

# **Modernizing B.C. Liquor Laws:** ***Increasing Consumer Choice,*** ***Supporting B.C. Small Business***



BRITISH  
COLUMBIA

THE COAT OF ARMS OF THE PROVINCE OF BRITISH COLUMBIA, 1906-1961

# Ministry of Small Business and Red Tape Reduction and Responsible for Liquor Distribution Branch

**Modernizing B.C. Liquor Laws:  
Increasing Consumer Choice, Supporting B.C. Small Business**

Location:  
Everything Wine  
998 Marine Drive  
North Vancouver

**Date: Thursday, June 23<sup>rd</sup>, 2016**

**Time: 12:00 p.m.**

| <b>Time</b>             | <b>Event Itinerary</b>  |
|-------------------------|---|
| 10:00 a.m.              | Louise Denis and AV Specialists on site for technical setup   |
| Event Summary           | Event will take place at Everything Wine. They have a great tasting bar at which we will hold the event. We will have a poster board with messaging and we will have on display the glass sizes reflecting the new taster size. This will be a more informal event with PS Yap addressing media via a lapel mic through media feeds so no podium or loud speakers.  |
| 11:30 a.m.              | Media Relations: Parm Bains, Vancouver Media Relations<br>Photographer: Riel Macguire   |
| 11:45 a.m.<br>Pre-brief | Pre-brief with guest speakers led by Louise Denis, Events Coordinator <ul style="list-style-type: none"> <li>• John Yap, Parliamentary Secretary</li> <li>• Jane Thornthwaite, MLA for North Vancouver-Seymour (non-speaking role)</li> <li>• Brian Berry, Import Vintners and Spirits Association (non-speaking role)</li> <li>• Fernando Catala, VP, Finances, Everything Wine (non-speaking role)</li> <li>• Jeff Guignard, ABLE BC TBC (non-speaking role)</li> </ul> |
| 11:59 a.m.              | Dignitaries escorted to staging area  |
| 12:00 p.m.              | PS Yap makes announcement and takes questions from media present  |
| 12:10 p.m.              | Media availability  |
| 12:20 p.m.              | Event concludes   |

**Events Coordinator – Louise Denis  
Phone Number: 250-893-1723**

## Event Proposal – Sample Size Increase

Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch

### Event Title: Changes to Liquor Sampling

|   |  |
|---|--|
| Date: Thursday June 23, 2016<br>Time: 12 noon               | Media Market: business media, mainland media   |
| Location: Everything Wine<br>998 Marine Dr, North Vancouver | English Media Spokesperson: PS John Yap<br>Multicultural Media Spokesperson: PS John Yap |
| Author/Ministry: SBRT                                       | MLA Attending: MLA Jane Thornthwaite   |

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announce changes to sample size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at an Independent Wine Store or private liquor store in the lower mainland that stands to benefit from this policy change, and feature Parliamentary Secretary John Yap with liquor industry validators.
- The group will take part in a tasting featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples, while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, agents that represent B.C. products and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
  - Licensee retail stores and wine stores were not permitted to sell samples, making it costly to promote more expensive products.
  - Only one manufacturer or agent was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to ½ of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Licensee retail stores and wine stores are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These changes allow retail stores providing samples to recover the cost of products they are sampling, pour a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial consumer tasting events with larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in Signature Stores. This change will provide those same opportunities to private liquor and wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption. To mitigate this criticism, public communications will emphasize the province's robust social responsibility programs.

### VENUE DESCRIPTION

- Independent wine store or private liquor store TBC

### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

### KEY VALIDATORS & STAKEHOLDERS

Potential validators:

- ABLE BC – Jeff Guinard

- Trent Anderson – President of Everything Wine (quote in NR only)
- Import Vintners and Spirits Association – Brian Berry, Board of Directors will attend.
- Independent Wine Stores

#### **TARGET AUDIENCE**

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

#### **VISUAL MESSAGE(S)**

##### **DESIRED PICTURE (STILL)**

- PS Yap with an independent wine store operator or private liquor retailer and industry validators at a sample table set up with new sample size of a product.

##### **DESIRED PICTURE (VIDEO)**

- PS Yap and validators visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

##### **ACTUAL SPEAKING BACKDROP**

- Inside the wine or private liquor store flanked by two agents sampling products.

#### **WRITTEN MESSAGE(S)**

##### **DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

- "Now consumers can enjoy larger sample sizes or a greater number of smaller sample sizes of different product before deciding whether to purchase a product, while making it easier for retailers to financially manage the sampling of more expensive products."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a big difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

##### **KEY MESSAGES**

- As part of our ongoing work to increase consumer choice and support B.C. small businesses, wine stores and private liquor retailers and liquor agents can now offer larger sample sizes to customers.
- We're also allowing retailers to charge for liquor samples and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments not only allow consumers to enjoy a larger sample size before deciding whether to purchase a product, but they will also make it easier for retailers to market products in an economical and socially responsible way.

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

### **Not sure you want it? Sample it!**

VANCOUVER – The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing policy to allow any establishment that sells liquor to provide samples in a socially responsible manner.

In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste of liquor products before deciding whether they would like to purchase.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit wine stores, private liquor stores, licensed restaurants, pubs, bars and nightclubs and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

### **Quotes:**

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**John Yap, Parliamentary Secretary for Liquor Policy Reform –**

"We heard throughout the Liquor Policy Review that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller updates like this one that make a big difference for businesses. Today's announcement is an important step forward to modernizing our liquor laws in a way that makes sense for consumers, retailers, and manufacturers."

**Poma Dhaliwal, President of ABLE BC -**

"Samples are a great way for our members to introduce customers to new and exciting products. These changes will allow liquor stores, restaurants, and pubs to improve the way they interact with their customers, and expand business opportunities for liquor retailers across B.C."

**Trent Anderson, President of Everything Wine Stores -**

"Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the policy announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from BC and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

**Randy Wilson, President of BC Private Liquor Store Association –**

"The BC Private Liquor Store Association and our members across the province welcome this new policy. It is clear the provincial government recognizes how this will assist our members and enhance their customers' shopping experience."

**Richard Loewen, Executive Director of Import Vintners and Spirits Association –**

"The Import Vintners & Spirits Association is pleased with this policy update and the Government's commitment to modernizing BC's Liquor laws. We believe this provides a great benefit to BC's consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in BC."

**Quick facts:**

- Prior to these changes, samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- The new maximum sample size has increased to one half of a full serving – 75ml) for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.
- These changes implement Liquor Policy Review recommendation #59.
- To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

Contact:

Government Communications and Public Engagement

Ministry of Small Business and Red Tape Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

**Key Messages**

- As part of our ongoing work to increase consumer choice and support B.C. small businesses, wine stores and private liquor retailers and liquor agents can now offer larger sample sizes to customers.
- We're also allowing retailers to charge for liquor samples and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments not only allow consumers to enjoy a larger sample size before deciding whether to purchase a product, but they will also make it easier for retailers to market products in an economical and socially responsible way.

**Validator Messaging**

**Poma Dhaliwal, President of ABLE BC -**

"Samples are a great way for our members to introduce customers to new and exciting products. These changes will allow liquor stores, restaurants, and pubs to improve the way they interact with their customers, and expand business opportunities for liquor retailers across B.C."

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**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

**Sample Size Increase Announcement:**

**What are you announcing today?**

- We are announcing the implementation of recommendation #59 of the Liquor Policy Review: Any establishment that sells liquor should be able to provide samples in a socially responsible manner.
- Today, we have made policy around samples more flexible for licensed liquor retailers by increasing the size limit for samples and allowing retailers to charge for the samples.
- Additionally, we're allowing licenced liquor retailers to have a maximum of two manufacturers or agents providing samples in the store at one time.

**Why is this necessary?**

s.13

- These changes was requested by the Independent Wine Stores, the Import Vintners and Spirits Association and other industry professionals who wanted more flexibility in the way they could distribute samples of products in their retail stores.
- With these adjustments, we are supporting small business by making it easier to promote and distribute products while still enforcing strong health and safety practices.

**How does this help small businesses?**

- Allows businesses to collaborate more easily with manufacturers and agents to hold tasting events in their establishments and improve customer choice and experience.
- Allowing two manufacturers or agents to provide samples at once creates more opportunities for retail events.
- Agents who represent imported products will have more opportunities to sample their products in various locations – the larger sample size makes the tasting experience more robust and can translate into more sales.

**Why does the Province need to regulate how many samples a consumer can have at a store?**

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Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

- Retail stores do not function as liquor primaries and are not meant to be serving multiple full drinks.
- Samples are meant to be a tasting of a product, not a full serving for consumers.
- Any place serving or selling liquor must follow the terms and conditions of the licence that it holds. Failure to comply with the licence will result in escalating measures.

**Don't larger sample sizes in liquor stores create the possibility of more drinking and driving or other public safety issues? What about recent report about emergency rooms receiving more alcohol-related overdoses than drug-related ones?**

- The health and safety of British Columbians is a top priority, not only for this Ministry, but across government.
- And throughout our consultation on liquor policy reform, the public and industry professionals alike expressed concern about how to address public health and safety concerns surrounding alcohol.
- So, an important part of modernizing B.C.'s liquor policy is putting an increased focus on the public health and safety aspects surrounding liquor.
- Liquor samples in stores are a maximum of half of a regular drink, per person, per day – sample sizes are intended to be a small amount of liquor to demonstrate what the product tastes like. A full serving must not be served.
- In fact, over one quarter of the liquor updates we have already made or are working towards focus on public health, safety, and social responsibility.
- For example, when we introduced happy hours in B.C. we did so in tandem with minimum drink prices – to give British Columbians what they want, while still ensuring drink prices didn't drop dramatically.

**How many recommendations have you implemented thus far and do you expect to have all 73 implemented before the next election?**

- After today, we will have implemented 42 recommendations from the liquor policy review.

**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

- We intend to implement all 73 recommendations as soon as they are ready; however, we want to get each one right and while we are working diligently, we cannot rush the process.

**How does this affect restaurants and manufacturers' tasting rooms?**

- This change allows licensee retail stores and wine stores to hold tasting events with up to two manufacturers or agents.
- The larger sample size will make for a better and more worthwhile tasting experience for customers as well as manufacturers.
- Independent wine stores asked the government to allow for samples to be sold in stores in order to recoup the cost of sampling expensive products.
- Manufacturer tasting rooms will not be affected by this policy as they are already able to charge for samples.

**What do you mean by half of a standard drink?**

- The sample is meant to be a tasting and not a full serving.
- Half of a standard drink means 75ml of wine, 175 ml of beer, and 20 ml of spirits.
- This amount can be served in multiple smaller servings, however it is the maximum that retailers can give or sell per person, per day.
- Retailers can have two manufacturers or agents providing samples of their products in the store at one time.

**How does the Province respond to the Kamloops city council rejecting an application to allow wine on shelves in the local Save-On-Foods?**

- It was made very clear that each individual licensee must have appropriate local government zoning in place.
- That said, British Columbians overwhelmingly supported wine in grocery when it was introduced.
- We cannot interfere with the Kamloops city council, this decision falls completely within its jurisdiction.

**The government has come under fire for event expenses lately, how much did this announcement cost tax payers?**

**Ministry of Small Business and Red Tape Reduction  
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***Sample Size Increase – June 23, 2016***

- These liquor policy changes are based on what we heard directly from British Columbians during the largest public engagement in B.C.'s history.
- We are modernizing liquor policy to increase consumer convenience, support burgeoning industries in B.C., and protect public health and safety.
- There was no cost associated with securing a venue for any of these announcements.
- The only substantial costs associated with these events were to ensure media has their logistical/AV needs met, which is standard practice for all provincial announcements.

DRAFT

June 22, 2016

**MEDIA ADVISORY – Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch – Vancouver**

VANCOUVER – Parliamentary Secretary for Liquor Reform Policy John Yap will be joined by MLA for North Vancouver-Seymour Jane Thornthwaite, and representatives from B.C.'s wine and liquor industry to announce modernized sample size policies for serving liquor. The Parliamentary Secretary will be available for questions from the media following the event.

**Event Date: Thursday June 23, 2016**

**Time: 12 noon**

**Location:**  
Everything Wine  
998 Marine Drive  
North Vancouver

**Contact:**

**Media Relations**  
Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572



**Speaking Notes for**

**John Yap**

**Parliamentary Secretary for Liquor Policy Reform**

**Sample Sizes**

**Everything Wine  
998 Marine Drive  
North Vancouver, BC**

**Thursday June 23, 2016**

**12:00-12:30PM**

**Please check against delivery**

## **Event Profile:**

### **Background:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform will be joined by MLA Jane Thornthwaite of North Vancouver-Seymour, Brian Berry (Board of Directors) Import Vintners and Spirits Association), Dave Smith (Director of Wine Buying) and Fernando Catala (VP Finance) from the Everything Wine store, and Jeff Guignard (Executive Director) ABLE BC.
- As part of government's ongoing effort to modernize liquor laws in BC that increase consumer choice, policy changes have been made surrounding sample size restrictions.
- The event will consist of short remarks by PS Yap and a photo opportunity at the North Vancouver Everything Wine store

### **Audience:**

Approximately 5-10 people will attend including MLA Thornthwaite and key stakeholders and validators. Media are invited to attend.

There will be a videographer/photographer to record the event for social media distribution.

### **Key Attendees:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform
- Jane Thornthwaite, MLA for North Vancouver-Seymour
- Brian Berry, Board of Directors for the Import Vintners and Spirits Association
- Dave Smith, Director of Wine Buying for the Everything Wine store, and independent wine store
- Jeff Guignard – Executive Director ABLE BC

**Dress:** Business casual

**Contact:** Bill Anderson, Communications Director (cell: 250-888-3381)

Louise Denis, Event Coordinator (cell: 250-361-5871)

Date: Thursday, June 23<sup>rd</sup>, 2016

Time: 12:00 p.m.

| Time                    | Event Itinerary   |
|-------------------------|---|
| 10:00 a.m.              | Louise Denis and AV Specialists on site for technical setup   |
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## Welcome

- Hello and thank you for joining me today.
- I'd like to thank my colleague Jane Thornthwaite, MLA for North Vancouver-Seymour for joining me today, along with [insert other photo-op participants here]
- And thank you to Everything Wine for hosting us.
- **I am happy to announce today – that in the spirit of supporting increased consumer choice and supporting small businesses in BC – we are making changes to the Province's policies for serving liquor samples.**
- We are increasing the maximum sample sizes for wine, beer, and liquor so that customers have an opportunity to taste a liquor product before deciding whether they would like to purchase them.
- Liquor and wine stores will now be able to serve up to half of a regular serving of liquor to customers in the form of a sample, and will have the option to sell samples to help recoup the cost of tastings for expensive products.
- Retailers will also be able to feature up to two manufacturers or agents providing samples of products in-store at one time.
- These changes respond to feedback that our government heard directly from British Columbians and small businesses through the Liquor Policy Review, and implement recommendation number fifty-nine from the report...
- And they will benefit wine stores, private liquor stores, licenced restaurants, pubs, bars, and nightclubs – as well as liquor agents, manufacturers and consumers – in a way that allows them to market their products, and provides British Columbians a socially responsible way of enjoying them.
- These changes build on the previous work we've done and continue to do – modernizing B.C.'s liquor laws, improving consumer convenience, and make it easier for businesses to market products in an economical and socially

responsible way.

