Little, Danielle JAG:EX

From: Johnston, Shannan JAG:EX
Sent: Sunday, March 2, 2014 6:28 PM
To: Carlson, Janice JAG:EX
Subject: Fwd: Happy Hour comments - looking for feeback from a cross section of Licensees in Victoria and area

Follow Up Flag: Follow up
Flag Status: Flagged

From 17 mile pub

Sent from my iPhone

Begin forwarded message:

> **From:** Ken Whitaker s. 22
> **Date:** March 2, 2014 at 6:24:05 PM PST
> **To:** "Johnston, Shannan JAG:EX" <Shannan.Johnston@gov.bc.ca>
> **Subject: Re: Happy Hour comments - looking for feeback from a cross section of Licensees in Victoria and area**
>
> Hi Shannon, i don't think Happy Hour is really going benefit our business at all. Just encourages people to drink more at a certain time of day. I guess I'll have to keep up with whatever the competition is doing so I can't really answer those questions until I know. Sorry I couldn't be of much help. Regards, Ken
>
> Sent from my iPhone
>
> On 2014-02-21, at 8:43 AM, "Johnston, Shannan JAG:EX" <Shannan.Johnston@gov.bc.ca> wrote:
>
> > Hi
> >
> > I am working on a Happy Hour committee in the Liquor Control and Licensing Branch office. I would like to collect some licensee thoughts on Happy hours. If you have a few minutes could you answer these questions and forward your reply in the next few days back to me for consideration at the next meeting.
> >
> > Thanks
> > Shannan Johnston
> > Liquor Inspector
> > Ph: 250 952 5744

Good morning all, the LCLB is requesting your input to the following questions so that they may ensure they put something into place that meets the needs or input from our licensees. If you could respond back to me by week's end it would be greatly appreciated. Please feel free to distribute to others so that we have a good cross section of input.

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
   - Beer-
   - Wine-
   - Spirits-

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
   - Jug of beer
   - Bucket of Beer
   - Highball
   - Shooter

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Little, Danielle JAG:EX

From: XT:Tostenson, Ian LCLB:IN
Sent: Tuesday, March 25, 2014 11:14 AM
To: Carlson, Janice JAG:EX
Subject: Re: LCLB Consultation

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks Janice…will start working on this...
President/CEO
British Columbia Restaurant and Foodservices Association
www.bcrfa.com

mobile 604-986-1429

On Mar 25, 2014, at 10:50 AM, Carlson, Janice JAG:EX <Janice.Carlson@gov.bc.ca> wrote:

Hello Ian,

Attached is the consultation document about minimum drink pricing and happy hours in licensed establishments we discussed a few weeks ago.

Thanks for agreeing to assist with this. Your help is much appreciated. If you have any questions, contact info is below.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
☎ 250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
ⓘ www.pssg.gov.bc.ca/lclb

<Minimum Drink Prices and Happy Hour Rules Consultation.docx>

Little, Danielle JAG:EX

From: Osei-Appiah, Edward JAG:EX
Sent: Tuesday, February 25, 2014 2:49 PM
To: Carlson, Janice JAG:EX
Subject: Feedback in relation to liquor pricing from some of our industry licensees.
Attachments: 20140225143721.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Good Afternoon Janice,

Hope your enjoying the day.

Attached are numbered email copies of feedback in relation to liquor pricing from some of our industry licensees.

I'm still awaiting feedback from four other licensee's and will submit their thoughts upon receipt.

If you have any questions, please call me.

Thanks for your patience,

Edward

Responded

- Bistro Wagon Rouge 1869 Powell St.(FP)
- The Parker-237 Union (FP)
- The Rickshaw 254 East Hastings Street (LP)
- SAVOY HOTEL- 258 E HASTINGS ST (LP)
- MOOSE'S DOWN UNDER 830 W PENDER ST (FP)
- Joe Fortes Seafood & Chop House 777 Thurlow Street (FP)
- Bestie 105 Pender St (FP)

- INCENDIO PIZZERIA 103 COLUMBIA ST (FP)

- The Ticket- 808 Beatty St. (FP)

Pending

- Shark Club Bar & Grill 180 W Georgia St
- Rosie's On Robson 838 Hamilton St
- Jimmy's Tap House 433 Robson Street
- Ask Luigi -305 Alexander St.

Osei-Appiah, Edward JAG:EX Bistro Wajon Rosse 1869 Powell

From: brad m s. 22
Sent: Tuesday, February 25, 2014 11:42 AM
To: Osei-Appiah, Edward JAG:EX
Subject: Re: Feedback about liquor pricing from our industry licensees

1/1

1. My prices are what many may consider happy hour prices at the moment. Depending on the product, I would probably double, one and a half times purchase cost.
2. I suppose it'd be double purchase there again. Perhaps combining with a food item could bring it down slightly. Maybe one and a half times.
3. As a restaurant owner, I would like happy hour to bolster both my liquor and food sales. Get 'butts in the seats' as they say. I don't feel either of my establishments lend themselves well to a boozing scenario. I'd like to see late early afternoon and early evening hours busier because of a 'happy hour'. I would consider opening the bistro an hour earlier some days if we were able to do this.

I hope that helps. I know there's no specific numbers, but prices vary so greatly. Let me know if you need more info.

Regards,
Brad

On Feb 25, 2014, at 11:29 AM, "Osei-Appiah, Edward JAG:EX" <Edward.OseiAppiah@gov.bc.ca> wrote:

> Hi all,
>
> I would to get some feedback about liquor pricing from our industry licensees.
>
> Here are some questions:
>
> 1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
>   - Beer
>   - Wine
>   - Spirits
>
> 2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
>   - Jug of beer
>   - Bucket of Beer
>   - Highball
>   - Shooter
>
> 3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?
>
> Your feed back is appreciated.
>
> Thanks,
> Edward

Osei-Appiah, Edward JAG:EX The Parker. 207 Union St

1/2

From: Steve Da Cruz s. 22
Sent: Tuesday, February 25, 2014 11:25 AM
To: Osei-Appiah, Edward JAG:EX
Subject: Re: Some feedback about liquor pricing from our industry licensees

Hi Edward,

Thanks for thinking of me in regard to this issue.

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

I believe you're asking about what the minimum charge should be set at? I think a responsible baseline would be at 100% markup for anything under 20% ABV and 200% markup for anything above 20% ABV. This would be a substantial savings for consumers, almost manageable for vendors and relatively moderate binge consumption. Example below:

- Beer - $2.00 COST = $4.00 HH PRICE VS $6 Normal charge
- Wine - $15 Btl cost = $3 Gls cost = $6 HH PRICE VS $7-8 Normal Charge
- Spirits - $24 Btl cost = $1/oz = $3 HH Price VS $4-6 Normal Charge for highballs, shots etc.

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?

I don't offer any of these products and most likely never will as they directly oppose the style of my operation. But for the sake of argument, I will demonstrate what a small business owner would need to sanely charge.

- Jug of beer - Keg $180 Cost/58L = $5.60 cost/Jug 1.8L = $10-12 HH Price
- Bucket of Beer - $2.00 COST = $4.00 HH PRICE/beer - not sure how many beers constitute a bucket
- Highball - $1/oz = $3-4 HH Price - I wouldn't go below $4 personally because 3 drinks for $10 leads to bad behaviour.
- Shooter - $1/oz = $3-4 HH Price - I wouldn't go below $4 personally because 3 drinks for $10 leads to bad behaviour.

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

These comments are confidential and off the record.

I'm very concerned about Happy Hour as it unfairly shines my business, that I have worked very hard for, in a negative light when I choose not to participate. Despite what restaurant owners say on the record, no one wants this for this simple reason: Restaurants in Canada average about 4.5% profit. The simple math, in one of the world's most expensive cities, is that we can't afford to sell *anything* for less. What's worse is that because this whole set of sweeping changes was publicly tied to several prominent changes like this one, we will be forced to offer a Happy Hour or appear negatively in the public eye and the numerous social platforms that dominate our perception to clients. But hey, everybody wanted this right?

I'm also concerned because, and I'll be quite frank as I have managed restaurants, bars & nightclubs here in Vancouver as well as in NYC, Vancouver simply can't handle its drink. There were mistakes made, years ago, that lead to restriction of alcoholic sales via control of import, export, creation, distribution and taxation. Very little, that I can see, went toward actual education and integration of family run industry, appreciation, understanding and responsible consumption. Vancouver has a black eye internationally that has reared its head across generations when it comes to public behaviour and alcohol. While it's very positive to see some of the new developments such as distilleries and craft beer makers being able to create jobs and promote education and appreciation, Happy Hour is as antiquated as the laws we've just amended.

Removing beer garden fences is very positive and will pay many dividends down the road as people will eventually behave amongst each other when the common goal is shared - ie.'don't ruin the show'. Happy Hour, given that as a purchaser I am receiving no incentive whatsoever other than the mirage of 'a busy bar is a profitable one' will benefit only those who have the purchasing power to make up the loss in other ways. In other words, the chains just scored a huge victory.

I'm sure that you are aware of how kickbacks work and that it would be a massive waste of your time to police them as they will always arrive in some way or another. Whether its branded patio umbrellas or menu printing or box seats at the game, the ones that sell the most (the chains) will not see even a dimple in their bottom line. You can be assured of that.

But the first person I have to explain why I can't afford to knock a twoonie off their glass of small batch, local family owned wine will not care and will tell their friends that I don't either.

If anything, I expect I'll have to find some inferior product and offer it to those who wish. It won't represent any of the almost two decades of work and personal family history invested in what I do, but I'll have to do it.

Thanks for asking.

Steve Da Cruz
s. 22
The Parker Restaurant
theparkervancouver.com
Facebook
Twitter
Instagram
The City 2.0

On 24 February 2014 14:27, Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca> wrote:

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

The Rickshaw - 254 E Hastings

111

Osei-Appiah, Edward JAG:EX

From: s. 22 on behalf of Mo Tarmohamed [mo@rickshawtheatre.com]
Sent: Tuesday, February 25, 2014 11:03 AM
To: Osei-Appiah, Edward JAG:EX
Subject: Re: Some feedback about liquor pricing from our industry licensees

1. 20% - 25% off of our regular price for all three categories.
The least expensive drinks (a can of Cariboo or PBR) would sell for $3.50 vs. currently $4.50 (inclusive of tax)
Mixed drinks and wine would sell for $4.75 (vs. $5.75)
The intention is to set these prices for one hour after doors open.

2. Highball: $4.75, Shooters: $4.50

3. As a music venue it will hopefully encourage people to come to a concert early to check out opening bands who for the most part are local musicians trying to establish themselves.

Thanks,
Mo

On Tue, Feb 25, 2014 at 10:41 AM, Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca> wrote:

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
    - Beer
    - Wine
    - Spirits

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
    - Jug of beer

The Savoy Hotel · 258 E Hastings

Osei-Appiah, Edward JAG:EX

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From: Savoy [savoy@shaw.ca]
Sent: Monday, February 24, 2014 5:36 PM
To: Osei-Appiah, Edward JAG:EX
Cc: 'Hitesh Panchal'
Subject: RE: Some feedback about liquor pricing from our industry licensees.

From: Hitesh Panchal s. 22
Sent: Monday, February 24, 2014 2:08 PM
To: savoy@shaw.ca
Subject: Fwd: Some feedback about liquor pricing from our industry licensees.

Hitesh Panchal

Begin forwarded message:

> **From:** "Osei-Appiah, Edward JAG:EX" <Edward.OseiAppiah@gov.bc.ca>
> **Date:** February 24, 2014 at 1:18:00 PM PST
> **To:** " s. 22
> **Subject: Some feedback about liquor pricing from our industry licensees.**
>
> Hi all,
>
> I would to get some feedback about liquor pricing from our industry licensees.
>
> Here are some questions:
>
> 1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
>   - Beer-$3.00
>   - Wine - NO
>   - Spirits- NO
>
> 2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
>   - Jug of beer -$9.00
>   - Bucket of Beer - $10.00
>   - Highball - $3.75
>   - Shooter - $3.50
>
> 3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?
>
> I think it's a great idea and I am sure the customers would love to go in for a drink after a long day at work and enjoy the discounted price on liquor and food and would not mind spending it. This will definitely help Savoy Pub during the slow time of the day and help our staff to make extra hours on their checks each pay period.

Are their going to be set hours for the Happy Hour (time and day)??

Your feed back is appreciated.

Thanks,
Edward

Edward Osei-Appiah
Liquor Inspector
Compliance and Enforcement Division-Liquor Control & Licensing Branch
300 - 1770 Burrard St, Vancouver, BC V5T 1R8 (2nd and Burrard - above the Lexus Dealership)
Phone: 604 775 0059
Fax:604 775 0044
http://www.pssg.gov.bc.ca/lclb

Moose Down Under - 830 W Pender.

Osei-Appiah, Edward JAG:EX ///

From: Corina Aquino [corina@moosesdownunder.com]
Sent: Monday, February 24, 2014 5:34 PM
To: Osei-Appiah, Edward JAG:EX
Subject: Re: Some feedback about liquor pricing from our industry licensees.

Hi Edward
Here is my answers to your questions
Question 1
Beer $4.00 a pint and $10.00 a jug
Wine $4.00 a 6oz glass
Spirits $4.00 for 1oz
Question 2
Jug of beer $10.00
Bucket of beer for 6 $24.00
Hiball $4.00
Shooter $4.00

Question 3
As a owner of a small family owned business I am not to happy about happy hour as I feel that with the competition I can be out priced by the larger chains. How will I compete with the Donelly group or the Cactus or Joeys? My buying power is much less than theirs. I am barely making a living as it is and to reduce my profit margin with the hope of more clientele is not what I need at this moment.
The only way that I can see this working for me is if you as a governing body makes a set price that all of us can live with. that is both smaller bars and restaurant and the larger chains.

If you have any further questions please don't hesitate to contact me at 604-683 3300
Cheers Corina

On Mon, Feb 24, 2014 at 1:08 PM, Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca> wrote:

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

- Beer

Osei-Appiah, Edward JAG:EX Joe Fortes - 777 Thurlow 1/2

From: scott-g@joefortes.ca
Sent: Monday, February 24, 2014 3:47 PM
To: Osei-Appiah, Edward JAG:EX
Subject: RE: Feedback about liquor pricing from our industry licensees

Edward,

My response is listed below. Please let me know if you have any questions.

Sincerely,
Scott Garrett
General Manager| Joe Fortes Seafood & Chop House
777 Thurlow Street Vancouver, BC V6E 3V5 | t. 604.669.1940 | c. 778.968.9076 | f. 604.669.4426 | www.joefortes.ca

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From: Osei-Appiah, Edward JAG:EX [Edward.OseiAppiah@gov.bc.ca]
Sent: Monday, February 24, 2014 12:32 PM
To: scott-g@joefortes.ca
Subject: Feedback about liquor pricing from our industry licensees

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
   - Beer - ***$4 to $5/Pint***
   - Wine - ***$4 to $5/glass***
   - Spirits - ***$4 to $5/highball***

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
   - Jug of beer - ***Joe Fortes does not offer Jugs of beer to our guests.***
   - Bucket of Beer - ***Joe's does not offer Buckets.***
   - Beer - ***$5/pint***
   - Wine - ***$5/glass (one Red & one White)***
   - Highball - ***$4/highball***
   - Shooter - ***Joe's will not offer a shooter at Happy Hour Pricing.***

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Currently Joe Fortes has been promoting a Happy Hour (bar food only and dollar oysters) since 2009. Over those 5 years we have seen our sales increase for that time frame (4-6pm, 7 days a week) by s. 21 ***. For 2013, our top line revenue was roughly*** s. 21 ***for Happy Hour (to give you an idea). As for our thoughts, we have mixed emotions. If the BCLDB and the provincial government does not lower the minimum cost of Liquor, Beer & Wine (i.e. $23.75 for a 750ml bottle of Vodka) then restaurants, pubs, bars and clubs will end up loosing money while the government still receives its full take of liquor taxes and the public approval of revamping the outdated liquor laws. Joe Fortes will stand loose money this year with the introduction of a Beverage Happy Hour. That being said, there should be some ground rules that all establishments should have to follow;***

1)No late night Happy Hour (nothing after 10pm).
2)No 2 for 1's
3)No last call for Happy Hour as this would encourage bing drinking or ordering multiple beverages at the same time.
4)Minimum guidelines for ~~Food~~ Primary & Liquor Primary

Your feed back is appreciated.

Thanks,
Edward

Edward Osei-Appiah
Liquor Inspector
Compliance and Enforcement Division-Liquor Control & Licensing Branch
300 - 1770 Burrard St, Vancouver, BC V5T 1R8 (2nd and Burrard - above the Lexus Dealership)
Phone: 604 775 0059
Fax:604 775 0044
http://www.pssg.gov.bc.ca/lclb

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Osei-Appiah, Edward JAG:EX Bestie · 105 Pender St

From: s. 22 on behalf of Dane Brown [dane@bestie.ca]
Sent: Monday, February 24, 2014 3:30 PM
To: Osei-Appiah, Edward JAG:EX
Cc: Clinton McDougall
Subject: Re: Feedback about liquor pricing from our industry licensees- Confidential

Hi Edward,

Please find our answers below.

Let me know if you have any further questions.

Thank you,

Dane

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

   - Beer

2.5 $2 for a 8oz taster of local draft lager, $2.5 for 8oz taster of premium craft beer

$3.50 for a 12oz local draft lager, $4.00 for 12oz premium craft beer

$6.50 for 24oz lager, $7.50 for 24oz premium

   - Wine $4.50 for 5oz glass of BC wine on tap
   - Spirits $4.50 for regular single highball

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?

   - Jug of beer N/A
   - Bucket of Beer N/A
   - Highball $4.50 single / $6.50 double
   - Shooter $4 (We have Schnapps)

   * Most of our liquor sales are in draft beer and we do not sell jugs, only by the glass.

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Ideally each licensee should be allowed to choose the specific time of their own happy hour dependent on when they experience the slowest sales since the whole point of having a happy hour is to increase business during slow times through a time-sensitive discount period.

Also having price flexibility is important as long as serving it right rules are adhered to and the prices aren't so low that they encourage overconsumption. Minimum draft beer prices should be set based on the volume of the serving size, not a hard minimum for a specific volume.

Licensees should be allowed to advertise their happy hour pricing in the same ways we are allowed to advertise our regular pricing.

On Mon, Feb 24, 2014 at 1:01 PM, Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca> wrote:

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
    - Beer
    - Wine
    - Spirits

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
    - Jug of beer
    - Bucket of Beer
    - Highball
    - Shooter

1/1

Osei-Appiah, Edward JAG:EX Imundio - 100 Columbia

From: jack hsiac s. 22
Sent: Monday, February 24, 2014 1:31 PM
To: Osei-Appiah, Edward JAG:EX
Subject: RE: Some feedback about liquor pricing from our industry licensees.

Importance: High

Hi Edward,

Please see below for feedbacks.

Jack

From: Edward.OseiAppiah@gov.bc.ca
To s. 22
Date: Mon, 24 Feb 2014 13:24:24 -0800
Subject: Some feedback about liquor pricing from our industry licensees.

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
- Beer $4-$5/glass 16oz
- Wine $5/glass
- Spirits-$4-5/shot

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
- Jug of beer- $15
- Bucket of Beer- 4 bottles $16
- Highball-$2-3
- Shooter $ 4-5

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

I personally don't have much opinion about this matter, as long as we have flexibility to set and promote what we think is right for the business. I think it will be more beneficial for us to promote liquor base on pricing.

Your feed back is appreciated.

Thanks,
Edward

1/1

Osei-Appiah, Edward JAG:EX The ticket - 808 Deadly St

From: J and J Concepts Ltd. - Jason Jew s. 22
Sent: Monday, February 24, 2014 10:19 PM
To: Osei-Appiah, Edward JAG:EX
Subject: Re: Licensee Transfer- #302599

Importance: High

Have a great day
Jason

On 2014-02-24, at 12:16 PM, Osei-Appiah, Edward JAG:EX wrote:

> Hi all,
>
> I would to get some feedback about liquor pricing from our industry licensees.
>
> Here are some questions:
>
> 1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
> - Beer
** $3.50
> - Wine
** $6.00
> - Spirits
** $4.00
>
> 2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
> - Jug of beer
** $15.00
> - Bucket of Beer
** $12.00
> - Highball
** $3.50
> - Shooter
** $3.00
>
> 3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?
***It is really hard to comment on this particular question, when I am not quite sure what the city/province has in mind to implement.
It has always been apparent that our laws are not very flexible, but I personally understand that there are rules in place for a reason- ie safety, fairness and alcohol abuse.

Any literature of what this might look like in the future may be helpful in giving you a more educated and detailed opinion on this. Thanks. Sorry if this was not helpful at this moment.

Jason Jew

> Your feed back is appreciated.

