

Tooby, Vicky MEM:EX

From: Scott Roddick [scott@pureglobal.ca]
Sent: Friday, January 4, 2013 12:34 PM
To: Tooby, Vicky MEM:EX
Subject: RE: Cream Ruling

Thank you Vicky, This is exactly what I was hoping for, didn't want to delist, just wanted the excise tax removed, perhaps I explained it incorrectly.

From: Tooby, Vicky MEM:EX [mailto:Vicky.Tooby@gov.bc.ca]
Sent: Friday, January 04, 2013 12:14 PM
To: 'Scott Roddick'
Subject: RE: Cream Ruling

Hi Scott.

You should have received a faxed copy of the attached letter yesterday. A copy has also been sent to Adel.

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Friday, January 4, 2013 11:05 AM
To: Tooby, Vicky MEM:EX
Subject: Cream Ruling

Hi Vicky, Happy New Year.

I received a phone call from a gentleman (perhaps Robert?) just prior to the holidays. I was traveling at the time. We discussed the outcome of the review and I believe he was going to send me a letter or email that I could provide to Adel Shaw so the registration could be adjusted. Would you be able to put me in touch with the person I was speaking with?

Thank you in advance.

Best,

Scott Roddick
President
PURE GLOBAL IMPORTS
403.630.0602
www.pureglobal.ca



Liquor Control and Licensing Branch

January 3, 2013

Pure Global Imports
2955 Lathom Cres, S.W.
Calgary, AB T3E 5W8

Attention: Scott Roddick, President.

Dear Mr. Roddick,

Thank you for bringing to our attention the recent Canada Border Services Agency's ruling that the Alcohol Infused Whipped Cream you import into Canada is a food additive and not an alcohol product subject to federal excise tax. In your email you asked to be excused from the excise tax and that British Columbia delist this product and cease provincial markup.

Section 62 of the British Columbia *Liquor Control and Licensing Act* allows testing of products to determine whether they are sufficiently denatured to be sold without provincial government control or markup. This product was tested and a determination was made that this product must remain listed through the BC Liquor Distribution Branch complete with provincial markup.

The BC Liquor Distribution Branch will adjust your account so that you will no longer be charged the federal excise tax on Alcohol Infused Whipped Cream. This will be retroactive to 7 November, 2012, the date of the Canada Border Services Agency ruling letter.

Yours truly,

Vicky Tooby
Senior Licensing Analyst
BC Liquor Control and Licensing Branch

Cc: Adele Shaw, Portfolio Manager, BC Liquor Distribution Branch
Terry Rowsell, Communications Policy and Planning Analyst, BC Liquor Control and Licensing Branch

Liquor Control and Licensing Branch

Mailing Address:
PO Box 9292 Stn Prov Govt
Victoria BC V8W 9J8
Telephone: 250 952-5787
Facsimile: 250 952-7066

Location:
4th Floor, 3350 Douglas St.
Victoria BC

<http://www.pssg.gov.bc.ca/clb>

Rowsell, Terry N MEM:EX

From: Rowsell, Terry N MEM:EX
Sent: Friday, December 21, 2012 2:09 PM
To: Shaw, Adele LDB:EX
Cc: Hall, Gord LDB:EX
Subject: RE: Cream Infused Whipped Topping

Hi Adele,

I spoke with Scott Roddick, the importer of the alcohol infused whipped cream, and informed him that his product must remain listed through LDB with appropriate provincial mark-up, but that he would not be charged Federal excise tax. I will follow up Monday with a letter to him outlining the same and Cc'd to you.

Merry Christmas,
Terry

From: Rowsell, Terry N MEM:EX
Sent: Friday, December 21, 2012 1:43 PM
To: Shaw, Adele LDB:EX
Subject: FW: Cream Infused Whipped Topping
Importance: High

Hi Adele,

LCLB will do the same as Alberta and continue to list this product as an alcohol product complete with provincial mark-up. In Alberta they are not charging the excise tax but the regular provincial mark up still applies. We have deemed this product not sufficiently denatured to be exempt under 62 of our Act. We are recommending that this product continue to be listed through LDB and subject to the usual provincial mark-up minus the federal excise tax. I don't know how your end at LDB handles this. I would like to call the importer this afternoon to inform him of this and also follow up to him with a letter. But I'd feel more comfortable if I hear from you first.

Is this sufficient from us or do you need anything further?

Cheers,
Terry

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

From: Shaw, Adele LDB:EX [<mailto:Adele.Shaw@bclldb.com>]
Sent: Wednesday, November 28, 2012 4:42 PM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

Hi Scott

Have you presented this to Liquor Control and licensing ? They are the ones that first deemed this product not exempt. Can you please contact them. I will need a letter from Liquor Control and licensing stating that this is now exempt before we can look at reclassifying.

Best Regards,

Adele Shaw

Portfolio Manager

Spirits, Fortified, Fruit, Sparkling,
South African & Asian Wines
BC Liquor Distribution Branch
2625 Rupert Street Vancouver BC V5M 3T5
T: (604) 252 3207 adele.shaw@bcldb.com

From: Scott Roddick [<mailto:scott@pureglobal.ca>]

Sent: Wednesday, November 28, 2012 3:21 PM

To: Shaw, Adele LDB:EX

Subject: Cream Infused Whipped Topping

Hi Adel,

We have had an interesting development with our Cream product. When we were transitioning from selling the product with your Exemption privately to registering and selling via BCLDB, Canada Customs got concerned that we had imported the product improperly. They did not seem to care that you had approved the exemption and accused us of importing alcohol illegally. An inquiry was opened and the results are now in. They have now ruled that it is NOT an alcohol product and that Excise Tax need not be charged on the product.

How do we go about getting the mark up adjusted to reflect this new ruling? I wish to continue selling via the BCLDB system but not with the current mark ups. Is this possible? Are we able to have the Excise Taxes previously charged refunded?

I look forward to your reply.

Best,

Scott Roddick
President

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E. scott@pureglobal.ca
W. www.pureglobal.ca



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Venture's Fast Growth 50 for 2011

Tooby, Vicky MEM:EX

From: Tooby, Vicky MEM:EX
Sent: Monday, December 17, 2012 8:09 AM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

Hi Scott.

This product did not meet the criteria for exemption under Section 62 of the BC Liquor Licensing Act. A review of this type will probably take considerable time and the exemption refusal stands.

I will let you know of the final decision when the review is complete.

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Thursday, December 13, 2012 11:54 AM
To: Tooby, Vicky MEM:EX
Subject: RE: Cream Infused Whipped Topping

Hi Vicky,

Any news? I am out of stock and would like to move more product that is being stored at Westlink in Vancouver into the BCLDB system. Was hoping to make any changes to the registration before I did. Any idea when we will hear something?

Thank you in advance.

Best,

Scott Roddick
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-----Original Message-----

From: Tooby, Vicky MEM:EX [mailto:Vicky.Tooby@gov.bc.ca]
Sent: Thursday, November 29, 2012 11:23 AM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

Hello Scott.

This has been forwarded to a higher authority for review. I will let you know when I hear back.

Vicky Tooby
Senior Licensing Analyst
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From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Wednesday, November 28, 2012 3:58 PM
To: Tooby, Vicky MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Vicky,

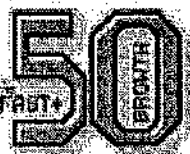
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From: Shaw, Adele LDB:EX [mailto:Adele.Shaw@bcldb.com]
Sent: Wednesday, November 28, 2012 4:53 PM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

I believe Vicky is the one to contact.

