor sales in grocery

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Ingrid

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Sent: Thursday, May 19, 2011 12:24 PM  
To: 'Roger.Bissoondatt@bcldb.com'  
Subject: Re: Liquor sales in grocery

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----- Original Message -----

From: Bissoondatt, Roger LDB:EX [<mailto:Roger.Bissoondatt@bcldb.com>]  
Sent: Thursday, May 19, 2011 12:20 PM  
To: Ingrid Loewen  
Subject: Liquor sales in grocery

Hi Ingrid, I heard that MLCC may be selling liquor at grocery stores. Any validity to this?

Roger  
Roger M. Bissoondatt  
Chief Financial Officer  
BC Liquor Distribution Branch  
2625 Rupert Street,  
Vancouver, BC, V5P 2C4  
Phone: 604-252-3151  
Fax: 604-252-3175  
E mail: [roger.bissoondatt@bcldb.com](mailto:roger.bissoondatt@bcldb.com)

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