

NR

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**From:** Carlson, Janice JAG:EX  
**Sent:** Wednesday, June 25, 2014 1:18 PM  
**To:** Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX; Caldwell, Cheryl Y JAG:EX; Thomson, Vanessa JAG:EX; Glenn, Holly JAG:EX  
**Subject:** RE: Details and Clarification on Recent Liquor Policy Changes

Just to clarify, licensed establishments are not required to adopt the minimum pricing, they just can't go below it. So if this licensee feels that he can't afford to staff his bar charging \$2 for spirits then he can absolutely price above that level.

*Janice*  
250 952-5756

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**From:** Bieller, Barry JAG:EX  
**Sent:** Wednesday, June 25, 2014 9:57 AM  
**To:** Carlson, Janice JAG:EX  
**Subject:** FW: Details and Clarification on Recent Liquor Policy Changes

Hi Jan,  
Want to take a stab at this?

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**From:** Tetzl, Raymond JAG:EX  
**Sent:** Wednesday, June 25, 2014 9:01 AM  
**To:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Caldwell, Cheryl Y JAG:EX; Thomson, Vanessa JAG:EX  
**Subject:** FW: Details and Clarification on Recent Liquor Policy Changes

Just got this from Holly Glenn.  
Any comments???

Ray Tetzl  
A/Deputy General Manager  
Compliance and Enforcement  
LCLB

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**From:** Glenn, Holly JAG:EX  
**Sent:** Wednesday, June 25, 2014 8:54 AM  
**To:** Tetzl, Raymond JAG:EX  
**Subject:** Fwd: Details and Clarification on Recent Liquor Policy Changes

Begin forwarded message:

**From:** Joey Gibbons <[jgibbons@gibbonshospitality.com](mailto:jgibbons@gibbonshospitality.com)>  
**Date:** June 25, 2014 at 7:46:26 AM PDT  
**To:** "Glenn, Holly JAG:EX" <[Holly.Glenn@gov.bc.ca](mailto:Holly.Glenn@gov.bc.ca)>  
**Subject:** Fw: Details and Clarification on Recent Liquor Policy Changes

This is very dangerous?

2\$ drinks? There is no way one can possibly staff for those prices in a responsible way.

Seems crazy...

Joey Gibbons  
The Gibbons Hospitality Group  
505-4290 Mountain Square  
PO Box 65  
Whistler, BC V0N 1B0

Mobile: 604-902-3923  
Fax: 604-938-0221  
[gibbonshospitality.com](http://gibbonshospitality.com)  
Facebook: GibbonsHospitalityGroup  
Twitter: @GHG\_Venues

We are the managers of premier bars, pubs, and lounges located in Whistler, BC. For information on how we can contribute to the success of your next group or corporate function, please visit our website at [www.gibbonshospitality.com](http://www.gibbonshospitality.com) or call us directly at (604) 938-0225.

---

**From:** ABLE BC <[info@ablebc.ca](mailto:info@ablebc.ca)>  
**Sent:** Tuesday, June 24, 2014 4:08 PM  
**To:** [info@buffalobills.ca](mailto:info@buffalobills.ca)  
**Reply To:** [info@ablebc.ca](mailto:info@ablebc.ca)  
**Subject:** Details and Clarification on Recent Liquor Policy Changes

Copyright

Page 03 to/à Page 06

Withheld pursuant to/removed as

Copyright

## Little, Danielle JAG:EX

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**From:** Carlson, Janice JAG:EX  
**Sent:** Friday, June 27, 2014 3:05 PM  
**To:** LCLB-ALL STAFF  
**Subject:** rationale for minimum drink pricing  
**Attachments:** background to min price decision.docx

Good afternoon everyone,

FYI, attached is a point form summary of the rationale behind the new minimum drink pricing, for use if you get asked questions.