- Thank you.

-END-

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## NEWS RELEASE

For Immediate Release  
2016SBRT0032-001128  
June 23, 2016

Ministry of Small Business and Red Tape Reduction  
and Responsible for the Liquor Distribution Branch

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In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste before deciding whether they would like to purchase full sized liquor products.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit wine stores, private liquor stores, licensed restaurants, pubs, bars and nightclubs and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
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**Media Contact:**

Government Communications and Public  
Engagement  
Ministry of Small Business and Red Tape  
Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

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Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)

## **Anderson, Bill GCPE:EX**

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**From:** Carruthers, Dana GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:21 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Hynes, Colin GCPE:EX; Stagg, Linda R GCPE:EX; Boudreau, Marc GCPE:EX; Kerr, Grant GCPE:EX; Chant, Jon GCPE:EX  
**Subject:** FW: DRAFT - for final review/approval - Not sure you want it? Sample it!  
**Attachments:** DRAFT.pdf

Hi Cassandra,

Here is your NR for final review and approval - with edits as discussed - we may have it this time!

Once approved we will queue to go at about 12:10pm, province-wide including all ethnic and business media.

Please call me at 250 896-1143 with any edits.

Thank you,  
Dana

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

**From:** Carruthers, Dana GCPE:EX [mailto:Dana.Carruthers@gov.bc.ca]  
**Sent:** Thursday, June 23, 2016 10:19 AM  
**To:** Carruthers, Dana GCPE:EX  
**Subject:** DRAFT: Not sure you want it? Sample it!

Please refer to the files attached to this email. The following is the summary of the News Release

NR Number: Not Approved  
NR Type: News Release  
State: Planned  
Planned Release Date: June 23, 2016 at 12:10 pm No Lead Organization  
Headline: Not sure you want it? Sample it!

This email was auto-generated.

Not Approved  
June 23, 2016

Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch

NEWS RELEASE  
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- \* Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- \* Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- \* Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- \* Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

Quotes:

s.13

John Yap, Parliamentary Secretary for Liquor Policy Reform -

"We heard throughout the Liquor Policy Review that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller updates like this one that make a big difference for businesses. Today's announcement is an important step forward to modernizing our liquor laws in a way that makes sense for consumers, retailers, and manufacturers."

Poma Dhaliwal, president of ABLE BC -

"Samples are a great way for our members to introduce customers to new and exciting products. These changes will allow liquor stores, restaurants, and pubs to improve the way they interact with their customers, and expand business opportunities for liquor retailers across B.C."

Trent Anderson, president of Everything Wine Stores -

"Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the policy announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from B.C. and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

Randy Wilson, president of BC Private Liquor Store Association -

"The BC Private Liquor Store Association and our members across the province welcome this new policy. It is clear the provincial government recognizes how this will assist our members and enhance their customers' shopping experience."

Richard Loewen, executive director of Import Vintners and Spirits Association -

"The Import Vintners and Spirits Association is pleased with this policy update and the Government's commitment to modernizing B.C.'s liquor laws. We believe this provides a great benefit to B.C.'s consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in British Columbia."

Quick facts:

- \* Prior to these changes, samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- \* The new maximum sample size has increased to one half of a full serving - 75ml for wine, 175ml for beer, and 20ml for spirits - per person, per day and divided as the licensee chooses.
- \* These changes implement Liquor Policy Review recommendation number 59.
- \* To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- \* Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

Media Contact:

Government Communications and Public Engagement Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572

Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)

## **Anderson, Bill GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:25 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** RE: couple a tweets - Sampel sizes

Lol ok thanks.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:23 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** Re: couple a tweets - Sampel sizes

Maybe not thank you, but congratulations

Bill Anderson  
Director of Communications  
250.888.3381

On Jun 23, 2016, at 3:22 PM, Togneri, Cassandra GCPE:EX <[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)> wrote:

Dropped the busy day. And check the 3<sup>rd</sup> one – does she do that? Thank him for announcing or is that weird?

TWEETS:

Independent wine & liquor stores can now better serve their customers w/ larger sample sizes!  
#bcliquor #BCWine <http://ow.ly/QUp6301zZ51>

More consumer choice, modernizing B.C.'s liquor laws, encouraging small business growth - #bcliquor  
#bcwine <http://ow.ly/QUp6301zZ51>

Congrats @John\_Yap for announcing more changes to BC liquor laws today. And thanks to Everything Wine for hosting! <http://ow.ly/bSkR301zZXP>

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



## **Anderson, Bill GCPE:EX**

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:38 AM  
**To:** Hynes, Colin GCPE:EX; Togneri, Cassandra GCPE:EX; Robertson, Janis GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: DRAFT - for final review/approval - Not sure you want it? Sample it!

But Colin did shed some light on what "86'd" means... you get second prize!

---

**From:** Hynes, Colin GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:37 AM  
**To:** Togneri, Cassandra GCPE:EX; Anderson, Bill GCPE:EX; Robertson, Janis GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: DRAFT - for final review/approval - Not sure you want it? Sample it!

Devastated.

Copyright

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

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:36 AM  
**To:** Hynes, Colin GCPE:EX; Anderson, Bill GCPE:EX; Robertson, Janis GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** FW: DRAFT - for final review/approval - Not sure you want it? Sample it!

Guys, as expected, the answer this mystery is not that exciting...

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

**From:** Carruthers, Dana GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:30 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: DRAFT - for final review/approval - Not sure you want it? Sample it!

Haha - V5 is an 'old' term, from an old system - there were apparently up to V6, once you put something into V6, you could not make any further changes to it 'was actually a final' un-editable copy.

So V5 is prepping for final copy :)

Hope that answered well enough for you!

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

From: Togneri, Cassandra GCPE:EX  
Sent: Thursday, June 23, 2016 10:28 AM  
To: Carruthers, Dana GCPE:EX  
Subject: RE: DRAFT - for final review/approval - Not sure you want it? Sample it!

Also - we have an office mystery we're wondering if you could solve....

...What does "v5" actually stand for?

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

From: Carruthers, Dana GCPE:EX  
Sent: Thursday, June 23, 2016 10:26 AM  
To: Togneri, Cassandra GCPE:EX  
Cc: Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Hynes, Colin GCPE:EX; Stagg, Linda R GCPE:EX; Boudreau, Marc GCPE:EX; Kerr, Grant GCPE:EX; Chant, Jon GCPE:EX  
Subject: FW: DRAFT - for final review/approval - Not sure you want it? Sample it!

Hi Cassandra,

Here is your NR for final review and approval - with edit as requested.

Once approved we will queue to go at about 12:10pm, province-wide including all ethnic and business media.

Please call me at 250 896-1143 with any edits.

Thank you,  
Dana

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

From: Carruthers, Dana GCPE:EX [mailto:Dana.Carruthers@gov.bc.ca]  
Sent: Thursday, June 23, 2016 10:25 AM  
To: Carruthers, Dana GCPE:EX  
Subject: DRAFT: Not sure you want it? Sample it!

Please refer to the files attached to this email. The following is the summary of the News Release

NR Number: Not Approved  
NR Type: News Release  
State: Planned  
Planned Release Date: June 23, 2016 at 12:10 pm No Lead Organization  
Headline: Not sure you want it? Sample it!

This email was auto-generated.

Not Approved  
June 23, 2016

Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch

NEWS RELEASE  
Not sure you want it? Sample it!

VANCOUVER - The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing policy to allow any establishment that sells liquor to provide samples in a socially responsible manner.

In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste before deciding whether they would like to purchase full sized liquor products.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit wine stores, private liquor stores, licensed restaurants, pubs, bars and nightclubs and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- \* Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- \* Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- \* Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- \* Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

Quotes:

John Yap, Parliamentary Secretary for Liquor Policy Reform -

"We heard throughout the Liquor Policy Review that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller updates like this one that make a big difference for businesses. Today's announcement is an important step forward to modernizing our liquor laws in a way that makes sense for consumers, retailers, and manufacturers."

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"The BC Private Liquor Store Association and our members across the province welcome this new policy. It is clear the provincial government recognizes how this will assist our members and enhance their customers' shopping experience."

Richard Loewen, executive director of Import Vintners and Spirits Association -

"The Import Vintners and Spirits Association is pleased with this policy update and the Government's commitment to modernizing B.C.'s liquor laws. We believe this provides a great benefit to B.C.'s consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in British Columbia."

**Quick facts:**

- \* Prior to these changes, sample sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- \* The new maximum sample size has increased to one half of a full serving - 75ml for wine, 175ml for beer, and 20ml for spirits - per person, per day and divided as the licensee chooses.
- \* These changes implement Liquor Policy Review recommendation number 59.
- \* To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- \* Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

**Media Contact:**

Government Communications and Public Engagement Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572

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## **Anderson, Bill GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 24, 2016 2:45 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** RE: CBC radio request re: liquor sample sizes

Not a peep!

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Friday, June 24, 2016 2:44 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: CBC radio request re: liquor sample sizes

Have you heard anything else on this? I haven't received any calls/emails from CBC

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 24, 2016 11:39 AM  
**To:** Kemick, April LDB:EX; Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Cc:** Ramilla-Siquijor, Rocel LDB:EX; McInnis, Erin LDB:EX; Kaminski, Viola LDB:EX; Turner, Caeli LDB:EX  
**Subject:** RE: CBC radio request re: liquor sample sizes

Hi April,  
We'll manage requests – 250-888-3381

Thanks!  
Cassandra

---

**From:** Kemick, April LDB:EX  
**Sent:** Friday, June 24, 2016 11:21 AM  
**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Cc:** Ramilla-Siquijor, Rocel LDB:EX; McInnis, Erin LDB:EX; Kaminski, Viola LDB:EX; Turner, Caeli LDB:EX  
**Subject:** CBC radio request re: liquor sample sizes

Hi GCPE,

Who's taking media requests about the liquor sample size news from yesterday? Should we forward a reporter to you?  
Or is LCLB managing requests?

CBC radio is looking for more information.

Cheers,

April

**April Kemick**  
Manager, Communications  
BC Liquor Distribution Branch  
2625 Rupert Street, Vancouver BC V5M 3T5  
T: 604 252-3034 E: [april.kemick@bclldb.com](mailto:april.kemick@bclldb.com)

*The LDB is proud to contribute over \$1 billion annually to the Province of British Columbia. Our contribution helps provide financial support for vital public services including health care and education.*



## **LIQUOR DISTRIBUTION BRANCH**

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## Anderson, Bill GCPE:EX

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Thursday, June 23, 2016 1:42 PM  
**To:** Togneri, Cassandra GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** FW: CHNL: Herman - liquor sample size

s.13

.. how enthusiastic!

**From:** [tno@gov.bc.ca](mailto:tno@gov.bc.ca) [<mailto:tno@gov.bc.ca>]  
**Sent:** Thursday, June 23, 2016 1:40 PM  
**Subject:** CHNL: Herman - liquor sample size

CHNL (Kamloops)

23-Jun-2016 13:02

Copyright

TNO...

This e-mail is a service provided by Government Communications and Public Engagement and is only intended for the original addressee. All content is the copyrighted property of a third party creator of the material. Copying, retransmitting, redistributing, selling, licensing, or emailing the material to any third party or any employee of the Province who is not authorized to access the material is prohibited.

**Anderson, Bill GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:37 AM  
**To:** Carruthers, Dana GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Hynes, Colin GCPE:EX; Stagg, Linda R GCPE:EX; Boudreau, Marc GCPE:EX; Kerr, Grant GCPE:EX; Chant, Jon GCPE:EX  
**Subject:** RE: Approved final - Not sure you want it? Sample it!

Thank you Dana! And have a great day too :)

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

**From:** Carruthers, Dana GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:35 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Hynes, Colin GCPE:EX; Stagg, Linda R GCPE:EX; Boudreau, Marc GCPE:EX; Kerr, Grant GCPE:EX; Chant, Jon GCPE:EX  
**Subject:** Approved final - Not sure you want it? Sample it!

Hi Cassandra,

Here is your approved final NR.

We will queue to go at about 12:10pm, province-wide including all ethnic and business media.

Have a great day!

~Dana

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

**From:** Carruthers, Dana GCPE:EX [mailto:Dana.Carruthers@gov.bc.ca]  
**Sent:** Thursday, June 23, 2016 10:33 AM  
**To:** Carruthers, Dana GCPE:EX  
**Subject:** Not sure you want it? Sample it!

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/11359>

News ID: NEWS-11359

NR Number: 2016SBRT0032-001128

NR Type: News Release

State: Planned

Planned Release Date: June 23, 2016 at 12:10 pm Lead Organization: Ministry of Small Business and Red Tape Reduction

Headline: Not sure you want it? Sample it!

This email was auto-generated.

For Immediate Release

2016SBRT0032-001128

June 23, 2016



NEWS RELEASE

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"We heard throughout the Liquor Policy Review that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller updates like this one that make a big difference for businesses. Today's announcement is an important step forward to modernizing our liquor laws in a way that makes sense for consumers, retailers, and manufacturers."

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discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

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- \* These changes implement Liquor Policy Review recommendation number 59.
- \* To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
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[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

#### Media Contact:

Government Communications and Public Engagement Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572

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## Harbord, Chris GCPE:EX

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:28 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: Sample Size NR

Howdy – can you please remove the draft watermark and format the bullets so our final is clean? Just save it to the LAN – no need to resend. Cheers, Chris

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:23 PM  
**To:** Anderson, Bill GCPE:EX; Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Yarko –

Not sure if I sent you the QA – apologies and here you go!

Cass

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:19 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

I should double-clarify... these are not scripted remarks, basically just some notes for Yap to use to open up the media avail/photo-op.

There won't be a podium for him to use... so Yarko, if you're staffing him, it might be worth just running him through the bullets prior to the event so that he can just speak into the camera without paper in his hand.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

There are no speaking roles period... it's a photo op and media avail

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Is there no speaking role for Jane Thornthwaite?

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:13 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Hi Yarko –

Speaking notes are attached. Note the empty itinerary – Louise the event planner will send one when she gets back to her hotel in Van today. I will forward to you when I get it.

Let me know when you have approvals on the NR – we will have to send for v5 first thing tomorrow and make sure Louise has enough time to print it before the event.

Thanks!  
Cassandra

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 3:50 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Hi Cassandra- how soon do you think I can get the speaking notes to the MLA's for tomorrow's event?