Cheers,

Adele Shaw

Portfolio Manager
Spirits, Fortified, Fruit, Sparkling,
South African & Asian Wines
BC Liquor Distribution Branch
2625 Rupert Street Vancouver BC V5M 3T5
T: (604) 252 3207 adele.shaw@bcldb.com

From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Wednesday, November 28, 2012 3:45 PM
To: Shaw, Adele LDB:EX
Subject: RE: Cream Infused Whipped Topping

I have not. Would this be Vicky Tooby's office? She was the one who originally gave us the exemption.

Best,

Scott Roddick

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Best Regards,

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From: Scott Roddick [<mailto:scott@pureglobal.ca>]
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Hi Adel,

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How do we go about getting the mark up adjusted to reflect this new ruling? I wish to continue selling via the BCLDB system but not with the current mark ups. Is this possible? Are we able to have the Excise Taxes previously charged refunded?

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Rowsell, Terry N MEM:EX

From: Rowsell, Terry N MEM:EX
Sent: Friday, December 14, 2012 4:18 PM
To: Hall, Gord LDB:EX
Subject: FW: Cream Infused Whipped Topping
Attachments: Canada Customs Ruling.pdf; Alcohol Infused Whipped Cream - Legal Info - 14 Dec 2012.docx

Importance: High

Hi Gord,

Pure Global Imports has been marketing Alcohol Infused Whipped Cream in British Columbia and the product is listed through LDB. As you know, under section 62 of our Act we can test items to determine whether they could reasonably be used as a source of beverage alcohol. A focus group tested various flavours of this Alcohol Infused Whipped Cream and determined that it is not terribly onerous to consume and would very likely be attractive to minors. In addition, it did not take a large amount of the product to begin to become intoxicated. Therefore it had to be listed through your branch.

Attached is a ruling in letter form from the Canada Border Services Agency that appears to declare that this product is a dairy non-alcohol product. I have written the CBSA for a fuller explanation of their letter as we don't fully understand what it means. (Sorry their attached pdf letter is upside down. It came to us that way. I have also cut and pasted some legal info I dredged into a word doc as that may be helpful as well.)

The importer wrote your branch asking back the excise tax they have paid and that the product not be listed. He has written us saying "I have been advised that this ruling is National and takes precedence over any Provincial classification." Naturally this raises some concerns on our end. The whole email trail is below.

We are trying to determine jurisdiction here. We feel the province has jurisdiction but the CBSA ruling is at odds by not calling it an alcohol product. Barry suggested asking you for your take on this and perhaps Catherin Sloan's as well. I personally feel that we can declare it a alcohol confection if we have grounds.

I will be returning to the office Tuesday.

Cheers and have a great weekend,
Terry

From: Bieller, Barry MEM:EX
Sent: Friday, December 14, 2012 10:01 AM
To: Rowsell, Terry N MEM:EX
Subject: FW: Cream Infused Whipped Topping

Terry,
Would you please look into this. It will probably require a discussion with the federal govt about the attached letter and what it means. Following that we may need a legal opinion. Thanks.

From: Tooby, Vicky MEM:EX
Sent: Thursday, November 29, 2012 7:17 AM
To: Bieller, Barry MEM:EX

Cc: Caldwell, Cheryl Y MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Barry.

Not sure what this means. We refused this product for exemption under Section 62. Do we have to accept it now as Excise Canada is saying it is not an alcohol product?

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Wednesday, November 28, 2012 3:58 PM
To: Tooby, Vicky MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Vicky,

Hope all is well. It has been some time since we spoke of our Cream product but it has resurfaced again. Please see the email thread below as well as the new ruling from Canada Customs attached. Per Adel's request, it seems something has to now come from you authorizing a change in classification. I have been advised that this ruling is National and takes precedence over any Provincial classification.

I look forward to your reply.

Best,

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

From: Shaw, Adele LDB:EX [mailto:Adele.Shaw@bcladb.com]
Sent: Wednesday, November 28, 2012 4:53 PM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

I believe Vicky is the one to contact.

Cheers,

Adele Shaw

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T: (604) 252 3207 adele.shaw@bcdlb.com

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How do we go about getting the mark up adjusted to reflect this new ruling? I wish to continue selling via the BCLDB system but not with the current mark ups. Is this possible? Are we able to have the Excise Taxes previously charged refunded?

I look forward to your reply.

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Rowsell, Terry N MEM:EX

From: Bieller, Barry MEM:EX
Sent: Friday, December 14, 2012 10:01 AM
To: Rowsell, Terry N MEM:EX
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Attachments: Canada Customs Ruling.pdf

Terry,

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Best Regards,

Adele Shaw

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T: (604) 252 3207 adele.shaw@bcldb.com

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I look forward to your reply.

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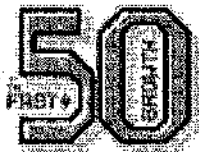
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Rowsell, Terry N MEM:EX

From: Rowsell, Terry N MEM:EX
Sent: Friday, December 14, 2012 12:52 PM
To: 'carole.bouchard-langlois@cbsa-asfc.gc.ca'
Subject: FW: Cream Infused Whipped Topping
Attachments: Canada Customs Ruling.pdf

Good afternoon Carole,

My name is Terry and I work in the Policy and Communications division of the British Columbia Liquor Control and Licensing Branch. I am seeking clarification on the attached letter.

Pure Global Imports has been marketing alcohol infused whipped cream in British Columbia. Under section 62 of our Liquor Control and Licensing Act we can test items that do not fall under what would be considered traditional beverage alcohol to determine whether products could reasonably be used as a source of beverage alcohol, especially by minors.

A focus group tested various flavour of this alcohol infused whipped cream and determined that unlike denatured cooking wine and other denatured non-beverage alcohol products this product is not onerous to consume and would very likely be attractive to minors due to its flavouring. In addition, it did not take a large amount of the product to become intoxicated. Therefore it was determined that in British Columbia this product would be treated as a beverage alcohol and sold through the liquor distribution system like any other beverage alcohol product. To not treat this product in this manner potentially opens the door for this product to be sold in non-controlled environments such as grocery stores, with easy access by minors.

The importer claims that you have determined that this product is not an alcohol product and should be exempt from excise tax and not be controlled as an alcohol product in our province. Naturally this raises some concerns.

As we do not know your legislation and policy can you comment on the exact meaning of your letter so we know what direction we should take. Alcohol sales are generally a provincial matter but we seem to be in a grey area here.

I look forward to your reply.

Cheers,
Terry

From: Scott Roddick [mailto:scott@pureglobal.ca]
Sent: Wednesday, November 28, 2012 3:58 PM
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Subject: FW: Cream Infused Whipped Topping

Hi Vicky,

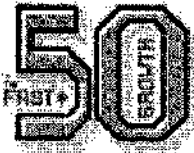
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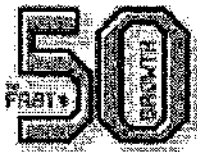
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Bieller, Barry MEM:EX

From: Bieller, Barry MEM:EX
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To: Tooby, Vicky MEM:EX
Subject: RE: Cream Infused Whipped Topping

Sorry Vicky. We've been swamped with other things. I'll try to get some traction on this soon.

From: Tooby, Vicky MEM:EX
Sent: Thursday, December 13, 2012 11:58 AM
To: Bieller, Barry MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Barry,
You were going to have someone in Policy have a look into this. Anyone had a chance?

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Scott Roddick [<mailto:scott@pureglobal.ca>]
Sent: Thursday, December 13, 2012 11:54 AM
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From: Scott Roddick [<mailto:scott@pureglobal.ca>]
Sent: Wednesday, November 28, 2012 3:45 PM
To: Shaw, Adele LDB:EX
Subject: RE: Cream Infused Whipped Topping

I have not. Would this be Vicky Tooby's office? She was the one who originally gave us the exemption.