**Janice Carlson** | Policy Analyst  
Liquor Control and Licensing Branch  
☎ 250 952-5756  
📠 250 952-7066  
🌐 [Janice.Carlson@gov.bc.ca](mailto:Janice.Carlson@gov.bc.ca)  
🌐 [www.pssg.gov.bc.ca/lclb](http://www.pssg.gov.bc.ca/lclb)

## Minimum Drink Price Rationale and Background

- The Liquor Policy Review (LPR) Report recommendations struck a balance between liberalization of the liquor laws and the need to protect public health and safety, and minimum pricing is an important evidence-based tool to maintain this balance.
- The LPR report recommendation (#16) suggested allowing happy hours but only if minimum pricing (as recommended by health advocates) was put in place.
- Several decades of international research show that increasing the price of alcohol is one of the most effective approaches for reducing over-consumption and alcohol-related harm.  
(Wagenaar, Salois & Komro, 2009; Babor et al., 2010; Wagenaar, Tobler & Komro, 2010).
- A recent national study (before minimum pricing was implemented) showed BC is a bottom ranking province for liquor pricing policy, compared to other Canadian provinces.  
(Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). *Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies*. Toronto: Centre for Addiction and Mental Health.
- The new minimum price levels reflect the need to protect public health and safety and are based on recommendations of health advocates, industry, and a review of minimum price levels in other jurisdictions and BC local governments.
- During Liquor Policy Review consultations, health advocates recommended pricing at the \$3.00 level per standard drink (12oz beer/cider/cooler, 5 oz wine, and 1.5 oz spirits).
- Every other province in Canada has minimum pricing in place. Some of them have been in place for a long time and the levels are currently under review.
- Four BC local governments (Nanaimo, Victoria, Vancouver, and Kamloops) already had bylaws in place imposing minimum drink pricing. These levels were significantly above the minimum provincial pricing in other provinces, and are similar to what was adopted provincially.
- During further consultations following the LPR, industry recommendations for minimum drink pricing ranged from \$2.50 to \$4.00 per standard drink.
- The new minimum pricing replaces the previous minimum price requirements, which required licensed establishments to set prices above the purchase price of the liquor from the Liquor Distribution Branch.

**Bieller, Barry JAG:EX**

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**From:** Tetzal, Raymond JAG:EX  
**Sent:** Saturday, June 21, 2014 7:22 AM  
**To:** LCLB-C&E Staff  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Caldwell, Cheryl Y JAG:EX; Thomson, Vanessa JAG:EX  
**Subject:** LPR Package 2 Implementation

Good morning all,  
As you are aware, government had announced and will be later on today announcing the implementation of the various recommendations of the LPR.

Please be aware that the adjustment to the minimum price for the spirits is based on 1.5 oz serving...NOT the 1 oz as previously noted.

Also please be conscious that with these various changes, there needs to be a time of adjustment. Therefore we are in an educational period for the next 3-4 weeks. Please refrain from issuing CNs at this time for any mistakes or contraventions committed due to confusion or unfamiliarity of the changes. Of course please exercise your discretion and judgement. If someone is flagrantly disregarding the rules and policies, it is an entirely different story. There has to be administrative fairness when we issue a CN or taking any follow up action. It is our due diligence to ensure the stakeholders and the licensees are adequately informed of these changes and their correct implementation.

Thank you

*Ray Tetzal*  
*A/Deputy General Manager*  
*Liquor Control and Licensing Branch*  
*300-1770 Burrard St.,*  
*Vancouver, B.C.*  
*V6J 3G7*  
*Phone: 604-775-0137*  
*email: [raymond.tetzal@gov.bc.ca](mailto:raymond.tetzal@gov.bc.ca)*

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## **Bieller, Barry JAG:EX**

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Saturday, June 21, 2014 6:23 AM  
**To:** Bieller, Barry JAG:EX  
**Subject:** FW: Happy Hour

FYI

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Saturday, June 21, 2014 6:21 AM  
**To:** Lalonde, Jarett JAG:EX; Groot, Jeff GCPE:EX; Southern, Evan PREM:EX  
**Subject:** Happy Hour

s.13

On the issue of the adjustment in spirits yesterday – here is some background that only was clear to me at the end of the day yesterday

s.22

1. The 1oz equivalency for spirits is a standard measure used across the country.
2. The analysis used the same values for consistency and to make comparators easier to relate
3. More recently than when most of those standards were established - the Canadian Low Risk Drinking Guidelines were established setting the equivalency at 1.5. Understanding there is potential confusion because

of the different standards, we evaluated the health advocates submissions to be based on the Low risk Guidelines and so made the adjustments.