Thanks,  
Yarko

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:37 PM  
**To:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** Sample Size NR

Hi all –

Please find attached the NR for the Sample Size announcement for approval.

Short speaking remarks will come this afternoon.

Thank you!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Harbord, Chris GCPE:EX

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Friday, June 24, 2016 6:53 AM  
**To:** Cordeiro, Shantel GCPE:EX  
**Cc:** Togneri, Cassandra GCPE:EX; GCPE Newsroom  
**Subject:** Re: Sample it - video for approval

Thanks!

Sent from my iPhone

On Jun 23, 2016, at 7:19 PM, Cordeiro, Shantel GCPE:EX <[Shantel.Cordeiro@gov.bc.ca](mailto:Shantel.Cordeiro@gov.bc.ca)> wrote:

This is now public.

Here are the details for sharing:

Link -

<https://youtu.be/5eA5wwFIAD4>

embed -

<iframe width="560" height="315" src="https://www.youtube.com/embed/5eA5wwFIAD4" frameborder="0" allowfullscreen></iframe>

Thanks,  
Shantel

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Thursday, June 23, 2016 7:15 PM  
**To:** Cordeiro, Shantel GCPE:EX  
**Cc:** Togneri, Cassandra GCPE:EX; GCPE Newsroom  
**Subject:** Re: Sample it - video for approval

Yes - please post. Thanks

Sent from my iPhone

On Jun 23, 2016, at 7:11 PM, Cordeiro, Shantel GCPE:EX <[Shantel.Cordeiro@gov.bc.ca](mailto:Shantel.Cordeiro@gov.bc.ca)> wrote:

Hi Chris,

He got back quite quickly. Unfortunately that's all he's got.

Please let me know if I can go ahead and make this public?

Shantel Cordeiro  
Online Communications Officer  
250 886-3589

Begin forwarded message:

**From:** Riel McGuire <[riel.mcguire@gmail.com](mailto:riel.mcguire@gmail.com)>  
**Date:** June 23, 2016 at 7:07:48 PM PDT  
**To:** "Cordeiro, Shantel GCPE:EX" <[shantel.cordeiro@gov.bc.ca](mailto:shantel.cordeiro@gov.bc.ca)>  
**Subject: Re: Fwd: Sample it - video for approval**

Hi Shantel,

Unfortunately we only have interviews with the wine store owner, and  
MLA Yap.

I hope that will work for you guys.

All my best,

Riel

**RIEL McGUIRE | filmmaker**  
604.445.4664 | [riel.mcguire@gmail.com](mailto:riel.mcguire@gmail.com)

On June 23, 2016 at 7:05:14 PM, Cordeiro, Shantel GCPE:EX  
([shantel.cordeiro@gov.bc.ca](mailto:shantel.cordeiro@gov.bc.ca)) wrote:

Hi riel,

please see the question from the shop below. What  
do you think? Do you have any other stakeholder  
clips we can add?

Shantel Cordeiro  
Online Communications Officer  
250 886-3589

Begin forwarded message:

**From:** "Harbord, Chris GCPE:EX"  
<[Chris.Harbord@gov.bc.ca](mailto:Chris.Harbord@gov.bc.ca)<<mailto:Chris.Harbord@gov.bc.ca>>>  
**Date:** June 23, 2016 at 7:02:34 PM PDT  
**To:** "Cordeiro, Shantel GCPE:EX"  
<[Shantel.Cordeiro@gov.bc.ca](mailto:Shantel.Cordeiro@gov.bc.ca)<<mailto:Shantel.Cordeiro@gov.bc.ca>>>  
**Cc:** "Togneri, Cassandra GCPE:EX"  
<[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)<<mailto:Cassandra.Togneri@gov.bc.ca>>>, GCPE Newsroom

<[GCPENEWSRM@Victoria1.gov.bc.ca](mailto:GCPENEWSRM@Victoria1.gov.bc.ca)<<mailto:GCPENEWSRM@victorial.gov.bc.ca>>>

Subject: Re: Sample it - video for approval

I think it looks great but am wondering if there are clips from any of the other stakeholders at the event that could also be included in addition to the wine store owner? If not, then it's okay as is. The stakeholders really make this story so it would be great to include as many as possible. Thanks!

Sent from my iPhone

On Jun 23, 2016, at 6:10 PM, Cordeiro, Shantel  
GCPE:EX

<[Shantel.Cordeiro@gov.bc.ca](mailto:Shantel.Cordeiro@gov.bc.ca)<<mailto:Shantel.Cordeiro@gov.bc.ca>>> wrote:

??Hello Chris,

Here is the video from today's event.  
Please reply all with approval and we will post for you.

<https://youtu.be/5eA5wwFIAD4?>

Thanks,  
Shantel

## Anderson, Bill GCPE:EX

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:07 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Don't worry about that, let me have another read of the EP maybe I was just confused

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:07 PM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Yeah. I can inquire again...see if we get a new answer.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:04 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Huh... ok!

Thanks for this.

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:03 PM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Thanks -

s.13

Cass.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:00 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Awesome work!



The 3<sup>rd</sup> paragraph is tricky, I tweaked it just a bit.

Let's get this off to program, and I'll keep working on Doug/MO for other details.

---

**From:** Togneri, Cassandra GCPE:EX

**Sent:** Tuesday, June 21, 2016 11:32 AM

**To:** Anderson, Bill GCPE:EX

**Cc:** Harbord, Chris GCPE:EX

**Subject:** Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT

Hey Bill – try this one.

## **Anderson, Bill GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:46 AM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_MA\_23Jun16\_DRAFT

Do you want me to run this by MO first? Sorry I keep asking, just want to be sure ☺

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:45 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_MA\_23Jun16\_DRAFT

Approved with slight edits.

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:36 AM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Liquor\_LCLB\_Sample Sizes\_MA\_23Jun16\_DRAFT

Bill – for your approval.

Cass

## Anderson, Bill GCPE:EX

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:10 PM  
**To:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

Amazing thank you!

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:08 PM  
**To:** Harbord, Chris GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

Approved with these edits

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

And include social responsibility. ;-)

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

I think we need to make sure to reference that the changes are being made as a result of feedback from industry. We heard, and we took action type thing.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Togneri, Cassandra GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

On it

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Subject:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL  
**Importance:** High

Can you edit these and send back ASAP – I think MO is preeeeetty desperate for them.  
THANK YOU!

## Anderson, Bill GCPE:EX

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:40 AM  
**To:** Denis, Louise L GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX  
**Subject:** NR - Sample Sizes  
**Attachments:** Sample Size NR FINAL v5.pdf

Hi Louise,

I am so sorry for the delay on this one.<sup>s.13</sup>  
quote is at the top.

. Yap's

Thanks, and please let me know if you need anything. I am wrapping up call rounds and will send you the list although I have had no confirmations so far. So the videographer/photographer is going to be the most important part. Can you make sure he gets everyone's comments on video and hopefully we can string something together to send out.

Thank you!  
Cass

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-963-3196 / C: 778-677-0870

## **Anderson, Bill GCPE:EX**

---

**From:** Kerr, Carleen GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:11 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** RE: sample size

Thanks!

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:11 PM  
**To:** Kerr, Carleen GCPE:EX  
**Cc:** Chawrun, Jessica GCPE:EX  
**Subject:** RE: sample size

Products attached (no speaking notes, KMs are in the EP). These are all draft and have not been approved by program area.

Still working on venue (waiting on MO decision).

To your questions about the health/safety aspect... sample sizes are still limited and regulated. The limit is being increased to ½ of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits.

Over one-quarter of the liquor updates we have already made or are working towards focus on public health, safety, and social responsibility. We have robust social responsibility and alcohol safety education programs across government that we would point to (see KMs attached).

Bill Anderson  
Director of Communications  
Government Communications and Public Engagement  
Ministry of Small Business and Red Tape Reduction  
Cell: 250.888.3381

---

**From:** Kerr, Carleen GCPE:EX  
**Sent:** Tuesday, June 21, 2016 7:32 AM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Chawrun, Jessica GCPE:EX  
**Subject:** sample size

Hi Bill – can you please flip me your materials for Thursday at your earliest convenience? I'd like to connect on that and one other matter when you have a moment.

## Anderson, Bill GCPE:EX

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:28 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: Sample Size changes

Nice! Let's just make sure the spelling of modernizing is consistent with ours (I hope we weren't misspelling that!), plug it in and we're good to go!

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:25 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** FW: Sample Size changes

And the quote from IVSA –

They're sending someone, so that's great.

---

**From:** Richard Loewen [<mailto:richard@ivsa.ca>]  
**Sent:** Wednesday, June 22, 2016 12:18 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** [brian@revelryimports.com](mailto:brian@revelryimports.com)  
**Subject:** RE: Sample Size changes

Hi Cassandra,

Here's a quote from the IVSA regarding tomorrow's announcement. I may or may not be able to attend but one of the Directors from our board, Brian Berry will be there.

*"The Import Vintners & Spirits Association is pleased with this policy update and the Government's commitment to modernising BC's Liquor laws. We believe this provides a great benefit to BC's consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in BC."*

Let me know if you have any questions.

Regards,

Richard Loewen

*Executive Director  
Import Vintners and Spirits Association  
604-329-8033  
[www.ivsa.ca](http://www.ivsa.ca)*

*The agent members of the Import Vintners & Spirits Association are responsible for sourcing, importing, warehousing and promoting of a majority of the wide variety of imported wines, spirits and beer available in BC and Alberta. Their businesses contribute substantially to the beverage alcohol sales & revenues to the government, and employment in both provinces*

---

**From:** Togneri, Cassandra GCPE:EX [mailto:Cassandra.Togneri@gov.bc.ca]  
**Sent:** Wednesday, June 22, 2016 10:48 AM  
**To:** 'richard@ivsa.ca'  
**Subject:** RE: Sample Size changes

Hello again –  
Thanks for calling me back!

As discussed, could we get a quote for our NR supporting the changes surrounding sample sizes:

- The new maximum sample size has increased to one half of a full serving – 75ml for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.
- up to 2 manufacturers or agents can provide samples in the store at one time
- and ability to charge for samples and not charge for others - completely at licensee's discretion

If you could send that at your earliest convenience, that would be greatly appreciated. And let me know if you can make it to the event, it would be nice to feature the IWSA in an announcement!

Thanks again,  
Cassandra

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 10:03 AM  
**To:** 'richard@ivsa.ca'  
**Subject:** Sample Size changes

Hi Richard,  
I am writing from the Ministry of Small Business, Red Tape Reduction and Responsible for the LDB. I'm not sure if Doug Scott has spoken to you about the upcoming changes to sample sizes? We are making an announcement tomorrow. I'd like to speak with you to see if you would be interested in providing a quote for our news release. Of course, I'd like to explain the changes first. I called the office number but there was no answer. Could you please give me a call at 778-677-0870 as soon as you're able?

Thank you!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

**Anderson, Bill GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 17, 2016 1:46 PM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Sample Size details

Hi Bill,

Have you heard any updates on venue confirmation for the event next week? Or are they going to choose a few and ask us to call them? I'll let Shantel know that we might not have finalized location details until Monday, but she's got a videographer lined up.

Cass

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



## **Anderson, Bill GCPE:EX**

---

**From:** Denis, Louise L GCPE:EX  
**Sent:** Wednesday, June 22, 2016 5:00 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size event

Will do.

Louise Denis  
Events Coordinator, Event Services  
Corporate Planning and Events  
Government Communications and Public Engagement  
☎ 250 387-1723 (office) 250 893-1723 (cell) ✉ [Louise.Denis@gov.bc.ca](mailto:Louise.Denis@gov.bc.ca)

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:53 PM  
**To:** Denis, Louise L GCPE:EX; Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size event

Yes please ☺

---

**From:** Denis, Louise L GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:52 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size event

Thanks Cassandra. Should we get video clips of the other dignitaries attending?

Louise Denis  
Events Coordinator, Event Services  
Corporate Planning and Events  
Government Communications and Public Engagement  
☎ 250 387-1723 (office) 250 893-1723 (cell) ✉ [Louise.Denis@gov.bc.ca](mailto:Louise.Denis@gov.bc.ca)

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:44 PM  
**To:** Denis, Louise L GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** Sample Size event

Hi Louise –

Just a couple notes for tomorrow.

This is a media avail/photo-op, so there are no real speaking roles. PS Yap will give some remarks to open up any questions from the media.

If there is no media in attendance, the purpose of the event is for the videographer to get some footage of him giving his remarks with the stakeholders present, MLA Thornthwaite should also be filmed giving some remarks.

Yarko should record the scrum if the media ask any questions.

And of course, please don't hesitate to contact us if there is anything we can assist you with. We will send you the media call arounds results in the morning as well as the final v5'ed NR.

Thanks Louise!

I hope your hotel has a pool and a really nice cocktail bar ;)

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Anderson, Bill GCPE:EX

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**From:** Harbord, Chris GCPE:EX  
**Sent:** Tuesday, June 21, 2016 5:12 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX  
**Subject:** Re: Sample Size Finals

Nice work Cassandra! Nothing like having less than 48 hours prior to the event to finalize the details!

Sent from my iPhone

On Jun 21, 2016, at 4:53 PM, Togneri, Cassandra GCPE:EX <[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)> wrote:

Hi Bill – these are the finals for you. Once you approve, I will forward to MO and we'll need their approval on the quotes.

The only big change is in the quick facts – because the actual sample size for spirits hasn't gone up for the *maximum* size before, I took out the "before" sizes and added this top quick fact above to explain why we changed them.

Quick Facts:

- Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- The new maximum sample size has increased to one half of a full serving – 75ml) for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.

Doug has seen the QA and I have incorporated all his input. He still has the NR, but advised that is he good with Elaine's edits, not to wait for his approval.

So, attached is the EP, NR, and QA. Sorry I couldn't get them to you before you left, but now everyone who needs to has seen them.

Tomorrow I'll have the itinerary and a the one-pager for PS Yap.

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

<Liquor\_LCLB\_Sample Sizes Announcement\_EP\_20Jun16 FINAL.doc>

<Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_FINAL.docx>

<Liquor\_LCLB\_Sample Sizes Announcement\_QA\_21Jun16 FINAL.docx>

## Anderson, Bill GCPE:EX

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**From:** Cummings, Derek SBRT:EX  
**Sent:** Thursday, June 23, 2016 5:19 PM  
**To:** Togneri, Cassandra GCPE:EX; Anderson, Bill GCPE:EX  
**Cc:** Petryshyn, Yarko SBRT:EX  
**Subject:** RE: Sample Size Media Avail

Thanks Cassandra! Great job

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

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 11:24 AM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX  
**Subject:** Re: Sample Size Media Avail

Thanks Bill! And thanks for all your help with the validators! ☺

Sent from my iPhone

> On Jun 23, 2016, at 11:19 AM, Anderson, Bill GCPE:EX <[Bill.Anderson@gov.bc.ca](mailto:Bill.Anderson@gov.bc.ca)> wrote:

> s.13

>

>

> Want to give a give shout out to Cassandra in our office who wrangled all the pieces together on short timelines for this one!