Best,

Scott Roddick
President

PURE Global Imports Inc.
P. 403. 630. 0602
E. scott@pureglobal.ca
W. www.pureglobal.ca



Recognized as one of Alberta
Venture's Fast Growth 50 for 2011

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

From: Shaw, Adele LDB:EX [<mailto:Adele.Shaw@bcldb.com>]
Sent: Wednesday, November 28, 2012 4:42 PM
To: 'Scott Roddick'
Subject: RE: Cream Infused Whipped Topping

Hi Scott

Have you presented this to Liquor Control and licensing ? They are the ones that first deemed this product not exempt. Can you please contact them. I will need a letter from Liquor Control and licensing stating that this is now exempt before we can look at reclassifying.

Best Regards,

Adele Shaw

Portfolio Manager
Spirits, Fortified, Fruit, Sparkling,
South African & Asian Wines
BC Liquor Distribution Branch
2625 Rupert Street Vancouver BC V5M 3T5
T: (604) 252 3207 adele.shaw@bcldb.com

From: Scott Roddick [<mailto:scott@pureglobal.ca>]
Sent: Wednesday, November 28, 2012 3:21 PM
To: Shaw, Adele LDB:EX
Subject: Cream Infused Whipped Topping

Hi Adel,

We have had an interesting development with our Cream product. When we were transitioning from selling the product with your Exemption privately to registering and selling via BCLDB, Canada Customs got concerned that we had imported the product improperly. They did not seem to care that you had approved the exemption and accused us of importing alcohol illegally. An inquiry was opened and the results are now in. They have now ruled that it is NOT an alcohol product and that Excise Tax need not be charged on the product.

How do we go about getting the mark up adjusted to reflect this new ruling? I wish to continue selling via the BCLDB system but not with the current mark ups. Is this possible? Are we able to have the Excise Taxes previously charged refunded?

I look forward to your reply.

Best,

Scott Roddick
President

PURE Global Imports Inc.
P. 403. 630. 0602
E. scott@pureglobal.ca
W. www.pureglobal.ca



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Bieller, Barry MEM:EX

From: Bieller, Barry MEM:EX
Sent: Thursday, November 29, 2012 9:17 AM
To: Tooby, Vicky MEM:EX
Cc: Caldwell, Cheryl Y MEM:EX
Subject: RE: Cream Infused Whipped Topping

Hi Vicky,

That federal letter is darn close to unintelligible. I'll have someone in PP&C look into this. Not sure if or how a federal interpretation trumps provincial legislation.

From: Tooby, Vicky MEM:EX
Sent: Thursday, November 29, 2012 7:17 AM
To: Bieller, Barry MEM:EX
Cc: Caldwell, Cheryl Y MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Barry.

Not sure what this means. We refused this product for exemption under Section 62. Do we have to accept it now as Excise Canada is saying it is not an alcohol product?

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Scott Roddick [<mailto:scott@pureglobal.ca>]
Sent: Wednesday, November 28, 2012 3:58 PM
To: Tooby, Vicky MEM:EX
Subject: FW: Cream Infused Whipped Topping

Hi Vicky,

Hope all is well. It has been some time since we spoke of our Cream product but it has resurfaced again. Please see the email thread below as well as the new ruling from Canada Customs attached. Per Adel's request, it seems something has to now come from you authorizing a change in classification. I have been advised that this ruling is National and takes precedence over any Provincial classification.

I look forward to your reply.

Best,

Scott Roddick
President

PURE Global Imports Inc.
P. 403. 630. 0602
E. scott@pureglobal.ca
W. www.pureglobal.ca



Recognized as one of Alberta
Venture's Fast Growth 50 for 2011

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

From: Shaw, Adele LDB:EX [<mailto:Adele.Shaw@bclddb.com>]

Sent: Wednesday, November 28, 2012 4:53 PM

To: 'Scott Roddick'

Subject: RE: Cream Infused Whipped Topping

I believe Vicky is the one to contact.

Cheers,

Adele Shaw

Portfolio Manager

Spirits, Fortified, Fruit, Sparkling,

South African & Asian Wines

BC Liquor Distribution Branch

2625 Rupert Street Vancouver BC V5M 3T5

T: (604) 252 3207 adele.shaw@bclddb.com

From: Scott Roddick [<mailto:scott@pureglobal.ca>]

Sent: Wednesday, November 28, 2012 3:45 PM

To: Shaw, Adele LDB:EX

Subject: RE: Cream Infused Whipped Topping

I have not. Would this be Vicky Tooby's office? She was the one who originally gave us the exemption.

Best,

Scott Roddick

President

PURE Global Imports Inc.

P. 403. 630. 0602

E. scott@pureglobal.ca

W. www.pureglobal.ca



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Venture's Fast Growth 50 for 2011

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

From: Shaw, Adele LDB:EX [<mailto:Adele.Shaw@bclddb.com>]

Sent: Wednesday, November 28, 2012 4:42 PM

To: 'Scott Roddick'

Subject: RE: Cream Infused Whipped Topping

Hi Scott

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Best Regards,

Adele Shaw

Portfolio Manager

Spirits, Fortified, Fruit, Sparkling,

South African & Asian Wines

BC Liquor Distribution Branch

2625 Rupert Street Vancouver BC V6M 3T5

T: (604) 252 3207 adele.shaw@bcldb.com

From: Scott Roddick [<mailto:scott@pureglobal.ca>]

Sent: Wednesday, November 28, 2012 3:21 PM

To: Shaw, Adele LDB:EX

Subject: Cream Infused Whipped Topping

Hi Adel,

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How do we go about getting the mark up adjusted to reflect this new ruling? I wish to continue selling via the BCLDB system but not with the current mark ups. Is this possible? Are we able to have the Excise Taxes previously charged refunded?

I look forward to your reply.

Best,

Scott Roddick
President

PURE Global Imports Inc.

P. 403. 630. 0602

E. scott@pureglobal.ca

W. www.pureglobal.ca



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Pages 24 through 25 redacted for the following reasons:

s.16

Bieller, Barry MEM:EX

From: Bieller, Barry MEM:EX
Sent: Friday, July 6, 2012 4:08 PM
To: Hall, Gord LDB:EX
Subject: Whipping cream letter
Attachments: Pure Global Imports - Cream refusal

Here's the letter we sent to the importer of the other product. After telling them to stop selling it in BC she suggested they contact LDB respecting possible registration of the product.



April 23, 2012

Mr. Scott Roddick
Pure Global Imports
2955 Lather Cr. S.W.
Calgary, AB T3E 5W8

Dear Mr. Roddick:

**Re: Request for Product Exemption as a Culinary/Confectionary under
Section 62 of the Liquor Control and Licensing Act
Product: Cream – Alcohol Infused Whipped Topping
Bottled by: Temperance Distilling Company, USA
Importer: Pure Global Imports**

I have assessed your request to have the referenced products exempted as a culinary preparation under Section 62 of the Liquor Control and Licensing Act for the purpose of making it available for sale in retail outlets within British Columbia.

As you know, the product contains 15% alcohol as confirmed by the Certificate of Analysis from Temperance Distilling Company. As this is not a product denatured by salt, the product warranted further analysis to determine if it contained sufficient other ingredients to qualify as an exempt product under the Act.

A panel of six Licensing Branch (the Branch) officials conducted a sensory evaluation of the product. The panel found that the product did not meet the legislative requirement for exemption, which states in part, that a culinary preparation must contain sufficient other ingredients to prevent its use as an alcoholic beverage/product.