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I know this is long – but hope it is helpful.

s.13 . If you need any further information, have  
any concerns or questions with what I have written – please feel free to call my cell: s.17

Thanks, and good luck.

Doug



## **Bieller, Barry JAG:EX**

---

**From:** Stephenson, Cindy JAG:EX  
**Sent:** Monday, June 23, 2014 3:18 PM  
**To:** Schollen, Tasha GCPE:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Groot, Jeff GCPE:EX  
**Subject:** RE: Minimum Drink Price Correction - draft email to industry

This would go to industry associations – Restaurants Canada (Mark von Schellwitz), BCRFA (Ian Tostenson), ABLE (Poma Daliwahl), plus the manufacturer associations since they may be selling in their lounges.

### ***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

---

**From:** Schollen, Tasha GCPE:EX  
**Sent:** Monday, June 23, 2014 1:08 PM  
**To:** Stephenson, Cindy JAG:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Groot, Jeff GCPE:EX  
**Subject:** RE: Minimum Drink Price Correction - draft email to industry

Thanks guys – and to confirm – by “industry” who is this going to – not licensees?

Should we also mention for clarity sake that there is no change to the other minimum prices (for beer, wine, coolers, ciders)?

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**From:** Stephenson, Cindy JAG:EX  
**Sent:** Monday, June 23, 2014 1:03 PM  
**To:** Schollen, Tasha GCPE:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX  
**Subject:** FW: Minimum Drink Price Correction - draft email to industry

Here's the draft email we're proposing to send to industry.

### ***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

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**From:** Stephenson, Cindy JAG:EX  
**Sent:** Monday, June 23, 2014 11:30 AM  
**To:** Scott, Douglas S JAG:EX  
**Cc:** Bieller, Barry JAG:EX  
**Subject:** Minimum Drink Price Correction - draft email to industry

Good morning,

Regarding Friday's announcement on Happy Hours and Minimum Drink Prices, there is a correction to the standard drink size for cocktails. The \$3.00 minimum price an establishment can charge is for a **1.5 ounce** cocktail, rather than a 1 ounce cocktail. We have posted a new info graphic with the correct information on the home page of our website.

I apologize for any inconvenience this may cause. We will also be writing to all licensees later this week, to let them know about all of the recent changes.

Douglas Scott

***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

**Bieller, Barry JAG:EX**

---

**From:** Stephenson, Cindy JAG:EX  
**Sent:** Wednesday, July 9, 2014 9:38 AM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Minimum Price IN  
**Attachments:** Liquor - Minimum Pricing and Happy Hours - IN - 2July14 - DRAFT (2).docx

Don't know if you've had a chance to look at this. I've made some additional tweaks which I think will help. When you're good with this, I'll send to Doug.

***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

Pages 15 through 22 redacted for the following reasons:

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s.13

**MINISTRY OF JUSTICE  
LIQUOR CONTROL AND LICENSING BRANCH  
BRIEFING NOTE**

**PREPARED FOR:** Minister Suzanne Anton and Michele Cadario  
**FOR INFORMATION**

**ISSUE:**

A meeting with Canada's National Brewers during the week of July 7, 2014 to discuss the new minimum drink price policies.

**BACKGROUND:**

Canada's National Brewers (CNB) is an industry organization representing the country's three largest brewers: MolsonCoors, Labatt and Sleeman. All operate breweries in BC.

Parliamentary Secretary John Yap recommended that licensees be permitted to alter their prices and offer happy hours provided the price is not below a stipulated minimum consistent with those advocated by health advocates.