>

> -----Original Message-----

> **From:** Cummings, Derek SBRT:EX  
> **Sent:** Thursday, June 23, 2016 10:18 AM  
> **To:** Petryshyn, Yarko SBRT:EX; Anderson, Bill GCPE:EX  
> **Subject:** RE: Sample Size Media Avail

> s.13

>

>

. Thanks

> -----Original Message-----

> **From:** Petryshyn, Yarko SBRT:EX  
> **Sent:** Thursday, June 23, 2016 9:52 AM  
> **To:** Anderson, Bill GCPE:EX  
> **Cc:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX; Harbord, Chris GCPE:EX; Denis, Louise L GCPE:EX  
> **Subject:** Re: Sample Size Media Avail

>

> s.13  
> Yap has approved.

>

> Sent from my iPhone

>

> On Jun 23, 2016, at 9:25 AM, Anderson, Bill GCPE:EX <[Bill.Anderson@gov.bc.ca](mailto:Bill.Anderson@gov.bc.ca)> wrote:

>

## Anderson, Bill GCPE:EX

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:23 PM  
**To:** Anderson, Bill GCPE:EX; Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_QA\_21Jun16 FINAL.docx

Yarko –

Not sure if I sent you the QA – apologies and here you go!

Cass

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:19 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

I should double-clarify... these are not scripted remarks, basically just some notes for Yap to use to open up the media avail/photo-op.

There won't be a podium for him to use... so Yarko, if you're staffing him, it might be worth just running him through the bullets prior to the event so that he can just speak into the camera without paper in his hand.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

There are no speaking roles period... it's a photo op and media avail

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Is there no speaking role for Jane Thornthwaite?

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:13 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris

GCPE:EX

**Subject:** RE: Sample Size NR

Hi Yarko –

Speaking notes are attached. Note the empty itinerary – Louise the event planner will send one when she gets back to her hotel in Van today. I will forward to you when I get it.

Let me know when you have approvals on the NR – we will have to send for v5 first thing tomorrow and make sure Louise has enough time to print it before the event.

Thanks!

Cassandra

---

**From:** Petryshyn, Yarko SBRT:EX

**Sent:** Wednesday, June 22, 2016 3:50 PM

**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX

**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX

**Subject:** RE: Sample Size NR

Hi Cassandra- how soon do you think I can get the speaking notes to the MLA's for tomorrow's event?

Thanks,

Yarko

---

**From:** Togneri, Cassandra GCPE:EX

**Sent:** Wednesday, June 22, 2016 12:37 PM

**To:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX

**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX

**Subject:** Sample Size NR

Hi all –

Please find attached the NR for the Sample Size announcement for approval.

Short speaking remarks will come this afternoon.

Thank you!

Cassandra

**Cassandra Togneri**

Senior Public Affairs Officer

Ministry of Small Business, Red Tape Reduction

and Minister Responsible for the Liquor Distribution Branch

Government Communications and Public Engagement

P: 250-953-3196 / C: 778-677-0870

## Anderson, Bill GCPE:EX

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Monday, June 20, 2016 2:32 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR and EP.  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_EP\_13Jun16 DRAFT ba edits.doc;  
Liquor\_LCLB\_Sample Sizes Announcement\_NR\_15Jun16\_DRAFT ba edits.docx

Great work putting these together, Cassandra!

My edits incorporated with Chris'.

I made some substantial revisions to the news release, let me know if you'd like to go over them.

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Monday, June 20, 2016 8:58 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX  
**Subject:** RE: Sample Size NR and EP.

Here's my 2 cents. Please let me know if you have any questions. Cheers, Chris

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 17, 2016 4:41 PM  
**To:** Harbord, Chris GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX  
**Subject:** Sample Size NR and EP.

Hi guys,

EP and NR for Sample Sizes drafts. This has gone through LBLC so they could review the details. I'll send them the QA Monday.

s.13

I don't really agree – but food for thought, we can talk Monday.

I'm out! Have a great weekend.<sup>s.22</sup>

just FYI.

See ya Monday!  
Cass

Cassandra Togneri

Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



## Anderson, Bill GCPE:EX

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:30 PM  
**To:** Petryshyn, Yarko SBRT:EX  
**Cc:** Cummings, Derek SBRT:EX; Anderson, Bill GCPE:EX  
**Subject:** Sample Size Tweets  
**Attachments:** Sample Sizes Yap.jpg

Hi Yarko,

Here are some tweets for today's announcement. If it's ok, could we get 2? The first one with the picture (attached) and then either one of the last two that have the link to the NR.

Tweet with photo:

Congrats @John\_Yap for announcing more changes to BC liquor laws today. And thanks to Everything Wine for hosting!  
**ATTACH PICTURE**

Tweet with NR link:

Independent wine & liquor stores can now better serve their customers w/ larger sample sizes! #bcliquor #BCWine  
<http://ow.ly/QUp6301zZ51>

More consumer choice, modernizing B.C.'s liquor laws, encouraging small business growth - #bcliquor #bcwine  
<http://ow.ly/QUp6301zZ51>

Thanks!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Anderson, Bill GCPE:EX

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**From:** Scott, Douglas S SBRT:EX  
**Sent:** Tuesday, June 21, 2016 6:38 AM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Cummings, Derek SBRT:EX  
**Subject:** Re: Sample size validators

Did not mention photo but all are fine to comment. Call me on cell to discuss....

> On Jun 20, 2016, at 4:53 PM, Anderson, Bill GCPE:EX <[Bill.Anderson@gov.bc.ca](mailto:Bill.Anderson@gov.bc.ca)> wrote:

>

> Derek mentioned you met with some of the key sample size validators today. Did anyone express interest in a quote in the NR or being at the photo op?

>

> Bill Anderson

> Director of Communications

> 250.888.3381

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:30 PM  
**To:** Petryshyn, Yarko SBRT:EX  
**Cc:** Cummings, Derek SBRT:EX; Anderson, Bill GCPE:EX  
**Subject:** Sample Size Tweets  
**Attachments:** Sample Sizes Yap.jpg

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<http://ow.ly/QUp6301zZ51>

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<http://ow.ly/QUp6301zZ51>

Thanks!  
Cassandra

**Cassandra Togneri**  
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P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:25 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** RE: couple a tweets - Sampel sizes

Lol ok thanks.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:23 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** Re: couple a tweets - Sampel sizes

Maybe not thank you, but congratulations

Bill Anderson  
Director of Communications  
250.888.3381

On Jun 23, 2016, at 3:22 PM, Togneri, Cassandra GCPE:EX <[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)> wrote:

Dropped the busy day. And check the 3<sup>rd</sup> one – does she do that? Thank him for announcing or is that weird?

TWEETS:

Independent wine & liquor stores can now better serve their customers w/ larger sample sizes!  
#bcliquor #BCWine <http://ow.ly/QUp6301zZ51>

More consumer choice, modernizing B.C.'s liquor laws, encouraging small business growth - #bcliquor  
#bcwine <http://ow.ly/QUp6301zZ51>

Congrats @John\_Yap for announcing more changes to BC liquor laws today. And thanks to Everything Wine for hosting! <http://ow.ly/bSkR301zZXP>

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 3:15 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** couple a tweets - Sampel sizes

OK?

TWEETS:

Independent wine & liquor stores can now better serve their customers w/ larger sample sizes! #bcliquor #BCWine  
<http://ow.ly/QUp6301z751>

More consumer choice, modernizing B.C.'s liquor laws, encouraging small business growth- busy day! #bcliquor #bcwine  
<http://ow.ly/QUp6301z751>

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:40 AM  
**To:** Denis, Louise L GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX  
**Subject:** NR - Sample Sizes  
**Attachments:** Sample Size NR FINAL v5.pdf

Hi Louise,

I am so sorry for the delay on this one. s.13

s.13

Thanks, and please let me know if you need anything. I am wrapping up call rounds and will send you the list although I have had no confirmations so far. s.13

s.13

Thank you!

Cass

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



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## NEWS RELEASE

For Immediate Release  
2016SBRT0032-001128  
June 23, 2016

Ministry of Small Business and Red Tape Reduction  
and Responsible for the Liquor Distribution Branch

### **Not sure you want it? Sample it!**

VANCOUVER – The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing policy to allow any establishment that sells liquor to provide samples in a socially responsible manner.

In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste before deciding whether they would like to purchase full sized liquor products.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit wine stores, private liquor stores, licensed restaurants, pubs, bars and nightclubs and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

### **Quotes:**

#### **John Yap, Parliamentary Secretary for Liquor Policy Reform –**

"We heard throughout the Liquor Policy Review that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller updates like this one that make a big difference for businesses. Today's announcement is an important step forward to modernizing our liquor laws in a way that makes sense for consumers, retailers, and manufacturers."

#### **Poma Dhaliwal, president of ABLE BC –**

"Samples are a great way for our members to introduce customers to new and exciting

products. These changes will allow liquor stores, restaurants, and pubs to improve the way they interact with their customers, and expand business opportunities for liquor retailers across B.C.”

**Trent Anderson, president of Everything Wine Stores –**

"Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the policy announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from B.C. and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

**Randy Wilson, president of BC Private Liquor Store Association –**

"The BC Private Liquor Store Association and our members across the province welcome this new policy. It is clear the provincial government recognizes how this will assist our members and enhance their customers' shopping experience."

**Richard Loewen, executive director of Import Vintners and Spirits Association –**

"The Import Vintners and Spirits Association is pleased with this policy update and the Government's commitment to modernizing B.C.'s liquor laws. We believe this provides a great benefit to B.C.'s consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in British Columbia."

**Quick facts:**

- Prior to these changes, samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
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- These changes implement Liquor Policy Review recommendation number 59.
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[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

**Media Contact:**

Government Communications and Public  
Engagement  
Ministry of Small Business and Red Tape  
Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

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Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)



## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:24 AM  
**To:** Carruthers, Dana GCPE:EX  
**Subject:** RE: DRAFT - for final review/approval - Not sure you want it? Sample it!

Dana .s.13  
Thanks,  
Cassandra

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

**From:** Carruthers, Dana GCPE:EX  
**Sent:** Thursday, June 23, 2016 10:21 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Hynes, Colin GCPE:EX; Stagg, Linda R GCPE:EX; Boudreau, Marc GCPE:EX; Kerr, Grant GCPE:EX; Chant, Jon GCPE:EX  
**Subject:** FW: DRAFT - for final review/approval - Not sure you want it? Sample it!

Hi Cassandra,

Here is your NR for final review and approval - with edits as discussed - we may have it this time!

Once approved we will queue to go at about 12:10pm, province-wide including all ethnic and business media.

Please call me at 250 896-1143 with any edits.

Thank you,  
Dana

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

**From:** Carruthers, Dana GCPE:EX [mailto:Dana.Carruthers@gov.bc.ca]  
**Sent:** Thursday, June 23, 2016 10:19 AM  
**To:** Carruthers, Dana GCPE:EX  
**Subject:** DRAFT: Not sure you want it? Sample it!

Please refer to the files attached to this email. The following is the summary of the News Release

NR Number: Not Approved  
NR Type: News Release  
State: Planned  
Planned Release Date: June 23, 2016 at 12:10 pm No Lead Organization  
Headline: Not sure you want it? Sample it!

This email was auto-generated.

Not Approved  
June 23, 2016

NEWS RELEASE

Not sure you want it? Sample it!

VANCOUVER - The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing policy to allow any establishment that sells liquor to provide samples in a socially responsible manner.

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- \* Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
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Quotes:

s.13

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#### Quick facts:

- \* Prior to these changes, samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- \* The new maximum sample size has increased to one half of a full serving - 75ml for wine, 175ml for beer, and 20ml for spirits - per person, per day and divided as the licensee chooses.
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#### Media Contact:

Government Communications and Public Engagement Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572

Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:40 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX; Denis, Louise L GCPE:EX  
**Subject:** Sample Size Media Avail  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_FINAL.docx;  
Liquor\_LCLB\_Sample Sizes Announcement\_QA\_21Jun16\_FINAL.docx;  
Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx

Hi Guys,

This might be easier – so you have everything in one email.

Attached:

NR – still needing approval on quotes for MCO and PSY  
QA and Speaking Notes

Attending:

Brian Berry – Import Vintners and Spirits Association - confirmed

Dave Smith (Director of Wine Buying), and Fernando Catala (VP Finance) – Everything Wine - confirmed

Jeff Guignard – ABLE BC – To be confirmed

Yarko if you could please record the scrum, that would be great. There will also be a videographer/photographer there to get MLA Thornthwaite's remarks.

Please let me know if you require anything else.

Cassandra

**Cassandra Togneri**

Senior Public Affairs Officer

Ministry of Small Business, Red Tape Reduction

and Minister Responsible for the Liquor Distribution Branch

Government Communications and Public Engagement

P: 250-953-3196 / C: 778-677-0870

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

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### **Quotes:**

s.13

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Contact:

Government Communications and Public Engagement

Ministry of Small Business and Red Tape Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

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[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

Contact:

Government Communications and Public Engagement

Ministry of Small Business and Red Tape Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:23 PM  
**To:** Anderson, Bill GCPE:EX; Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_QA\_21Jun16 FINAL.docx

Yarko –

Not sure if I sent you the QA – apologies and here you go!

Cass

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:19 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

I should double-clarify... these are not scripted remarks, basically just some notes for Yap to use to open up the media avail/photo-op.

There won't be a podium for him to use... so Yarko, if you're staffing him, it might be worth just running him through the bullets prior to the event so that he can just speak into the camera without paper in his hand.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Petryshyn, Yarko SBRT:EX; Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

There are no speaking roles period... it's a photo op and media avail

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Is there no speaking role for Jane Thornthwaite?

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:13 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris

GCPE:EX

**Subject:** RE: Sample Size NR

Hi Yarko –

Speaking notes are attached. Note the empty itinerary – Louise the event planner will send one when she gets back to her hotel in Van today. I will forward to you when I get it.

Let me know when you have approvals on the NR – we will have to send for v5 first thing tomorrow and make sure Louise has enough time to print it before the event.

Thanks!  
Cassandra

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 3:50 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Hi Cassandra- how soon do you think I can get the speaking notes to the MLA's for tomorrow's event?

Thanks,  
Yarko

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:37 PM  
**To:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** Sample Size NR

Hi all –

Please find attached the NR for the Sample Size announcement for approval.

Short speaking remarks will come this afternoon.

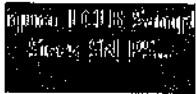
Thank you!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:22 PM  
**To:** Denis, Louise L GCPE:EX  
**Subject:** RE: Updated Itinerary- June 23 event



Complete speaking notes. But FYI – Yarko will be running through the speaking notes with PSY so he doesn't need paper in his hand to give them.