Therefore, your request for exemption for this product has been refused. Please see the five assigned refusal numbers below:

<u>Product</u>	<u>Refusal Number</u>
Alcohol Infused Whipped Topping- Cherry	CUR95
Alcohol Infused Whipped Topping-Chocolate	CUR96
Alcohol Infused Whipped Topping-Vanilla	CUR97
Alcohol Infused Whipped Topping-Carmel	CUR98
Alcohol Infused Whipped Topping-Raspberry	CUR99

Liquor Control and
Licensing Branch

Mailing Address:
PO Box 9292 Stn Prov Govt
Victoria BC V8W 9J8
Telephone: 250 952-5787
Facsimile: 250 952-7066

Location:
4th Floor, 3350 Douglas Street
Victoria, BC

<http://www.pssg.gov.bc.ca/lcib>

If you wish to have these, or other similar products, available for sale in British Columbia, you may want to consider the following product alteration options:


- reduce the alcohol content to below 1%;
- reduce the alcohol content and significantly increase the flavouring content so the product exhibits the characteristics of a flavouring extract;
- reduce the alcohol content and significantly increase the sugar content so the consistency is very much like a syrup and the taste is so sweet that it would be highly unlikely that a reasonable person, including a minor, would consider consuming the product as an alcoholic food/beverage;
- a combination of the above options, that in the opinion of the Branch, meet the legislative requirements.

If you do not wish to alter the product, as that may defeat its usefulness to the end-user, you may want to consider the possibility of having the product available under the provisions of the Liquor Distribution Act. If so, please contact Adele Shaw of the Liquor Distribution Branch at 604 252-3207.

By letter, dated March 26, 2012, you were advised that no further sales of this product into British Columbia were to be made until a determination of status under Section 62 of the Act had been made. Product already purchased and received by liquor stores could continue to be sold. If any of this product remains in stock at the stores the product can continue to be sold until stock is depleted. No new importation of the product into the province is to be made unless authorized by the Liquor Distribution Branch. Any product still on the shelves after May 31, 2012 may be subject to investigation by our Compliance and Enforcement Staff.

Please contact me at 250-592-5752 or by e-mail at Vicky.Tooby@gov.bc.ca if you have any questions regarding this matter.

Yours truly,



Vicky Tooby
Senior Licensing Analyst

Copy: Adele Shaw, Liquor Distribution Branch
Regional Managers, Compliance and Enforcement Branch

Tooby, Vicky MEM:EX

From: Bieller, Barry MEM:EX
Sent: Wednesday, April 18, 2012 1:23 PM
To: Tooby, Vicky MEM:EX
Subject: RE: whipping cream issue

Hi Vicky,
Here's my initial thoughts. If you wish to discuss further please drop by.

I would be inclined to let the liquor stores sell off their existing stock (perhaps you could have a discussion with the supplier about whether there's a reasonable time period to let this happen. The stores probably know nothing about this issue so they would have to be informed about the need to clear stock by a certain time. That might be an option but either the distributor or us would have to contact the stores).
The distributor should be told that they cannot sell any more product in BC at all. If they wish to remain in the BC market they will need to have the product registered by the LDB to be sold as an alcoholic beverage. Given LDB guidelines they may not be successful.

From: Tooby, Vicky MEM:EX
Sent: Wednesday, April 18, 2012 11:37 AM
To: Bieller, Barry MEM:EX
Subject: RE: whipping cream issue

Hi Barry,

We conducted the sensory evaluation test on this product this morning and, unfortunately for the supplier, everyone seemed to really enjoy the product on its own.

I will need to send a refusal letter but not sure what to do about current stock. Can they continue to sell current stock until gone – should I give a deadline date it has to be gone by (to ensure new product is not brought in – or should we require they either register the product with LDB or cease sales immediately?

I would be inclined to give them a month to clear the shelves of existing product.

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Bieller, Barry SG:EX
Sent: Monday, March 26, 2012 2:38 PM
To: Tooby, Vicky SG:EX
Subject: RE: whipping cream issue

Great, thanks Vicky.

From: Tooby, Vicky SG:EX
Sent: Monday, March 26, 2012 2:34 PM
To: Bieller, Barry SG:EX
Subject: RE: whipping cream issue

Hi Barry,

I spoke with Scott. He was not surprised to get my first letter asking for submission of the product for testing as I had told him in our original conversation that this could happen.

He was alarmed by the second letter advising that no further sales could be made as he has just completed orders to BC. He appeared to be ok when I explained that completed orders could be sold by the retailers but no new orders or importations into BC could be processed pending the exemption process.

He has agreed to submit the lab test and sample products to the Branch.

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Bieller, Barry SG:EX
Sent: Thursday, March 22, 2012 4:16 PM
To: Tooby, Vicky SG:EX
Subject: whipping cream issue

Hi Vicky,

I spoke with Karen about this issue earlier today and she asked that the distributor be told ASAP that he should not make any further sales of the product in BC until such time that a section 62 determination is made. Product already sold to liquor stores can continue to be sold at this time by the retailers.

If you have any questions or concerns please contact me. Thanks.

Barry

Tooby, Vicky MEM:EX

From: Brad McMichael [brad@pearsonandpearson.org]
Sent: Monday, April 9, 2012 1:29 PM
To: Tooby, Vicky MEM:EX
Cc: 'Scott Roddick'
Subject: FW: Lab Reports for BC
Attachments: Caramel CA.PDF; Cherry CA.PDF; Chocolate CA.PDF; Raspberry CA.PDF; Vanilla CA.PDF

Dear Vicky,

Further to your request to Pure Global Imports, please find the attached lab reports for Cream – Infused Whipped Topping.

If you have any questions or concerns, feel free to contact me.

Thank you.



pearsonpearson

Brad McMichael

Pearson & Pearson, LLC
622 N. Main Street
Genoa, Ohio 43430
419.855.6080 Office
419.855.6082 Fax
www.pearsonandpearson.org

Follow us on :



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177 Reed Road
Temperance, Michigan 48182



Phone: (734) 847-5262
Fax: (734) 847-5282

TEMPERANCE
DISTILLING COMPANY

CERTIFICATE OF ANALYSIS

October 25, 2011

Product: Caramel Cream

Lot 11-679

	<i>Measured</i>	<i>Range</i>
<i>Proof (tested before gas):</i>	30.0°	29.5° – 30.0°
<i>Alcohol content (tested before gas):</i>	15% abv	14.8%-15.0%
<i>pH(1:1 dilution in DI water):</i>	7.13	6.5-7.5
<i>Density (before gas):</i>	1.05 g/ml	1.0-1.1 g/ml

Mello Hebert
Quality Assurance Manager

177 Reed Road
Temperance, Michigan 48182



Phone: (734) 847-5262
Fax: (734) 847-5282

TEMPERANCE
DISTILLING COMPANY

CERTIFICATE OF ANALYSIS

October 17, 2011

Product: Cherry Cream

Lot 11-732

	<i>Measured</i>	<i>Range</i>
<i>Proof (tested before gas):</i>	29.9°	29.5° – 30.0°
<i>Alcohol content (tested before gas):</i>	15.0% abv	14.8%–15.0%
<i>pH(1:1 dilution in DI water):</i>	6.7	6.5–7.5
<i>Density (before gas):</i>	1.03 g/ml	1.0–1.1 g/ml