Canada's Low Risk Drinking Guidelines were developed as part of a National Alcohol Strategy led by wide range of stakeholders including representatives from federal and provincial governments, addictions agencies, non-governmental organizations and the alcohol beverage and hospitality industries (including the national organization representing breweries - now known as Beer Canada).

The guidelines, which were adopted by the BC Government in late 2011, define a drink as meaning 12 oz of beer, 5 oz of wine and 1.5 oz of spirits as these are roughly equivalent in absolute alcohol (note there are variations, e.g. light beers have less alcohol than regular 5% alcohol beer). The guidelines have been adopted by all provinces.

The liquor policy review received many submissions from social and health agencies requesting that minimum prices be imposed. The most common request was \$3.00 per standard drink, defined as above.

Subsequent to the review, the LCLB consulted with the hospitality sector on an appropriate minimum price. Their submissions ranged from \$2.50 - \$4.00 per drink.

On June 20, 2014 new regulations came into effect that stipulated a minimum drink price of \$3.00 for 12 oz of beer, 5 oz of wine or 1 oz of spirits. The policy respecting spirits was amended later the same day to 1.5 oz for \$3.00.

The original lower volume for spirits in the regulations was based on requirements imposed in other Canadian jurisdictions. However, the other jurisdiction's requirements predate the low risk drinking guidelines. In addition, some provinces have a lower minimum price for draught beer compared to bottled beer even though alcohol levels are not different. (see Appendix 1).

**DISCUSSION:**

s.13

**Prepared by:**  
Barry Bieller  
Director Policy  
LCLB  
250 952-5755

**Approved by:**  
Doug Scott  
General Manager  
Liquor Control and Licensing Branch  
250 952-5791

# **APPENDIX 1:** **Legislated Minimum Drink Prices and Happy Hour Rules – Summary Table**

**NOTE:** All prices are listed first as they appear in the relevant legislation. Brackets indicate either prices of common drink sizes or conversions to price by the ounce for ease of comparison.

Juris-diction	Draft Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirit	Other Happy Hour Rules
<b>BC</b>	\$0.25 per oz  (\$5.00 per 20 oz pint)	\$0.25 per oz  (\$3.00 per 12 oz )	\$0.60 per oz  (\$3.00 per 5 oz	\$0.60 per oz  (\$3.00 per 5 oz	\$2.00 per oz	No "free liquor" specials No "all you can drink" specials No "two for one" specials
<b>Alberta</b>	\$0.16 per oz  (\$3.20 per 20 oz glass)	\$2.75 per 12 oz  (\$0.23 per oz)	\$0.35 per oz  (\$1.75 per 5 oz glass)	\$0.35 per oz  (\$1.75 per 5 oz glass)	\$2.75 per oz	Must end by 8 pm No "free liquor" specials No "all you can drink" specials No "two for one" specials
<b>Sask</b>	\$0.16 per oz	\$2.25 per 12 oz  (\$0.19/oz)	\$0.35 per oz	\$0.35 per oz	\$2.25 per oz	"Two for one" promotions are allowed provided that minimum prices are charged per serving. No "all you can drink" specials.
Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character (\$1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is \$0.14/oz and wine is \$0.35/oz)						
<b>Man</b>	\$2.25 per 12 oz  (\$0.19 per oz)	\$2.25 per 12 oz  (\$0.19 per oz)	\$2.25 per 5 oz  (\$0.45 per oz)	\$2.25 per 2 oz  (\$1.13 per oz)	\$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices. A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available. No unlimited drinks at a single price.
<b>Ontario</b>	\$2 per 12 oz  (\$0.17 per oz)	\$2 per 12 oz  (\$0.17/oz)	\$2 per 5 oz  (\$0.40 per oz)	\$2 per 3 oz  (\$0.67 per oz)	\$2/oz	No free liquor specials. No "all you can drink". No "two for one" specials. Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area.  Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks".