---

**From:** Denis, Louise L GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:19 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** Updated Itinerary- June 23 event

Hi Cass

Here is the updated itinerary for tomorrow's event at Everything Wine.

Cheers.

<< File: Itinerary SBRT June23.docx >>

Louise Denis  
Events Coordinator, Event Services  
Corporate Planning and Events  
Government Communications and Public Engagement  
☎ 250 387-1723 (office) 250 893-1723 (cell) ✉ [Louise.Denis@gov.bc.ca](mailto:Louise.Denis@gov.bc.ca)

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:21 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx

And here are the speaking notes with the Itinerary and a couple typos fixed ☺

Thanks!

Cass

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 3:50 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR

Hi Cassandra- how soon do you think I can get the speaking notes to the MLA's for tomorrow's event?

Thanks,

Yarko

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:37 PM  
**To:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** Sample Size NR

Hi all –

Please find attached the NR for the Sample Size announcement for approval.

Short speaking remarks will come this afternoon.

Thank you!

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

**Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:14 PM  
**To:** Denis, Louise L GCPE:EX  
**Subject:** Speaking nOtes  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx

Hi again!

Here are the speaking notes – I've left the itinerary part empty so you can plug it in. They are with MO as well and I will forward to them once it's done.

Thanks!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:13 PM  
**To:** Petryshyn, Yarko SBRT:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Sample Size NR  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx

Hi Yarko –

Speaking notes are attached. Note the empty itinerary – Louise the event planner will send one when she gets back to her hotel in Van today. I will forward to you when I get it.

Let me know when you have approvals on the NR – we will have to send for v5 first thing tomorrow and make sure Louise has enough time to print it before the event.

Thanks!  
Cassandra

---

**From:** Petryshyn, Yarko SBRT:EX  
**Sent:** Wednesday, June 22, 2016 3:50 PM  
**To:** Togneri, Cassandra GCPE:EX; Cummings, Derek SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:37 PM  
**To:** Cummings, Derek SBRT:EX; Petryshyn, Yarko SBRT:EX  
**Cc:** Quigley, Janta M SBRT:EX; Luk, Adam SBRT:EX; Jang, Monica SBRT:EX; Summers, Patricia SBRT:EX; Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** Sample Size NR

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Thank you!  
Cassandra



**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



**Speaking Notes for**

**John Yap**

**Parliamentary Secretary for Liquor Policy Reform**

**Sample Sizes**

**Everything Wine  
998 Marine Drive  
North Vancouver, BC**

**Thursday June 23, 2016**

**12:00-12:30PM**

**Please check against delivery**

## **Event Profile:**

### **Background:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform will be joined by MLA Jane Thornthwaite of North Vancouver-Seymour, Brian Berry (Board of Directors) Import Vintners and Spirits Association), Dave Smith (Director of Wine Buying) and Fernando Catala (VP Finance) from the Everything Wine store, and Jeff Guinard (Executive Director) ABLE BC.
- As part of government's ongoing effort to modernize liquor laws in BC that increase consumer choice, policy changes have been made surrounding sample size restrictions.
- The event will consist of short remarks by PS Yap and a photo opportunity at the North Vancouver Everything Wine store

### **Audience:**

Approximately 5-10 people will attend including MLA Thornthwaite and key stakeholders and validators. Media are invited to attend.

There will be a videographer/photographer to record the event for social media distribution.

### **Key Attendees:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform
- Jane Thornthwaite, MLA for North Vancouver-Seymour
- Brian Berry, Board of Directors for the Import Vintners and Spirits Association
- Dave Smith, Director of Wine Buying for the Everything Wine store, and independent wine store
- Jeff Guingnard – Executive Director ABLE BC

**Dress:** Business casual

**Contact:** Bill Anderson, Communications Director (cell: 250-888-3381)

Louise Denis, Event Coordinator (cell: 250-361-5871)



## Welcome

- Hello and thank you for joining me today.
- I'd like to thank my colleague Jane Thornthwaite, MLA for North Vancouver-Seymour for joining me today, along with [insert other photo-op participants here]
- And thank you to Everything Wine for hosting us.
- **I am happy to announce today – that in the spirit of supporting increased consumer choice and supporting small businesses in BC – we are making changes to the Province's policies for serving liquor samples.**
- We are increasing the maximum sample sizes for wine, beer, and liquor so that customers have an opportunity to taste a liquor product before deciding whether they would like to purchase them.
- Liquor and wine stores will now be able to serve up to half of a regular serving of liquor to customers in the form of a sample, and will have the option to sell samples to help recoup the cost of tastings for expensive products.
- Retailers will also be able to feature up to two manufacturers or agents providing samples of products in-store at one time.
- These changes respond to feedback that our government heard directly from British Columbians and small businesses through the Liquor Policy Review, and implement recommendation number fifty-nine from the report...
- And they will benefit wine stores, private liquor stores, licenced restaurants, pubs, bars, and nightclubs – as well as liquor agents, manufacturers and consumers – in a way that allows them to market their products, and provides British Columbians a socially responsible way of enjoying them.
- These changes build on the previous work we've done and continue to do – modernizing B.C.'s liquor laws, improving consumer convenience, and make it easier for businesses to market products in an economical and socially responsible way.
- Thank you.

## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:10 PM  
**To:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

Amazing thank you!

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:08 PM  
**To:** Harbord, Chris GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

Approved with these edits

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

And include social responsibility. ;-)

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

I think we need to make sure to reference that the changes are being made as a result of feedback from industry. We heard, and we took action type thing.

---

**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Togneri, Cassandra GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

On it

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Subject:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL  
**Importance:** High

Can you edit these and send back ASAP – I think MO is preeeeetty desperate for them.  
THANK YOU!

## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 4:04 PM  
**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx

### **Additions (also attached):**

- I am happy to announce today that in the spirit of supporting increased consumer choice while still protecting the health and safety of British Columbians, we are making changes to the policies surrounding sample sizes for liquor retail stores.
- These changes are the result of an ongoing dialogue between government and the wine, beer, and spirits industries of B.C. We have heard their feedback and are taking action.

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

And include social responsibility. ;-)

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:56 PM  
**To:** Anderson, Bill GCPE:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

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**From:** Anderson, Bill GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Togneri, Cassandra GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL

On it

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM

**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Subject:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL  
**Importance:** High

Can you edit these and send back ASAP – I think MO is preeeeetty desperate for them.  
THANK YOU!



**Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 3:52 PM  
**To:** Harbord, Chris GCPE:EX; Anderson, Bill GCPE:EX  
**Subject:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_SN\_PSY\_22Jun16\_FINAL.docx  
  
**Importance:** High

Can you edit these and send back ASAP – I think MO is preeeeetty desperate for them.  
THANK YOU!



**Speaking Notes for**

**John Yap**

**Parliamentary Secretary for Liquor Policy Reform**

**Sample Sizes**

**Everything Wine  
998 Marine Drive  
North Vancouver, BC**

**Thursday June 23, 2016**

**12:00-12:30PM**

**Please check against delivery**

## **Event Profile:**

### **Background:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform will be joined by MLA Jane Thornthwaite of North Vancouver-Seymour, Brian Berry (Board of Directors) Import Vintners and Spirits Association), Dave Smith (Director of Wine Buying) and Fernando Catala (VP Finance) from the Everything Wine store, and Jeff Guinard (Executive Director) ABLE BC.
- As part of government's ongoing effort to modernize liquor laws in BC that increase consumer choice, policy changes have been made surrounding sample size restrictions.
- The event will consist of short remarks by PS Yap and a photo opportunity at the North Vancouver Everything Wine store

### **Audience:**

Approximately 5-10 people will attend including MLA Thornthwaite and key stakeholders and validators. Media are invited to attend.

There will be a videographer/photographer to record the event for social media distribution.

### **Key Attendees:**

- John Yap, Parliamentary Secretary for Liquor Policy Reform
- Jane Thornthwaite, MLA for North Vancouver-Seymour
- Brian Berry, Board of Directors for the Import Vintners and Spirits Association
- Dave Smith, Director of Wine Buying for the Everything Wine store, and independent wine store
- Jeff Guingnard – Executive Director ABLE BC

**Dress:** Business casual

**Contact:** Bill Anderson, Communications Director (cell: 250-888-3381)

Louise Denis, Event Coordinator (cell: 250-361-5871)



## Welcome

- Hello and thank you for joining me today.
- I'd like to thank my colleague Jane Thornthwaite, MLA for North Vancouver-Seymour for joining me today.
- And thank you to Everything Wine for hosting us.
- I am happy to announce today that in the spirit of supporting increased consumer choice, we are making changes to the policies surrounding sample sizes for liquor retail stores.
- To give customers a better sense of the taste of liquor products before deciding whether they would like to purchase them, we have increased the maximum sample sizes for wine, beer, and liquor.
- Liquor and wine stores are permitted to serve up to half of a regular serving of liquor to customers via samples.
- Additionally, liquor stores are permitted to sell samples to help recoup the cost of tastings for expensive products.
- And lastly, retailers will be able to have up to two manufacturers or agents providing samples of products in-store at one time.
- These changes will benefit wine stores, private liquor stores, licenced restaurants, pubs, bars, and nightclubs as well as liquor agents, manufacturers and consumers.
- These changes build on the previous work we've done and the work we continue to do through the Liquor Policy Review to modernize B.C.'s liquor laws, improve customer convenience, and make it easier for retailers to market products in an economical and socially responsible way.
- Thank you.

-END-

## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 2:04 PM  
**To:** 'Trent Anderson'  
**Subject:** RE: Announcement at Everything Wine - North Van  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_FINAL.docx

I don't have the approved one, but here is the final draft so you can see it. Sorry it is taking so long!!!

Cass.

---

**From:** Trent Anderson [mailto:TAnderson@everythingwine.ca]  
**Sent:** Wednesday, June 22, 2016 1:32 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** Re: Announcement at Everything Wine - North Van

Have the release ready to view yet?

Get [Outlook for iOS](#)

On Wed, Jun 22, 2016 at 4:12 PM -0400, "Togneri, Cassandra GCPE:EX" <[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)> wrote:

Awesome thanks Trent!

Sent from my iPhone

On Jun 22, 2016, at 12:55 PM, Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>> wrote:

Just landed. Yes, Rory, Dave and Fernando are avail for the photo

Get Outlook for iOS<<https://aka.ms/o0ukef>>

On Wed, Jun 22, 2016 at 1:16 PM -0400, "Togneri, Cassandra GCPE:EX" <[Cassandra.Togneri@gov.bc.ca](mailto:Cassandra.Togneri@gov.bc.ca)<<mailto:Cassandra.Togneri@gov.bc.ca>>> wrote:

Hi Trent,

Still working on the NR, but I haven't forgotten. Question - s.13  
s.13

Let me know! And let me know if I should just be taking this up Rory.  
Thanks,  
Cassandra

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

From: Trent Anderson [mailto:[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)]  
Sent: Tuesday, June 21, 2016 3:30 PM  
To: Togneri, Cassandra GCPE:EX

Subject: RE: Announcement at Everything Wine - North Van

No prob, I am on a plane at 830 for 4.5 hours so if will read it before 8:30am or around 1:30pm Vancouver time

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

From: Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]

Sent: June 21, 2016 3:29 PM

To: Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>>

Subject: RE: Announcement at Everything Wine - North Van

Definitely, will do. It's going through approvals today, so hopefully later this evening but probably tomorrow morning :)

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

From: Trent Anderson [<mailto:TAnderson@everythingwine.ca>]

Sent: Tuesday, June 21, 2016 3:27 PM

To: Togneri, Cassandra GCPE:EX

Subject: RE: Announcement at Everything Wine - North Van

Looks fine- if you can send me the release in its entirety when it's complete I would appreciate it

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

From: Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]

Sent: June 21, 2016 3:25 PM

To: Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>>

Subject: RE: Announcement at Everything Wine - North Van

Oh my experts just got back to me, do you mind if we switch "regulations" out for "policy" or "requirements"? as below.

Trent Anderson, President of Everything Wine Stores - "Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the policy announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from BC and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

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

From: Trent Anderson [<mailto:TAnderson@everythingwine.ca>]

Sent: Tuesday, June 21, 2016 3:16 PM

To: Togneri, Cassandra GCPE:EX

Subject: RE: Announcement at Everything Wine - North Van

Thanks for thinking of us

Let me know if you'd like any changes to the proposed insert I wrote below Trent

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

From: Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]

Sent: June 21, 2016 3:06 PM

To: Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>>

Cc: Fernando Catala <[FCatala@everythingwine.ca](mailto:FCatala@everythingwine.ca)<<mailto:FCatala@everythingwine.ca>>>; Dave Smith

<[DSmith@everythingwine.ca](mailto:DSmith@everythingwine.ca)<<mailto:DSmith@everythingwine.ca>>>; Rory Conroy

<[RConroy@everythingwine.ca](mailto:RConroy@everythingwine.ca)<<mailto:RConroy@everythingwine.ca>>>; Sean McAdam

<[SMcAdam@everythingwine.ca](mailto:SMcAdam@everythingwine.ca)<<mailto:SMcAdam@everythingwine.ca>>>

Subject: RE: Announcement at Everything Wine - North Van

This is fantastic. Thank you Trent!

Rory, Louise Denis will get in touch with you ASAP to set up a site visit tomorrow.

Thanks everyone!

Cassandra

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

From: Trent Anderson [mailto:TAnderson@everythingwine.ca]

Sent: Tuesday, June 21, 2016 3:00 PM

To: Togneri, Cassandra GCPE:EX

Cc: Fernando Catala; Dave Smith; Rory Conroy; Sean McAdam

Subject: RE: Announcement at Everything Wine - North Van

Ok, we are confirmed for Thursday at noon at our North Vancouver store. Thanks for your patience.

We have a great Tasting bar, central to the store layout that makes sense to center the announcement around...

Since I am in Toronto on Thursday, your direct contacts for the event are:

Rory Conroy (Store Manager) rconroy@everythingwine.ca<mailto:rconroy@everythingwine.ca>

Dave Smith (Director of Wine Buying) dsmith@everythingwine.ca<mailto:dsmith@everythingwine.ca>

Fernando Catala (VP Finance) fcatala@everythingwine.ca<mailto:fcatala@everythingwine.ca>

Your team can contact Rory directly so they can view the venue tomorrow and come in and set up on Thursday at about 11am ahead of the announcement

Rory, Dave and Fernando will all be in attendance on Thursday

How about below?

Trent Anderson, President of Everything Wine Stores - "Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the regulations announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from BC and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

Let me know if questions,  
Trent



## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:43 PM  
**To:** 'Brian Berry'; 'Richard Loewen'  
**Cc:** Denis, Louise L GCPE:EX  
**Subject:** RE: Sample Size changes

Hi Brian,

That's right. If you could arrive around 11:50, that would be great. The event planner's name is Louise Denis and her number is (250) 387-1723. I've copied her here as well for your convenience.