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Monday, January 13, 2014 12:12 PM
To: Rowsell, Terry N JAG:EX
Subject: RE: Happy Hour - Kelowna

Got it.
Thanks

Ray Tetzel
Manager of Investigations
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

From: Rowsell, Terry N JAG:EX
Sent: Monday, January 13, 2014 12:12 PM
To: Tetzel, Raymond JAG:EX
Subject: RE: Happy Hour - Kelowna

No they did not. We have sort of an unwritten agreement that they ask with no questions asked. They don't want their advertisers in trouble, and frankly we'd also rather be able to pass on the right info for them.

From: Tetzel, Raymond JAG:EX
Sent: Monday, January 13, 2014 11:47 AM
To: Rowsell, Terry N JAG:EX
Subject: RE: Happy Hour - Kelowna

Thanks Terry.
I'll forward this to Gary and the boys in Kelowna.
The radio station didn't happen to advise which establishments the ad request came from, did they?

Ray Tetzel
Manager of Investigations
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

From: Rowsell, Terry N JAG:EX
Sent: Monday, January 13, 2014 11:36 AM

To: Tetzel, Raymond JAG:EX
Cc: Edmundson, Bruce JAG:EX
Subject: Happy Hour - Kelowna

Hi Ray,

FYI. A Kelowna radio station just called me. Apparently an ad rep for a number of local bars this morning asked them to do an ad advertising happy hours "because now they are legal." The radio station correctly thought that happy hours were just a recommendation at this point and so checked with me to make sure.

Maybe the radio station passing back that info will solve the problem, but I thought you may like to know.

Cheers,
Terry

Terry Rowsell
Communications
Liquor Control and Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, British Columbia V8W 9J8

Phone: 250-952-5760
Fax: 250-952-7066
Physical location:
4th Floor, 3350 Douglas St., Victoria BC

Due to security concerns, and to keep your financial information private, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 3:17 PM
To: HOLD 2014 JUL 03 Clark, Michael J JAG:EX
Subject: Re: happy hours and minimum pricing in licensed establishments

K then Ed and Shannan it is. Besides, now you just freed Rupi up for another project.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

> On Jan 30, 2014, at 15:14, "Clark, Michael J JAG:EX" <Michael.J.Clark@gov.bc.ca> wrote:
>
> Ray,
>
> Not necessary, unless you need her help. I'm good with the locals participating.
>
> Mike Clark
> Regional Manager
> LCLB SRO
> _____
> From: Tetzel, Raymond JAG:EX
> Sent: January 30, 2014 1:48 PM
> To: Clark, Michael J JAG:EX
> Subject: Re: happy hours and minimum pricing in licensed establishments
>
> Hey Mike, I just heard back. Looks like Ed and Shannan could do this. We can include Rupi also if you already asked her.
>
> Ray Tetzel
> Manager of Investigations
> Compliance and Enforcement
> LCLB
>
> On Jan 29, 2014, at 10:57, "Clark, Michael J JAG:EX" <Michael.J.Clark@gov.bc.ca<mailto:Michael.J.Clark@gov.bc.ca>> wrote:
>
> Ray,
>
> I have asked Rupi to take the lead on this, but she is s. 22 this week. That'll teach her – s. 22 s. 22 and I volunteer her for project work.
>
> Mike Clark
> Regional Manager
> Liquor Control & Licensing Branch
> Surrey Regional Office
> 604-586-2644

> www.pssg.gov.bc.ca/lclb<http://www.pssg.gov.bc.ca/lclb>
> “Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information”.
>
>
> _____
> From: Tetzel, Raymond JAG:EX
> Sent: Wednesday, January 29, 2014 10:55 AM
> To: Lister, Donna O JAG:EX; Barker, Gary JAG:EX; Clark, Michael J JAG:EX
> Subject: FW: happy hours and minimum pricing in licensed establishments
>
>
> Hi all,
> Can you have a read of this? Any can you suggest someone from your office who would like to have a discussion regarding this?
> I think it might be good to bounce this document out to everyone in your office and have a discussion and then someone can be “volunteered” to bring it to the discussion table with Janice and others.
>
> Ray Tetzel
> Manager of Investigations
> Compliance and Enforcement
> LCLB
>
>
> _____
> From: Carlson, Janice JAG:EX
> Sent: Wednesday, January 29, 2014 10:25 AM
> To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
> Subject: happy hours and minimum pricing in licensed establishments
>
>
> Hello Cheryl and Ray,
>
> I’m working on implementing the happy hours and minimum drink pricing recommendation that’s been announced. I’ve put together a summary document (attached) showing what’s going on in other jurisdictions and there are some discussion/decision points at the bottom. I’d like to get some input from licensing and C&E staff.
>
> If you could please identify who might be willing/able to help I’ll give them the background and set up a time for us all to discuss. Thanks so much for your help.
>
> << File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>
>
> Janice Carlson | Policy Analyst
> Liquor Control and Licensing Branch
> É 250 952-5756
> Ê 250 952-7066
> ü Janice.Carlson@gov.bc.ca
> i www.pssg.gov.bc.ca/lclb<http://www.hsd.gov.bc.ca/lclb>
>
>
>
>

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:43 PM
To: Lister, Donna O JAG:EX
Subject: Re: happy hours and minimum pricing in licensed establishments

Just did

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 30, 2014, at 13:41, "Lister, Donna O JAG:EX" <Donna.Lister@gov.bc.ca> wrote:

> Have you asked Ed yet
>
> Donna Lister
> Vancouver Regional Manager SPC
> Liquor Control and Licensing Branch
> Compliance and Enforcement Division
> Ph: 604-775-0075
> fax: 604-775-0044
> donna.lister@gov.bc.ca
>
> ---
>
> **From:** Barker, Gary JAG:EX
> **Sent:** Thursday, January 30, 2014 1:39 PM
> **To:** Tetzel, Raymond JAG:EX; Lister, Donna O JAG:EX; Clark, Michael J JAG:EX
> **Subject:** RE: happy hours and minimum pricing in licensed establishments
>
> Shannan and Gary can do this if you mainlanders don't want to travel to the "rock"
>
> Gary Barker
> Regional Manager
> Special Provincial Constable
> Compliance and Enforcement Division
> Liquor Control and Licensing Branch
> Victoria BC
> PH: 250-952-5742
>
> To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.
>
> ---
>
> **From:** Tetzel, Raymond JAG:EX
> **Sent:** Thursday, January 30, 2014 1:16 PM
> **To:** Lister, Donna O JAG:EX; Clark, Michael J JAG:EX; Barker, Gary JAG:EX
> **Subject:** Fwd: happy hours and minimum pricing in licensed establishments

Can we identify 2 people who can take part in this discussion please?

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

Begin forwarded message:

From: "Caldwell, Cheryl Y JAG:EX" <Cheryl.Caldwell@gov.bc.ca>
Date: January 30, 2014 at 13:05:27 PST
To: "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca>, "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca>
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi Janice:

Janine and Brad will participate from Licensing. Thanks.

Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

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If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:34 PM
To: Lister, Donna O JAG:EX
Subject: Re: Happy hour discussion.

K

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

> On Jan 30, 2014, at 13:33, "Lister, Donna O JAG:EX" <Donna.Lister@gov.bc.ca> wrote:
>
> You can if you like, letting him know that we have discussed it
>
> Donna Lister
> Vancouver Regional Manager SPC
> Liquor Control and Licensing Branch
> Compliance and Enforcement Division
> Ph: 604-775-0075
> fax: 604-775-0044
> donna.lister@gov.bc.ca
>
>
> -----Original Message-----
> From: Tetzel, Raymond JAG:EX
> Sent: Thursday, January 30, 2014 1:33 PM
> To: Lister, Donna O JAG:EX
> Subject: Re: Happy hour discussion.
>
> Should I ask him? Or you?
>
> Ray Tetzel
> Manager of Investigations
> Compliance and Enforcement
> LCLB
>
>> On Jan 30, 2014, at 13:31, "Lister, Donna O JAG:EX" <Donna.Lister@gov.bc.ca> wrote:
>>
>> Sure why not
>>
>> Donna Lister
>> Vancouver Regional Manager SPC
>> Liquor Control and Licensing Branch
>> Compliance and Enforcement Division
>> Ph: 604-775-0075
>> fax: 604-775-0044

>> donna.lister@gov.bc.ca
>>
>> -----Original Message-----
>> From: Tetzel, Raymond JAG:EX
>> Sent: Thursday, January 30, 2014 1:19 PM
>> To: Lister, Donna O JAG:EX
>> Subject: Happy hour discussion.
>>
>> You think Ed may want to get some experience on this?
>>
>> Ray Tetzel
>> Manager of Investigations
>> Compliance and Enforcement
>> LCLB

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 11:34 AM
To: HOLD 2014 JUL 03 Clark, Michael J JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

NR

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Clark, Michael J JAG:EX
Sent: Wednesday, January 29, 2014 11:32 AM
To: Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

I think we're looking for the documents for other issues as well, not just this one. Also, we have a s. 22 that existed between Wally and Holly prior t s. 22 s. 22

Mike Clark
Regional Manager
Liquor Control & Licensing Branch
Surrey Regional Office
604-586-2644
www.pssg.gov.bc.ca/lclb
"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 11:18 AM
To: Clark, Michael J JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Well done...

NR

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Clark, Michael J JAG:EX
Sent: Wednesday, January 29, 2014 10:57 AM
To: Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Ray,

I have asked Rupi to take the lead on this, but she is s. 22 this week. That'll teach her – s. 22 and I volunteer her for project work.

Mike Clark
Regional Manager
Liquor Control & Licensing Branch
Surrey Regional Office
604-586-2644
www.pssg.gov.bc.ca/lclb
"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 10:55 AM
To: Lister, Donna O JAG:EX; Barker, Gary JAG:EX; Clark, Michael J JAG:EX
Subject: FW: happy hours and minimum pricing in licensed establishments

Hi all,
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Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

I'm working on implementing the happy hours and minimum drink pricing recommendation that's been announced. I've put together a summary document (attached) showing what's going on in other jurisdictions and there are some discussion/decision points at the bottom. I'd like to get some input from licensing and C&E staff.

If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Jones, Kathleen JAG:EX on behalf of Scott, Douglas S JAG:EX
Sent: Tuesday, December 17, 2013 10:51 AM
To: LCLB-ALL STAFF
Subject: Liquor Policy Review Announcement

Good morning everyone.

There will be a further announcement this morning by Premier Christy Clark related to the Liquor Policy Review, at 11:00 am, from the Cactus Club restaurant in Coal Harbour.

The purpose of today's announcement is to indicate government support for the following eight recommendations from Parliamentary Secretary John Yap's report. They are:

- Serving it Right (SIR), the provincial government's responsible beverage service program, should be expanded and enhanced:
  - Sales and service staff in restaurants, wine stores, rural agency stores and BC Liquor Stores who are not already required to have SIR certification should now be required to obtain it. Licensees, managers, and sales and serving staff should also be required to recertify.
  - A focused, abridged and less expensive version of SIR should be developed for people who receive Special Occasion Licences (SOLs) or who serve at these events. This will help ensure they understand their responsibilities around responsible handling of liquor.
  - SIR content should be updated to include information about:
    - Canada's low-risk drinking guidelines.
    - the social and health costs of alcohol.
    - why alcohol is regulated.
  - SIR should continue to ask recent graduates to evaluate the program, with the aim of developing and introducing improvements.

- The fee structure of SIR should be reviewed by the provider and government to ensure the cost to retailers and establishments is not onerous. Additionally, consideration should be given to the application of fee revenue to SIR program enhancements.

- Permit licensees to offer time-limited drink specials (e.g., happy hours), provided the price is not below a prescribed minimum consistent with those advocated by health advocates.

- Minors, if accompanied by a parent or guardian, should be permitted in certain liquor-primary establishments.
  - Government should establish a reasonable time (e.g., until 9 p.m.) that respects both the family's choice to include minors in some events and the establishment's responsibility to ensure an appropriate environment for all.
  - Licensees should continue to have the option of an adult-only establishment.
  - For those establishments that currently offer gaming options, LCLB should have the authority to approve or deny whether minors are to be allowed based on a minor's potential access to gaming. Minors should not be permitted in casinos or community gaming centres. As well, minors should not be allowed into establishments that offer adult entertainment.

- The LCLB should clarify and modernize regulations with respect to food-primary operations, including lounge and kitchen requirements.

- Food-primary licensees should continue to focus on food service, with a full menu available whenever liquor service is available. However, patrons should not be obligated to – or made to feel like they must – order food if they do not wish to eat.

- Food-primary enterprises that wish to fully transition away from food service after a certain hour (e.g., 9 p.m.) – if, for example, they wanted to operate as a nightclub – will be able to apply for a licence endorsement, allowing them to operate like a liquor-primary licence during those hours only.
    - Minors would not be allowed in the establishment after that time.
    - To reflect the approach taken on liquor-primary licences, local government and residents should be consulted as part of the approval process.

- Permit patrons to carry liquor between adjoining licensed establishments (e.g., from the pub to the adjoining restaurant).

Key Messages – if you are asked by licensees or the public about these changes:

- The announcement today focused on eight recommendations in the Liquor Policy Review report including changes to Serving it Right, allowing minors in certain types of liquor-primary establishments until a certain time, permitting happy hours, waiving the requirement that customers in food-primary establishments purchase food, and allowing food-primary establishments to apply for an endorsement so they may shift their focus to that of a liquor-primary establishment after a certain hour.

- Government has said they will be releasing some of the key recommendations in Parliamentary Secretary Yap's Liquor Policy Review report over the coming weeks.

- It is anticipated that Yap's report on the review will be publicly released prior to Feb. 15, 2014, once Cabinet has had the opportunity to fully consider its 70-plus recommendations.

- Some of the changes will require new legislation and Government has set the goal of having legislative changes ready to introduce in the spring. However, many of the changes will also require regulations setting out in more detail how they will actually work before the legislation can take effect.

- For full details you can view the news release - go to www.gov.bc.ca under "BC Newsroom".

More to come...

Doug

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

Little, Danielle JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Tuesday, December 17, 2013 12:11 PM
To: LCLB-ALL STAFF
Subject: Two Additional Recommendations

The news release is now up on the main government news site at:
http://www.newsroom.gov.bc.ca/2013/12/bc-toasts-happy-hours-hospitality-legion-changes.html

Two additional recommendations were announced at the event this morning:

- Individual establishments that are part of a larger company (e.g., chain outlets) should be able to transfer small amounts of liquor between locations.

- Food or liquor-primary licences should be available to other types of businesses, allowing a range of new establishments (e.g., spas, cooking schools, and galleries) to offer liquor to their clientele as an additional service.

Cheers,

Doug

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

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Monday, January 13, 2014 11:50 AM
To: Barker, Gary; Hufsmith, Doug JAG:EX; Brown, Randy G JAG:EX; England, Kevin JAG:EX
Cc: Mansell, Gail JAG:EX
Subject: FW: Happy Hour - Kelowna

Hi Gary et al,
It looks like it has begun. Good for the radio station in catching that. I've asked Terry to find out if the radio station can advise which establishments sent in the ad request.
I'll ask Doug if maybe a quick brief statement from the Branch to all establishments may curb this type of request until it becomes "law".

Ray Tetzel
Manager of Investigations
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

From: Rowsell, Terry N JAG:EX
Sent: Monday, January 13, 2014 11:36 AM
To: Tetzel, Raymond JAG:EX
Cc: Edmundson, Bruce JAG:EX
Subject: Happy Hour - Kelowna

Hi Ray,

FYI. A Kelowna radio station just called me. Apparently an ad rep for a number of local bars this morning asked them to do an ad advertising happy hours "because now they are legal." The radio station correctly thought that happy hours were just a recommendation at this point and so checked with me to make sure.

Maybe the radio station passing back that info will solve the problem, but I thought you may like to know.

Cheers,
Terry

Terry Rowsell
Communications
Liquor Control and Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, British Columbia V8W 9J8

Phone: 250-952-5760
Fax: 250-952-7066

Physical location:
4th Floor, 3350 Douglas St., Victoria BC

Due to security concerns, and to keep your financial information private, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

Little, Danielle JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Tuesday, January 14, 2014 8:19 PM
To: Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Cc: Edmundson, Bruce JAG:EX; Tetzel, Raymond JAG:EX
Subject: RE: Happy Hour - Kelowna

I very much support your approach re the associations Cindy – I would just make sure (as I am sure you would) that GCPE is advised... Thanks.

Doug

From: Stephenson, Cindy JAG:EX
Sent: Tuesday, January 14, 2014 5:08 PM
To: Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX
Cc: Edmundson, Bruce JAG:EX; Tetzel, Raymond JAG:EX
Subject: RE: Happy Hour - Kelowna

I will be updating the holding messaging we have for staff and will get that out tomorrow (Wednesday).

What I would also like to do with your concurrence, is to reach out to the associations (ABLE, the newly formed Association of Private Liquor Stores, BC Restaurant and Foodservices Association, and the Canadian Restaurant and Foodservices Association) to see if they have been getting calls from their members about the information that has been made public so far, and if there is any additional information that we could provide that would be of assistance. I would let them know that we are aware some licensees think changes such as Happy Hours are already approved, and that when we've become aware of these situations we've made an effort to let the licensee know these – as well as everything else - are still recommendations at this point.

ABLE and CRFA both have regular communications to their members and if they wish we could certainly provide them with something for that if they felt this would be helpful in terms of getting info out to their members.

Based on this initial feedback we could gauge if something more is needed.

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

From: Scott, Douglas S JAG:EX
Sent: Monday, January 13, 2014 7:25 PM
To: Tetzel, Raymond JAG:EX; Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Cc: Edmundson, Bruce JAG:EX
Subject: RE: Happy Hour - Kelowna

Thanks Ray – Cindy is in charge of our communication strategy on this – I think we are also going out to associations such as ABLE... I pass your comments on to her... we should have clear messaging for our people as well as a preferred response that your folks can set...

Thanks,

Doug

From: Tetzel, Raymond JAG:EX
Sent: Monday, January 13, 2014 11:58 AM
To: Scott, Douglas S JAG:EX
Cc: Edmundson, Bruce JAG:EX
Subject: FW: Happy Hour - Kelowna

Hello Doug,
I just received this from Terry. Remembering what you brought up on Thursday's conference call, it looks like I may have been a little immature in my response. I was notified on Friday that there was another establishment in Richmond that made up their own poster, advertising "Happy Hour". Fortunately, the inspector noticed it and advised the licensee that it was only a "proposal" at this time.

I've asked Terry to find out from his source to see if we can determine which establishment had sent in this "ad request". I've advised Gary and his staff in Kelowna that once we can determine the source, we can do a quick follow up with the inspectors to these establishment.

I'm wondering if we can do something more proactive, i.e. having Barry or Cindy draft up a quick information email or a branch wide memo to spell it out to everyone that "Happy Hour" is only one of the many proposals being looked at after the Liquor Review.

Ray Tetzel
Manager of Investigations
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

From: Rowsell, Terry N JAG:EX
Sent: Monday, January 13, 2014 11:36 AM
To: Tetzel, Raymond JAG:EX
Cc: Edmundson, Bruce JAG:EX
Subject: Happy Hour - Kelowna

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Terry

Terry Rowsell
Communications
Liquor Control and Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, British Columbia V8W 9J8

Phone: 250-952-5760
Fax: 250-952-7066
Physical location:
4th Floor, 3350 Douglas St., Victoria BC

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Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 10:55 AM
To: Lister, Donna O JAG:EX; Barker, Gary; HOLD 2014 JUL 03 Clark, Michael J JAG:EX
Subject: FW: happy hours and minimum pricing in licensed establishments

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I think it might be good to bounce this document out to everyone in your office and have a discussion and then someone can be "volunteered" to bring it to the discussion table with Janice and others.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

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If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.



Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Liquor Control and Licensing Branch Consultation

Proposal: Implementation of happy hours and minimum drink prices in licensed establishments

Background:

At the end of January, 2014, government announced acceptance of recommendation # 16 of the Liquor Policy Review Report, which would permit licensees to offer time-limited drink specials (i.e. happy hours), provided the price is not below a prescribed minimum.

Currently, liquor prices must be at least as much as the original Liquor Distribution Branch purchase price. The minimum specifications for pricing are set out in s. 41 of the Liquor Control and Licensing Regulations. Under this section there is a requirement that the price of liquor not be altered during the course of the business day. This regulation prohibits price reductions such as happy hours or two for one drink specials.

As part of ongoing policy work to support implementation of the Liquor Policy Review Report, the branch is requesting industry input. The following table summarizes happy hour and minimum drink policy in other Canadian provinces and the four BC local governments which have already implemented minimum price bylaws.

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

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

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
Alberta	$0.16/oz ($3.20/20 oz glass)	$2.75 per 12 oz ($0.23/oz)	$0.35/oz ($1.75/5 oz glass)	$0.35/oz ($1.75/5 oz glass)	$2.75 per oz	Must end by 8 pm No “free liquor” specials No “all you can drink” specials No “two for one” specials
Sask	$0.16/oz	$2.25/12 oz ($0.19/oz)	$0.35/oz	$0.35/oz	$2.25/oz	“Two for one” promotions are allowed provided that minimum prices are charged per serving. No “all you can drink” specials.