Juris-diction	Draft Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirit	Other Happy Hour Rules
Nfld	\$1.65 per 12 oz  (\$0.14 per oz)	\$1.65 per 12.5 oz  (\$0.13 per oz)	\$1.65 per 4 oz  (\$0.41 per oz)	\$1.65 per 4 oz  (\$0.41 per oz)	\$1.65/ oz	no "all you can drink"
NB	\$0.11 per oz	\$0.125 per oz	\$0.375 per oz	\$1.50 per oz	\$1.50 per oz	
NS	\$2.50 per 12 oz  (\$0.21 per oz)	\$2.50 per 12 oz  (\$0.21 per oz)	\$2.50 per oz  (\$0.50 per oz)	\$2.50 per 3 oz  (\$0.83 per oz)	\$2.50/ oz	no "free liquor specials" no "all you can drink"
PEI	\$1.25 per 8 oz  (\$0.16 per oz)	<b>Beer:</b> \$2.50 per 12 oz (\$0.21/oz)  <b>Coolers:</b> \$3/12 oz (\$0.25/oz)	\$3 per 5 oz  (\$0.60 per oz)	\$3 per 5 oz  (\$0.60 per oz)	\$2 per oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Prov Avg	\$0.16 per oz	\$0.19 per oz	\$0.43 per oz	\$0.73 per oz	\$2.11 per oz	
Victoria	\$3/12 oz  (\$0.25 per oz)	\$3/12 oz  (\$0.25/oz)	\$3/5oz  (\$0.60 per oz)	\$3/5 oz  (\$0.60 per oz)	\$3/oz	Bylaw 04-117
Van	\$3 per 20 oz  (\$0.15 per oz)	\$3/20 oz  (\$0.15/oz)	\$3/5oz  (\$0.60 per oz)	\$3/5 oz  (\$0.60 per oz)	\$3/oz	Bylaw 4450
Kam-loops	\$3/18oz  (\$0.17 per oz)	\$3/12 oz  (\$0.25 per oz)	\$3/5oz  (\$0.60 per oz)	\$3/5 oz  (\$0.60 per oz)	\$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	\$3/18oz  (\$0.17 per oz)	\$3/bottle or can (size not specified)	\$3/6oz  (\$0.50 per oz)	\$3/6 oz  (\$0.50 per oz)	\$3/oz for 1 <sup>st</sup> oz plus \$2/ each add'l oz	Bylaw 5713

Note: All prices include applicable taxes except Alberta and PEI



## Little, Danielle JAG:EX

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**From:** Tetzal, Raymond JAG:EX  
**Sent:** Wednesday, June 25, 2014 10:25 AM  
**To:** Lister, Donna O JAG:EX  
**Subject:** FW: Details and Clarification on Recent Liquor Policy Changes

In the loop, just sent this to Holly

Ray Tetzal  
A/Deputy General Manager  
Compliance and Enforcement  
LCLB

---

**From:** Tetzal, Raymond JAG:EX  
**Sent:** Wednesday, June 25, 2014 10:24 AM  
**To:** Glenn, Holly JAG:EX  
**Cc:** Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX; Caldwell, Cheryl Y JAG:EX; Stephenson, Cindy JAG:EX; Jones, Kathleen JAG:EX; Thomson, Vanessa JAG:EX  
**Subject:** RE: Details and Clarification on Recent Liquor Policy Changes

Hi Holly,

Thank you for sending me the email from ABL and the one from Gibbons.

I've forwarded to the executives and spoke with Doug.

First regarding the confusion between the website and the policy directives. The website is correct. It is \$2 per oz. Policy directives amendments will occur later.

Regarding Joey Gibbons' concern, I hope you understand we didn't just arbitrarily adjust the pricing of liquor. It was done through studies and research and with input from various health and addiction groups. It is under the Low Risk Drinking Guidelines that the price was adjusted.

I understand the concerns regarding \$2/oz, but let's not forget the onus has always been on the licensees to be diligent in how much and who they serve.