Louise – Brian Berry will be at the event tomorrow representing the Import Vintners and Spirits Association. He should definitely be in the photo with PS Yap!

Thanks all!  
Cassandra

---

**From:** Brian Berry [<mailto:brian@revelryimports.com>]  
**Sent:** Wednesday, June 22, 2016 12:39 PM  
**To:** Togneri, Cassandra GCPE:EX; 'Richard Loewen'  
**Subject:** RE: Sample Size changes

Thank you Cassandra,

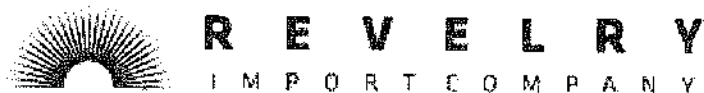
Just confirming as it is not in the chain below;

12noon at Everything Wine North Vancouver?

B

**Brian Berry**

604.347.8343  
[brian@revelryimports.com](mailto:brian@revelryimports.com)



---

**From:** Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]  
**Sent:** June 22, 2016 12:30 PM  
**To:** 'Richard Loewen' <[richard@ivsa.ca](mailto:richard@ivsa.ca)>  
**Cc:** 'brian@revelryimports.com' <[brian@revelryimports.com](mailto:brian@revelryimports.com)>  
**Subject:** RE: Sample Size changes

Thank you Richard – and can we attribute as the following:  
**Richard Loewen, Executive Director of Import Vintners and Spirits Association –**

And Brian, thank you for joining us!

---

**From:** Richard Loewen [<mailto:richard@ivsa.ca>]  
**Sent:** Wednesday, June 22, 2016 12:18 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** [brian@revelryimports.com](mailto:brian@revelryimports.com)  
**Subject:** RE: Sample Size changes

Hi Cassandra,

Here's a quote from the IVSA regarding tomorrow's announcement. I may or may not be able to attend but one of the Directors from our board, Brian Berry will be there.

*"The Import Vintners & Spirits Association is pleased with this policy update and the Government's commitment to modernising BC's Liquor laws.  
We believe this provides a great benefit to BC's consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in BC."*

Let me know if you have any questions.

Regards,

Richard Loewen

*Executive Director  
Import Vintners and Spirits Association.  
604-329-8033  
[www.ivsa.ca](http://www.ivsa.ca)*

*The agent members of the Import Vintners & Spirits Association are responsible for sourcing, importing, warehousing and promoting of a majority of the wide variety of imported wines, spirits and beer available in BC and Alberta. Their businesses contribute substantially to the beverage alcohol sales & revenues to the government, and employment in both provinces*

---

**From:** Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]  
**Sent:** Wednesday, June 22, 2016 10:48 AM  
**To:** 'richard@ivsa.ca'  
**Subject:** RE: Sample Size changes

Hello again –  
Thanks for calling me back!

As discussed, could we get a quote for our NR supporting the changes surrounding sample sizes:

- The new maximum sample size has increased to one half of a full serving – 75ml for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.
- up to 2 manufacturers or agents can provide samples in the store at one time
- and ability to charge for samples and not charge for others - completely at licensee's discretion

If you could send that at your earliest convenience, that would be greatly appreciated. And let me know if you can make it to the event, it would be nice to feature the IWSA in an announcement!

Thanks again,  
Cassandra

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 10:03 AM  
**To:** 'richard@ivsa.ca'  
**Subject:** Sample Size changes

Hi Richard,

I am writing from the Ministry of Small Business, Red Tape Reduction and Responsible for the LDB. I'm not sure if Doug Scott has spoken to you about the upcoming changes to sample sizes? We are making an announcement tomorrow. I'd like to speak with you to see if you would be interested in providing a quote for our news release. Of course, I'd like to explain the changes first. I called the office number but there was no answer. Could you please give me a call at 778-677-0870 as soon as you're able?

Thank you!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:30 PM  
**To:** 'Richard Loewen'  
**Cc:** 'brian@revelryimports.com'  
**Subject:** RE: Sample Size changes

Thank you Richard – and can we attribute as the following:  
**Richard Loewen, Executive Director of Import Vintners and Spirits Association –**

And Brian, thank you for joining us!

---

**From:** Richard Loewen [<mailto:richard@ivsa.ca>]  
**Sent:** Wednesday, June 22, 2016 12:18 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** [brian@revelryimports.com](mailto:brian@revelryimports.com)  
**Subject:** RE: Sample Size changes

Hi Cassandra,

Here's a quote from the IVSA regarding tomorrow's announcement. I may or may not be able to attend but one of the Directors from our board, Brian Berry will be there.

*"The Import Vintners & Spirits Association is pleased with this policy update and the Government's commitment to modernising BC's Liquor laws.  
We believe this provides a great benefit to BC's consumers and industry by providing a better opportunity to experience the incredible selection of beverages available in BC."*

Let me know if you have any questions.

Regards,

Richard Loewen

*Executive Director  
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604-329-8033  
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*The agent members of the Import Vintners & Spirits Association are responsible for sourcing, importing, warehousing and promoting of a majority of the wide variety of imported wines, spirits and beer available in BC and Alberta. Their businesses contribute substantially to the beverage alcohol sales & revenues to the government, and employment in both provinces*

---

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Thank you!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:04 PM  
**To:** Anderson, Bill GCPE:EX  
**Subject:** FW: FOR APPROVAL: MA for v5  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_MA\_23Jun16\_FINAL.pdf

No edits from editors – so for your final, official approval!

---

**From:** Horlor, Shannon GCPE:EX  
**Sent:** Wednesday, June 22, 2016 12:00 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** FOR APPROVAL: MA for v5

Hi Cassandra

Here are your finals. No changes other than some formatting.

Let me know this is approved and I'll get it out the door for you.

Shannon

---

**Shannon Horlor**  
Writing & Editorial Services, GCPE  
250.812.6623

June 22, 2016

**MEDIA ADVISORY – Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch – Vancouver**

VANCOUVER – Parliamentary Secretary for Liquor Reform Policy John Yap will be joined by MLA for North Vancouver-Seymour Jane Thornthwaite, and representatives from B.C.'s wine and liquor industry to announce modernized sample size policies for serving liquor.

The Parliamentary Secretary will be available for questions from the media following the event.

**Event Date: Thursday June 23, 2016**

**Time: 12 noon**

**Location:**  
Everything Wine  
998 Marine Drive  
North Vancouver

Contact:

Media Relations

Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:53 AM  
**To:** Horlor, Shannon GCPE:EX; GCPE Editors  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: MA for v5

Thanks Shannon. No worries – 12:45 or 1 pm is fine.

---

**From:** Horlor, Shannon GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:52 AM  
**To:** Togneri, Cassandra GCPE:EX; GCPE Editors  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** RE: MA for v5

I'll try to aim as close as I can to that time, but it may take longer to process. I'll get finals to you shortly.

---

**Shannon Horlor**  
Writing & Editorial Services, GCPE  
250.812.6623

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 22, 2016 11:51 AM  
**To:** GCPE Editors  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** MA for v5

Good morning Editors!

Please find attached the MA for the SBRT Sample Size announcement – SBRT – 71085.

We would like the MA to go out at 12:30 pm today, if possible. It should go out to Lower Mainland media, business media, and ethnic media.

Thanks!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

June 22, 2016

**MEDIA ADVISORY – Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch – Vancouver**

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998 Marine Drive  
North Vancouver

**Contact:**

**Media Relations**  
Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution Branch  
778 678-1572



## **Togneri, Cassandra GCPE:EX**

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**Sent:** Wednesday, June 22, 2016 11:51 AM  
**To:** GCPE Editors  
**Cc:** Anderson, Bill GCPE:EX; Harbord, Chris GCPE:EX  
**Subject:** MA for v5  
**Attachments:** Liquor\_LCLB\_Sample Sizes\_MA\_23Jun16\_FINAL.docx

Good morning Editors!

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We would like the MA to go out at 12:30 pm today, if possible. It should go out to Lower Mainland media, business media, and ethnic media.

Thanks!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 4:53 PM  
**To:** Anderson, Bill GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Sample Size Finals  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_EP\_20Jun16 FINAL.doc; Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_FINAL.docx; Liquor\_LCLB\_Sample Sizes Announcement\_QA\_21Jun16 FINAL.docx

Hi Bill – these are the finals for you. Once you approve, I will forward to MO and we'll need their approval on the quotes.

The only big change is in the quick facts – because the actual sample size for spirits hasn't gone up for the *maximum* size before, I took out the "before" sizes and added this top quick fact above to explain why we changed them.

### **Quick Facts:**

- Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- The new maximum sample size has increased to one half of a full serving – 75ml) for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.

Doug has seen the QA and I have incorporated all his input. He still has the NR, but advised that is he good with Elaine's edits, not to wait for his approval.

So, attached is the EP, NR, and QA. Sorry I couldn't get them to you before you left, but now everyone who needs to has seen them.

Tomorrow I'll have the itinerary and a the one-pager for PS Yap.

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Event Proposal – Sample Size Increase

Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch

### Event Title: Changes to Liquor Sampling

|  |  |
|--|--|
| <b>Date:</b> Thursday June 23, 2016<br><b>Time:</b> 12 noon        | <b>Media Market:</b> business media, mainland media  |
| <b>Location:</b> Everything Wine<br>998 Marine Dr, North Vancouver | <b>English Media Spokesperson:</b> PS John Yap<br><b>Multicultural Media Spokesperson:</b> PS John Yap |
| <b>Author/Ministry:</b> SBRT                                       | <b>MLA Attending:</b> MLA Jane Thornthwaite  |

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announce changes to sample size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at an Independent Wine Store or private liquor store in the lower mainland that stands to benefit from this policy change, and feature Parliamentary Secretary John Yap with liquor industry validators.
- The group will take part in a tasting featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples, while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, agents that represent B.C. products and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
  - Licensee retail stores and wine stores were not permitted to sell samples, making it costly to promote more expensive products.
  - Only one manufacturer or agent was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to 1/2 of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Licensee retail stores and wine stores are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These changes allow retail stores providing samples to recover the cost of products they are sampling, pour a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial consumer tasting events with larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in Signature Stores. This change will provide those same opportunities to private liquor and wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption. To mitigate this criticism, public communications will emphasize the province's robust social responsibility programs.

### VENUE DESCRIPTION

- Independent wine store or private liquor store TBC

### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

### KEY VALIDATORS & STAKEHOLDERS

#### Potential validators:

- ABLE BC – Jeff Guinard

- Trent Anderson – President of Everything Wine (quote in NR only)
- Import Vintners and Spirits Association
- Independent Wine Stores

#### **TARGET AUDIENCE**

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

#### **VISUAL MESSAGE(S)**

##### **DESIRED PICTURE (STILL)**

- PS Yap with an independent wine store operator or private liquor retailer and industry validators at a sample table set up with new sample size of a product.

##### **DESIRED PICTURE (VIDEO)**

- PS Yap and validators visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

##### **ACTUAL SPEAKING BACKDROP**

- Inside the wine or private liquor store flanked by two agents sampling products.

#### **WRITTEN MESSAGE(S)**

##### **DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

- "Now consumers can enjoy larger sample sizes or a greater number of smaller sample sizes of different product before deciding whether to purchase a product, while making it easier for retailers to financially manage the sampling of more expensive products."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a big difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

##### **KEY MESSAGES**

- As part of our ongoing work to increase consumer choice and support B.C. small businesses, wine stores and private liquor retailers and liquor agents can now offer larger sample sizes to customers.
- We're also allowing retailers to charge for liquor samples and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments not only allow consumers to enjoy a larger sample size before deciding whether to purchase a product, but they will also make it easier for retailers to market products in an economical and socially responsible way.

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

### **Not sure you want it? Sample it!**

VANCOUVER – The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing policy to allow any establishment that sells liquor to provide samples in a socially responsible manner.

In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste of liquor products before deciding whether they would like to purchase.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit wine stores, private liquor stores, licensed restaurants, pubs, bars and nightclubs and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

### **Quotes:**

s.13

**Poma Dhaliwal, President of ABLE BC -**

"Samples are a great way for our members to introduce customers to new and exciting products. These changes will allow liquor stores, restaurants, and pubs to improve the way they interact with their customers, and expand business opportunities for liquor retailers across B.C."

**Trent Anderson, President of Everything Wine Stores -**

"Providing wine samples to our customers is fundamental to their journey and discovery process in wine. The changes to the policy announced here today allow for retailers like Everything Wine to improve our customer's access to sampling terrific new wines from BC and the rest of the world. Regulations that also allow for a retailer, at their discretion, to charge a small tasting fee will provide more opportunities to sample customers on expensive, iconic wines that wouldn't normally be financially viable to open."

**Quick facts:**

- Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
- The new maximum sample size has increased to one half of a full serving – 75ml) for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided as the licensee chooses.
- These changes implement Liquor Policy Review recommendation #59.
- To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

**Contact:**

Government Communications and Public Engagement  
Ministry of Small Business and Red Tape Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 4:21 PM  
**To:** Vale, Elaine SBRT:EX  
**Subject:** RE: Sample Sizes - EP

He's got the NR too?

Also, I still need clarification on this one, I'm just not sure what to say:

**How does the Province respond to the Kamloops city council rejecting an application to allow wine on shelves in the local Save-On-Foods?**

- It was made very clear that each individual licensee would have to apply to their local government or First Nation to complete the licensing process.

---

**From:** Vale, Elaine SBRT:EX  
**Sent:** Tuesday, June 21, 2016 4:17 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: Sample Sizes - EP

Hi Cassandra,

Attached are my comments on the EP. I will forward you Doug's comments if he is able to get them to you by the end of day.

Cheers,  
Elaine

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 12:12 PM  
**To:** Vale, Elaine SBRT:EX; Rowsell, Terry N SBRT:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Sample Sizes

Hi Elaine and Terry –

Here are the EP, NR, and QA – please take a look for factual issues (especially in the QA since we haven't run that by you yet). We are on quite a time crunch with this one and would like to get materials back to MO today – let me know if that's possible on your end.

Thanks for this and sorry about the timeline – we are still waiting on quite a few details including the validators and their quotes.

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
**P:** 250-953-3196 / **C:** 778-677-0870



## **Togneri, Cassandra GCPE:EX**

---

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 21, 2016 2:40 PM  
**To:** 'Trent Anderson'  
**Subject:** RE: Announcement at Everyting Wine - North Van

Hi Trent -

The news release isn't done yet, so I can't forward it JUST yet, but yes, I can guarantee those changes.

Here are a couple pieces:

- The new maximum sample size has increased to one half of a full serving – 75ml (from 20) for wine, 175ml (from 30) for beer, and 20ml (from 10) for spirits – per person, per day and divided if the licensee chooses.
- up to 2 manufacturers or agents can provide samples in the store at one time -and you will be able to charge for samples and not charge for others - completely at your discretion

Here's a placeholder quote for you. You can use all of it, none of it, or some of it. I wrote it to get an idea of what the NR will look like, so please don't feel like you have to use it:

Trent Anderson, President of Everything Wine Stores – NOT APPROVED “This is a simple change that makes a big difference for stores like mine. The ability to charge for samples makes it much more financially viable to accommodate customers who rightfully want to taste products before investing in them. This way, customers don't have to worry about risk when they purchase a higher end product and we don't take a loss on the sample bottles. Everyone wins!”