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25/12 oz ($0.19/oz)	$2.25/12 oz ($0.19/oz)	$2.25/5 oz ($0.45/oz)	$2.25/2 oz ($1.13/oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available No unlimited drinks at a single price
Ont	$2/12 oz ($0.17/oz)	$2/12 oz ($0.17/oz)	$2/5 oz ($0.40 /oz)	$2/3 oz ($0.67/oz)	$2/oz	No free liquor specials No “all you can drink” No “two for one” specials Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like “happy hour” or “cheap drinks”
Nfld	$1.65/12 oz ($0.14/oz)	$1.65/12.5 oz ($0.13/oz)	$1.65/4 oz ($0.41/oz)	$1.65/ 4 oz ($0.41/oz)	$1.65/oz	no “all you can drink”
NB	$0.11/oz	$0.125/oz	$0.375/oz	$1.50/oz	$1.50/oz	
NS	$2.50/12 oz ($0.21/oz)	$2.50/12 oz ($0.21/oz)	$2.50/5 oz ($0.50/oz)	$2.50/3 oz ($0.83/oz)	$2.50/oz	no “free liquor specials” no “all you can drink”

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
PEI	$1.25/8 oz ($0.16/oz)	Beer: $2.50/12 oz ($0.21/oz) Coolers: $3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$2/oz	no “free liquor specials” - no “all you can drink” - no “two for one” specials
Average (Provincial)	$0.16/oz	$0.19/oz	$0.43/oz	$0.73/oz	$2.11/oz	
Victoria	$3/12 oz ($0.25/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 04-117
Van	$3/20 oz ($0.15/oz)	$3/20 oz ($0.15/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 4450
Kamloops	$3/18 oz ($0.17/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18 oz ($0.17/oz)	$3/bottle or can (size not specified)	$3/6 oz ($0.50/oz)	$3/6 oz ($0.50/oz)	$3/oz for 1st oz plus $2/each add’l oz	Bylaw 5713
Average (Local Govt)	$0.19/oz	$0.22/oz	$0.58/oz	$0.58/oz	$3/oz	
Combined Average	$0.17/oz	$0.20/oz	$0.48/oz	$0.68/oz	$2.40/oz	

Note: All prices include applicable taxes except Alberta and PEI

Input Requested:

What is the appropriate level of minimum pricing?

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

Are there any types of establishments where happy hours should NOT be permitted ?

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?

Should “two for one” drink specials continue to be prohibited?

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

Any other thoughts or comments about happy hours or minimum drink prices?

Please contact Janice Carlson, Policy Analyst, with feedback by April 9, 2014
250 952-5756 or Janice.Carlson@gov.bc.ca

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 12:08 PM
To: HOLD 2014 JUL 03 Clark, Michael J JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi Mike,

NR

From: Clark, Michael J JAG:EX
Sent: Wednesday, January 29, 2014 11:32 AM
To: Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

I think we're looking for the documents for other issues as well, not just this one. Also, we have a s. 22 hat existed between Wally and Holly prior to s. 22

s. 22

Mike Clark
Regional Manager
Liquor Control & Licensing Branch
Surrey Regional Office
604-586-2644
www.pssg.gov.bc.ca/lclb
"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 11:18 AM
To: Clark, Michael J JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Well done...

NR

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Clark, Michael J JAG:EX
Sent: Wednesday, January 29, 2014 10:57 AM
To: Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Ray,

I have asked Rupi to take the lead on this, but she is s. 22 this week. That'll teach her – s. 22 and I volunteer her for project work.

Mike Clark
Regional Manager
Liquor Control & Licensing Branch
Surrey Regional Office
604-586-2644
www.pssg.gov.bc.ca/lclb

"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, January 29, 2014 10:55 AM
To: Lister, Donna O JAG:EX; Barker, Gary JAG:EX; Clark, Michael J JAG:EX
Subject: FW: happy hours and minimum pricing in licensed establishments

Hi all,
Can you have a read of this? Any can you suggest someone from your office who would like to have a discussion regarding this?
I think it might be good to bounce this document out to everyone in your office and have a discussion and then someone can be "volunteered" to bring it to the discussion table with Janice and others.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

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<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
☎ 250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:18 PM
To: HOLD 2014 JUL 03 Clark, Michael J JAG:EX
Subject: Re: happy hours and minimum pricing in licensed establishments

I thought you were kidding. Is Rupi really going to and does she know it yet?

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 29, 2014, at 10:57, "Clark, Michael J JAG:EX" <Michael.J.Clark@gov.bc.ca> wrote:

> Ray,
>
> I have asked Rupi to take the lead on this, but she is s. 22 this week. That'll teach her – s. 22 and I volunteer her for project work.
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Manager of Investigations
Compliance and Enforcement
LCLB

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> Liquor Control and Licensing Branch
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Sent: Thursday, January 30, 2014 1:16 PM
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Subject: Fwd: happy hours and minimum pricing in licensed establishments

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Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

Begin forwarded message:

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> **Date:** January 30, 2014 at 13:05:27 PST
> **To:** "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca>, "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca>
> **Subject: RE: happy hours and minimum pricing in licensed establishments**

Hi Janice:

Janine and Brad will participate from Licensing. Thanks.

Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

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Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:46 PM
To: Barker, Gary
Subject: Re: happy hours and minimum pricing in licensed establishments

I'm on it. Thanks.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 30, 2014, at 13:45, "Barker, Gary JAG:EX" <Gary.Barker@gov.bc.ca> wrote:

> Hey, did you catch the 1 pm boat?? I heard there was a sailing wait by 12:30
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PH: 250-952-5742

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To: Lister, Donna O JAG:EX; Clark, Michael J JAG:EX; Barker, Gary JAG:EX
Subject: Fwd: happy hours and minimum pricing in licensed establishments

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Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

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> Hi Janice:
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> Cheryl Caldwell
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> Liquor Control & Licensing Branch
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Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:46 PM
To: Osei-Appiah, Edward JAG:EX
Cc: Lister, Donna O JAG:EX
Subject: Re: happy hours and minimum pricing in licensed establishments

Great.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 30, 2014, at 13:45, "Osei-Appiah, Edward JAG:EX" <Edward.OseiAppiah@gov.bc.ca> wrote:

> Yes, I would like to represent the branch on this matter.
>
> ---
>
> **From:** Tetzel, Raymond JAG:EX
> **Sent:** Thursday, January 30, 2014 1:42 PM
> **To:** Osei-Appiah, Edward JAG:EX
> **Cc:** Lister, Donna O JAG:EX
> **Subject:** Fwd: happy hours and minimum pricing in licensed establishments
>
> Hi Ed,
> I was asked to identify a couple of who can represent C&E in this discussion.
> I think it would be great if you can along with one other person to be named later to be involved in this discussion.
> The attached document shows what other provinces are doing with this topic.
> Can you let me know ASAP?
>
> Ray Tetzel
> Manager of Investigations
> Compliance and Enforcement
> LCLB
>
> Begin forwarded message:
>
> > **From:** "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca>
> > **Date:** January 29, 2014 at 10:54:32 PST
> > **To:** "Lister, Donna O JAG:EX" <Donna.Lister@gov.bc.ca>, "Barker, Gary JAG:EX" <Gary.Barker@gov.bc.ca>, "Clark, Michael J JAG:EX" <Michael.J.Clark@gov.bc.ca>
> > **Subject: FW: happy hours and minimum pricing in licensed establishments**
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Manager of Investigations
Compliance and Enforcement
LCLB

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Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:47 PM
To: Barker, Gary
Subject: Re: happy hours and minimum pricing in licensed establishments

Is Shannan still available? Ed wants to do it.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 30, 2014, at 13:45, "Barker, Gary JAG:EX" <Gary.Barker@gov.bc.ca> wrote:

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Compliance and Enforcement
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Liquor Control and Licensing Branch
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To: Barker, Gary
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Compliance and Enforcement
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Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

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Liquor Control and Licensing Branch
☎ 250 952-5756
250 952-7066

Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 2:59 PM
To: Barker, Gary
Subject: Re: happy hours and minimum pricing in licensed establishments

Great thanks. Just waiting for Mike to reply then I will have one from each office.

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

On Jan 30, 2014, at 14:37, "Barker, Gary JAG:EX" <Gary.Barker@gov.bc.ca> wrote:

> She's already seen it and has agreed to participate.
>
> Gary Barker
> Regional Manager
> Special Provincial Constable
> Compliance and Enforcement Division
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> Regional Manager
> Special Provincial Constable
> Compliance and Enforcement Division
> Liquor Control and Licensing Branch
> Victoria BC
> PH: 250-952-5742
>
> To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.
>
> ---
>
> **From:** Tetzel, Raymond JAG:EX
> **Sent:** Thursday, January 30, 2014 1:43 PM
> **To:** Barker, Gary JAG:EX
> **Subject:** Re: happy hours and minimum pricing in licensed establishments
>
> I just asked Ed. Nice to give him some exposure and experience.
>
> Ray Tetzel
> Manager of Investigations
> Compliance and Enforcement

LCLB

On Jan 30, 2014, at 13:38, "Barker, Gary JAG:EX" <Gary.Barker@gov.bc.ca> wrote:

> Shannan and Gary can do this if you mainlanders don't want to travel to the "rock"
>
> Gary Barker
> Regional Manager
> Special Provincial Constable
> Compliance and Enforcement Division
> Liquor Control and Licensing Branch
> Victoria BC
> PH: 250-952-5742
>
> To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

From: Tetzel, Raymond JAG:EX
Sent: Thursday, January 30, 2014 1:16 PM
To: Lister, Donna O JAG:EX; Clark, Michael J JAG:EX; Barker, Gary JAG:EX
Subject: Fwd: happy hours and minimum pricing in licensed establishments

Can we identify 2 people who can take part in this discussion please?

Ray Tetzel
Manager of Investigations
Compliance and Enforcement
LCLB

Begin forwarded message:

> **From:** "Caldwell, Cheryl Y JAG:EX" <Cheryl.Caldwell@gov.bc.ca>
> **Date:** January 30, 2014 at 13:05:27 PST
> **To:** "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca>, "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca>
> **Subject: RE: happy hours and minimum pricing in licensed establishments**
>
> Hi Janice:

Janine and Brad will participate from Licensing. Thanks.

Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

I'm working on implementing the happy hours and minimum drink pricing recommendation that's been announced. I've put together a summary document (attached) showing what's going on in other jurisdictions and there are some discussion/decision points at the bottom. I'd like to get some input from licensing and C&E staff.

If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Friday, January 31, 2014 11:50 AM
To: Carlson, Janice JAG:EX
Cc: Caldwell, Cheryl Y JAG:EX; Osei-Appiah, Edward JAG:EX; Johnston, Shannan JAG:EX; Barker, Gary; Lister, Donna O JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi Janice,
Ed Osei-Appiah from Vancouver and Shannan Johnston from Victoria will participate from C&E.

Cheers
Ray

Ray Tetzel
Manager of Investigations
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

From: Carlson, Janice JAG:EX
Sent: Thursday, January 30, 2014 1:10 PM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Super, thanks Cheryl.

Janice
250 952-5756

From: Caldwell, Cheryl Y JAG:EX
Sent: Thursday, January 30, 2014 1:05 PM
To: Carlson, Janice JAG:EX; Tetzel, Raymond JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi Janice:

Janine and Brad will participate from Licensing. Thanks.

Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

I'm working on implementing the happy hours and minimum drink pricing recommendation that's been announced. I've put together a summary document (attached) showing what's going on in other jurisdictions and there are some discussion/decision points at the bottom. I'd like to get some input from licensing and C&E staff.

If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Osei-Appiah, Edward JAG:EX
Sent: Monday, February 24, 2014 2:54 PM
To: Carlson, Janice JAG:EX
Subject: RE: Liquor Industry Happy Hour Questions

Hi Janice,

I'll have the majority of answers for you by tomorrow afternoon.
Thanks for your patience.

Thanks,
Edward

From: Carlson, Janice JAG:EX
Sent: Monday, February 24, 2014 10:33 AM
To: Osei-Appiah, Edward JAG:EX
Subject: FW: Liquor Industry Happy Hour Questions

Hi Edward,

Just following up to see if you might have got some answers for me on this?

Janice
250 952-5756

From: Carlson, Janice JAG:EX
Sent: Thursday, February 13, 2014 1:33 PM
To: Osei-Appiah, Edward JAG:EX; Blackwell, Jay JAG:EX
Cc: Johnston, Shannan JAG:EX
Subject: FW: Liquor Industry Happy Hour Questions

Hi all,

After our meeting today we determined that it may be beneficial to get some feedback about liquor pricing from our industry licensees and Shannan put together this list.

Here are some questions to use to collect their thoughts:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
   - Beer
   - Wine
   - Spirits

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
   - Jug of beer
   - Bucket of Beer
   - Highball
   - Shooter

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Would you mind contacting a few select licensees in your area and getting their feedback on these questions?

Jay, if you are going to be away maybe you could assign someone else to help? Thanks so much.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Johnston, Shannan JAG:EX
Sent: Wednesday, February 26, 2014 4:09 PM
To: Carlson, Janice JAG:EX
Subject: Happy hour comments

Follow Up Flag: Follow up
Flag Status: Flagged



Little, Danielle JAG:EX

From: Kendall, Mitch JAG:EX
Sent: Saturday, February 22, 2014 5:25 PM
To: Johnston, Shannan JAG:EX
Subject: Re: Happy hour

Thanx Shannon

Sent from my iPhone

> On Feb 22, 2014, at 5:24 PM, "Johnston, Shannan JAG:EX" <Shannan.Johnston@gov.bc.ca> wrote:
>
> Thanks for sending emails along. I am submitting them all next week on Tuesday afternoon.
>
>
>
> SHANNAN JOHNSTON
>
>
>

Little, Danielle JAG:EX

From: Kendall, Mitch JAG:EX
Sent: Saturday, February 22, 2014 6:02 PM
To: Johnston, Shannan JAG:EX
Subject: Re: Happy hour

s. 22

Sent from my iPhone

> On Feb 22, 2014, at 5:35 PM, "Johnston, Shannan JAG:EX" <Shannan.Johnston@gov.bc.ca> wrote:
>
> Hey.
>

s. 22

>
> SHANNAN JOHNSTON
>
>
>
>
>> On Feb 22, 2014, at 5:25 PM, "Kendall, Mitch JAG:EX" <Mitch.Kendall@gov.bc.ca> wrote:
>>
>> Thanx Shannon
>>
>> Sent from my iPhone
>>
>>> On Feb 22, 2014, at 5:24 PM, "Johnston, Shannan JAG:EX" <Shannan.Johnston@gov.bc.ca> wrote:
>>>
>>> Thanks for sending emails along. I am submitting them all next week on Tuesday afternoon.
>>>
>>>
>>>
>>> SHANNAN JOHNSTON
>>>
>>>
>>>

Little, Danielle JAG:EX

From: Kendall, Mitch JAG:EX
Sent: Saturday, February 22, 2014 4:05 PM
To: Johnston, Shannan JAG:EX
Subject: Fwd: RE:happy hour

Sent from my iPhone

Begin forwarded message:

> **From:** Chris Monteleone s. 22
> **Date:** February 20, 2014 at 11:03:47 PM PST
> **To:** "Kendall, Mitch JAG:EX" <Mitch.Kendall@gov.bc.ca>, 'Maeghan Summers' <maeghan@thenoblepig.ca>, "'noblebrewer@thenoblepig.ca'" <noblebrewer@thenoblepig.ca>, 'Sue Walton' s. 22
> **Cc:** "'rob.medves@cactusjacks.ca'" <rob.medves@cactusjacks.ca>, "'commodore@shawbiz.ca'" <commodore@shawbiz.ca>, s. 22 < s. 22 , 'Emma Kirkland' <manager.powdersprings@revelstoke.net>, 'Brady Beruschi' <brady@regentinn.com>, 'Peter Schrama' <peter@moosemulligans.com>, 'Todd Kyllo' <todd@twinanchors.com>, "'Rob.wiggins@baileyspub.ca'" <rob.wiggins@baileyspub.ca>
> **Subject: RE:**
>
> Happy hour should not be the same set time for everyone, as businesses run on different schedules and each have their own busy times where a happy hour is not needed.
>
> In regards to pricing.. I believe $3.00 is a government issued minimum charge for any single drink, cocktail, spirit, etc. That being said, I feel that is a little too cheap, and people may take advantage of it too much by trying to consume as much as possible in that 2 hour time frame (if that time frame is what is agreed apon).
>
> I wouldn't say much more but this is how I feel..
>
> Domestic beer = $3.50
>
> SINGLE highball = $3.50
>
> Jug of beer = $10 - $12
>
> Buckets of Beer (4) = $13
>
> 6 oz Glass of wine = $4.50

All these prices I am basing on domestic beers not the expensive imports and such. House pour highballs, meaning your basic vodka, rye, gin, and rum. Obviously we would not put Greygoose or any other high end liquor on the happy hour menu. And House wine, as obviously some wines are more expensive than others.

Also, I feel this happy hour is to benefit us by bringing people into our establishments earlier; in the evening for some or throughout slow times during the day for others. Ex. 4pm – 6pm.

It is not intended for patrons to be able to take this 2 hour happy hour window and consume as much alcohol as possible at the discounted rates. I bring this up because I am against having shooters as part of a happy hour special. I have owned The Commodore for s. 22 and I have never put a shooter special on. Our goal is not to get people drunk, and I think that a shooter special promotes exactly that. Maybe not to the older crowds but it is an easy route for the younger crowds who don't have much money to spend. That being said, Im not against anyone giving shooter deals, I just don't think it needs to be a part of the happy hour.

I hope this helps.. feel free to ask me any questions anytime..

Christopher Monteleone s. 22

Co-Owner of The Commodore Grand Café & Lounge

From: Mitch.Kendall@gov.bc.ca
To s. 22 ; maeghan@thenoblepig.ca; noblebrewer@thenoblepig.ca; s. 22
CC: rob.medves@cactusjacks.ca; commodore@shawbiz.ca; s. 22 manager.powdersprings@revelstoke.net; brady@regentinn.com; peter@moosemulligans.com; todd@twinanchors.com; Rob.wiggins@baileyspub.ca
Date: Mon, 17 Feb 2014 11:03:21 -0800
Subject:

Good morning all, the LCLB is requesting your input to the following questions so that they may ensure they put something into place that meets the needs or input from our licensees. If you could respond back to me by week's end it would be greatly appreciated. Please feel free to distribute to others so that we have a good cross section of input.

Subject: FW: Liquor Industry Happy Hour Questions

Hi all,

After our meeting today we determined that it may be beneficial to get some feedback about liquor pricing from our industry licensees and Shannan put together this list.

Here are some questions to use to collect their thoughts:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

- Beer
- Wine
- Spirits

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?

- Jug of beer
- Bucket of Beer
- Highball
- Shooter

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Would you mind contacting a few select licensees in your area and getting their feedback on these questions?

Mitch Kendall

Liquor Inspector

Liquor Control & Licencing Branch (LCLB)

250-455 Columbia Drive

Kamloops, BC - V2C 6K4

Desk - 250-828-4721

Email- mitch.kendall@gov.bc.ca

Little, Danielle JAG:EX

From: Kendall, Mitch JAG:EX
Sent: Saturday, February 22, 2014 4:04 PM
To: Johnston, Shannan JAG:EX
Subject: Fwd: Re:happy hour

Sent from my iPhone

Begin forwarded message:

> **From:** Maeghan Summers <maeghan@thenoblepig.ca>
> **Date:** February 22, 2014 at 12:48:37 PM PST
> **To:** "Kendall, Mitch JAG:EX" <Mitch.Kendall@gov.bc.ca>
> **Subject: Re:**
>
> Hi Mitch,
>
> Sorry for the delay in replying. I just s. 22 this week and I am playing the usual catch up game. I am guessing I will see you or Jeff soon since NR NR We are pretty excited.

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

   - Beer

   We personally wouldn't want to go any lower than 4$ for our 16oz and then 5$ for our 20oz as we mostly serve our house draft. We would most likely not do happy hour prices for our bottles but if we did we push for them to be the same price in order encourage our own draft. We only carry two bottle beers right now but there would be a difference for domestic vs. import should our program ever change.

   - Wine

   6oz wine would be around 5$ for house wine and go up in price for our more premium offerings

   - Spirits

   Single Highball $4.50 for our basic well liquors then it would go up in price for premiums. I wouldn't be comfortable serving doubles during happy hour at a reduced price in order to control consumption.

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?

- Jug of beer

We would charge$10 for our house draft.

- Bucket of Beer

We currently don't offer buckets and do not plan too. However, if we did I would look at charging $12-$13 for 4 domestic and then the price would go up based on imports.

- Highball

The same as mentioned above.

- Shooter

We wouldn't offer shooters as we are not that type of place and really don't want to promote that type of special.

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

We see it being a 2 hour window that can be set at any time that works for the establishment. For example for us it would be a 2-4pm or 3-5pm time that we promote specials on our house draft along with great food features. We see it being a tool to fill quiet times and to feature new food items that go with the beverage features. I have seen this done in a few different places in my travels in Brewhouses and so we really like the idea of food and beer pairings for the happy hour. It encourages a balance. Plus, we have our food primary as well so we need to have food service included if they want to sit on the other side.