Ray Tetzal  
A/Deputy General Manager  
Compliance and Enforcement  
LCLB

---

**From:** Glenn, Holly JAG:EX  
**Sent:** Wednesday, June 25, 2014 8:54 AM  
**To:** Tetzal, Raymond JAG:EX  
**Subject:** Fwd: Details and Clarification on Recent Liquor Policy Changes

Begin forwarded message:

**From:** Joey Gibbons <[jgibbons@gibbonshospitality.com](mailto:jgibbons@gibbonshospitality.com)>  
**Date:** June 25, 2014 at 7:46:26 AM PDT  
**To:** "Glenn, Holly JAG:EX" <[Holly.Glenn@gov.bc.ca](mailto:Holly.Glenn@gov.bc.ca)>  
**Subject:** Fw: Details and Clarification on Recent Liquor Policy Changes

This is very dangerous?

2\$ drinks? There is no way one can possibly staff for those prices in a responsible way.

Seems crazy...

Joey Gibbons  
The Gibbons Hospitality Group  
505-4290 Mountain Square  
PO Box 65  
Whistler, BC V0N 1B0

Mobile: 604-902-3923

Fax: 604-938-0221

[gibbonshospitality.com](http://gibbonshospitality.com)

Facebook: GibbonsHospitalityGroup

Twitter: @GHG\_Venues

We are the managers of premier bars, pubs, and lounges located in Whistler, BC. For information on how we can contribute to the success of your next group or corporate function, please visit our website at [www.gibbonshospitality.com](http://www.gibbonshospitality.com) or call us directly at (604) 938-0225.

---

**From:** ABLE BC <[info@ablebc.ca](mailto:info@ablebc.ca)>  
**Sent:** Tuesday, June 24, 2014 4:08 PM  
**To:** [info@buffalobills.ca](mailto:info@buffalobills.ca)  
**Reply To:** [info@ablebc.ca](mailto:info@ablebc.ca)  
**Subject:** Details and Clarification on Recent Liquor Policy Changes

NR

Page 29 redacted for the following reason:

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s.13

## Little, Danielle JAG:EX

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**From:** Groot, Jeff GCPE:EX  
**Sent:** Monday, July 14, 2014 4:19 PM  
**To:** Scott, Douglas S JAG:EX  
**Subject:** RE: minimum drink pricing

Thanks – this is great!

---

**From:** Scott, Douglas S JAG:EX  
**Sent:** Monday, July 14, 2014 4:16 PM  
**To:** Groot, Jeff GCPE:EX  
**Subject:** FW: minimum drink pricing

Let me know if this meets you meets – thanks Jeff.

---

**From:** Bieller, Barry JAG:EX  
**Sent:** Monday, July 14, 2014 4:02 PM  
**To:** Scott, Douglas S JAG:EX  
**Subject:** minimum drink pricing

Hi Doug,

Attached is Janice's backgrounder. Below are links to the 4 LPR submissions that recommend a \$3.00 minimum price. In addition, Vancouver Coastal Health and the Canadian Centre on Substance Abuse both called for increases in the minimum prices but did not specify what the higher price should be. It's possible other groups also wrote to Mr. Yap requesting the \$3.00 min price but I restricted my search to the stakeholders he met with.

<http://engage.gov.bc.ca/liquorpolicyreview/files/2013/10/Centre-for-Addiction-and-Mental-Health.pdf>

<http://engage.gov.bc.ca/liquorpolicyreview/files/2013/09/CARBC-Liquor-Submission.pdf>

[http://engage.gov.bc.ca/liquorpolicyreview/files/2013/09/20130909\\_Island\\_Health.pdf](http://engage.gov.bc.ca/liquorpolicyreview/files/2013/09/20130909_Island_Health.pdf)

<http://engage.gov.bc.ca/liquorpolicyreview/files/2013/11/Provincial-Health-Officer.pdf>

## Little, Danielle JAG:EX

---

**From:** Schollen, Tasha GCPE:EX  
**Sent:** Monday, June 23, 2014 1:11 PM  
**To:** Groot, Jeff GCPE:EX; Stephenson, Cindy JAG:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX  
**Subject:** RE: Minimum Drink Price Correction - draft email to industry

Here is the line from the NR:

Consistent with the views heard from both industry and health advocates during the Liquor Policy Review, B.C.'s minimum drink prices are in place to encourage responsible consumption and are based on ounces of alcohol sold at licensed establishments. For example, the minimum price an establishment can charge for a 1.5-ounce cocktail, a five-ounce glass of wine, 341 ml bottles of coolers, beer and cider, or a 12-ounce sleeve of beer or cider, would be \$3.