Does that work? I'll also get the final NR to you when we have it approved.

Cassandra

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

**From:** Trent Anderson [<mailto:TAnderson@everythingwine.ca>]  
**Sent:** Tuesday, June 21, 2016 2:08 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: Announcement at Everyting Wine - North Van

I can probably write a sentence or two... can you email me the release (or a briefing around it) now (if you're back in office) in confidence so that I can read it and write appropriate comments? Unless of course you can confirm that the announcement in its entirety is about:

- an increase in sample sizes for retailer to provide to consumers
- the option for retailers, at their discretion, to charge for some samples (and not others) if they want to sample a premium wine or spirit

Trent

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

**From:** Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]  
**Sent:** June 21, 2016 2:04 PM  
**To:** Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)>

Subject: Re: Announcement at Everyting Wine - North Van

Yeah I think that would work, let me know at three. Thanks Trent! If you'd like to put a quote in the news release, we can do that. That way, you've got a comment in it and we can provide another Validator on the day. Let me know if that is something you'd want. Obviously, it's completely up to you.

Thanks again.

Cassandra

Sent from my iPhone

On Jun 21, 2016, at 2:01 PM, Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>> wrote:

Cassandra,  
s.13

Trent

From: Togneri, Cassandra GCPE:EX [<mailto:Cassandra.Togneri@gov.bc.ca>]  
Sent: June 21, 2016 1:08 PM  
To: Trent Anderson <[TAnderson@everythingwine.ca](mailto:TAnderson@everythingwine.ca)<<mailto:TAnderson@everythingwine.ca>>>  
Subject: Announcement at Everyting Wine - North Van

Hi Trent,

I left you a voicemail, but there was quite a bit of info there. We are making an announcement regarding a Liquor Policy Review recommendation and we are looking for a venue. Would you be able to have a quick conversation with me about the possibility of using the North Vancouver Everything Wine this coming Thursday? Parliamentary Secretary John Yap would be making quick remarks and it would essentially be a photo-op - quite easy to arrange.

I can give you all the details including a briefing on the announcement if you're able to call me today - 778-677-0870.

Thank you!

Cassandra

Cassandra Togneri  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

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**Sent:** Tuesday, June 21, 2016 12:12 PM  
**To:** Vale, Elaine SBRT:EX; Rowsell, Terry N SBRT:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Sample Sizes  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_EP\_20Jun16 DRAFT.doc; Liquor\_LCLB\_Sample Sizes Announcement\_NR\_21Jun16\_DRAFT.docx; Liquor\_LCLB\_Sample Sizes Announcement\_QA\_13Jun16 DRAFT.doc.docx

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Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Event Proposal – Sample Size Increase

Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch

Event Title: Changes to Liquor Sampling

|   |  |
|---|--|
| Date: Thursday June 23, 2016<br>Time: TBD | Media Market: business media, mainland media   |
| Location: Vancouver                       | English Media Spokesperson: PS John Yap<br>Multicultural Media Spokesperson: PS John Yap |
| Author/Ministry: SBRT                     |  |

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announce changes to sample size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at an Independent Wine Store or private liquor store in the lower mainland that stands to benefit from this policy change, and feature Parliamentary Secretary John Yap with liquor industry validators.
- The group will take part in a tasting featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples, while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, agents that represent B.C. products and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were small and varied in size depending on circumstances, making it difficult for retailers to offer proper tastings.
  - Licensee retail stores and wine stores were not permitted to sell samples, making it costly to promote more expensive products.
  - Only one manufacturer or agent was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to 1/2 of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Licensee retail stores and wine stores are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These changes allow retail stores providing samples to recover the cost of products they are sampling, pour a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial consumer tasting events with larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in Signature Stores. This change will provide those same opportunities to private liquor and independent wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption. To mitigate this criticism, public communications will emphasize the province's robust social responsibility programs.

### VENUE DESCRIPTION

- Independent wine store or private liquor store TBC

### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

### KEY VALIDATORS & STAKEHOLDERS

- Potential validators:
- ABLE BC – Jeff Guinard – Improves sampling inside of bars and private liquor stores

- Import Vintners and Spirits Association
- Independent Wine Stores

#### **TARGET AUDIENCE**

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

#### **VISUAL MESSAGE(S)**

##### **DESIRED PICTURE (STILL)**

- PS Yap with an independent wine store operator or private liquor retailer and industry validators at a sample table set up with new sample size of a product.

##### **DESIRED PICTURE (VIDEO)**

- PS Yap and validators visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

##### **ACTUAL SPEAKING BACKDROP**

- Inside the wine or private liquor store flanked by two agents sampling products.

#### **WRITTEN MESSAGE(S)**

##### **DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

- "Now consumers can enjoy larger sample sizes before deciding whether to purchase a product, while making it easier for retailers to financially manage the sampling of more expensive products."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a huge difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

##### **KEY MESSAGES**

- As part of our ongoing work to increase consumer choice and support B.C. small businesses, wine stores and private liquor retailers can now offer larger sample sizes to customers.
- We're also allowing retailers to charge for liquor samples and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments not only allow consumers to enjoy a larger sample size before deciding whether to purchase a product, but they will also make it easier for retailers to market products in an economical and socially responsible way.

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

### **Not sure you want it? Sample it!**

**VANCOUVER** – The Province is supporting increased consumer choice and encouraging the growth of B.C. small businesses by modernizing regulations to allow any establishment that sells liquor to provide samples in a socially responsible manner.

In response to feedback from British Columbians and small businesses through the Liquor Policy Review, government has increased the maximum sample size, giving customers a better sense of the taste of liquor products before deciding whether they would like to purchase.

Liquor and wine stores are also permitted to charge for samples to help recoup the costs of expensive products. These retailers, as well as restaurants and bars, will also be permitted to have two manufacturers or liquor agents provide samples in-store at one time.

These changes will benefit independent wine stores, private liquor stores, vintners, licensed restaurants and liquor agents as well as consumers, and build on previous work done by the Province to make it easier for retailers to market products in an economical and socially responsible way, including:

- Permitting licensees to offer time-limited drink specials (e.g. happy hours), provided the price is not below the prescribed minimum consistent with those advocated by health advocates.
- Allowing manufacturers to offer patrons liquor that was not produced on site (e.g. wineries can now sell beer to visitors).
- Permitting B.C. liquor manufacturers to offer products for sample and sale at temporary off-site locations like artisan and farmer's markets.
- Allowing patrons to buy bottles of liquor to take home that are showcased at festivals or competitions.

### **Quotes:**

s.13

**Quick facts:**

- The new maximum sample size has increased to one half of a full serving – 75ml (from 20) for wine, 175ml (from 30) for beer, and 20ml (from 10) for spirits – per person, per day and divided if the licensee chooses.
- These changes implement Liquor Policy Review recommendation #59.
- To date, 42 of the 73 Liquor Policy Review recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

**Contact:**

Government Communications and Public Engagement  
Ministry of Small Business and Red Tape Reduction and  
Responsible for the Liquor Distribution Branch  
778 678-1572

**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

**Sample Size Increase Announcement:**

**What are you announcing today?**

- We are announcing the implementation of the 59th recommendations of the Liquor Policy Review: Any establishment that sells liquor should be able to provide samples in a socially responsible manner.
- Today, we have made regulations around samples more flexible for licenced liquor store retailers and independent wine stores by increasing the size limit for samples and allowing retailers to charge for the samples.
- Additionally, we're allowing liquor retail stores and wine stores to have a maximum of two manufacturers or agents providing samples in the store at one time.

**Why is this necessary?**

- We have committed to implementing all 73 of Parliamentary Secretary John Yap's recommendations for modernizing B.C. liquor law.
- This change makes provides better opportunities for retail stores, manufacturers and agents to provide samples for consumers.
- This changes was requested by the BC Wine Institute and other industry professionals who wanted more flexibility in the way they could distribute samples of products in their retail stores.
- With these adjustments, we are supporting small business by making it easier to promote and distribute products while still enforcing strong health and safety practices.

**How does this help small businesses?**

- Allows businesses to collaborate more easily with manufacturers and agents to distribute diverse products to consumers.
- Allowing two manufacturers or agents to provide samples at once creates more opportunities for retail events.
- Vintners and spirit agents who represent products but do not have a storefront will have more opportunities to sample their products in various locations – the larger sample size makes the tasting experience more robust and can translate into more sales.



**Ministry of Small Business and Red Tape Reduction**  
**Reducing Red Tape for British Columbians**  
***Sample Size Increase – June 23, 2016***

**Key Messages**

- As part of our ongoing work to increase consumer choice and support B.C. small businesses, wine stores and private liquor retailers can now offer larger sample sizes to customers.
- We're also allowing retailers to charge for liquor samples and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments not only allow consumers to enjoy a larger sample size before deciding whether to purchase a product, but they will also make it easier for retailers to market products in an economical and socially responsible way.

**Validator Messaging**

- We are implementing recommendations that benefit British Columbians consumers and business owners. For example:
  - **Validator:**

**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

**Why does the Province need to regulate how many samples a consumer can have at a store?**

- Retail stores do not function as liquor primaries and are not meant to be serving unlimited alcohol.
- Samples are meant to be a tasting of a product, not a full serving for consumers.
- Any place serving or selling liquor must follow the regulations of the licence that it owns. Failure to comply with the licence will result in escalating measures.

**Don't larger sample sizes in liquor stores create the possibility of more drinking and driving or other public safety issues? What about recent report about emergency rooms receiving more alcohol-related overdoses than drug-related ones?**

- The health and safety of British Columbians is a top priority, not only for this Ministry, but across government.
- And throughout our consultation on liquor policy reform, the public and industry professionals alike expressed concern about how to address public health and safety concerns surrounding alcohol.
- So, an important part of modernizing B.C.'s liquor policy is putting an increased focus on the public health and safety aspects surrounding liquor.
- Liquor samples in stores are a maximum of half of a regular drink, per person, per day – sample sizes are intended to be a small amount of liquor to demonstrate what the product tastes like. A full serving should not be served.
- In fact, over one quarter of the liquor updates we have already made or are working towards focus on public health, safety, and social responsibility.
- For example, when we introduced happy hours in B.C. we did so in tandem with minimum drink prices – to give British Columbians what they want, while still ensuring drink prices didn't drop dramatically.

**How many recommendations have you implemented thus far and do you expect to have all 73 implemented before the next election?**

- After today, we will have implemented 42 recommendations from the liquor policy review.

**Ministry of Small Business and Red Tape Reduction  
Reducing Red Tape for British Columbians**

***Sample Size Increase – June 23, 2016***

- We intend to implement all 73 recommendations as soon as they are ready; however, we want to get each one right and while we are working diligently, we cannot rush the process.

**How does this affect restaurants and manufacturers' lounges?**

- This change allows liquor primaries and food primaries to hold tasting events with up to two manufacturers or agents.
- The larger sample size will make for a better and more worthwhile tasting experience for customers as well as manufacturers.
- Independent wine stores asked the government to allow for samples to be sold in stores in order to recoup the cost of sampling expensive products.
- Licensed manufacturer lounges will not be affected by this policy as they are already able to charge for samples.

**What do you mean by half of a standard drink?**

- The sample is meant to be a tasting and not a full serving.
- Half of a standard drink means 150ml of wine, 375 ml of beer, and 45 ml of spirits.
- This amount can be served in multiple smaller servings or in one serving, however it is the maximum that retailers can give or sell per person, per day.
- Retailers can have two manufacturers or agents providing samples of their products in the store at one time.

**How does the Province respond to the Kamloops city council rejecting an application to allow wine on shelves in the local Save-On-Foods?**

- It was made very clear that each individual licensee would have to apply to their local government or First Nation to complete the licence process.
- That said, British Columbians overwhelmingly supported wine in grocery when it was introduced.
- We cannot interfere with the Kamloops city council, this decision falls completely within its jurisdiction.

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***Sample Size Increase – June 23, 2016***

**The government has come under fire for event expenses lately, how much did this announcement cost tax payers?**

- These liquor policy changes are based on what we heard directly from British Columbians during the largest public engagement in B.C.'s history.
- We are modernizing liquor policy to increase consumer convenience, support burgeoning industries in B.C., and protect public health and safety.
- There was no cost associated with securing a venue for any of these announcements.
- The only substantial costs associated with these events were to ensure media has their logistical/AV needs met, which is standard practice for all provincial announcements.

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Monday, June 20, 2016 10:53 AM  
**To:** Cordeiro, Shantel GCPE:EX; Denis, Louise L GCPE:EX; Wilson, Ashlea GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Draft EP  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_EP\_13Jun16 DRAFT.doc

Thanks Shantel, that's great.

Just looping in Ashlea Wilson here so she knows what is coming down the pipe! Reattaching the DRAFT EP for you Ashlea (it's going through approvals now).

Thanks again,  
Cassandra

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**From:** Cordeiro, Shantel GCPE:EX  
**Sent:** Monday, June 20, 2016 10:35 AM  
**To:** Togneri, Cassandra GCPE:EX; Denis, Louise L GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Draft EP

That is correct. It will be our contractor Riel, attending for both photos and videos.

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Monday, June 20, 2016 10:34 AM  
**To:** Cordeiro, Shantel GCPE:EX; Denis, Louise L GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Draft EP

Hi Shantel --

No quite yet, but we will have some answers today. But we have Louise Denis on board now, so she is copied here. We're waiting for details from MO on location and validator.

We are confirmed for the videographer/photographer though, correct?

Thank you!  
Cassandra

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**From:** Cordeiro, Shantel GCPE:EX  
**Sent:** Monday, June 20, 2016 10:32 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** RE: Draft EP

Hey Cassandra,

Just following up -- have any more details been confirmed for this event by chance?