Mello Hebert
Quality Assurance Manager

177 Reed Road
Temperance, Michigan 48182



Phone: (734) 847-5262
Fax: (734) 847-5282

TEMPERANCE
DISTILLING COMPANY

CERTIFICATE OF ANALYSIS

October 14, 2011

Product: Chocolate Cream

Lot 11-653

	<i>Measured</i>	<i>Range</i>
<i>Proof (tested before gas):</i>	29.8°	29.5° – 30.0°
<i>Alcohol content (tested before gas):</i>	14.9% abv	14.8%-15.0%
<i>pH(1:1 dilution in DI water):</i>	6.9	6.5-7.5
<i>Density (before gas):</i>	1.05 g/ml	1.0-1.1 g/ml

Mello Hebert
Quality Assurance Manager

177 Reed Road
Temperance, Michigan 48182



Phone: (734) 847-5262
Fax: (734) 847-5282

TEMPERANCE
DISTILLING COMPANY

CERTIFICATE OF ANALYSIS

August 24, 2011

Product: Raspberry Cream

Lot 11-498

	<i>Measured</i>	<i>Range</i>
<i>Proof (tested before gas):</i>	30.0°	29.5° – 30.0°
<i>Alcohol content (tested before gas):</i>	15% abv	14.8%–15.0%
<i>pH(1:1 dilution in DI water):</i>	6.6	6.5-7.5
<i>Density (before gas):</i>	1.02 g/ml	1.0-1.1 g/ml

Mello Hebert
Quality Assurance Manager

177 Reed Road
Temperance, Michigan 48182



Phone: (734) 847-5262
Fax: (734) 847-5282

TEMPERANCE
DISTILLING COMPANY

CERTIFICATE OF ANALYSIS

October 13, 2011

Product: Vanilla Cream

Lot 11-650

	<i>Measured</i>	<i>Range</i>
<i>Proof (tested before gas):</i>	29.8°	29.5° – 30.0°
<i>Alcohol content (tested before gas):</i>	14.9% abv	14.8%-15.0%
<i>pH(1:1 dilution in DI water):</i>	6.8	6.5-7.5
<i>Density (before gas):</i>	1.05 g/ml	1.0-1.1 g/ml

Mello Hebert
Quality Assurance Manager

Bieller, Barry MEM:EX

From: Bieller, Barry SG:EX
Sent: Monday, March 26, 2012 2:38 PM
To: Tooby, Vicky SG:EX
Subject: RE: whipping cream issue

Great, thanks Vicky.

From: Tooby, Vicky SG:EX
Sent: Monday, March 26, 2012 2:34 PM
To: Bieller, Barry SG:EX
Subject: RE: whipping cream issue

Hi Barry,

I spoke with Scott. He was not surprised to get my first letter asking for submission of the product for testing as I had told him in our original conversation that this could happen.

He was alarmed by the second letter advising that no further sales could be made as he has just completed orders to BC. He appeared to be ok when I explained that completed orders could be sold by the retailers but no new orders or importations into BC could be processed pending the exemption process.

He has agreed to submit the lab test and sample products to the Branch.

Vicky Tooby
Senior Licensing Analyst
Liquor Control & Licensing Branch
Phone: (250) 952-5752

From: Bieller, Barry SG:EX
Sent: Thursday, March 22, 2012 4:16 PM
To: Tooby, Vicky SG:EX
Subject: whipping cream issue

Hi Vicky,

I spoke with Karen about this issue earlier today and she asked that the distributor be told ASAP that he should not make any further sales of the product in BC until such time that a section 62 determination is made. Product already sold to liquor stores can continue to be sold at this time by the retailers.

If you have any questions or concerns please contact me. Thanks.

Barry



March 26, 2012

Mr. Scott Roddick
Pure Global Imports
2955 Lather Cr. S.W.
Calgary, AB T3E 5W8

Via e-mail scott@pureglobal.ca

Dear Mr. Roddick:

RE: Importation Restriction – Pending Section 62 Review
New Product: Cream – Alcohol Infused Whipped Cream
Importer: Pure Global Imports

This letter is further to my letter dated March 20, 2012 concerning the application process for products to be exempt under Section 62 of the British Columbia Liquor Control and Licensing Act .

Please be advised that no further sales of this product into British Columbia are to be made by the importer until a determination of status under Section 62 of the Act has been made.

Product already purchased and received by liquor stores in British Columbia may continue to be sold by the retailer.

Should you have any questions regarding these products or the exemption policy please contact me directly at 250-952-5752 or by e-mail at vicky.tooby@gov.bc.ca.

Yours truly,

Vicky Tooby
Senior Licensing Analyst

copy: Adele Shaw, Liquor Distribution Branch



Ministry of Public Safety
and Solicitor General

Liquor Control and
Licensing Branch

March 20, 2012

Mr. Scott Roddick
Pure Global Imports
2955 Lather Cr. S.W.
Calgary, AB T3E 5W8

Via e-mail scott@pureglobal.ca

Dear Mr. Roddick:

RE: Request for Product Samples and Testing
New Product: Cream – Alcohol Infused Whipped Cream
Importer: Pure Global Imports

This letter is further to our correspondence in November 2011 regarding the regulations and application process for culinary and confectionery products covered under Section 62 of the British Columbia Liquor Control and Licensing Act .

I have received information which indicates that the above noted product is being sold in British Columbia as a culinary product exempt under Section 62 of the Act but may not be eligible. Specifically the product may not be suitably denatured to prevent its use as an alcohol product. In addition, web site advertisements for the product indicate that the product can be used as an additive to other liquor products or can be "enjoyed straight up".

In order for the Branch to properly assess this product please provide two samples of each flavor of the product proposed for sale in British Columbia for a sensory evaluation test. Please send the products to my attention. **These samples must be received in the Branch by April 12, 2012.**

In addition please provide a sample of each product to one of the labs listed at the end of the letter with a request that they be tested for alcohol content and denaturing substance (if applicable). The report must be forwarded directly from the lab to the Branch.

Ministry of Public Safety
and Solicitor General

Liquor Control and
Licensing Branch

Mailing Address:
PO Box 9292 Stn Prov Govt
Victoria BC V8W 9J8
Telephone: 250 952-5787
Facsimile: 250 952-7066

Location:
4th Floor, 3350 Douglas St.
Victoria BC

[http:// www.pssg.gov.bc.ca/lclb](http://www.pssg.gov.bc.ca/lclb)
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EGM-2013-00010

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Page 40

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Copyright

Bieller, Barry MEM:EX

From: Bieller, Barry SG:EX
Sent: Monday, March 19, 2012 2:43 PM
To: Ayers, Karen J SG:EX; Edmundson, Bruce SG:EX
Subject: RE: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

I need to talk to Vicky Tooby whether this product has been exempted as a culinary product. If it hasn't (and there may be good reasons why it wouldn't be) then it has to be registered with LDB if it is to be sold in BC. Having said that, there may be also be issues whether this product would comply with LDB's product registration guidelines.

From: Ayers, Karen J SG:EX
Sent: Monday, March 19, 2012 1:02 PM
To: Edmundson, Bruce SG:EX; Bieller, Barry SG:EX
Subject: RE: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

Barry – is this permitted?

From: Edmundson, Bruce SG:EX
Sent: Thursday, March 8, 2012 10:41 AM
To: Bieller, Barry SG:EX
Cc: Ayers, Karen J SG:EX
Subject: FW: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

We may need someone here to do some analysis of this apparently new product, a whipping cream that is 15% alcohol by volume that is being apparently marketed in BC. Apparently LDB is aware of it.

The email trail below does not make it perfectly clear to me what has happened prior to this.

http://givemecream.com/whipped/index.php?option=com_content&view=article&id=1&Itemid=14

Perhaps Barry on your return you could contact LDB; apparently Stephanie Watts is the person at LDB who is aware of this concern.