---

**From:** Groot, Jeff GCPE:EX  
**Sent:** Monday, June 23, 2014 1:09 PM  
**To:** Schollen, Tasha GCPE:EX; Stephenson, Cindy JAG:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX  
**Subject:** RE: Minimum Drink Price Correction - draft email to industry

I also think we should clarify the \$3 minimum. Because technically they could charge \$2 for a shooter or 1oz high ball.

Perhaps:

For example, \$3.00 is the minimum price an establishment can charge is for a **1.5 ounce** cocktail, rather than a 1 ounce cocktail.

---

**From:** Schollen, Tasha GCPE:EX  
**Sent:** Monday, June 23, 2014 1:08 PM  
**To:** Stephenson, Cindy JAG:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Groot, Jeff GCPE:EX  
**Subject:** RE: Minimum Drink Price Correction - draft email to industry

Thanks guys – and to confirm – by “industry” who is this going to – not licensees?

Should we also mention for clarity sake that there is no change to the other minimum prices (for beer, wine, coolers, ciders)?

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**From:** Stephenson, Cindy JAG:EX  
**Sent:** Monday, June 23, 2014 1:03 PM  
**To:** Schollen, Tasha GCPE:EX  
**Cc:** Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX  
**Subject:** FW: Minimum Drink Price Correction - draft email to industry

Here's the draft email we're proposing to send to industry.

**Cindy Stephenson**  
Policy, Planning and Communications

Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

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**From:** Stephenson, Cindy JAG:EX  
**Sent:** Monday, June 23, 2014 11:30 AM  
**To:** Scott, Douglas S JAG:EX  
**Cc:** Bieller, Barry JAG:EX  
**Subject:** Minimum Drink Price Correction - draft email to industry

Good morning,

Regarding Friday's announcement on Happy Hours and Minimum Drink Prices, there is a correction to the standard drink size for cocktails. The \$3.00 minimum price an establishment can charge is for a **1.5 ounce** cocktail, rather than a 1 ounce cocktail. We have posted a new info graphic with the correct information on the home page of our website.

I apologize for any inconvenience this may cause. We will also be writing to all licensees later this week, to let them know about all of the recent changes.

Douglas Scott

***Cindy Stephenson***

Policy, Planning and Communications  
Liquor Control and Licensing Branch  
Phone: 250 952-5761 Fax: 250 952-7066  
Email: [Cindy.Stephenson@gov.bc.ca](mailto:Cindy.Stephenson@gov.bc.ca)

## Little, Danielle JAG:EX

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**From:** Bieller, Barry JAG:EX  
**Sent:** Friday, June 20, 2014 4:08 PM  
**To:** Scott, Douglas S JAG:EX  
**Subject:** RE: Implementation of six Liquor Policy Review recommendations

Most of the health submissions used the phrase "standard drink" without defining it. However, I'm guessing that most of them would be familiar with the low risk drinking guidelines I noted below and were thinking it was 1.5 oz. As such, the answer to your question is probably yes.

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 4:05 PM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Re: Implementation of six Liquor Policy Review recommendations

The question is would the second option make us way higher than the requested level of the health people?

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

On Jun 20, 2014, at 4:02 PM, "Bieller, Barry JAG:EX" <[Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca)> wrote:

s.13

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 3:56 PM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Re: Implementation of six Liquor Policy Review recommendations

s.13

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

On Jun 20, 2014, at 3:52 PM, "Bieller, Barry JAG:EX" <[Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca)> wrote:

I think we have a problem. I did a more thorough check and 1.5 ounces is definitely the most common standard including the amount used in the "Canadian Low Risk Drinking

Guidelines" of which BC is a signatory. I'm at a loss as to why Janice proposed the 1 ounce measure.