Thanks,  
Shantel

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 17, 2016 4:58 PM  
**To:** Cordeiro, Shantel GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Re: Draft EP

Oh god. Thanks Shantel. Of course in forgot to send an attachment at 4:45. Of course! Lol.  
Will send first thing on Monday.  
Cassandra  
Sent from my iPhone

On Jun 17, 2016, at 4:47 PM, Cordeiro, Shantel GCPE:EX <[Shantel.Cordeiro@gov.bc.ca](mailto:Shantel.Cordeiro@gov.bc.ca)> wrote:

Hi Cassandra,

Can you resend – there was nothing attached. (No rush – it can wait till Monday)

Thanks,  
Shantel

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 17, 2016 4:35 PM  
**To:** Cordeiro, Shantel GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Draft EP

Hi Shantel,  
Here is the draft EP of the event, however the time and location are not confirmed.  
Thanks and have a good weekend!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Event Proposal – Sample Size Increase

Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch

### Event Title: Changes to Liquor Sampling

|                              |   |
|------------------------------|---|
| Date: Thursday June 23, 2016 | Media Market: business media, mainland media  |
| Time: TBD                    |   |
| Location: TBD                | English Media Spokesperson: PS John Yap       |
| Vancouver                    | Multicultural Media Spokesperson: PS John Yap |
| Author/Ministry: SBRT        |   |

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announcing changes to samples size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at a supportive Independent Wine Store or private liquor store in Vancouver and feature Parliamentary Secretary John Yap interacting with the business owner who will validate the changes. The group will take part in a testing featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No significant funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, agents that represent B.C. products and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were small and varied in size depending on circumstances, providing difficulty for tastings.
  - Licensee retail stores and wine stores were not permitted to sell samples, making it costly to promote more expensive products.
  - Only one manufacturer or agent was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to 1/2 of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Licensee retail stores and wine stores are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These change allows the retail stores, providing samples to recover the cost of products they are sampling, provide a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial consumer tasting events with larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in Signature Stores. This change will provide those same opportunities to private liquor and independent wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption therefore communication materials will emphasize the importance of the province's robust social responsibility program.
  - The new sample size is still limited in the amount per person, per day.
  - The new sample size is large enough to allow consumers to get a real taste of a variety of products before they purchase them while still small enough to protect public health and safety.

### VENUE DESCRIPTION

- Independent wine store or private liquor store

### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

### KEY VALIDATORS & STAKEHOLDERS

- Potential validators:
- ABLE BC – Jeff Guinard – Improves sampling inside of bars and private liquor stores
- Import Vintners and Spirits Association
- Independent Wine Stores

#### **TARGET AUDIENCE**

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

#### **VISUAL MESSAGE(S)**

##### **DESIRED PICTURE (STILL)**

- PS Yap with an independent wine store operator or private liquor retailer at a sample table set up with new sample size of a product.

##### **DESIRED PICTURE (VIDEO)**

- PS Yap visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

##### **ACTUAL SPEAKING BACKDROP**

- Inside the wine or private liquor store flanked by two agents sampling products.

#### **WRITTEN MESSAGE(S)**

##### **DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

- "Now consumers can more easily access product samples before making decisions while retailers can financially manage the sampling of more expensive products by charging. This is the result of listening to and acting on industry input."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a huge difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

##### **KEY MESSAGES**

- Wine stores and private liquor retailers can now more effectively use samples to market products in their stores.
- While the new sample sizes remain limited in amount we've relaxed our sample size restrictions to allow for a larger portion to give customers a better experience of the products they are considering.
- We're providing the ability to sell samples to help recoup the costs of expensive products if they choose, and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments allow greater flexibility for businesses in terms of marketing and product promotions.
- Modernizing liquor policies benefits both consumers and industry while helping ensure British Columbians enjoy alcohol safely and responsibly.



## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Friday, June 17, 2016 10:18 AM  
**To:** Rowsell, Terry N SBRT:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Sample Size  
**Attachments:** Liquor\_LCLB\_Sample Sizes Announcement\_EP\_13Jun16\_DRAFT.doc; Liquor\_LCLB\_Sample Sizes Announcement\_NR\_15Jun16\_DRAFT.docx

Hi Terry,

Here are the EP and NR. I'll actually hold the QA for now, I want to add a few more questions. Can you and Elaine take a look and more sure the details are accurate. As discussed, once you both have reviewed, Bill and Chris will review before we send back up.

Thank you!

Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870

## Event Proposal – Sample Size Increase

Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch

### Event Title: Changes to Liquor Sampling

|   |  |
|---|--|
| <b>Date:</b> Thursday June 23, 2016<br><b>Time:</b> TBD | <b>Media Market:</b> business media, mainland media  |
| <b>Location:</b> TBD<br>Vancouver                       | <b>English Media Spokesperson:</b> PS John Yap<br><b>Multicultural Media Spokesperson:</b> PS John Yap |
| <b>Author/Ministry:</b> SBRT                            |  |

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announcing changes to samples size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at a supportive Independent Wine Store or private liquor store in Vancouver and feature Parliamentary Secretary John Yap interacting with the business owner who will validate the changes. The group will take part in a testing featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No significant funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were limited to 20 ml for wine, 30 ml for beer, and 10 ml for spirits.
  - Manufactureres and agents were not permitted to sell samples in retail stores, making it costly to promote more expensive products.
  - Only one manufacturer was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to 1/2 of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Manufacturers and agents are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These change allows the manufacturers or agents providing samples to recover the cost of products they are sampling, provide a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial tasting events with up to two manufacturers or agents at once and larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in the past and although they usually do not sell samples, they have on occasion. This change will provide those same opportunities to private liquor and independent wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption therefore communication materials will emphasize the importance of the province's robust social responsibility program.
  - The new sample size is still limited in the amount per person, per day.
  - The new sample size is large enough to allow consumers to get a real taste of products before they purchase them while still small enough to protect public health and safety.

### VENUE DESCRIPTION

- Independent wine store or private liquor store

### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

## KEY VALIDATORS & STAKEHOLDERS

- Potential validators: BC Restaurant Association
- ABLE – Jeff Guinard – improves sampling inside of bar
- Import Vintners association
- Independent Wine Stores

## TARGET AUDIENCE

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

## VISUAL MESSAGE(S)

### DESIRED PICTURE (STILL)

- PS Yap with an independent wine store operator or private liquor retailer at a sample table set up with new sample size of a product.

### DESIRED PICTURE (VIDEO)

- PS Yap visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

### ACTUAL SPEAKING BACKDROP

- Inside the wine or private liquor store flanked by two agents sampling products.

## WRITTEN MESSAGE(S)

### DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- "Now consumers can more easily access product samples before making decisions while retailers can financially manage the sampling of more expensive products by charging. This is the result of listening to and acting on industry input."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a huge difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

### KEY MESSAGES

- Wine stores and private liquor retailers can now more effectively use samples to market products in their stores.
- We've relaxed our sample size restrictions to allow for a larger portion, the ability to sell samples to help recoup the costs of expensive products if they choose, and enable two manufacturers to provide samples in a store at one time.
- These adjustments allow greater flexibility for businesses in terms of marketing and product promotions.
- Modernizing liquor policies benefits both consumers and industry while helping ensure British Columbians enjoy alcohol safely and responsibly.

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

### **Not sure you want it? Sample it!**

s.13

Liquor and wine stores in B.C., working with agents and manufacturers, can now offer customers larger product samples of wine, beer, and spirits, giving them a better opportunity to decide if they wish to purchase it, and charge for samples in order to recoup some of the costs, particularly with more expensive items.

The new maximum sample size has increased to one half of a full serving – 75ml for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided if the licensee chooses. These new sizes, while still a limited serving of alcohol, allows customers to better experience the taste and aroma of a new product.

s.13

### **Quotes:**

s.13

**Quick facts:**

- B.C.'s Liquor Policy Review makes 73 common-sense recommendations to change B.C.'s liquor laws so that they reflect current lifestyles, encourage the growth of small businesses and our economy, address calls for consumer convenience and continue to safeguard health and public safety.
- Today's changes implement Liquor Policy Review recommendation #59.
- To date, 42 of the 73 recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

**Contact:**

Government Communications and Public Engagement  
Ministry of Small Business and Red Tape Reduction and Responsible for the Liquor Distribution  
Branch  
778 678-1572

## **Togneri, Cassandra GCPE:EX**

**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 16, 2016 12:57 PM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** RE: EP - Sample Sizes

Yes, they can – this is just the current one.

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**From:** Harbord, Chris GCPE:EX  
**Sent:** Thursday, June 16, 2016 12:54 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: EP - Sample Sizes

This says only one consumer tasting event can take place at once but I thought they could have up to two now?

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 16, 2016 12:50 PM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** FW: EP - Sample Sizes

Some info on samples – this is what is currently the rules. I have to change a few pieces.

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**From:** Rowsell, Terry N SBRT:EX  
**Sent:** Thursday, June 16, 2016 12:18 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: EP - Sample Sizes

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**From:** Rowsell, Terry N SBRT:EX  
**Sent:** Thursday, June 16, 2016 12:16 PM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: EP - Sample Sizes

### **Consumer tastings**

You and a liquor manufacturer or agent may agree tastings of products that are available for sale in

When a consumer tasting event will take place, and run, is up to you and the manufacturer or agent. However, all tasting must end 30 minutes store closes, and you can only have one consumer going on in your store at a time.

- You and the liquor manufacturer or agent may tasting within or outside the store, using materials supplied by the liquor manufacturer or
- You may not charge the manufacturer or agent demonstration space.

#### **Maximum quantities per patron at a consumer tasting:**

|                        | SINGLE<br>PRODUCT | MULTIPLE<br>PRODUCT |
|------------------------|-------------------|---------------------|
| Wines                  | 20 ml.            | 30 ml.              |
| Spirits                | 10 ml.            | 20 ml.              |
| Beer/cider/<br>coolers | 30 ml.            | 45 ml.              |

The quantities for multiple product tasting apply only where you are presenting more than one product at a single tasting. The quantity for multiple products is a total of all products offered. For example, if you present three kinds of wine, you may offer a maximum quantity of 10 ml. of each wine to taste.

to conduct  
your store.

how long it will

before your  
tasting event

advertise the  
promotional  
agent.  
a rental fee for

- You must make sure all servers are familiar with the rules governing consumer tastings at liquor stores. Servers may not serve minors or anyone who is apparently under the influence of alcohol, and may not leave open containers unattended.
- The liquor manufacturer or agent must purchase all products to be tasted from you. The price you charge must be no less than what you paid for the product and no more than the price you normally charge your customers.
- You must issue (and the liquor manufacturer or agent must retain) a countersigned receipt for the dollar value of sampled product.
- At the end of the consumer tasting:
  - you or the liquor manufacturer/ agent must destroy any poured samples, and destroy the contents of any unfinished bottles
  - the liquor manufacturer or agent may not remove any opened bottles.
- You may also serve food samples that compliment a particular alcoholic beverage. You can install kitchen equipment to accommodate these events, and you may charge an attendance fee.

However:

- neither the food ingredients nor the final product may be offered for sale, but you may charge those attending the event a fee (This is what LDB says they do as well)
- the focus of your business must not shift to that of a restaurant or food store, and
- you must obtain approval from the local Environmental Health Officer before installing kitchen equipment and serving food samples.

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Thursday, June 16, 2016 11:20 AM  
**To:** Rowsell, Terry N SBRT:EX  
**Subject:** EP - Sample Sizes

Thanks Terry – as discussed, this isn't ready to go all the way up. I'll use your suggestions, and send to Bill and Chris and then will loop back in officially with LCLB, ok?

Thanks!

Cass

**Cassandra Togneri**  
 Senior Public Affairs Officer  
 Ministry of Small Business, Red Tape Reduction  
 and Minister Responsible for the Liquor Distribution Branch  
 Government Communications and Public Engagement  
 P: 250-953-3196 / C: 778-677-0870

## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 15, 2016 4:04 PM  
**To:** Vale, Elaine SBRT:EX; Rowsell, Terry N SBRT:EX  
**Subject:** RE: Another little detail

Thanks again!

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**From:** Vale, Elaine SBRT:EX  
**Sent:** Wednesday, June 15, 2016 4:03 PM  
**To:** Rowsell, Terry N SBRT:EX; Togneri, Cassandra GCPE:EX  
**Subject:** RE: Another little detail

They were sent the consultation paper on this topic and in their response they requested that the sample sizes be increased.

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**From:** Rowsell, Terry N SBRT:EX  
**Sent:** Wednesday, June 15, 2016 4:02 PM  
**To:** Vale, Elaine SBRT:EX  
**Subject:** FW: Another little detail

Elaine,

The change to sampling was not in the IVSA LPR submission. Do you know if it was it a subsequent ask?

Terry

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Wednesday, June 15, 2016 3:20 PM  
**To:** Rowsell, Terry N SBRT:EX  
**Subject:** Another little detail

IWS asked for the change to be able to sell samples. IVSA – did they ask for any of these changes, or we just want to highlight that they positively affect them?

Thanks!

Cass

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch  
Government Communications and Public Engagement  
P: 250-953-3196 / C: 778-677-0870



## **Togneri, Cassandra GCPE:EX**

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 7, 2016 12:50 PM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** FW: sample size  
**Attachments:** Sampling Policy Directive for Dougs review.docx; Samples one pager Jun 3 2016 v3 with SH analysis.docx

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**From:** Golder, Melanie SBRT:EX  
**Sent:** Tuesday, June 7, 2016 9:35 AM  
**To:** Togneri, Cassandra GCPE:EX  
**Subject:** FW: sample size

Hi Cassandra  
Here are some thing that will help

*Melanie Golder*

Senior Policy Analyst | Liquor Control and Licensing Branch | 250-952-5757

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**From:** Vale, Elaine SBRT:EX  
**Sent:** Tuesday, June 7, 2016 9:24 AM  
**To:** Golder, Melanie SBRT:EX  
**Cc:** Togneri, Cassandra GCPE:EX  
**Subject:** RE: sample size

Hi Melanie,  
Could you please follow up with Cassandra?  
Thanks

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**From:** Togneri, Cassandra GCPE:EX  
**Sent:** Tuesday, June 7, 2016 9:22 AM  
**To:** Vale, Elaine SBRT:EX  
**Subject:** sample size

Hi Elaine,  
I haven't gotten anything back about sample size information. Would you or someone else be able to send me whatever materials you have on it so I can start working on it? I need as much information as you can give me to get my knowledge caught up before I start writing materials.  
Thanks!  
Cassandra

**Cassandra Togneri**  
Senior Public Affairs Officer  
Ministry of Small Business, Red Tape Reduction  
and Minister Responsible for the Liquor Distribution Branch



Date: xxx, 2016

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

Re: Providing samples in a socially responsible manner.

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**Introduction**

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

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

**New Policy**

Samples are a small amount intended to demonstrate what the product tastes like. The intention is not for full servings to be provided.

Licensee retail stores and wine stores are now permitted to sell samples and to have a maximum of two manufacturers/agents providing samples at one time. Sample sizes are increased to ½ standard drink (75ml wine, 340ml beer, 20ml spirits) total per person per day, divided as the licensee chooses – whether there is a charge or they are provided for free.

Maximum sample sizes provided at establishments (liquor primary, food primary) by agents or manufacturers are increased to ½ standard drink (75ml wine, 340ml beer, 20ml spirits) total per person per day, divided as the licensee chooses. Agents and manufacturers may provide samples for free but if samples are sold minimum price guidelines apply.

Sampling sizes for manufacturers on their manufacturing site and at markets remain unchanged.

**Further Information**

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

Original signed by