If you have any questions please don't hesitate to give me a shout or stop by.

Cheers and chat soon,

Megs

On Mon, Feb 17, 2014 at 11:03 AM, Kendall, Mitch JAG:EX <Mitch.Kendall@gov.bc.ca> wrote:

Good morning all, the LCLB is requesting your input to the following questions so that they may ensure they put something into place that meets the needs or input from our licensees. If you could respond back to me by week's end it would be greatly

appreciated. Please feel free to distribute to others so that we have a good cross section of input.

Subject: FW: Liquor Industry Happy Hour Questions

Hi all,

After our meeting today we determined that it may be beneficial to get some feedback about liquor pricing from our industry licensees and Shannan put together this list.

Here are some questions to use to collect their thoughts:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?

- Beer
- Wine
- Spirits

2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?

- Jug of beer
- Bucket of Beer

- Highball
- Shooter

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?

Would you mind contacting a few select licensees in your area and getting their feedback on these questions?

Mitch Kendall

Liquor Inspector

Liquor Control & Licencing Branch (LCLB)

250-455 Columbia Drive

Kamloops, BC - V2C 6K4

Desk - 250-828-4721

Email- mitch.kendall@gov.bc.ca

--

Maeghan Summers
General Manager and Partner

The Noble Pig Brewhouse
Inspired Food Unique Brew
650 Victoria Street
Kamloops, BC V2C 2B4
778-471-5999
C 250-574-6347
F 778-471-5998

Little, Danielle JAG:EX

NR

From: Golder, Melanie JAG:EX
Sent: Friday, June 20, 2014 11:26 AM
To: Scott, Douglas S JAG:EX; LCLB-ALL STAFF
Subject: RE: Package 2 LPR Announcement - In Effect Now

Hi Folks!
All staff should have received the invite (from Janice) to the info session Tuesday (11 am) and HQ staff can join in person in the room or by teleconference. There will be an opportunity for questions on the changes

Have a lovely weekend!

Melanie Golder
Senior Policy Analyst | Liquor Control and Licensing Branch | 250-952-5757

From: Scott, Douglas S JAG:EX
Sent: Friday, June 20, 2014 10:42 AM
To: LCLB-ALL STAFF
Subject: Package 2 LPR Announcement - In Effect Now

Good morning LCLB,

Another milestone has come!

In a few minutes Government is announcing implementation of the following six LPR recommendations:

- Happy Hours and Minimum Prices (LPR #16)
- Transferring Small Amounts of Liquor between Establishments (LPR #61)
- Patrons Carrying Liquor Between Adjoining Establishments (LPR #63)
- Liquor Service without Food in Food-primary Establishments (LPR #36)
- Family SOLs can serve UBrew/UVin or Homemade Wine, Beer and Cider (LPR #53)
- UBrew/UVin Licensees May Now Own Other Liquor-related Establishments (LPR #70)

These are in effect now. For details on each, please refer to the relevant policy directives, which we have just posted on the Liquor Transformation SharePoint site.

Government is issuing a news release (which we will also be putting on the SharePoint site), and we are notifying stakeholders.

PP&C staff have organized a staff info session through Outlook on Tuesday June 24th via conference call for staff in the regions to go through the changes in more detail.

If you have immediate questions on any of these, they can be directed to:

- Janice – Happy Hours and Minimum Prices
- Melanie – Transferring Liquor, Patrons Carrying Liquor, UBrew/UVin changes
- Elaine – Food-primaries serving liquor without Food

I want to thank everyone who worked so hard to get this completed on time.

More to follow shortly…

Happy Friday,

Doug

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

To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

NR

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

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

Janice
250 952-5756

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

Hi Jan,
Want to take a stab at this?

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

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

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

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

Begin forwarded message:

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

This is very dangerous?

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

Seems crazy...

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

Mobile: 604-902-3923
Fax: 604-938-0221
gibbonshospitality.com
Facebook: GibbonsHospitalityGroup
Twitter: @GHG_Venues
We are the managers of premier bars, pubs, and lounges located in Whistler, BC. For information on how we can contribute to the success of your next group or corporate function, please visit our website at www.gibbonshospitality.com or call us directly at (604) 938-0225.

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

Copyright

Page 086 to/à Page 089

Withheld pursuant to/removed as

Copyright

Little, Danielle JAG:EX

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

Good afternoon everyone,

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

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Minimum Drink Price Rationale and Background

- The Liquor Policy Review (LPR) Report recommendations struck a balance between liberalization of the liquor laws and the need to protect public health and safety, and minimum pricing is an important evidence-based tool to maintain this balance.

- The LPR report recommendation (#16) suggested allowing happy hours but only if minimum pricing (as recommended by health advocates) was put in place.

- Several decades of international research show that increasing the price of alcohol is one of the most effective approaches for reducing over-consumption and alcohol-related harm.
  (Wagenaar,Salois & Komro, 2009; Babor et al., 2010; Wagenaar, Tobler & Komro, 2010).

- A recent national study (before minimum pricing was implemented) showed BC is a bottom ranking province for liquor pricing policy, compared to other Canadian provinces.
  (Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). *Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies*. Toronto: Centre for Addiction and Mental Health.

- The new minimum price levels reflect the need to protect public health and safety and are based on recommendations of health advocates, industry, and a review of minimum price levels in other jurisdictions and BC local governments.

- During Liquor Policy Review consultations, health advocates recommended pricing at the $3.00 level per standard drink (12oz beer/cider/cooler, 5 oz wine, and 1.5 oz spirits).

- Every other province in Canada has minimum pricing in place. Some of them have been in place for a long time and the levels are currently under review.

- Four BC local governments (Nanaimo, Victoria, Vancouver, and Kamloops) already had bylaws in place imposing minimum drink pricing. These levels were significantly above the minimum provincial pricing in other provinces, and are similar to what was adopted provincially.

- During further consultations following the LPR, industry recommendations for minimum drink pricing ranged from $2.50 to $4.00 per standard drink.

- The new minimum pricing replaces the previous minimum price requirements, which required licensed establishments to set prices above the purchase price of the liquor from the Liquor Distribution Branch.

Caldwell, Cheryl Y JAG:EX

From: Caldwell, Cheryl Y JAG:EX
Sent: Tuesday, December 17, 2013 8:41 AM
To: Edmundson, Bruce JAG:EX; Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Subject: RE: Happy Hours

Ditto.

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

-----Original Message-----
From: Edmundson, Bruce JAG:EX
Sent: Tuesday, December 17, 2013 8:40 AM
To: Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Cc: Caldwell, Cheryl Y JAG:EX
Subject: RE: Happy Hours

Sorry, I would go to Barry for the answer.

From: Bieller, Barry JAG:EX
Sent: December 17, 2013 8:38 AM
To: Scott, Douglas S JAG:EX
Cc: Edmundson, Bruce JAG:EX; Caldwell, Cheryl Y JAG:EX
Subject: RE: Happy Hours

I can't be absolutely certain this is the case. Some of the submissions we received from stakeholders made that claim while others state almost all permit it. Our BN on the issue simply stated most jurisdictions permit it. It's quite possible that Nunavut, for instance, doesn't permit happy hours.

From: Scott, Douglas S JAG:EX
Sent: Monday, December 16, 2013 9:54 PM
To: Bieller, Barry JAG:EX
Cc: Edmundson, Bruce JAG:EX; Caldwell, Cheryl Y JAG:EX
Subject: Re: Happy Hours

I think it is - may even be in the report - I don't know the issue but seems Evan wants certainty so staff confirmation would be appreciated! Have to get back to him by 9 so can we say 8:40?... Thanks Barry!

On 2013-12-16, at 9:17 PM, "Bieller, Barry JAG:EX"
<Barry.Bieller@gov.bc.ca<mailto:Barry.Bieller@gov.bc.ca>> wrote:
I'll ask one of my staff in the morning. I think it might be in one of the BN's we did for PS Yap.

Sent from my iPhone

On 2013-12-16, at 9:04 PM, "Scott, Douglas S JAG:EX"
<Douglas.S.Scott@gov.bc.ca<mailto:Douglas.S.Scott@gov.bc.ca>> wrote:
Barry? Cheryl? Bruce?... Any other prov... Territory?....

Begin forwarded message:
From: "Southern, Evan JAG:EX" <Evan.Southern@gov.bc.ca<mailto:Evan.Southern@gov.bc.ca>>
Date: 16 December, 2013 8:03:09 PM PST

To: "Scott, Douglas S JAG:EX"
<Douglas.S.Scott@gov.bc.ca<mailto:Douglas.S.Scott@gov.bc.ca>>
Cc: "Groot, Jeff GCPE:EX" <Jeff.Groot@gov.bc.ca<mailto:Jeff.Groot@gov.bc.ca>>
Subject: Happy Hours
Doug,
Can you please confirm that BC is the only Province/Territory without a "happy hour" designation?

Need before 9am tomorrow. I know it is on website but wanted your word.

Thanks
Evan

Sent from my BlackBerry 10 smartphone on the TELUS network.

Caldwell, Cheryl Y JAG:EX

From: Killoran, Theresa JAG:EX
Sent: Friday, January 31, 2014 9:15 AM
To: Caldwell, Cheryl Y JAG:EX
Cc: McRobert, Brad P JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi, Janine was interested in participating.
thanks

From: Caldwell, Cheryl Y JAG:EX
Sent: Wednesday, January 29, 2014 11:50 AM
To: McRobert, Brad P JAG:EX; Villa-Arce, Rebecca JAG:EX; Killoran, Theresa JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

I don't think there should be much of a time commitment.

Brad, good if you could go and I'll give you my comments to pass along.

Theresa, ask an SLA if they're interested. If they're not, Brad can cover it off (or me).

Thanks.

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

From: McRobert, Brad P JAG:EX
Sent: Wednesday, January 29, 2014 11:44 AM
To: Villa-Arce, Rebecca JAG:EX; Killoran, Theresa JAG:EX; Caldwell, Cheryl Y JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Margaret isn't interested as SOLs need flexibility to have no drink minimums (host / loonie / toonie bars are common).

If it isn't too much of a time commitment then I'm interested. I experienced the introduction of minimum prices in Alberta and it was not a smooth process.

Brad McRobert
Manager, Special Occasion Licence Program
Liquor Control and Licensing Branch
250 952 5741 desk
250 952 7060 fax
1 866 209 2111 tollfree main

LCLB has improved its SOL webpage with easier-to-read instructions and the addition of new reference documents. Please visit http://www.gov.bc.ca/specialoccasionlicence for more information about

Special Occasion Licensing, including SOL policy exemption applications, program changes or other helpful information for liquor licensing at a special event.

Due to security concerns, and to keep your financial information private, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

From: Villa-Arce, Rebecca JAG:EX
Sent: Wednesday, January 29, 2014 11:08 AM
To: Killoran, Theresa JAG:EX; Caldwell, Cheryl Y JAG:EX; McRobert, Brad P JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

That sounds good. I would rather not have any Lic Admin staff involved as we are short a number of staff at this time and the subject really doesn't directly impact Licensing as a whole.

From: Killoran, Theresa JAG:EX
Sent: Wednesday, January 29, 2014 11:06 AM
To: Caldwell, Cheryl Y JAG:EX; McRobert, Brad P JAG:EX; Villa-Arce, Rebecca JAG:EX
Subject: RE: happy hours and minimum pricing in licensed establishments

Hi, I could ask for a volunteer from amongst the SLAs.
Theresa

From: Caldwell, Cheryl Y JAG:EX
Sent: Wednesday, January 29, 2014 10:29 AM
To: McRobert, Brad P JAG:EX; Villa-Arce, Rebecca JAG:EX; Killoran, Theresa JAG:EX
Subject: FW: happy hours and minimum pricing in licensed establishments

Who do you think might be interested and appropriate? Would be nice to broaden the people we ask to do this, instead of the same group. On this policy, I have to say I don't see a big deal from a licensing perspective.

Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

From: Carlson, Janice JAG:EX
Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
Subject: happy hours and minimum pricing in licensed establishments

Hello Cheryl and Ray,

I'm working on implementing the happy hours and minimum drink pricing recommendation that's been announced. I've put together a summary document (attached) showing what's going on in other jurisdictions and there are some discussion/decision points at the bottom. I'd like to get some input from licensing and C&E staff.

If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Caldwell, Cheryl Y JAG:EX

From: Caldwell, Cheryl Y JAG:EX
Sent: Friday, January 31, 2014 9:15 AM
To: Killoran, Theresa JAG:EX
Subject: FW: happy hours and minimum pricing in licensed establishments

I forwarded her name to Janice yesterday. Thanks.

Cheryl Caldwell
Deputy General Manager, Licensing
Liquor Control & Licensing Branch
Phone 250 952-7046

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Sent: Friday, January 31, 2014 9:15 AM
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Cheryl

Cheryl Caldwell
Deputy General Manager, Licensing

Liquor Control & Licensing Branch
Phone 250 952-7046

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Sent: Wednesday, January 29, 2014 10:25 AM
To: Caldwell, Cheryl Y JAG:EX; Tetzel, Raymond JAG:EX
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If you could please identify who might be willing/able to help I'll give them the background and set up a time for us all to discuss. Thanks so much for your help.

<< File: Minimum Drink Prices and Happy Hour Rules Summary Table.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

JAG - 2014 - 00918 Happy Hour

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: Liquor Licence General Inquiry - question about Happy hour policy from a licencee

From: Duncan Lanes [mailto:duncanlanes@shaw.ca]
Sent: Monday, July 7, 2014 1:53 PM
To: LCLB LCLB:EX
Subject: Re: Liquor Licence General Inquiry - question about Happy hour policy from a licencee

Thank you for your quick and clear response. I have just one more question regarding your answer #2 below regarding if I were to price one corona at $4, could I discount a bucket of 3 coronas for $3 per bottle. I was aware that 3 bottles were outside the serving limit for one person. The scenario I had in mind was if a table ordered the bucket, so that I would still fall within the accepted limit per person, similar to the idea of buying a pitcher of draught for the table. I know you can charge less per ounce for draght...ie pitcher price vs pint price is usually lower by volume.

Thank you

Michael Frehlick
Duncan Lanes Bowling Centre
250-746-5421
www.duncanlanes.com
www.facebook.com/duncanlanes

Sent from my iPhone

On Jul 7, 2014, at 1:08 PM, "LCLB LCLB:EX" <lclb.lclb@gov.bc.ca> wrote:

> Hi Michael,
>
> Thank you for writing with your questions.
>
> 1. You can change pricing multiple times during the day. The special can be brand-specific although it would be illegal to accept any kind of inducement from a manufacturer or agent for putting a certain brand on sale.
>   a. There is no minimum or maximum length of time that the special pricing must be offered or any restricted time during which it cannot be offered (as long as it is within the hours of service stated on your liquor licence). So yes, in your example, you could put another beer on special at 6pm to direct purchases away from the shortage. Please note that you still cannot use a sales strategy that is likely to promote or encourage over-consumption.
>   b. You must have a list available showing the types of liquor available, the size of each drink you sell and its price. Your price list should also include any drink specials you are currently offering. You may post the price list as a printed list or on a board, or it can be available at all tables. At a minimum, it must be available to customers on request.
>
> 2. You must still adhere to serving size limits. A bucket of 3 Coronas would exceed the serving size limit for bottled beer ("**Bottled beer:** You may serve a maximum of two standard-sized or one large-sized (up to 24 oz or 680 ml) bottle of beer to a single patron at one time.") You can find more information on serving size limits on page 35 of your Liquor Primary Terms & Conditions guidebook.

3. You could offer a discount to "registered league bowlers" and it could be all day, rather than just a certain time of day.

If you have any further questions, please feel free to write back to this address or to call our Help Desk, toll-free, at 1-866-209-2111.

Liquor Control and Licensing Branch
Ministry of Justice
http://www.pssg.gov.bc.ca/lclb

In accordance with Payment Card Industry Standards, the branch is no longer able to accept credit card information via email.

-----Original Message-----
From: Duncan Lanes [mailto:duncanlanes@shaw.ca]
Sent: Thursday, July 3, 2014 11:03 PM
To: LCLB LCLB:EX
Subject: Liquor Licence General Inquiry - question about Happy hour policy from a licencee

Hello,

I have three topics with a few questions so that I can fully understand the new policy and implement it properly.

#1 Under the new happy hour laws, it states that we can vary the pricing of liquor at any time during the day so long as it is at or above the minimum pricing. Does this mean I can change pricing at multiple times during the same day or can it only be changed for a certain period once? For example, could I sell Lucky Beer on special from 12-1 and Budweiser from 1-2 and Miller from 2-3 etc..? Also, is there a minimum or maximum length of time that the special pricing may be offered or any times during a given day that we are not allowed to offer the "happy hour" type special? Also, do the prices and times HAVE to be advertised prior to the price change? For example, if we were running low on a certain beer, could we decide to put a another beer on special at 6pm to try to direct purchases away from the shortage? If all of the pricing and price changes have to be advertised, how far in advance do they need to be posted? Start of business day? A certain amount of time before the special starts? Longer in advance than start of day?

#2 As long as the price stays within the minimum pricing, are we allowed to offer a volume type discount? For example, say our regular rate for Corona is $4 per bottle. Could we offer a special wherein a Bucket of 3 Coronas were $9 which works out to $3 per bottle as per the minimum. I understand that we cannot offer a "two for one" price, but I am not sure where this type of special would fall.

#3 The new law states that we can vary the price for certain groups, ie team night or ladies night. Our establishment is a bowling alley. Are we allowed to offer lower price to group like "registered league bowlers"? Would we be allowed to offer this lower price at all times or does it have to be during a certain period of the day?

I assume that you are being overwhelmed with questions regarding the new law. It is both much more restrictive (in pricing) and much less restrictive in terms of the rest of the policy than I was expecting. We appreciate any clarification that you can offer as

Thank you for your time
Michael Frehlick
Duncan Lanes Bowling Centre
Licence 037905

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: Enquiries

From: s. 22
Sent: Monday, June 23, 2014 6:23 PM
To: LCLB LCLB:EX
Subject: Enquiries

Dear Sirs and Madams,

As a consumer, I would very much appreciate if the BC Govt. would effective immediately align the bar/restaurant minimum alcohol pricing regulations to the rest of Canada. A listing of minimum pricing across Canada is provided below.
http://www.vancitybuzz.com/2014/06/happy-hour-introduced-in-b-c-but-minimum-pricing-now-highest-in-canada/

My arguments for this request are below:

1. BC's minimum pricing is 40%-50% higher than the rest of Canada. As an example, draught beer minimum pricing in BC is $0.25 while in Ontario it is $0.167; this is 50% higher than Ontario. I don't believe BC residents are 50% wealthier than Ontario or 50% more susceptible to intoxication than other provinces.
2. There was no notice or public consultation on this minimum pricing. It was announced on Friday, effective immediately and the news release stated business owners and industry associations were consulted; it seems consumers were left out. As a consumer, I felt the impact immediately, when I went to one of my local restaurants (a Japanese tapas place on Smithe) for appetizers and beer with friends, and the price had been raised from $10 to $15 over-night on their draft beer.
3. There is no peer-reviewed, evidence based, health study that minimum pricing reduces regulations reduces health risks and intoxication as it is suggested in your news release. I am surprised that such a drastic policy change, which points to reducing health risks, would be done without quoting such findings or paying for such a study.

If you are not prepared to reduce the minimum pricing, please answer:
1. Why the minimum price is 50% higher than the rest of Canada?
2. Why there was no consumer consultation?
3. Why there was no evidence based health study cited?

Kind regards,

s. 22

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: 502854

From: s. 22
Sent: June 28, 2014 3:03 PM
To: Minister, JAG AG:EX; Yap.MLA, John; Stephenson, Cindy JAG:EX; Scott, Douglas S JAG:EX; premier@gov.bc.ca; Stilwell.MLA, Moira
Cc: Simpson.MLA, Shane
Subject: Strong displeasure regarding liquor price increase via "Happy Hour"

Dear Mesdames/Sirs:

I reside in the Vancouver-Langara riding. I am writing to voice my extreme dismay at the recent increase in liquor prices instituted under the guise of "Happy Hour." As you are well aware, the minimum pricing scheme chosen will increase the price of drinks in most areas of British Columbia (with the exception of certain expensive urban establishments), and will have a deleterious effect on the pocketbooks and choices available to the ordinary, responsible majority of British Columbians. Introducing these changes via a false promise of Happy Hours and in the name of furthering unfounded and unnecessary public health ends smacks of trickery and backroom dealings.

In short, this is an obvious tax grab (higher prices = more liquor tax collected). This is also an obvious barrel of pork for the bigger licensees, such as those represented by ABLE, whereby you have given them the means to keep their prices high and to avoid competition, at the expense of all British Columbians and the possibility of a more modern and healthy social environment. And this is clearly a bone thrown to certain prohibitionist pressure groups who are bent on the development of a puritan state, which also provides a convenient though totally misleading excuse for this price increase. (For example, the government/LCLB has set a minimum price based on volume served, but the Attorney General also stated separately that service volumes will not be checked or enforced.)