---

**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 3:43 PM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Re: Implementation of six Liquor Policy Review recommendations

Ok - Please do what you can - PO is intense on this right now.

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

On Jun 20, 2014, at 3:40 PM, "Bieller, Barry JAG:EX"  
<[Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca)> wrote:

I'll see what I can do but absent Janice it will be a bit of a challenge. s.22

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 3:39 PM  
**To:** Bieller, Barry JAG:EX  
**Cc:** Stephenson, Cindy JAG:EX  
**Subject:** Re: Implementation of six Liquor Policy Review recommendations

Ok - what is your recommendation on this? Are we confident on this 1oz?

If so - is it possible to get a list of the groups that define as 1oz? So we said - there are different opinions and we went with alcohol content?

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

On Jun 20, 2014, at 3:35 PM, "Bieller, Barry JAG:EX"  
<[Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca)> wrote:

Doug,  
I checked the submissions from groups that met with PS Yap. Most of the health groups simply said impose a minimum \$3.00 per standard drink. Only Centre for Addiction and Mental Health defined it as 1.5 ounces of



spirits. . Some of the literature out there speaks to 1 ounce and other 1.5 ounce as the equivalency.

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 2:50 PM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Re: Implementation of six Liquor Policy Review recommendations

Ok - is Janice available - or do we need her?

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

On Jun 20, 2014, at 2:49 PM, "Bieller, Barry JAG:EX" <[Barry.Bieller@gov.bc.ca](mailto:Barry.Bieller@gov.bc.ca)> wrote:

I'm heading into a meeting with Dennis Coates on NR . Will look when I get back. FYI, the \$3.00 per ounce for spirits is in the regs.

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**From:** Scott, Douglas S JAG:EX  
**Sent:** Friday, June 20, 2014 2:44 PM  
**To:** Bieller, Barry JAG:EX  
**Subject:** Fwd: Implementation of six Liquor Policy Review recommendations

Could you look at this?

Argument is that health people were asking for \$3 for a 1.5oz...

Thanks,

Doug

Douglas S. Scott  
Assistant Deputy Minister  
Liquor Control and licensing Branch  
Ministry of Justice  
Government of British Columbia

Begin forwarded message:

**From:** "Southern, Evan PREM:EX"  
<[Evan.Southern@go](mailto:Evan.Southern@go)

v.bc.ca>

**Date:** June 20, 2014

2:37:10 PM PDT

**To:** "Scott, Douglas S

JAG:EX"

<Douglas.S.Scott@g

ov.bc.ca>

**Cc:** "Lalonde, Jarett

JAG:EX"

<Jarett.Lalonde@gov

.bc.ca>

**Subject: FW:**

**Implementation of**

**six Liquor Policy**

**Review**

**recommendations**

To follow up,  
Standard drink size  
should be 1.5oz  
I know you mentioned  
that this was done by  
alcohol content.

The attached policy  
directive, indicates  
the minimum prices  
will be \$3.00 for a  
341 ml bottle of beer  
(a standard drink),  
\$3.00 for a 5 ounce  
glass of wine (a  
standard drink) and  
\$3.00 for a 1 ounce  
serving of spirits.

A standard drink as  
per attached from  
CARBC, et al clearly  
identifies that in  
Canada's standard  
drink of spirits is 1.5  
ounces not 1 ounce.

The Yap report  
recommendation #16  
states : "Permit  
licensees to offer  
time-limited drink

specials (e.g. Happy hours), provided the price is not below a prescribed minimum consistent with those supported by health advocates".

The CARBC submission recommended that "minimum prices be set to at least \$1.50 per standard drink in all liquor stores for all types of beverages and at \$3.00 per standard drink in bars, clubs and restaurants."

The Health Officers Council of BC submission recommended "increase the minimum price to \$1.50 per standard drink for off-premise purchase and \$3.00 for on-premise consumption."