Bruce Edmundson
Deputy General Manager
Compliance and Enforcement Division
Liquor Control and Licensing Branch
phone: 250 952 7037
website www.pssg.gov.bc.ca/lclb

From: Clark, Michael J SG:EX
Sent: Thursday, March 8, 2012 10:27 AM
To: Edmundson, Bruce SG:EX
Subject: FW: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

Bruce,

I'm not sure about this one. Is there any way to find out what process LDB used to OK this product and is the alcohol still potent in this format? It does concern me that the distributor is a liquor distributor, that does indicate that the product is an alcohol issue.

Mike Clark
Regional Manager
LCLB SRO

From: Hoy, Linda C SG:EX
Sent: Wednesday, March 7, 2012 7:00 PM
To: Clark, Michael J SG:EX
Subject: FW: CREAM - Alcohol Infused Whipped Topping / 15% alcohol by volume

Hi Mike

I sent you the thread from Doug's communications already, and attached is his response to my concerns. It appears that a number of us have similar concerns here, is there anyway this can be looked into a little more?

Thanks, Linda

From: Hufsmith, Doug SG:EX
Sent: March 7, 2012 12:52 PM
To: Hoy, Linda C SG:EX
Cc: England, Kevin SG:EX; Brown, Randy G SG:EX; Blackwell, Jay SG:EX; Hum, Jeff SG:EX
Subject: RE: CREAM - Alcohol Infused Whipped Topping / 15% alcohol by volume

I couldn't agree more Linda. I think LDB should have another look at this one. Please let me know how you make out.....thnx.....Doug

Doug Hufsmith
Liquor Inspector, Kelowna
Liquor Control and Licensing Branch
250 861-7418
250 861-7697 (fax)

From: Hoy, Linda C SG:EX
Sent: Tuesday, March 6, 2012 8:19 PM
To: Hufsmith, Doug SG:EX
Subject: FW: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

Hi Doug

I received a copy of an email thread which you were apparently involved in regarding the noted product.

I don't see how the situation is resolved

- a) if they determine it to be a 'culinary' product, it cannot be sold in LRS according to the Terms and Conditions of their licence.
- b) the fact that it is 15% alcohol by volume makes it ludicrous that it would not be considered an alcohol product. It is extremely palatable and while a person might get a 'sugar' high eating any quantity of the stuff, I don't see that as a deterrent. To me it appears a very dangerous product if not controlled.

There is also a new one out that is 18% alcohol by volume, however, it is not in Canada yet.

I will also email a copy of the thread you were dealing with so you can have it handy.

I would appreciate your opinion on where this stands.

Thanks, Linda

From: Hoy, Linda C SG:EX
Sent: March 5, 2012 2:22 PM
To: Tooby, Vicky SG:EX
Cc: Watts, Stephanie LDB:EX; Killoran, Theresa SG:EX; Clark, Michael J SG:EX
Subject: CREAM - Alcohol infused Whipped Topping / 15% alcohol by volume

Hi Vicky

Further to our conversation, I have faxed you the same documents I sent to Stephanie Watts at LDB. There appear to be various issues here and I am hoping for some direction and/or clarification.

While at one of my Licensee Retail Stores on Wednesday, February 29th, an issue arose in relation to the above noted product.

My licensee did have concerns about the product and on review it appears there are a number of issues.

I also believe that BC Wine Shops, and/or their agent, is fully aware of the issues as they requested my licensee not discuss it with her liquor inspector.

The faxed documents include:

1. BC Wine Shop Package
 - a. You will noted one page is for PURE Global Imports and states to order the product: e.orders@bcwineshop.com
 - b. BC Wine Shop is not permitted to sell anything except BC Wines (if this is classified as a liquor product)
2. Hillebrand Westlink BOL 22058 (Distribution Warehouse where product was shipped from Alberta)
3. Pure Global Imports Invoice # BCW1023 between my licensee and Global Imports (the product was ordered through BC Wine Company)
 - c. While it appears that the wholesaler is invoicing the licensee directly, the Invoice # points directly to BC Wine Company
4. Email between my licensee and Karin Tower
 - d. Tower's signature appears over BC Wine Shop and Pure Global Imports Inc., indicating she is possibly an agent for both.
5. Internet Blurb (you can watch the video if you pull it up) out of Boston expressing concerns about the product
6. LCLA s.62(3)(3.1)(7) in relation to:
 - e. Licensee Retail Stores, and
 - f. Sale of High Alcohol content products in BC.
 - g. The product can be used/eaten/added to drinks, etc. directly from the can and is very appealing to the 'younger' clientele

There are a number of issues that need to be addressed I think.

- a. The product is not licensed through LDB for sale as an alcohol product in BC
- b. If it is not an alcohol product it needs to be approved through LCLB
- c. BC Wine Shop is not permitted to sell this product (even indirectly?)
- d. My licensee was advised that there were already 170,000 cases sold in BC as of approximately 2 plus weeks ago so I expect it could be considerably more now.
- e. It may not be a product, even under a different classification, that can be sold in LRS's.

i.e. However, **your store must not resemble a convenience store, and you may not stock other items, such as milk and newspapers.**

I think the issues are varied here – I have dealt with this from the perspective of my licensee and both of us would just like some clarification to make sure we are on the right track.

Your assistance in clarifying the legal aspects around this product would be appreciated.

Thank you, Linda

*Linda C. Hoy, Inspector 61, SPC
Compliance and Enforcement Division
Liquor Control & Licensing Branch
Surrey Regional Office*

604 586-2656 (O)

604 586-2640 (F)

Toll Free Victoria: 1 866-209-2111

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**Ministry of Public Safety
Solicitor General***Linda Hoy*

To:

From:

LIQUOR CONTROL LICENSING BRANCH

SURREY REGIONAL OFFICE

9180 King George Hwy, Surrey BC V3V 5V9

Phone:

250 952 7066

Pages:

fax

Date:

March 5, 2012

Re:

Phone:

604 586 2656

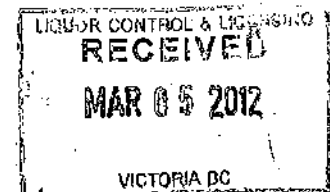
CC:

Fax:

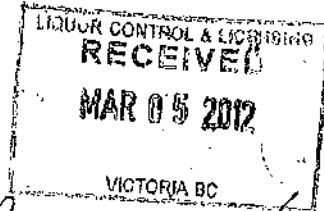
604-586-2640

Material Contained in the fax may be confidential, and should be delivered only to the Addressee. If all pages are not received please call 604-586-2636

*See attached documents
as discussed*

Linda

**Ministry of Public Safety
Solicitor General**

FAXED
March 5

Linda L. Hoy
LIQUOR CONTROL LICENSING BRANCH

SURREY REGIONAL OFFICE

9180 King George Hwy, Surrey BC V3V 5V9

To:

From:

*Stephanie WATTS*Phone: *252-3000*

Pages:

fax *604 252-3350*Date: *MARCH 5, 2012*Re: *"CREAM"*Phone: *604-386-2656*CC: *ALCOHOL INFUSED*Fax: *604-586-2640**15% ALCOHOL BY VOLUME*

Material Contained in the fax may be confidential, and should be delivered only to the Addressee. If all pages are not received please call 604-586-2636