Further detail on my above-noted and vigorous objections is easily found throughout various online sources. I am fully confident my opinion matches the opinion of most informed British Columbians; I imagine you also have a feeling for what a fairly-worded and informed poll would reveal. Rather than the promised modernization, BC's liquor rules are clearly diving back through time towards prohibition and worse, unlike most every other jurisdiction in the world. I can only imagine the vehement public outcry if this administration ever attempts to institute alcohol-content-related pricing on top of this recent price increase.

By these actions, the BC Liberal Party, and the LCLB in particular, have lost 100% of my faith and trust, as well as my vote. Not only will I be continuing to oppose these changes, but I feel betrayed enough that I am seriously considering working against the BC Liberal Party in general, and actively supporting a different party which puts the interests of ordinary British Columbians first.

Yours very sincerely,

s.22

Rowsell, Terry N JAG:EX

Subject: FW: "Happy Hour"

From: s. 22
Sent: Wednesday, July 2, 2014 10:46 AM
To: Minister, JAG JAG:EX
Subject: "Happy Hour"

Dear Justice Minister,

I am a resident of the Sunshine Coast and a registered voter and am writing this letter to voice my extreme displeasure with the new minimum drink price policy which was announced June 20th.

This policy has seen the prices of beer increase in many of the bars and restaurants in my community and those licensees who did not have to raise their prices to meet the new minimum are not able to offer much of a discount, if any, during the newly allowed "happy hours", as their prices are at, or just above, the minimum price allowed to be charged.

This new policy simply does not work in my community and in no way benefits consumers or offers them a "price break". I urge you strongly to adjust this new drink price minimum to fall in line with those we see in the rest of Canada where it is still possible to find a pint of beer at a reasonable price.

I thank you for your time

Rowsell, Terry N JAG:EX

Subject: FW: Concerns regarding changes to BC's liquor laws

From: s. 22
Date: Thu, 3 Jul 2014 20:38:24 -0700
To: <george.heyman.mla@leg.bc.ca>, Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: Concerns regarding changes to BC's liquor laws

Dear Mr. Heyman and Ms. Anton,

I am writing to express my concern and disappointment with some of the impacts of the recent changes to BC's liquor laws. I was initially happy to hear that the province was reconsidering some of the regulations around the sale and consumption of alcohol. However, I just learned from my local neighbourhood pub (Martini's in Vancouver-Fairview) that the changes have in fact *increased* the restrictions on independent businesses and interfered with their ability to set the prices for their drinks. This pub, by the way, is a family-friendly institution that happens to offer nightly drink specials that used to include a popular $3.50 pint night that drew a regular crowd of local residents and workers.

While I understand that the government must play a role in the regulation of alcohol, I feel very strongly that these new regulations are overreaching, and that they will have a negative impact for consumers and local businesses in my neighbourhood. I ask that you and your party reconsider your position on these changes to BC's liquor laws.

Sincerely,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: New liquor regulations

-----Original Message-----
From: s. 22
Sent: July 8, 2014 11:52 AM
To: Yap.MLA, John
Subject: New liquor regulations

Mr. Yap
The recent changes to regulations permitting "happy hour" offerings is a move in the right direction, but why have you and your colleagues actually increased the price of beer? I am sure the big chains and hotels encouraged this, but what makes sense is support for smaller outlets such as the brew pubs that actually draw tourists and and encourage responsible consumption based on taste, not volume.

I am hoping this was just an administrative oversight [likely caused by inefficient staff] and that you will act quickly to adjust the new regulation to benefit citizen consumers. To fail to do this would once again cement your government's reputation of disregard for citizens. I hope this is not the case.

s. 22

PS I have read that you justified this price increase as a safety issue i.e. moderating consumption. It is a fact that there is no factual basis for this argument, so please don't insult us anymore.

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: Enquiries

From: Hanna's [mailto:hannaslounge@telus.net]
Sent: Thursday, April 10, 2014 1:46 PM
To: LCLB LCLB:EX
Subject: Enquiries

Hi
Just wondering if there is a timeline to introduce changes in licensing, ie Happy hours etc.

Thank you
Andrew Neville

Rowsell, Terry N JAG:EX

From: tim@gabriellaspasta.com
Sent: Tuesday, April 1, 2014 1:53 PM
To: LCLB LCLB:EX
Subject: Enquiries

when is happy hour legal?
Tim

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: Happy Hour

From s. 22
Sent: Monday, April 14, 2014 1:19 PM
To: LCLB LCLB:EX
Subject: Happy Hour

Hello,

I was just wondering if there was a date attached to legalized happy hour in Vancouver. Will this apply to food primary licences as well?

Thank you,

s. 22

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: Enquiries

-----Original Message-----
From s. 22
Sent: Saturday, May 17, 2014 10:40 AM
To: LCLB LCLB:EX
Subject: Enquiries

I've read numerous reports that changes to liquor laws in BC will allow restaurants and bars to offer happy hours, and that this will be introduced in spring/summer 2014.

I have not been able to find an actual date for this, or more specific information about the requirements for these businesses.

Please let me know where this info can be found, or when it will be released. I was surprised not to be able to find it already, given that we area a month away from the start of summer 2014.

Thanks

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: New submission from Contact Your Constituency s. 22 - MLA Sam Sullivan

From: Sam.Sullivan.MLA@leg.bc.ca [mailto:Sam.Sullivan.MLA@leg.bc.ca]
Sent: June 24, 2014 4:51 PM
To: Sullivan.MLA, Sam
Subject: New submission from Contact Your Constituency

Name

s. 22

Email

samsullivanml s. 22

Riding

Vancouver -- False Creek

Comments & Feedback

Hi,

I wanted to register my discontent with the latest changes to the liquor laws that came out. I feel like it's one step forward, two steps back - the laws have been modernized to include time-based discounts but those discounts are required to be higher than many places already had prices all day. Some discount!

I believe that dive bars have an important role in setting the culture of our city. Increasing the cost of alcohol will decrease the competitive advantage that these bars have and drive away their clientele. The Cambie, for instance, is a melting pot of international visitors, residents and locals and is one of the few truly social bars in the city. In fact, I find that there is a strong correlation between the cost of an establishment with the lack of social contact between those present. Vancouver has many bars where the patrons talk only with their friends and putting dive bars out of business will further enhance the clique culture that is endemic in Vancouver.

Please reconsider the backwards changes that are taking place with our liquor laws. If this is the modernization that we're going to get, then the Liberals haven't delivered on their promise.

Regards,
s. 25

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
To: s. 22
Subject: RE: Alcohol Minimum Pricing

From: s. 22
Date: Tue, 24 Jun 2014 09:44:20 -0700
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: Alcohol Minimum Pricing

Re: the new minimum pricing scheme included in the legalisation of Happy Hour

I could not be more disgusted with the lack of consultation involved in this change and the disregard for rural and low-income people. This new rule is disrespectful to the working people of this Province in the extreme, appears extremely ill-considered and the fact now that no one in government has even stood up to take questions and defend the move adds insult to injury.

Why did the Government choose not to address this change during its extensive consultation period with stakeholders? Why does the Government think that taking more money from the working poor of this Province will achieve the health outcomes it seeks?

s. 22

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: please revisit the ridiculous Happy Hour minimums

---

From: s. 22
Date: Mon, 23 Jun 2014 14:07:12 -0700
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: please revisit the ridiculous Happy Hour minimums

Mrs. Suzanne Anton

While the whole city was looking forward to happy hour, now that it is finally in place, the set "minimum" pricing is absolutely ridiculous.

We are the most expensive in the country by a long shot, and in fact drink prices will INCREASE in certain situations.

This is NOT happy hour. Every other major city in the world has a happy hour. We finally get the law passed, and our government still screws it up?

At the agreement of all the citizens of Vancouver, start treating us like adults and change these minimums. At least put us in line with the other provinces who are significantly less than BC.

You can do better. We expect better. Rectify this to what the people want.

s. 22

Rowsell, Terry N JAG:EX

From: LCLB LCLB:EX
Subject: FW: "Happy Hour" and Minimum Pricing

From: s. 22
Date: Wed, 25 Jun 2014 15:49:43 +0000
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: "Happy Hour" and Minimum Pricing

To the Honourable Suzanne Anton,

My name is s. 22 and I'm a resident of British Columbia. s. 22

I'm just writing because I am dismayed about the new rules surrounding "Happy Hour" and minimum drink pricing.

"Happy Hour" was supposed to be a law that INCREASED flexibility for pubs and bars to market themselves and attract clientele. It was supposed to be a step towards modernizing our liquor laws.

Unfortunately, due to the ridiculously high minimum pricing imposed along with it, "Happy Hour" is the exact opposite. Aside from upscale downtown bars, most establishments have had to RAISE their prices just to meet the minimum charge. A pitcher that used to cost $13 after tax at McRae's in Victoria for example, is now nearly $17 after tax!!!!! This makes "Happy Hour" specials on pints or pitchers impossible, as they have raised their prices to hit the minimum.

This is a lose-lose-lose situation. Let's be frank...people that are going to drink are still going to do so and be poorer for it. LOSE. Pubs that catered to lower income clientele are going to see less business as people can no longer afford to frequent their establishments (talk to the elderly members of the Eagle's Club in Esquimalt who go there to enjoy a pint with friends but could barely afford the prices BEFORE the minimum charge was imposed). LOSE. Government will see less taxes from establishments as people pre-drink, or simply stop going like they used to (in favour of drinking at home). LOSE.

The minimum charge in BC is SIGNIFICANTLY higher than those found in any other province (most provinces are at, or below, 17 cents per ml for beer). We should be lowering our minimum charge to come in line with the other provinces, not standing by a minimum charge that stifles all market diversity in our pub/bar culture. Our liquor modernization was supposed to "modernize" our laws, not impose even stricter draconian rule. The government needs to recognize this issue and stop gouging the people of BC with charges that they don't want.

You are obviously out of touch with what the average income residents of this province can afford. Do the right thing and lower the minimum charge so that those that want to enjoy an affordable pitcher of beer can actually do so.

Thanks for your time.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Liqueur laws reform

From s. 22
Date: Thu, 3 Jul 2014 07:25:53 -0700
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: Liqueur laws reform

Dear Honorable Suzanne Anthon,

This concerns the new regulations pertaining to the new liquor laws.

I am extremely disappointed in the way you have reformed the liquor laws in British Columbia as it pertains to the price of beer. That has affected average and low income people who used to be able to afford to have a few drinks in different establishments. It also takes freedom away from the owners to regulate their own prices and establish competition including the happy hours.

What is it to you if an owner who has paid his for liqueur and taxes sets a price to attract customers or certain types of clients whom may come from a lower bracket of income or social status to keep his business alive —or to simply let less privileged people enjoy themselves. I find the new regulations to be outrageous and completely unacceptable. Low-income people like me— who used to go out on specific days to a pub to enjoy a few drinks with friends when the beer is less expensive and affordable. You just took away one aspect of my enjoyment in life. Life is becoming very expensive in this province— and sadly we see many such increases, and people struggling to make ends meet.

I thought it was a positive step when you announced a few months ago that this province would be taking the necessary steps in moving forward to relax the liquor laws.It gave me hope. I have taken time to fill out your survey online about liquor laws recently. I really hope to make my own contribution to this debate by affirming the desirability of more relaxed and liquor laws. I was born ir s. 22 and live there for part of my life. The liquor laws are totally open and very progressive. When I moved out here s. 25 I thought the liquor laws were regressive. Progress has been made over the years, but way to slowly. I did have hope with the announced changes, but they are not good enough.

It is a very sad day for many people to see that nothing seems to be moving in the right direction in this province. Average people are already suffering or deprived from enjoying a quality of life because of inappropriate decisions that this government seems to make without taking in consideration the overall population. About only 10 percent of the population in BC who are very wealthy benefits from the system. I urge you to review your new liquor laws and let the pub owners decide for themselves to set their own prices so that we can afford to go out once a while. I hope you take the time to reflect on my words and I am looking forward to hear from you. Thank you.

Rowsell, Terry N JAG:EX

Subject: FW: Minimum Pricing for Happy Hour

From: s. 22
Sent: Thursday, July 3, 2014 10:43 AM
To: OfficeofthePremier, Office PREM:EX; Minister, JAG JAG:EX; Scott, Douglas S JAG:EX; Yap.MLA, John LASS:EX; Simpson.MLA, Shane L LASS:EX
Subject: Minimum Pricing for Happy Hour

I first want you to know that I have been pleased with much of the government's progress in modernizing and streamlining BC's antiquated liquor laws. For example, the new laws governing alcoholic beverages at farmer's markets or the possibility of allowing families in pubs are welcome, positive changes.

Because you've done so well in the process, I was stunned to read about the new minimum pricing for "Happy Hour". I can't begin to imagine how you arrived at the minimum prices that you did, but frankly this means that I am going to have to pay more for a beer during "Happy Hour" than I often pay for a normal pint!

The licensees I've spoken to are as unhappy about this as I am, suggesting to me that you've ignored both consumers and the affected businesses with this decision. Thanks to this law, BC becomes the most expensive province in which to buy a pint of beer – a ridiculous situation considering the fast-growing craft beer industry in the province and the accompanying rapid growth in beer tourism.

The steep minimum pricing requirement is both anti-business and anti-consumer, and I am one tax payer who is very unhappy indeed!

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Unhappy with BC Happy Hour

-----Original Message-----
From: s. 22
Sent: Friday, July 4, 2014 2:22 PM
To: Minister, JAG JAG:EX; OfficeofthePremier, Office PREM:EX; Scott, Douglas S JAG:EX; Yap.MLA, John LASS:EX; Simpson.MLA, Shane L LASS:EX
Cc: vancastbeerblog@gmail.com
Subject: Unhappy with BC Happy Hour

Hi, the new rules regarding happy hour in BC aren't making consumers and taxpayers happy at all. Need more proof? Just search for "#unhappyhour":

https://twitter.com/search?q=%23unhappyhour

The whole idea of happy hour is to ENCOURAGE people to go out and drink and eat and spend money supporting businesses and (in my case) the growing craft beer industry. It's really discouraging to have new minimum drink prices that are the *highest* in the country.

You want to prevent overconsumption? That's what Serving It Right is for, and it's already in place!

Please try harder and fix this legislation. Consumer groups like CAMRA Vancouver and CAMRA BC are filled to the brim with industry experts from every corner of the craft beer community, and their door is always open.

Registered voter, responsible drinker & taxpayer, s. 22

Rowsell, Terry N JAG:EX

Subject: FW: New Liquor Laws

On 2014-07-03, 8:37 PM, s. 22
wrote:

Dear Ms. Anton & Mr. Heyman,

My wife and I are disappointed to find out that due to the new liquor laws, our Wednesday special $3.50/beer at our favourite local restaurant will now cost $5.00. Also, I understand that for the majority of Vancouverites, we will not be able to buy beer in our grocery stores after all (due to the fact the new bylaws actually only affect a select few grocery stores). I thought the goals of the new liquor legislation were to loosen liquor laws and let free market dictate pricing. It would seem after all the excitement of BC liquor laws joining the 21st Century, it is in fact all spin and not much has changed at all!

Sincerely,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Minimum Drink Prices

-----Original Message-----
From: Anton.MLA, Suzanne [mailto:Suzanne.Anton.MLA@leg.bc.ca]
Sent: Friday, July 4, 2014 12:48 PM
To: Minister, JAG JAG:EX
Subject: FW: Minimum Drink Prices

--
Yulin Shih

Constituency Assistant to
Suzanne Anton Q.C.
MLA Vancouver-Fraserview
Office: (604) 660-2035 | Direct: (604) 660-2228
Fax: (604) 660-2368 | Mobile: s. 17

On 2014-07-04, 12:21 PM s. 22 wrote:

Minister Anton,

I would very much like you to reconsider the minimum drink price law that came into effect recently!

I am a beer drinker and now that the new minimum drink law has come into effect, I have to pay more for my beer at certain times at certain establishments

Happy hour is a good idea but not when my beer costs me more now than before the new laws took effect.

Please reconsider, amend the minimum drink price law!

Thank you,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Opposition to LCLB Policy Directive No. 14-07

From: s. 22
Sent: Friday, July 4, 2014 11:27 AM
To: Minister, JAG JAG:EX
Cc: Scott, Douglas S JAG:EX
Subject: Opposition to LCLB Policy Directive No. 14-07

Dear Minister:

I write to express my displeasure with the British Columbia Liquor Control and Licensing Branch's recent Policy Directive No. 14-07, which implements "happy hours."

While the implementation of variable pricing itself is a welcome change, the government's inexplicable decision to tie this improvement with a massive increase in minimum liquor pricing is a decision that I simply cannot support.

The result of the Policy Directive is to increase, by more than 100%, the minimum price a licensee may charge for beer. To comply with this new minimum, many establishments in low income or rural parts of British Columbia have actually had to increase their regular beer pricing.

The notion of variable pricing–the very intent of recommendation #16 of the Liquor Policy Review Report–cannot and will not enter into the picture in such establishments. The new minimum pricing is now the only pricing. As such, many areas of the Province will never see a happy hour, and many patrons will simply forgo having a beer in a restaurant and pubs.

This policy is bad for restaurants; it is bad for service industry employees; it is bad for British Columbians as a whole, and I urge the British Columbia Provincial Government to reconsider this decision, and to fulfill their mandate: to implement policy that represents the best interests of all British Columbians.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Comments on recent liquor law changes

-----Original Message-----
From s. 22
Sent: Tuesday, July 1, 2014 9:29 AM
To: OfficeofthePremier, Office PREM:EX
Cc: Minister, JAG JAG:EX; Scott, Douglas S JAG:EX; Yap.MLA, John LASS:EX; Simpson.MLA, Shane L LASS:EX; vaneastbeerblog@gmail.com
Subject: Comments on recent liquor law changes

Greetings,

I'm writing to you as a BC resident, father, small business man, craft beer lover, and former lover of all things B.C!

In response to the outcry that has taken place in response to the recent changes to B.C liquor laws, in particular happy hours, I'm penning this message to share my outrage and complete disgust for what has been taking place.

Its only been a couple of yers since I returned to BC, having left years ago mainly due to outrage with the government in place at the time and the "BC Ferry fiasco". I have to say though that I'm almost at the point where I will be gladly taking myself, my family, my business out of B.C in favor of residing in a place where people have a choice, are treated as responsible adults, and are free to live in a thriving community - we have none of that here and its quickly eroding.

I'm sitting back and watching the BC government implement rediculous rules that are made via a knee jerk reaction by people who obviously have no experience or knowledge of the liquor, micro brew, or tourism industries. We are fortunate to have a thriving population of makers, engineers, and crafts persons who have developed an amazing craft beer industry that has created World class brews, many jobs, and perhaps most important, help foster and grow a community of like minded people. However, you are managing to undermine all their amazing efforts and implement rediculous laws that are removing choices from free enterprise and impose your moral judgement on people who you know nothing about. Who are you to tell me how much beer I should consumer (for my own better health) or think about implementing higher prices because a craft beer is a higher alcohol content?

I've been a business owner, a long time worker and manager in the tourism/bar industry in the past and I've also been fortunate to reside in an area of the USA that was largely built on the craft beer industry (N. Colorado) where there is now a highly educated, healthy, vibrant population who love craft beer, are excited about their community, love their towns, are healthy and much of that due to the massive growth experienced by their craft beer industry.

I am disgusted that I can no longer enjoy a pitcher of my favorite beer on Wednesday evenings for $12 with my son because it has now been replaced with a $15 minimum price tag (I can get that any day at any place). I have been to "Happy Hour" times at popular Victoria bars only to see dismal crowds of people who are displeased, upset, and taken aback from these new rules.
You have removed choices from business owners and once again hurt the working man, but most important you

are putting a dent in a thriving industry that is actually creating jobs.

I want a choice, I want to be able to enjoy a fine, made in BC craft beer at a price that is set by a small business owner and most of all, I want to make my own choices regarding my health... I'm a big boy and educated so I think I can handle that.

Please don't drive me out of BC once again, but honestly, I have one foot out of the Province already.

Ms. Clark, if you are interested in consulting me one on one regarding this matter I'd be glad to sit down and enjoy a fine BC craft beer during happy hour with you and discuss... my treat. Feel free to bring Mr. Yap along as well

You need to re-think these rules you have put in place and you also need to find a panel of experts, with experience, to create such important changes to our economy.

Your truly

s. 22

Cheers!

Note: This message has been sent from my gmail account s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Happy Hour and Minimum Pricing

From: s. 22
Sent: June 27, 2014 4:27 PM
To: Dix.MLA, Adrian; premier@gov.bc.ca; Scott, Douglas S JAG:EX; Stephenson, Cindy JAG:EX; Yap.MLA, John
Subject: Happy Hour and Minimum Pricing

I was very happy when I first heard that we, as a province, would start eliminating the archaic laws regarding alcohol consumption and adopt a more progressive stance. Unfortunately with the announcement of "Happy Hour" and minimum pricing it seems we've gone right back to silly laws that really help no one, except a few larger chains of restaurant and pubs.

With the 25 cent/oz minimum we are now the highest price province to have a drink in by far. This is not only bad for us BC residents but also for visiting tourists. We regularly host international travelers via couch surfing and almost all of them are shocked by the high prices of beer and drinks and lack of standard measuring sizes, and the enforcement there of.

Please help me figure out the following:

Why 25 cents per oz? Why can't it be more in line with other provinces' minimum of 16-18 cents?

Are not the SIR rules effective enough to deter over consumption?

Why was this not discussed with public groups such as CAMRA?

95.4% of the people polled HERE say that the price is to high. Do you feel, as elected officials, that you are serving your constituents interests well?

Since many establishments don't offer proper serving sizes (claiming an 18oz or smaller glass as a pint), how to do we as consumers know we're getting what we're paying for? I know there is a law saying that an establishment must state their serving sizes in writing, but I have yet to seen it enforced. Will you be enforcing this law now to the same extent you'll be enforcing the minimum pricing?

I am embarrassed to tell our visiting guests about the systems we have in place regarding liquor control and I truly hope that you all reconsider this rule and revise it to something more reasonable.

I look forward to your replies.

Rowsell, Terry N JAG:EX

Subject: FW: Updated Liquor Regulations

From: s. 22
Date: Mon, 30 Jun 2014 11:24:10 -0700
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: Updated Liquor Regulations

Dear Members of the Legislature

While I commend the government on attempting to update B.C. Liquor regulations to bring us in line with other Provinces, I wonder if any consideration was given to the prices of beer in this province.

Happy Hour seems to be an area of contention, especially since in a great number of bars, the price as increased rather than giving the customer any kind of break. My bar of choice in the West End for example, offered a Kegger price on 2.90 on Sundays for one particular brand which was very much appreciated. The new regulations of 25 cents per ounce now makes the price of a 20 ounce pint at now 5.00 plus tax. I would now imagine that if their regular price during the week was 5.50, the new Happy Hour priced would now be 5.25. WOW, what a break.

And what of the bars in the East side of Vancouver, where seniors and others of like means were able to purchase a pint for 3.50 or so. They will now have their (Working man's drink) priced way out of reach for many. One really wonders what the Government was thinking, or NOT thinking with this pricing regulation.

I have noticed that some bars are continuing to advertise their beer prices as they were before the new regulations came into effect.

I, along with many of my friends are sadly disappointed by the new regulations, and I strongly urge the government to review this regulation, especially with respect to beer prices.

A long time Liberal supporter, but beginning to wonder if my votes were misplaced.

Thank you.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Min Prices & Not So Happy Hour

From: s. 22
Sent: June 28, 2014 9:11 PM
To: Yap.MLA, John
Subject: Min Prices & Not So Happy Hour

Dear Hon. Yap,

As a consumer and tax payer in BC, I am greatly disappointed in the 42% increase in min beer pricing ahead of your much publicized "Happy Hour" reforms to the BCLCB.
This is a flagrant bait and switch at first glance and reeks of much bigger issues these new no so reform changes bring.

*Min Pricing to control consumption: Well this reeks rich will noissues with the higher prices, but working class adults, young adults and the poor are being gouged. Not sure if this is nanny state at work protecting us or the BC Liberal Party saying we must protect the poor and working class from themselves? Both a insult as in the United States where I also used to live and was raised does not have these practices in most states, yet does not have responsible adults running wild and drunk every day in the streets.

Next this will effect the economy which your party says is a concern. Less people will go out, meaning less revenue for Restaurants and their employees, who themselves will not be able to go out and enjoy themselves with adult beverages.

Is this a public health issue or greed by the BCLCB and the Government? I say greed but shrt sighted greed as sales will tank and new business just opening around the beer and wine industry will suffer. Just like with the HST.

But to throw this in after you got the public's support for "Happy Hours" and other liquor board reforms is cheap and dishonest. As I am sure if you polled us for this and included the steep rise in pricing it would "NOT" have been supported.

Politically in the next elections this will not be forgotten as you and the BC Liberal Party have woken a already grumpy bear who are tired of being squeezed by ever increasing unafordability of this province by all but the most wealthy. You may think you are hiding behind protecting the public from ourselves which is a insult to begin with, Bit that statement is more of a red herring to hide your greed. We are now not only the most expensive province to live in, we are the most expensive to have a drink with friends in after work, that is if we have a job because of your industry killing liquor laws.

Respectfully Yours.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: New Liquor Laws

-----Original Message-----
From: s. 22
Sent: Monday, June 30, 2014 8:48 PM
To: Yap.MLA, John LASS:EX
Cc: Scott, Douglas S JAG:EX; Simpson.MLA, Shane L LASS:EX; Minister, JAG JAG:EX; OfficeofthePremier, Office PREM:EX
Subject: New Liquor Laws

Mr. Yap,

My name i s. 22 nd I'm a registered voter in this province.

I'm writing to voice my disapproval of the new "Happy Hour" policies. At first, I was encouraged by the early press that seemed to indicate that this province had finally started to address the archaic and unfair laws affecting the sell and production of liquor. I see the extension of patio hours and the proliferation of microbreweries and small-scale distilleries as positive steps forward (admittedly some of these are city initiatives) but the policies pertaining to Happy Hours are in my mind, ill-conceived and it makes me concerned about what the future "improvements" will bring when they are rolled out publicly.

As a small business owner, I find myself constantly shelling out money for both corporate and personal taxes and I seem to get less and less in return. Now the province has effectively made "the working man's beverage" the highest in the country and I again I find myself getting less for more. To me, this policy ensures that the rich (larger hospitality conglomerates) continue to get richer and the poor (independent brewers, pubs and your average beer drinker) are kept poor. Please explain your rationale behind introducing this policy.

Regards,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Minimum price on drinks

From: s. 22
Sent: Monday, June 30, 2014 9:18 PM
To: Minister, JAG JAG:EX
Cc: OfficeofthePremier, Office PREM:EX
Subject: Minimum price on drinks

Minister,

You are to be congratulated on the modernizing of BC's liquor laws, and the general trend toward treating us like adults.

But the introduction of minimum prices for drinks at the same time as you bring in happy hour is a step in the wrong direction.

Prices have actually gone up in some cases, especially on pitchers of low-end draught.

Please, resist the urge to the paternalism of the past, and let the market -- and adult consumers -- drive the market.

Regards

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: The new minimum pricing for liquor in BC is unacceptable

-----Original Message-----
From: s. 22
Sent: Thursday, July 3, 2014 8:13 PM
To: Minister, JAG JAG:EX; Yap.MLA, John LASS:EX; OfficeofthePremier, Office PREM:EX
Cc: Simpson.MLA, Shane L LASS:EX; george.heyman.mla@leg.bc.ca
Subject: The new minimum pricing for liquor in BC is unacceptable

As a registered voter in Vancouver-Fairview, I am terribly disappointed with the new minimum prices for liquor in BC. One of my favourite local spots to visit is Ouisi Bistro – as a long-established, well-respected restaurant and Vancouver Jazz Fest venue, hardly a spot that suggests excessive drunkenness. Almost all of their daily drink specials will have to increase in price based on the new minimum pricing. So much for happy hour. These are nanny-state prices well above the Canadian average, giving BC some of the highest liquor prices in the world. This makes me very *unhappy* indeed.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Confusion About Supposed "Happy Hour" Benefits

From: s. 22
Sent: Thursday, June 26, 2014 4:27 PM
To: Minister, JAG JAG:EX
Subject: Confusion About Supposed "Happy Hour" Benefits

To Honorable Attorney General Susan Anton:

I am having a hard time understanding a statement you made recently (as quoted by the Vancouver Sun):

"Attorney General Suzanne Anton said in a statement that bringing in minimum drink prices allows establishments to offer happy hours. "As long as they adhere to the new minimum prices, consumers will have more chances to save a few dollars throughout the week and continue to support their local businesses.""

The confusion arises from the fact that the new minimum pricing rules will not only prevent local businesses from determining market-competitive pricing, but will in fact raise prices on product they were already offering at non-happy hour times. Surely it doesn't take an economist to see that this will not encourage the support of local business, but will in fact do the exact opposite.

In fact, the only thing the minimum pricing stipulation seems to do is encourage consumers to drink from home products offered by the BCL from large "macro-" breweries, who can now offer the perception of cheaper pricing.

Surely the interests of local brewers, restaurant and pub owners, and the individual consumers outweigh those of the Molson's of the world. Surely?

I implore you to reconsider the support of this decision and actively work to help consumers in this province.

Thank you for your time,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Is this unhappy hour !

On 2014-06-26, 7:01 PM s. 22 wrote:

s. 22

>June 26, 2014
>
>Re: Taxes on Happy Hour
>
>Dear Ms. Anton,
>
>It has been brought to my attention that since Vancouver is now allowed
>to have a ³Happy Hour² there will be additional taxes added to this new
>proposal. When a consumer thinks of ³Happy Hour², it is usually
>marketed as,
>
>* A limited time offer
>* A special price for a product more expensive at a different time of
>the day
>* A time to try a new product you might normally consume at regular
>price
>
>At a cost of ³ 25 cents per ounce², for beer, it does not make for a
>good deal ! Why is it once we find out we have new offering in our
>Province, the government wants a bigger piece of it.
>
>When you make something new, worthwhile, and a good deal you want to
>keep it that way. This way, it is another gouge to our pocketbook.
>
>I hope you reconsider this decision immediately, and keep this exciting
>new announcement feeling like ³Happy Hour².
>
>Regards s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Unhappy Hour

On 2014-06-27, 1:15 PM, s. 22 vrote:

>Dear Minister of Justice Anton,
>
>I was just in my favourite restaurant for lunch, and much to my chagrin
>the cost of pitchers have increased by $5 based on a law that you just
>passed. That is a 45% increase based on the BC Liberals' Soviet-style
>price controls. Pints have also gone up about one-third in price.
>
>The BC Liberals call themselves the free enterprise coalition? Whose
>idea of free enterprise is this? Nikita Kruschev's?
>
>As someone who, unlike the BC Liberals and their friends, must grapple
>with rising affordability every day living in Vancouver, I must now pay
>25% more in Hydro, higher MSP premiums, and endure less BC Ferries
>sailings thanks to your party. Now I can add to the list that my
>post-work pint will cost me more, based on some obviously stupid ideas
>being made law by your party under the guise of "Happy Hour".
>
>I would urge your party to retract this ridiculous anti-free-market
>minimum pricing law forthwith.
>
>Please let me know what you plan to do about the massive public outrage
>brewing over this dunder-headed legislation.
>
>Cordially.

s. 22

>
>cc. Kathy Corrigan, MLA
>

Rowsell, Terry N JAG:EX

Subject: FW: I am Appalled at the new minimum pricing for beer!

-----Original Message-----
From: s. 22
Sent: Saturday, June 28, 2014 6:13 PM
To: Minister, JAG JAG:EX; OfficeofthePremier, Office PREM:EX
Subject: I am Appalled at the new minimum pricing for beer!

It is clear that we need to reform our laws around beer, wine and liquor. It is not clear that we need to take the opportunity to also legislate the highest minimum prices for beer in canada. I urge prompt and clear action to if not remove the minimum price, at least to set it to the lowest in Canada. The cost of living in our province in general, and in the lower mainland in particular, does not require your direct assistance as a government to achieve new highs.

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Complaint about liquor policy changes

-----Original Message-----
From: s. 22
Sent: Saturday, June 28, 2014 9:02 PM
To: Minister, JAG JAG:EX; OfficeofthePremier, Office PREM:EX; Yap.MLA, John LASS:EX; Stephenson, Cindy JAG:EX; Scott, Douglas S JAG:EX
Cc: pres@camravancouver.ca
Subject: Complaint about liquor policy changes

Dear Premier Clark, Susan Anton MLA, John Yap MLA, Cindy Stephenson MLA, Douglas Scott ADM - Liquor Control & Licensing

I live in North Delta and am writing to express my extreme frustration at the poor execution of the liquor policy changes. There are a number of things I don't like, but the thing that prompted me to write this letter is the minimum liquor pricing to accommodate happy hour. I mean, if it's going to be this ridiculous, then simply acknowledge that the stupid laws we've already got are as good as it can get (in BC) and leave them alone. This is not a matter of hysteria from an crazed member of the public - my opinion is informed by reading scholarly works such as the book written by a university professor: "Demon Rum or Easy Money: Government Control of Liquor in BC from Prohibition to Privatization" by Robert Campbell.

At a minimum, repeal this minimum pricing rule, or make the minimum low enough that it actually does result in cost reductions to BC bar/restaurant patrons. A preferred approach would be to not put a minimum and let the market figure it out.

I would appreciate you adding my name to the list of angry citizens who are complaining so you can really see the extent of the dissatisfaction. My request is that when the minimum number of letters have been received, you will take action to correct the mistake that was made.

Thanks and regards,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Highest Prices in Canada

From: s. 22
Sent: June 27, 2014 3:50 PM
To: premier@gov.bc.ca; Yap.MLA, John; Minister, JAG AG:EX
Subject: Highest Prices in Canada

Hi,

Could you please justify a minimum beer price that is 40% higher than any other province?

Yours truly,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Minimum Pricing Laws are Misguided

From: s. 22
Sent: Tuesday, July 1, 2014 10:25 AM
To: OfficeofthePremier, Office PREM:EX; Minister, JAG JAG:EX; Scott, Douglas S JAG:EX; Yap.MLA, John LASS:EX; Simpson.MLA, Shane L LASS:EX
Subject: Minimum Pricing Laws are Misguided

Good morning,

I am writing to convey my disdain and disappointment in the recent Happy Hour and Minimum Pricing laws recently enacted. They are, in a word, misguided.

BC is now an embarrassment across Canada. Our minimum drink prices are the highest, by a wide margin, in Canada. This just doesn't make any sense. The purpose of Happy Hour is to allow business to lower their prices for a period of time to encourage people to visit. At many of my local establishments, I am now paying MORE for a drink than I was before happy hour pricing.

That's right, thanks to your new law, I am now paying more to support my local establishment than I was before. This is ridiculous. It suggests that (a) you don't support local establishments by forcing them charge more and therefore lose customers, and (b) that you just don't get it.

I am writing to ask you to change these laws immediately. Reduce the minimum pricing to reflect what the rest of the country and North America has done. Allow me to support my local establishments without breaking my bank account.

Additionally, I understand the government may be considering tying prices to alcohol volume. This too is misguided and another attempt to take hard earned money from the pockets of constituents.

Let us support our local breweries, bars and restaurants without going broke. At the same time, you'll encourage tourists to spend their money here.

If these laws are not changed, my voice will be heard come election time. I know I am not the only person who feels this way.

Regards,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Happy Hour and Minimum Drink Pricing

-----Original Message-----
From: s. 22
Sent: Monday, June 30, 2014 8:39 PM
To: OfficeofthePremier, Office PREM:EX; Minister, JAG JAG:EX; Scott, Douglas S JAG:EX; Yap.MLA, John LASS:EX
Cc: Simpson.MLA, Shane L LASS:EX
Subject: Happy Hour and Minimum Drink Pricing

Greetings,

I'm writing to show my shock and disappointment and the recent announcement of the Minimum Pricing of alcohol.

Although I believe the Happy Hour concept to be a good one, which will allow businesses to try and encourage trade during their slow periods, the addition of such high minimum pricing will essentially make it useless. Why is it so much higher than ALL the other provinces?

In the United Kingdom, pricing of beer has increased dramatically in the past few years. The result is pubs shutting down in record numbers because people choose to stay home and drink, in many cases excessively, before going out. This results in less trade for pubs and restaurants and an INCREASE in public drunkenness.

I've been a long time Liberal supporter and am surprised at a policy that will essentially hurt business and hurt consumers at the same time.

Thank you for your time.

Regards,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Minimum pricing for alcohol

From: s. 22
Sent: Monday, June 30, 2014 1:25 PM
To: greg.kyllo.mla@leg.bc.ca; OfficeofthePremier, Office PREM:EX; Scott, Douglas S JAG:EX; Stephenson, Cindy JAG:EX; Yap.MLA, John LASS:EX; Minister, JAG JAG:EX; pres@camravancouver.ca
Subject: Minimum pricing for alcohol

The BC government recently introduced so-called "Happy Hour" rules. This was, in fact, just a disguise to introduce MINIMUM PRICING for all alcohol sold in BC. In many cases, the price of beer and other drinks will INCREASING around the province - the only pubs that will be able to actually lower their drink prices for Happy Hour will be those that regularly charge an arm and a leg for drinks.

Minimum price for beer is $5 per 20 oz. pint. That's $5.75 after tax but before tip. Minimum - even for Molson Canadian at the Legion in a small interior town.

I think (based on various intelligence collected) this is combination tax grab, and a benefit for the big-pub-chain lobby groups. Your average British Columbian does not need this, and our alcohol was already the most highly-taxed on the continent BEFORE the price increase.

We adamantly oppose this increase, and feel it is not fair to the people of BC.

Please look into this matter and fix this large problem and mistake.
Thanks you for your attention to this matter.

Rowsell, Terry N JAG:EX

Subject: FW: Minimum Drink Pricing

From: s. 22
Date: Thu, 26 Jun 2014 15:59:36 -0700
To: Y Shih <suzanne.anton.mla@leg.bc.ca>
Subject: Minimum Drink Pricing

Dear Ms. Anton:

With all due respect, the new minimum drink pricing is an ill thought out scheme that seems nothing more than a sly tax grab by the Provincial Government. Did the Liberals not run on a platform of free enterprise in the last election? How then is Government intervention into minimum drink prices reflective of free enterprise? This Government does not seem content unless it is taking from the hands of its citizens at every opportunity possible. Please, look at the minimum drink pricing in other Provinces and come back with something a little more reasonable and implement a policy that won't force some bars to raise their drink prices from present prices.

Sincerely,

s. 22

Rowsell, Terry N JAG:EX

Subject: FW: Feedback to Liquor Control and Licensing Branch Policy Directive No 14-07

From: s. 22
Sent: Friday, June 20, 2014 3:27 PM
To: Minister, JAG JAG:EX
Subject: Feedback to Liquor Control and Licensing Branch Policy Directive No 14-07

Dear Minister Anton,

My name is s. 22 . . . . . A friend passed along the newly released Liquor Control and Licensing Branch Policy Directive No 14-07 on (Changes to regulations permitting variable pricing (happy hours) and imposing minimum drink prices in licensed establishments). While I was delighted to see that happy hour pricing will now be allowed in BC restaurants and bars, I was so frustrated to see the new minimum pricing for drinks.

I urge you to amend policy directive 14-07 to bring BC's minimum drink prices in line with Alberta's pricing.

When the review of liquor licensing in BC started, I was honestly under the impression that the goal was to make it easier and less expensive for responsible BC'ers to go have a drink with their friends or enjoy a drink in a more humane manner at a community event. I expected that the BC government was going to stand up for me.

When I see however, that some of my favourite local restaurants and bars will now have to *raise* prices, rather than just being able to offer better deals during happy hour, I get incredibly frustrated. I feel as though the BC Government took the recommendations of big business lobbying groups, without balancing it with common sense.

For example, there's a great Indian restaurant in Kits that have these big tables and offer traditional Indian family-style dining that's perfect for getting a group of friends who don't have the extra money to go out all the time (family style is always cheaper than individual entrees). Undeniably though, the real draw is that they sell pitchers of beer for just $10. Their food is amazing, but it's that $10 pitcher that always gets me and my friends in the door. Under the new minimum drink prices, they will have to raise their pitchers to $15. Honestly, if there are no more $10 pitchers, that restaurant isn't going to be my go-to place anymore.

Another example, there's this gastropub in downtown Vancouver that I love for their pub trivia nights (they have some of the best trivia hosts in the city). They don't have fantastic food, but I usually order a bowl of chips and salsa and take advantage of their occasional $15 bottle of wine special. This is a fantastic night out and most importantly it's inexpensive enough that I'll come downtown, instead of hanging out in my own neighbourhood. Under the new minimum drink rules, they'll have to raise that $15 bottle of wine special to $16 at minimum and won't be able to discount it to anything less than that.

These changes are made all the more frustrating for me when the new BC minimum drink prices are compared to the Alberta minimum drink prices. If I was in Alberta, that downtown gastropub could discount their bottles of wine to as low as $9 and that Indian restaurant could keep their pitchers of beer around $10. Why wouldn't the BC Government follow these norms found acceptable for years in other Western provinces like Alberta?

I'm frustrated by today's policy directive because it does not benefit my wallet or my enjoyment of local bars and restaurants in any way. This is particularly confusing when it was my understanding that this review of liquor policies in BC was meant to make BC more fun, more current, and more consumer friendly. This is a clear example of BC not standing up for me or my friends and family.

I urge you to amend policy directive 14-07 to bring BC's minimum drink prices in line with Alberta's pricing.

I would very much like to hear back from you about why this policy directive was written and whether you have any plans to change it.