*Hi Stephanie**as per our discussion please find**Attached:*

- 1) BC WINE SHOP PACKAGE (10 pages)*
- 2) HILLEBRAND WESTUNK POL # 22058 (1 page)*
- 3) PURE GLOBAL IMPORTS INV # BCW1023 (1 page)*
- 4) EMAIL Between my niece & BCW1023 - GLOBAL Representative (1)*
- 5) Internet BLURB - WATCH VIDEO out of Boston (1)*
- 6) LCLA S. 62 (3) (3.1) (7) IN RELATION TO niece*
- 7) Retail Prices & Sale of*
- 8) Confidential product produces in BC.*

Page 47 to/à Page 56

Withheld pursuant to/removed as

Copyright

Hillebrand Westlink
16062 Portside Road
Richmond (BC) V6W 1M1
CAN
Tel: 604-288-2031
Fax: 604-288-1391

**Hillebrand
Westlink**
beverage warehousing solutions

Bill of lading # 22058

Date 2/15/2012

POSTED

Shipper

PURE GLOBAL
2955 LATHER CR. S.W.
CALGARY (AB) T3E 5W8
CAN
403-6300602

Consignee

BEST WESTERN LIQUOR STORE
43971 INDUSTRIAL WAY
CHILLIWACK (BC) V2R 3A4
CAN
604-795-3828

Consignee PO / Customer PO #
BCW1023 / BCW1023

Carrier
K&H DISPATCH COURIERS

Seal #

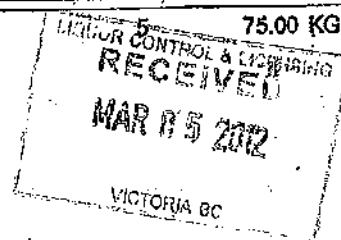
Trailer # ~~TRACOR~~ 8333

Agent	PO #	GSPC	Product config. SCC	Cargo control #	Qty	Weight
PURE GLOBAL	CREAM H/W Ref #: 6540	+743592	1 x 12 x 0.75 L CREAM VANILLA	CREAM	1	15.00
PURE GLOBAL	CREAM H/W Ref #: 6540	+743593	1 x 12 x 0.75 L CREAM CARAMEL	CREAM	1	15.00
PURE GLOBAL	CREAM H/W Ref #: 6540	+745393	1 x 12 x 0.75 L CREAM CHERRY	CREAM	1	15.00
PURE GLOBAL	CREAM H/W Ref #: 6540	+745395	1 x 12 x 0.75 L CREAM RASPBERRY	CREAM	1	15.00
PURE GLOBAL	CREAM H/W Ref #: 6540	+745594	1 x 12 x 0.75 L CREAM CHOCOLATE	CREAM	1	15.00

Total shipped

Pallets:

75.00 KG



NOTICE TO CARRIERS

Take note that you must verify the quantities and the integrity of the load that you sign for.
Hillebrand Westlink will not accept any claims.

Shipper: <u>18/11</u>	Carrier: _____	Consignee: _____
Date: <u>2/16/12</u>	Date: _____	Date: _____

RECEIVED SAID GOODS IN APPARENT GOOD ORDER EXCEPT AS NOTED. CONTENTS AND CONDITION OF CONTENTS OF PACKAGE UNKNOWN.

Printed date: 2/15/12 5:56:23 PM

CUSTOMER'S COPY

Page 58
EGM-2013-00010

Page 3 of 3

57 of 92

Invoice No. BCW1023

PURE

GLOBAL IMPORTS

PURE Global Imports
Inc, 2955 Lathom
Crescent S.W. Calgary,
Alberta. T3E 5W8

INVOICE

Customer:

Name Best Western Rainbow Liquor Store
Address 43971 Industrial Way
City Chilliwack State BC ZIP V2R 3A4
Phone 604-795-3828 ext. 317 or ext. 318

Misc

Date 14/02/2012
Order No. 1023
Rep Karin Tower
Lic # 192949

Qty	Description	Unit Price	TOTAL
1	743592 CREAM Vanilla	\$ 170.00	\$ 170.00
1	743593 CREAM Caramel	\$ 170.00	\$ 170.00
1	743594 CREAM Chocolate	\$ 170.00	\$ 170.00
1	745393 CREAM Cherry	\$ 170.00	\$ 170.00
1	745395 CREAM Raspberry	\$ 170.00	\$ 170.00
G.S.T. # s.21			

Payment Credit
Please Make Cheque Payable to PURE
Comments Global Imports Inc.
Name Donald Ball
CC # Visa
Expires Aug-12

Tax Rate(s)

SubTotal	\$ 850.00
Shipping	\$ -
Tax Rate(s) 12.00%	\$ 102.00
TOTAL	\$ 952.00

Office Use Only

Importers and Distributors of Wines, Beers and Spirits

RECEIVED
MAR 05 2012

Deanna Wardell

From: "Deanna Wardell" <rciliquorstore@rainbowcountryinn.com>
To: "Karin Tower" <karintower@rocketmail.com>
Sent: Tuesday, February 21, 2012 11:33 AM
Subject: Re: BC Wine Shop
Hi Karin,

The Best Western Accounting department and the General Manager of the Hotel have had a meeting and after lengthy discussions are not comfortable with carrying the Cream product. To many unanswered questions. I made a promise not to contact the Liquor Inspector. Without talking to her we are unable to clarify our questions.

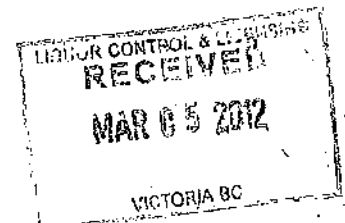
Please send your courier to pick it up and I will pay the return shipping fee.

Thanks for your cooperation.

Deanna Johnston
BEST WESTERN Rainbow Country Inn
Liquor Store Manager
43971 Industrial Way
Chilliwack, B.C.
V2R 3A4
604-795-3828 ext. 318
www.rainbowcountryinn.com

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

From: Karin Tower
To: DeannaWardell
Sent: Thursday, February 09, 2012 12:02 PM
Subject: BC Wine Shop



Deanna,

I am with BC Wine Shop now, formerly from Lotusland Vineyards...

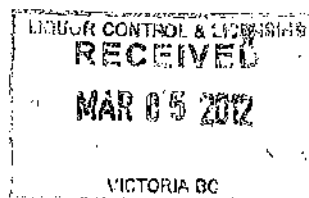
As promised attached is my BC Wine Shop sell and price sheet. Misconduct has an LTO on their Misfit for \$12.90....their Big Take is fantastic and both sell very very well. The labels are beautiful with full stories and wine information on back of each bottle.

Cream is the Hot Hot new product and we just received the rights to BC, it sells extremely well in Alberta and I even have stores that only had their deliveries last Wed call me the following Monday for reorders!

Both BC Wine Shop and Cream orders are through me...Smoked Salmon Vodka, best ceasars ever!!! can be ordered through store 100.

Also, I am still with Sonoran Estate Wincry and their wines sell well too. How is your inventory on thier Golfer? It is still on LTO at \$12.90.
Thank you,

Karin Tower
BC Wine Shop
Pure Global Imports Inc
karintower@rocketmail.com
(1)604-217-6464



New Whipped Topping Requires Identification - Print This Story News Story - WCVB B... Page 1 of 1

TheBostonChannel.com

New Whipped Topping Requires Identification

Alcohol-Infused Whipped Cream Contains 15 Percent Alcohol

POSTED: 3:12 pm EST November 28, 2010
UPDATED: 5:56 am EST November 29, 2010

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Related To Story



Preparations containing alcohol

62 (1) If a medicinal preparation contains liquor as one of its necessary ingredients, and also contains sufficient ingredient or medication to prevent its use as an alcoholic beverage, this Act does not apply to or prevent

(a) the compounding or sale of the medicinal preparation by a pharmacist if it is compounded from liquor purchased by the pharmacist under section 8 or under a permit held by the pharmacist, or

(b) the purchase or consumption of the medicinal preparation by a person for strictly medicinal purposes.