Thank you for your time.

s. 22

Rowsell, Terry N JAG:EX

Subject:	FW: Letter from the Campaign for Real Ale of BC - Powell River re: Minimum Drink Prices
Attachments:	Anton minimum policy.pdf
Importance:	High

From: prespowellriver@camrabc.ca [mailto:prespowellriver@camrabc.ca]
Sent: Friday, July 4, 2014 9:53 AM
To: Minister, JAG JAG:EX
Cc: OfficeofthePremier, Office PREM:EX; Scott, Douglas S JAG:EX; Simpson.MLA, Shane L LASS:EX; Simons.MLA, Nicholas LASS:EX; Yap.MLA, John LASS:EX
Subject: Letter from the Campaign for Real Ale of BC - Powell River re: Minimum Drink Prices
Importance: High

Dear Min. Anton

I am delivering a letter on behalf of the Campaign for Real Ale Society of British Columbia Powell River Branch, who would like to advise you of their displeasure concerning the new minimum drink pricing for beer which is negativel;y impacting both consumers and licensees in our area. You are receiving this letter because of your role as the Justice Minister and Attorney General and because of your ultimate responsibility for thc current changes to provincial liquor policy.
Please see the attached .pdf document for full dctails.
I look forward to your response.

Sincerely

Paddy Treavor
President, Campaign for Real Ale of BC - Powell River

CAMPAIGN FOR REAL ALE SOCIETY OF BRITISH COLUMBIA – POWELL RIVER BRANCH

6446 CHILCO AVE
POWELL RIVER, BC
V8A 4Y7
604-719-2930 • WWW.CAMRAPOWELLRIVER@CAMRABC.CA • @CAMRA_POWTOWN

Dear Minister Anton,

I am writing you in my capacity as President of Campaign for Real Ale (CAMRA) Society of British Columbia – Powell River branch, to register our extreme displeasure with the recent implementation of alcoholic drink price minimums in British-Columbia.

As you know, CAMRA BC is an independent consumer advocacy group, numbering close to 1,500 paid members, which champions the cause for BC craft beer consumers. The Powell River branch of CAMRA BC represents the specific issues relating to craft beer consumers in Powell River and the Sunshine Coast area as well as supporting the wider-spread issues that impact that entire province.

The new drink price minimums, in concert with announced allowance of temporary drink specials, otherwise known as "happy hour", forces many licensees in our area to increase their regular prices and any "daily special" prices for beer to meet the new minimum. Many other licensees have their regular prices pegged so close to the new minimum that they either cannot offer any discount for happy hour or if they can, it is so negligible that it appears insulting to their customers.

At the time of the announcement you were quoted saying there may be "the occasional case" in BC where licensees will have to increase their drink prices. This is not only grossly inaccurate: it is simply not true. All over British Columbia, including overpriced Vancouver, there are literally hundreds of licensees impacted by this new policy.

My local pub in Powell River has had to increase the regular price for a pint of craft beer from $4.50, tax included, to $5, before tax. The price for mainstream lagers went from $4, including tax, to $5. Another bar owner I spoke to yesterday said the new price minimums means his customers enjoy a happy hour rate all of $0.05 less than his current regular price. And he must raise his former daily special prices in order to meet the new minimum.

This same licensee has spoken to several other licensees in Powell River who are in similar situation of telling their loyal customers your government's 'happy hour' actually raises the price of their beer, up to 30 percent more, in some cases.

Powell River and the Sunshine Coast are not unique in BC. This scenario is certainly being played out all over the province. Outside of the Great Vancouver area and South Vancouver Island, economies and price structure are often very different due to economic factors in particular regions. Pricing in Powell River, from everything from the price of a house to the price of a beer has little in common with the bigger urban areas. And those establishments in the more expensive areas of the province can no longer offer a true break on the price of a drink due to your new policy.

BC liquor policy needs to make sense for all of British Columbia: this new policy comes nowhere it.

You and others associated with the recent liquor policy review have stated new liquor policies must strike a balance between promoting public health and safety with the wants and needs of industry stakeholders and consumers.

Again, this policy falls short and makes no sense in that regard.

Previously under the BC liquor policies we had "daily specials" set for the entire time an establishment was open and serving alcohol that date. Those daily specials, often for much less than the current new minimum prices, had no visible problems with widespread over-serving, public intoxication or increased drinking and despite the fact they lasted for hours and hours.

Now you are saying, paradoxically, a special offered for a shorter period of time somehow has a greater risk of problems and therefore prices must be increased.

BC now has the highest minimum drink prices in Canada to help ensure public health and safety, yet in all other provinces in Canada, despite having happy hours and lower minimum drink prices, we do not see drunken mayhem in the streets or marked issues related to over-serving and over-consumption.

So why do BC consumers need this increased price to help us control ourselves?

On behalf of the craft beer consumers of Powell River and the Sunshine Coast, I implore you to withdraw this new policy. If the BC Liberals insist on implementing a drink price minimum, it needs to be one that works for all of BC. We have strict liquor policies and the Serving it Right program in place in BC to stop over-serving and control over-consumption. Why not use those laws to punish those not serving it right instead of punishing all BC beer consumers.

I thank you for your time and consideration. I would be more than happy to discuss with you, face-to-face or by telephone, redesigning a liquor policy that works for all of BC concerning drink price minimums in more rural and isolated communities.

Sincerely,

Paddy Treavor
President,
Campaign for Real Ale of BC – Powell River
604-719-2930

Bieller, Barry JAG:EX

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 1:24 PM
To: Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX
Subject: FW:

The following has been drafted for a press release today by Canadian Centre on Substance Abuse, who happen to be meeting today in Vancouver. They are asking if we have any suggested changes to the attached before they release it.

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:10 PM
To: Carlson, Janice JAG:EX
Subject:

CCSA CONGRATULATES BRITISH COLUMBIA ON NEW MINIMUM PRICING MEASURE

The Canadian Centre on Substance Abuse (CCSA) congratulates British Columbia on its announcement last week to introduce minimum pricing for on-premise alcohol outlets, in addition to the off-premise minimum prices already in place.

As described in Reducing Alcohol-related Harm in Canada: Toward a Culture of Moderation, minimum pricing is an important policy lever governments can use to ensure prices are not set at levels that encourage drinking above the low-risk drinking guidelines. By reducing hazardous alcohol consumption, British Columbians can expect to see lower rates of injuries, violence, and certain chronic diseases.

The CCSA applauds the efforts by British Columbia to promote public health by making use of the best available evidence to inform its policies.

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

Bieller, Barry JAG:EX

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

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

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

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

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

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

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

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

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

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

Good morning,

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

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

Douglas Scott

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

Bieller, Barry JAG:EX

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 4:13 PM
To: Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Subject: RE: question re minimum pricing

Could we update our material to add that it applies only to liquor sold for on-premise consumption? That should cover every situation.

Janice
250 952-5756

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 4:11 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: question re minimum pricing

Just talked to Janice who confirmed the new minimum price rules are not meant to apply to growlers. However the PD says these rules apply for all liquor sales from these establishments:

New Policy
Effective immediately, liquor primaries, liquor primary clubs, food primaries, and manufacturer lounge and special event endorsement areas may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below the minimum pricing specified in the table. Minimum pricing applies to all liquor sales in these establishments, including the sale of manufacturer samples.

Product Category	Minimum Price per ounce (not including sales tax)	Price per drink - examples of some common sizes (not including sales tax)
Draught cider/beer	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)
Packaged beer, cider and coolers	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) bottle or 355 ml can
Wine/Fortified wine (including sake)	$0.60 per oz (28 ml)	$3 per 5 oz glass (125 ml) $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)
Liqueurs/Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

Also, brew pubs sell growlers.

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

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 12:56 PM
To: Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Subject: RE: question re minimum pricing

No, the new min price rules don't apply to sales from a retail store, including a man store. Their pricing requirements have not changed. They still have to abide by the requirement that they must not sell liquor for less than the LDB purchase price.

Janice
250 952-5756

From: Bieller, Barry JAG:EX
Sent: Wednesday, June 25, 2014 12:53 PM
To: Stephenson, Cindy JAG:EX; Carlson, Janice JAG:EX
Subject: RE: question re minimum pricing

The pricing rules don't apply do they? These sales are made from manufacturer on-site stores.

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 12:47 PM
To: Carlson, Janice JAG:EX
Cc: Bieller, Barry JAG:EX
Subject: FW: question re minimum pricing

I think the new rules would apply but wanted to double check with you.

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

From: Paddy [mailto:prespowellriver@camrabc.ca]
Sent: Tuesday, June 24, 2014 8:42 PM
To: Stephenson, Cindy JAG:EX
Subject: question re minimum pricing

Hi Cindy

I am looking for clarification about the new minimum drink pricing.

Some folks I have talked to seem to think that growler fills, sold via tasting rooms and on-site, manufacturer beer lounges, will be under the new policy that states minimum price is $0.25 per ounce. Others, like myself believe they are not because they are packaged products that are bought to be consumed off-site from where they are purchased.

Can you or someone from the LCLB clarify this for me. I want to write an article clarifying the subject.

Thank you.

Paddy Treavor
604-719-2930

Bieller, Barry JAG:EX

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

FYI

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

s. 13

On the issue of the adjustment in spirits yesterday – here is some background that only was clear to me at the end of the day yesterday s. 22 s. 22

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

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

s. 13

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

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

Thanks, and good luck.

Doug

Bieller, Barry JAG:EX

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

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

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

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

Thank you

Ray Tetzel
A/Deputy General Manager
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

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Bieller, Barry JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Monday, June 23, 2014 10:34 AM
To: Groot, Jeff GCPE:EX; Schollen, Tasha GCPE:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: Research
Attachments: Speaking Notes.docx

Hi Jeff. Tasha – further to our discussion – here is a bit of research that backstops the policy – there is much more... not sure of the communication use – but we wanted you to have it if useful.

Links to the submissions on our site are coming for you...

Cheers

Doug

Speaking Notes

- Several decades of international research show that increasing the price of alcohol is one of the most effective approaches for reducing alcohol-related harm at the population level.
  (Wagenaar,Salois & Komro, 2009; Babor et al., 2010; Wagenaar, Tobler & Komro, 2010).

- A recent national study showed BC is a bottom ranking province for liquor pricing policy, compared to other Canadian provinces.
  (Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies. Toronto: Centre for Addiction and Mental Health.

- During consultations, industry recommendations for minimum drink pricing were as follows:

    - $3 per drink (BC Restaurant and Foodservices Association);
    - $2.50 per drink, same as Nova Scotia pricing, and between Alberta minimum pricing ($2.75) and Saskatchewan and Manitoba minimum pricing ($2.25).
    - $4 per drink (ABLE BC).

Bieller, Barry JAG:EX

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

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

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

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

Begin forwarded message:

> **From:** Joey Gibbons <jgibbons@gibbonshospitality.com>
> **Date:** June 25, 2014 at 7:46:26 AM PDT
> **To:** "Glenn, Holly JAG:EX" <Holly.Glenn@gov.bc.ca>
> **Subject: Fw: Details and Clarification on Recent Liquor Policy Changes**
>
> This is very dangerous?
>
> 2$ drinks? There is no way one can possibly staff for those prices in a responsible way.
>
> Seems crazy...
>
> Joey Gibbons
> The Gibbons Hospitality Group
> 505-4290 Mountain Square
> PO Box 65
> Whistler, BC V0N 1B0
>
> Mobile: s. 22
> Fax: 604-938-0221
> gibbonshospitality.com
> Facebook: GibbonsHospitalityGroup

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

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

Copyright



Page 158 to/à Page 161

Withheld pursuant to/removed as

Copyright

Bieller, Barry JAG:EX

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

Good afternoon everyone,

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

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Minimum Drink Price Rationale and Background

- The Liquor Policy Review (LPR) Report recommendations struck a balance between liberalization of the liquor laws and the need to protect public health and safety, and minimum pricing is an important evidence-based tool to maintain this balance.

- The LPR report recommendation (#16) suggested allowing happy hours but only if minimum pricing (as recommended by health advocates) was put in place.

- Several decades of international research show that increasing the price of alcohol is one of the most effective approaches for reducing over-consumption and alcohol-related harm.
  (Wagenaar,Salois & Komro, 2009; Babor et al., 2010; Wagenaar, Tobler & Komro, 2010).

- A recent national study (before minimum pricing was implemented) showed BC is a bottom ranking province for liquor pricing policy, compared to other Canadian provinces.
  (Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). *Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies*. Toronto: Centre for Addiction and Mental Health.

- The new minimum price levels reflect the need to protect public health and safety and are based on recommendations of health advocates, industry, and a review of minimum price levels in other jurisdictions and BC local governments.

- During Liquor Policy Review consultations, health advocates recommended pricing at the $3.00 level per standard drink (12oz beer/cider/cooler, 5 oz wine, and 1.5 oz spirits).

- Every other province in Canada has minimum pricing in place. Some of them have been in place for a long time and the levels are currently under review.

- Four BC local governments (Nanaimo, Victoria, Vancouver, and Kamloops) already had bylaws in place imposing minimum drink pricing. These levels were significantly above the minimum provincial pricing in other provinces, and are similar to what was adopted provincially.

- During further consultations following the LPR, industry recommendations for minimum drink pricing ranged from $2.50 to $4.00 per standard drink.

- The new minimum pricing replaces the previous minimum price requirements, which required licensed establishments to set prices above the purchase price of the liquor from the Liquor Distribution Branch.

Bieller, Barry JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 26, 2014 9:01 AM
To: Bieller, Barry JAG:EX; Wilson, Travis JAG:EX
Cc: Carlson, Janice JAG:EX
Subject: RE: question re minimum pricing

I was meaning just noting that in the existing online version on our website that it will be amended – not issuing a new one. If we can't do that, OK. Or maybe we can have a little text box that just floats above the directive with this info in it?

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

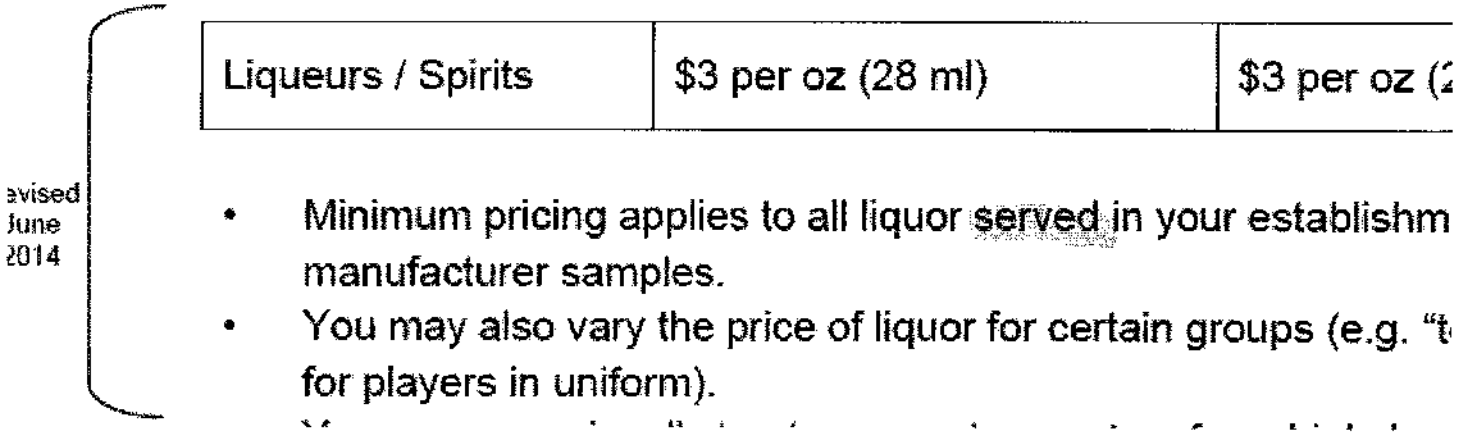
From: Bieller, Barry JAG:EX
Sent: Thursday, June 26, 2014 8:57 AM
To: Stephenson, Cindy JAG:EX; Wilson, Travis JAG:EX
Cc: Carlson, Janice JAG:EX
Subject: RE: question re minimum pricing

s. 13

From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 26, 2014 8:52 AM
To: Wilson, Travis JAG:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: FW: question re minimum pricing

s. 13

The wording in the LP guide is correct, and may be a nice way of phrasing it. Since there is a bit of confusion, we could also add a sentence that it does not apply to off-premises sales.



Liqueurs / Spirits	$3 per oz (28 ml)	$3 per oz (2

evised June 2014

- Minimum pricing applies to all liquor served in your establishm manufacturer samples.
- You may also vary the price of liquor for certain groups (e.g. "t for players in uniform).

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

From: Bieller, Barry JAG:EX
Sent: Wednesday, June 25, 2014 4:38 PM
To: Carlson, Janice JAG:EX; Stephenson, Cindy JAG:EX
Subject: RE: question re minimum pricing

Good plan. I've had a query about off-sales too so that would cover it.

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 4:13 PM
To: Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Subject: RE: question re minimum pricing

Could we update our material to add that it applies only to liquor sold for on-premise consumption? That should cover every situation.

Janice
250 952-5756

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 4:11 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: question re minimum pricing

Just talked to Janice who confirmed the new minimum price rules are not meant to apply to growlers. However the PD says these rules apply for all liquor sales from these establishments:

New Policy

Effective immediately, liquor primaries, liquor primary clubs, food primaries, and manufacturer lounge and special event endorsement areas may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below the minimum pricing specified in the table. Minimum pricing applies to all liquor sales in these establishments, including the sale of manufacturer samples.

Product Category	Minimum Price per ounce (not including sales tax)	Price per drink - examples of some common sizes (not including sales tax)
Draught cider/beer	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)
Packaged beer, cider and coolers	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) bottle or 355 ml can
Wine/Fortified wine (including sake)	$0.60 per oz (28 ml)	$3 per 5 oz glass (125 ml) $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)
Liqueurs/Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

Also, brew pubs sell growlers.

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

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 12:56 PM
To: Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Subject: RE: question re minimum pricing

No, the new min price rules don't apply to sales from a retail store, including a man store. Their pricing requirements have not changed. They still have to abide by the requirement that they must not sell liquor for less than the LDB purchase price.

Janice
250 952-5756

From: Bieller, Barry JAG:EX
Sent: Wednesday, June 25, 2014 12:53 PM
To: Stephenson, Cindy JAG:EX; Carlson, Janice JAG:EX
Subject: RE: question re minimum pricing

The pricing rules don't apply do they? These sales are made from manufacturer on-site stores.

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 12:47 PM
To: Carlson, Janice JAG:EX

Cc: Bieller, Barry JAG:EX
Subject: FW: question re minimum pricing

I think the new rules would apply but wanted to double check with you.

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

From: Paddy [mailto:prespowellriver@camrabc.ca]
Sent: Tuesday, June 24, 2014 8:42 PM
To: Stephenson, Cindy JAG:EX
Subject: question re minimum pricing

Hi Cindy

I am looking for clarification about the new minimum drink pricing.

Some folks I have talked to seem to think that growler fills, sold via tasting rooms and on-site, manufacturer beer lounges, will be under the new policy that states minimum price is $0.25 per ounce. Others, like myself believe they are not because they are packaged products that are bought to be consumed off-site from where they are purchased.

Can you or someone from the LCLB clarify this for me. I want to write an article clarifying the subject.

Thank you.

Paddy Treavor
604-719-2930

Bieller, Barry JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Saturday, June 21, 2014 6:24 AM
To: Bieller, Barry JAG:EX
Subject: FW: Min prices
Attachments: Happy hours and min drink prices.docx

FYI

From: Scott, Douglas S JAG:EX
Sent: Friday, June 20, 2014 8:03 PM
To: Anton, Suzanne JAG:EX
Cc: Wanamaker, Lori JAG:EX; Groot, Jeff GCPE:EX; Lalonde, Jarett JAG:EX
Subject: Min prices

Minister,

s. 13

Pages 28 through 30 redacted for the following reasons:
- -
s 13

Bieller, Barry JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Thursday, June 26, 2014 3:31 PM
To: Stephenson, Cindy JAG:EX
Cc: Bieller, Barry JAG:EX; Jones, Kathleen JAG:EX
Subject: Re: Media Request - Vancouver Sun - Minimum Pricing

I am fine - and attribution to me or you.