(2) Despite subsection (1), and subject to the *Pharmacy Operations and Drug Scheduling Act* and the regulations under that Act, the general manager may direct the manner in which a medicinal preparation containing liquor sufficient to be used as an alcoholic beverage must be sold, distributed and kept for sale.

(3) If a toilet, confectionery, culinary, herbal remedy, cleaning or disinfecting preparation contains liquor and also contains sufficient other ingredients or medication to prevent its use as an alcoholic beverage, this Act does not apply to or prevent the sale of that preparation to a person who purchases it for use as a toilet, confectionery, culinary, herbal remedy, cleaning or disinfecting preparation or for resale for a similar purpose.

(3.1) Despite subsection (3), the general manager may, in accordance with the regulations, direct the manner in which a toilet, confectionery, culinary, herbal remedy, cleaning or disinfecting preparation containing liquor sufficient to be used as an alcoholic beverage must be sold, distributed and kept for sale.

Has this been done? (4) To determine whether a medicinal, toilet, confectionery, culinary, herbal remedy, cleaning or disinfecting preparation referred to in this section contains sufficient ingredients or medication to prevent its use as an alcoholic beverage, the general manager may have a sample of

RECEIVED

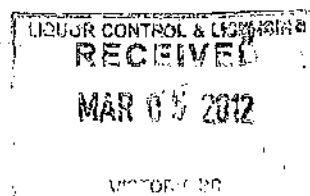
MAR 05 2012

the preparation purchased or obtained from a person analysed by an analyst appointed or designated by the minister or the general manager for the purposes of this Act.

(5) If a certificate purporting to be signed by the analyst referred to in subsection (4) shows that the analyst finds the sample analysed by him or her does not contain sufficient ingredients or medication to prevent its use as an alcoholic beverage, that certificate is conclusive proof that the preparation is not a preparation the sale or purchase of which is permitted by this section, without proof of the signature or official position of the analyst by whom the certificate is made.

(6) A person who purchases or sells a preparation that is not a preparation permitted by this section to be purchased or sold commits an offence and, without limiting the liability of corporations under section 48, in the case of a purchase or sale by a natural person the liability on conviction is a fine of not less than \$500.

(7) A person must not sell a preparation described in subsection (1), (2), (3) or (3.1) without taking reasonable measures to ensure that the preparation is being purchased for the intended purpose and is not being purchased for use as an alcoholic beverage.





Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Signature:

Name

Date

April 18/2012

CUR 95



Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Signature:

Name

Date

cur 96-



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Vanilla Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No

Comments:

Signature:

[Signature]
Name

April 18 / 2012
Date

CUR 97



Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No

Comments:

Signature:


Name

April 18/2012
Date

cur 98



Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Signature:

Name

Date

April 18/2012

CU R99



Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Pleasant taste - strong alcohol taste

could consume 1/2 cup

Signature:


Name

April 18/2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes

No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes

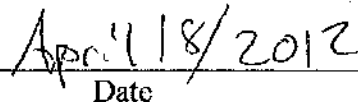
☒ No

Comments:

Pleasant Test - strong alcohol taste
could consume 1/2 cup

Signature:


Name


Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Vanilla Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable:

☒ Yes

No:

Suitably Denatured to prevent use as an alcohol product:

Yes

☒ No

Comments:

Pleasant taste - strong alcohol taste

could eat 1/2 cup

Signature:

Name

April 18/2012
Date



Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No

Comments:

Can taste alcohol / could consume 1/2 cup per
sitting

Signature:

[Signature]
Name

April 18/2012
Date



Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes

No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Can taste the alcohol - nice chocolate taste
could eat 1/2 cup per serving

Signature:


Name

April 18/2012
Date



Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐ No ☒

Comments:

Taste of alcohol but taste good. Could
consume a good amount.

Signature:

Saskia van Tijn
Name

Apr 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐ No ☒

Comments:

Taste of alcohol but taste good. Could
consume a good amount. ~~the~~

Signature:

Saskia van Tijn
Name

Apr 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Vanilla Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐ No ☒

Comments:

Taste of alcohol. Taste delicious. Could
consume a good amount.

Signature:

Saskia van Tijn
Name

April 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐

No ☒

Comments:

Strong taste of alcohol. Wouldn't eat the
whole bottle on its own. But could eat a
good amount.

Signature:

Saskia van Tijn
Name

Apr 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐ No ☒

Comments:

Taste of liquor. Taste good. Easy to eat.

Signature:

Saskia van Tijn
Name

Apr 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Best one yet! Very tasty.
after taste of liquor.

Signature:

Erica Owsianski
Name

April 18, 2012
Date



Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Can taste the ~~alcohol~~ liquor.

But tasty, Could eat on its own

Signature:

Erica Owsianski
Name

April 18, 2012
Date



Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes:

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

Can taste the liquor, but enjoyable.

~~Could taste~~ would eat it on its own.

Signature:

Erica Owsianski
Name

April 18, 2012
Date



Product Sensory Evaluation Form

Product Name: Vanilla Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes: ☐ No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

liquor product, can taste the liquor
Very tasty, with a taste of liquor

Signature:

Erica Owsianski
Name

April 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: ☒ Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

☒ No

Comments:

taste delicious. Should be in liquor store.

tasty with a taste of liquor.

Signature:

Erica Owsianski
Name

April 18, 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒

No: ☐

Suitably Denatured to prevent use as an alcohol product:

Yes: ☒

No: ☒

Comments:

Selling this as ~~an~~ a confection goes
against everything we do.

Signature:

Terry Rowsell
Name

18 April 2012
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Vanilla Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA
Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No ☒

Comments:

- Same as the comments

- Should be sold as a liquor product.

Signature:

Terry Rowsell
Name

18 April 2012
Date



Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒ No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☐ No: ☒

Comments:

- Immediate smell of alcohol upon dispensing.
- pleasant chocolate taste with spirits aftertaste.
- I could likely sit down and eat half of more of this product.

Signature: 

Name

Date

18 April 2012



Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No: ☒

Comments:

- Same comments as chocolate one.

- I suspect will be attractive to minors.

- Should not be in grocery stores.

Signature:

Name

Date



Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒

No: ☐

Suitably Denatured to prevent use as an alcohol product: Yes ☒ No ☒

Comments:

Clearly a liquor product.
Not a confectionary

Signature:

Name

Date



Product Sensory Evaluation Form

Product Name: Raspberry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No

Comments:

too edible, not enough other
ingredients

Signature:

[Signature]
Name

April 17, 2012.
Date



Liquor Control and
Licensing Branch

Product Sensory Evaluation Form

Product Name: Carmel Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product: Yes

No

Comments:

very Tasty.

Signature:


Name

April 17/2012
Date



Product Sensory Evaluation Form

Product Name: Chocolate Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes: ☒

No: ☐

Suitably Denatured to prevent use as an alcohol product:

Yes: ☐

No: ☒

Comments:

Chocolate taste, feel the alcohol.

Signature:

Name

Date



Product Sensory Evaluation Form

Product Name: Cherry Alcohol Infused Whipped Topping

Bottled by: Temperance Distilling Company, USA

Imported by: Pure Global Imports

Panel Members:

Vicky Tooby, James Hackett, Saskia Van Tijn

Erica Owsianski, Travis Wilson, Terry Rowsell

Potable: Yes

No:

Suitably Denatured to prevent use as an alcohol product:

Yes

No

Comments:

not too sweet

Signature:

[Signature]
Name

April 17/2022
Date