On 2014-06-26, at 3:28 PM, "Stephenson, Cindy JAG:EX" <Cindy.Stephenson@gov.bc.ca> wrote:

> For your approval – The Vancouver Sun usually like attribution – who would you prefer it be attributed to?
>
> **Date/Time**: 26/June
>
> Deadline @ 4 p.m.
>
> **Media:** Vancouver Sun
>
> **Reporter:** Scott Brown, (778) 995-2665, sbrown@vancouversun.com
>
> **Topic:** Minimum Pricing
>
> **Background**: Reporter is wondering if the new minimum pricing affects the growlers people are able to buy from smaller brewers and micro brewers.
>
> **Questions: How does the new minimum pricing affect microbreweries that sell growlers to consumers?**
>
> **Suggested Response:**
>
> - **Minimum pricing only applies to liquor that is consumed on-site at an establishment and does not apply to liquor products sold for off-premise consumption at retail stores such as BC Liquor Stores, licensee retail stores (private) or wine stores. This would include growlers.**

Bieller, Barry JAG:EX

From: Carlson, Janice JAG:EX
Sent: Tuesday, June 24, 2014 2:00 PM
To: Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Subject: min pricing for draft beer
Attachments: Minimum Pricing Draft beer comparison table.docx

If we are thinking of tinkering with the min pricing for draft beer/cider, here is a table showing what the pricing would be for the various drink sizes.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Minimum Pricing Draft beer/cider:

Price per oz	Sleeve (12 oz)	Pint (20 oz)	Jug (60 oz)
0.18	$2.16	$3.60	$10.80
0.19	$2.28	$3.80	$11.40
0.20	$2.40	$4.00	$12.00
0.21	$2.52	$4.20	$12.60
0.22	$2.64	$4.40	$13.20
0.23	$2.76	$4.60	$13.80
0.24	$2.88	$4.80	$14.40
0.25 (current rate)	$3.00	$5.00	$15

Pages 34 through 60 redacted for the following reasons:
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Regulation Privacy Impact Assessment (RPIA)

Is this RPIA necessary?

Yes: FOIPPA's section. 69 (5.1) states that the PIA must be submitted to the minister responsible for FOIPPA for review **during the development** of any new project, program or activity, system or **proposed enactment (which includes a regulation)** or when **making changes to an existing one.** Ministries must complete the RPIA and submit it to KIS even if no personal information is apparently involved.

Please submit a completed Regulation Privacy Impact Assessment (RPIA) for all Regulations to Legislation, Privacy and Policy Branch (LPP). If you have any questions regarding this process or when filling out the RPIA, please contact LPP at 250 356 0361.

Part 1 – GENERAL

Name of Draft Regulation:	Liquor Control and Licensing Regulation (Happy Hours)		
Date of Draft Regulation:	May 2, 2014		
Name of Associated Legislation:	Liquor Control and Licensing Regulation		
Name of Ministry:	Justice		
Ministry Contact:	Janice Carlson	Phone:	250 952-5756
Email:	Janice.Carlson@gov.bc.ca		

1. Please indicate whether the regulation is:

	New
x	Amended
Name of the Regulation being replaced (if applicable):	

2. Please provide a brief summary of the proposed regulation.

The proposed regulatory change removes a restriction preventing licensed establishments from varying the price of liquor throughout the course of the business day, and adds requirements specifying minimum pricing for licensed establishments that sell liquor by the glass.

3. Please state whether:

a)	You have a targeted Cabinet meeting date (Y/N):	Yes	If yes, for what date?	June 18, 2014
b)	LPP has reviewed a Legislative PIA (LPIA) on legislative amendments that relate to the proposed regulation (Y/N):			No

	If yes, please attach a copy and indicate the relevant parts.

Part 2 – PRIVACY (Protection of Privacy)

In the following questions, "**proposed regulation**" means the new or amended regulation that your ministry is putting forward. This RPIA deals strictly with that regulation and does not assess compliance under FOIPPA as it applies to existing legislation or regulations or the programs that are operational under your legislation.

4. a) In the proposed regulation, what personal information, if any, is authorized to be collected, used or disclosed? Please detail as specific a list as possible.

None.

b) Will there be a change to the scope (amount or type) of personal information being collected, used, or disclosed? If so, please describe the changes in as much detail as possible.

No.

5. **Collection of personal information**

a)	Does the proposed regulation **specifically authorize or involve the collection** of personal information?		
	Yes	X	No (If no, proceed to question 6)
If **yes**, please describe the personal information being collected and the purpose for the collection. In addition, please provide the rationale for the collection.			
b)	If personal information is to be collected, will it be collected directly from the individual concerned?		
	Yes (If yes, proceed to question 6)		No
If no, please specify what statutory authority the regulation will rely on in order to authorize indirect collection (see s. 27 of FOIPPA).			

6. **Use of personal information**

a)	Does the proposed regulation **specifically authorize or involve the use** of personal information?		
	Yes	X	No (If no, proceed to question 7)
If yes, please describe the use and provide a rationale for it.			

7. **Disclosure of personal information**

a)	Does the proposed regulation **specifically authorize or involve the disclosure** of personal information?		
	Yes	X	No (If no, proceed to question 8)
If yes, please describe the disclosure and provide a rationale for it.			
b)	Does the proposed regulation involve the disclosure of personal information outside Canada? This includes information posted on the internet: storage outside Canada includes temporary storage on servers outside Canada.		
	Yes (Please describe and provide the rationale)		No (If no, proceed to question 8)

8. Does the proposed regulation address the retention/disposal of personal information? If so, please explain what processes or plans will be in place to address retention/disposal of personal information.

No.

Part 3 – ACCESS (Freedom of Information)

9. Does the proposed regulation relate to a section in the legislation that **overrides** or **limits** provisions of FOIPPA or that asserts that the regulation will operate **notwithstanding** or **despite** FOIPPA?

	Yes	X	No (If no, proceed to question 10)
a)	If yes, please identify the provisions of FOIPPA that will be affected or overridden:		

b)	Please also cite the operative section in the proposed regulation (if available):

10. Does the proposed regulation involve a confidentiality clause, or relate to a confidentiality clause in legislation, or any other provision that limits the access of an individual to their personal information or other records of the public body?

	Yes	X	No
a)	If yes, please cite and reproduce the relevant section in the proposed regulation or associated legislation (if available):		
b)	Please explain why the confidentiality clause or other limiting provision is **necessary** (if this has not been previously addressed in a legislative PIA):		

Part 4 – CONCLUSION

This RPIA is based on the draft regulation identified on page one. If the regulation undergoes any subsequent, substantive changes, please inform Legislation, Privacy, and Policy Branch immediately, as it may affect the validity or soundness of this RPIA. Not doing so may delay the passage of the regulation.

RPIA Completed by:	Janice Carlson	Title:	Policy Analyst	Date:	May 5, 2014
RPIA Reviewed at LPP by:	J Van Den Bulk	Title:	Director, Privacy Reviews	Date:	May 6, 2014

Page 65 redacted for the following reason:
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PROVINCE OF BRITISH COLUMBIA

ORDER OF THE LIEUTENANT GOVERNOR IN COUNCIL

Order in Council No. , *Approved and Ordered*

Lieutenant Governor

Executive Council Chambers, Victoria

On the recommendation of the undersigned, the Lieutenant Governor, by and with the advice and consent of the Executive Council, orders that

(a) sections 1 (b), (d) and (j), as it repeals the definition of **"site"**, 11, 13, 17 (a), 18, 19 (b) and (c), 22, 29, 31 (a), (c), (m) and (n) and 33 to 35 of the *Liquor Control and Licensing Amendment Act, 2014*, S.B.C. 2014, c. 13, are brought into force, and

(b) the Liquor Control and Licensing Regulation, B.C. Reg. 244/2002, is amended as set out in the attached Schedule.

Attorney General and Minister of Justice

Presiding Member of the Executive Council

(This part is for administrative purposes only and is not part of the Order.)

Authority under which Order is made:

Act and section: *Liquor Control and Licensing Act*, R.S.B.C. 1996, c. 267, s. 84;
Liquor Control and Licensing Amendment Act, 2014, S.B.C. 2014, c. 13, s. 48

Other: OIC 792/2002

May 30, 2014 R/245/2014/15/22

SCHEDULE

1 Section 1 of the Liquor Control and Licensing Regulation, B.C. Reg. 244/2002, is amended

(a) in subsection (1) by adding the following definition:

"catered event" means an event catered by a caterer at which liquor is sold, but does not include a residential event; ,

(b) in subsection (1) by repealing the definition of **"event"**,

(c) in subsection (1) in the definition of **"occupant load"** *by striking out* "or the site of a catered event" *and substituting* "or event site",

(d) by adding the following definition:

"parent or guardian", with respect to a minor, means a parent or guardian of the minor but does not include a parent or guardian who is himself or herself a minor; ,

(e) in subsection (1) in the definition of **"private special occasion"** *by striking out* ", but does not include a pre-wedding party commonly known as a bachelor or bachelorette party",

(f) by repealing subsection (4), and

(g) by adding the following subsection:

(5) A reference to "establishment" or "licensed establishment" in sections 13 (3) and (4), 16 (1) (b) and (c), 21 (3), 22 (1), 23 (2.1), 49 (3), 76 (3) and 77 (1) of the Act does not include an event site.

2 The following section is added:

Definitions of "charitable fundraiser" and "charitable representative" in the Act

1.1 (1) For the purposes of the definition of "charitable fundraiser" in the Act, the following classes of non-profit organizations are prescribed:

(a) an organization that

(i) is incorporated under the *Society Act*, the *Canada Not-for-profit Corporations Act* or Part II of the *Canada Corporations Act*, and

(ii) has no director who is remunerated, other than in reimbursement of actual expenses that are directly related to his or her duties as a director;

(b) an unincorporated organization that

(i) has a name, an organizational structure and a membership that meets regularly or occasionally,

(ii) is established in the community as an organization that provides programs of community benefit, and

(iii) has no member who is remunerated, other than in reimbursement of actual expenses that are directly related to his or her duties as a member.

(2) For the purposes of the definition of "charitable representative" in the Act, a person is a charitable representative of an unincorporated charitable fundraiser if the person

(a) is a member of the unincorporated charitable fundraiser, and

(b) is acting on behalf of the members of the unincorporated charitable fundraiser.

3 Section 4 is amended

(a) in subsection (3) by striking out "and does not include a reference to the site of an event catered by the person"*, and*

(b) by adding the following subsection:

(4) For the purposes of this section, an establishment does not include an event site.

4 Section 7 (2) is repealed and the following substituted:

(2) Written authorization of the general manager is not required for structural alteration of or change to the size of an area of an event site or a caterer's business location if the business location is not a licensed establishment.

5 Section 9 (1) (a) is amended

(a) in subparagraphs (i) and (ii) by striking out "they are"*and substituting* "the minors are"*, and*

(b) by striking out "or"*at the end of subparagraph (ii) and by adding the following subparagraphs:*

(iv) the establishment is open for service of a varied selection of food items, including both appetizers and main courses, or their equivalent, the minors are accompanied by a parent or guardian and the minors are allowed by the general manager to be in the establishment, or

(v) the minors are employed to do work or provide a service in the establishment, other than selling or serving liquor, and minors are otherwise allowed to be in the establishment under subparagraph (ii), (iii) or (iv); .

6 Section 13.06 is amended

(a) in subsection (1) by striking out "An application by a caterer under section 89 (1) of the Act for a catering authorization in relation to a catered event must include the following information:"*and substituting* "A caterer may apply under section 89 (1) of the Act for a catering authorization in relation to an event site and the application must include the following information:",

(b) by adding the following subsection:

(1.1) A caterer may, on being granted a catering authorization by the general manager, sell or serve liquor at an event site in accordance with section 86 (1) of the Act., *and*

(c) in subsection (2) (a), (d) and (e) (ii) by striking out "site of the catered event" *and substituting* "event site".

7 The following section is added to Division 1.2 of Part 3:

Liquor that may be served at residential event

13.07 At a residential event, when provided to the caterer by the host of the event, a caterer may serve liquor owned by the host.

8 The following sections are added to Division 2 of Part 3:

Temporary off-site sale endorsement

14.2 A licensee who holds a licence for a licensee retail store or wine store may apply for a temporary off-site sale endorsement.

Temporary off-site sale authorization

14.3 (1) In this section, section 14.4 and Schedule 4, **"food or beverage festival"** means an event the primary focus of which is on tasting or showcasing food or liquor.

(2) A licensee who holds a licence for a licensee retail store or wine store with a temporary off-site sale endorsement may apply under section 89 (1) of the Act for a temporary off-site sale authorization in relation to an event site at a food or beverage festival that is the subject of a special occasion licence.

(3) An application under subsection (2) must include the following information:

(a) the name of the licensee who holds the special occasion licence;

(b) the name of the food or beverage festival in respect of which the special occasion licence has been issued;

(c) the date, time and location of the food or beverage festival in respect of which the special occasion licence has been issued;

(d) the hours during which the applicant licensee proposes to sell liquor at the food or beverage festival;

(e) any other information required by the general manager to assess the application.

(4) A licensee applying for a temporary off-site sale authorization must disclose all material facts required by the form of application and must not make false or misleading statements in the form of application.

Terms and conditions of temporary off-site sale authorization

14.4 (1) A licensee who holds a licensee retail store or wine store licence may, on being granted a temporary off-site sale authorization by the general manager, sell liquor

at an event site at a food or beverage festival in accordance with section 86 (1) of the Act.

(2) The following terms and conditions apply to a temporary off-site sale authorization:

(a) the authorization is valid only during the event dates and hours specified in the application under subsection (1);

(b) subject to limitation by the general manager in the authorization, liquor may be sold no earlier than 9 a.m. and no later than 11 p.m.;

(c) consumption of liquor at the event site is not permitted;

(d) minors are allowed to be present if they are allowed to be present at the food or beverage festival in respect of which the special occasion licence has been issued;

(e) sales of liquor must be recorded as sales from the licensee retail store or wine store, as the case may be;

(f) in the case of a temporary off-site sale authorization granted under a temporary off-site sale endorsement in respect of a wine store, the licensee may sell only the liquor that is permitted to be sold under the licensee's wine store licence.

9 Section 15 is amended by adding the following subsections:

(12) A person to whom a special occasion licence has been issued under section 7 of the Act may, in accordance with the Act, this regulation and the terms and conditions of the licence, sell liquor that has been purchased from the Liquor Distribution Branch and given to the person by an agent, as defined in section 1 (1) of the Act, or a liquor manufacturer if

(a) the person is a charitable fundraiser or charitable representative, and

(b) the purpose of the special occasion is to raise funds for a charitable purpose.

(13) A licensee to whom a special occasion licence is issued for an event described in paragraph (c) of the definition of "private special occasion" in section 1 (1) of this regulation may serve at the private special occasion wine, beer or cider that is produced or manufactured

(a) in a residence, or

(b) in an establishment licensed under section 12.1 of the Act

for his or her own consumption or consumption at no charge by other persons.

10 Section 18 (4) is amended by striking out "or" *at the end of paragraph (a), by adding* ", or" *at the end of paragraph (b) and by adding the following paragraph:*

(c) employed to do work or provide a service in the establishment, other than selling or serving liquor.

11 Section 18.1 is amended by adding the following subsection:

(4.3) Despite subsections (3), (4), (4.1) and (4.2), wine, beer and spirituous liquors that are not produced or manufactured by the winery, brewery or distillery, as the case may be, may be consumed within the picnic endorsement area of the winery,

brewery or distillery if the wine, beer or spirituous liquor is purchased from or served by the licensee in another licensed establishment

(a) that is located on the same manufacturer site, and

(b) in respect of which another licence is held by the licensee.

12 The following sections are added:

Farmers' market

18.3 In this section, sections 18.4 to 18.6 and Schedule 4, **"farmers' market"** means a market that meets the following criteria:

(a) the market is composed entirely of vendors, excluding a licensee who holds a farmers' market authorization, who make, bake, grow or raise the products they sell at that market;

(b) the market is managed or carried on by an organization that is incorporated under the *Society Act* or the *Business Corporations Act*;

(c) the market comprises at least 6 vendors;

(d) the market operates

(i) at least 4 times per year, but no more than twice a week, and

(ii) at least 2 hours per day.

Who may apply for farmers' market authorization

18.4 A licensee who holds a manufacturer licence with a manufacturer on-site store endorsement referred to in section 18.2 may apply under section 89 (1) of the Act for a farmers' market authorization in relation to an event site at a farmers' market.

Information required in application for authorization

18.5 (1) In this section, **"registration information"** means the name and registration number shown on the certificate of incorporation of a society or company.

(2) An application under section 89 (1) of the Act for a farmers' market authorization must include the following information:

(a) the registration information of the organization that manages or carries on the farmers' market that is proposed to be the subject of the authorization;

(b) the date, time and location of the farmers' market that is proposed to be the subject of the authorization;

(c) any other information required by the general manager to assess the application.

(3) A licensee applying for a farmers' market authorization must disclose all material facts required by the form of application and must not make false or misleading statements in the form of application.

Terms and conditions of farmers' market authorization

18.6 (1) A licensee referred to in section 18.4 of this regulation may, on being granted a farmers' market authorization by the general manager, sell or serve liquor at an event site at a farmers' market in accordance with section 86 (1) of the Act.

(2) The following terms and conditions apply to a farmers' market authorization:

(a) the authorization is valid only during the farmers' market hours and only during the hours stated in the licensee's manufacturer on-site store endorsement;

(b) the licensee may sell only the liquor that is permitted to be sold under the licensee's manufacturer on-site store endorsement;

(c) consumption of liquor at the event site is not allowed except as authorized by the general manager;

(d) minors are allowed to be present.

13 Section 34 (1) (j) is repealed and the following substituted:

(j) records of incidents or events, if any, that occurred in or adjacent to the licensed establishment, and,

(i) in the case of a licensee who holds a catering licence, that occurred in or adjacent to the caterer's business location, or

(ii) in the case of a licensee who holds an authorization, that occurred in or adjacent to an event site that is the subject of the authorization; .

14 Section 37 (1), (2) (b) and (3) is repealed and the following substituted:

(1) Subject to subsection (2), a licensee must

(a) post his or her licence in a conspicuous place in the licensed establishment, and

(b) provide access to the approved floor plan of the licensed establishment on request of the general manager.

(3) A licensee who holds an authorization must, in addition to the requirements in subsection (1), display in a conspicuous place at each event site associated with the authorization, during the event, a copy of his or her licence and a copy of the authorization applicable to the event.

15 Section 38 (3) is repealed and the following substituted:

(3) Without limiting subsection (2), if an event site adjoins an establishment for which a licence has been issued, the event site must be separated from the licensed establishment in a manner that is satisfactory to the general manager.

16 Section 41 is amended

(a) by repealing subsections (1), (2), (1.2) and (1.3),

(b) in subsection (2) by adding "or" ***at the end of paragraph (a), by striking out*** "or" ***at the end of paragraph (b) and by repealing paragraph (c), and***

(c) by adding the following subsections:

(4) Subject to subsection (5), it is a term and condition of the following that the prices of liquor must be set at the beginning of the day and may be changed throughout the day, provided that the price of liquor of a category of liquor that is permitted

to be served in the licensed establishment or endorsement area, as the case may be, is no lower than that set out opposite that category of liquor in the table that follows this subsection:

(a) food primary licence;

(b) liquor primary licence;

(c) liquor primary club licence;

(d) brewery lounge endorsement;

(e) distillery lounge endorsement;

(f) winery lounge endorsement;

(g) special event endorsement.

Table

Liquor Category	Price per oz. or 28.4 ml (not including sales tax)
Draught beer or cider	$0.25
Packaged beer, cider or cooler	$0.25
Wine or fortified wine	$0.60
Liqueurs or spirits	$3

(5) Nothing in subsection (4) limits the ability of a licensee whose licence contains a catering endorsement to

(a) change the prices of liquor throughout the day, or

(b) set the price of liquor

in relation to an event the licensee is to cater under the catering endorsement.

(6) A licensee who holds a special occasion licence must, before the special occasion, set the price at which liquor is to be sold during that special occasion.

17 Section 42 is amended

(a) in subsection (1) by striking out "or" ***at the end of paragraph (a) and by adding the following paragraph:***

(a.1) the liquor has been purchased from or served by the licensee of that licensed establishment in an adjoining licensed establishment of the same licensee, or,

(b) in subsection (4) by striking out "All liquor sold or served" ***and substituting*** "Subject to subsection (4.1), all liquor sold or served", ***and***

(c) by adding the following subsection:

(4.1) Liquor sold or served by a licensee in a licensed establishment may be taken to and consumed in an adjoining licensed establishment that is licensed to the same licensee.

18 ***Section 43 is amended***

(a) in subsection (3) by striking out "section 13" ***and substituting*** "section 13 (1) and (3) (a) and (b)", ***and***

(b) in subsection (8) by striking out "in a licensed establishment or at a residential event" ***and substituting*** "in a licensed establishment, at an event site or at a residential event".

19 ***Section 45 (4) is amended by striking out*** "or" ***at the end of paragraph (a), by adding*** ", or" ***at the end of paragraph (b) and by adding the following paragraph:***

(c) the minor is employed to do work or provide a service in the establishment, other than selling or serving liquor, under section 9 (1) (a) (v) or 18 (4) (c).

20 ***Section 47 (5) is amended by striking out*** "during an event" ***and substituting*** "at an event".

21 ***Section 50.1 (4) is repealed.***

22 ***Division 1 of Part 3.1 is repealed.***

23 ***Section 69 is amended***

(a) by repealing subsections (1.1) and (2) and substituting the following:

(1.1) Subject to subsection (2), if the licensee holds a licence with a class of endorsement that permits the granting of an authorization and sells liquor at an event site while

(a) the endorsement is under suspension, or

(b) the authorization applicable to the event site is under suspension or cancelled,

the general manager must cancel the endorsement.

(2) The general manager need not cancel

(a) a licence in a circumstance referred to in subsection (1), or

(b) an endorsement in a circumstance referred to in subsection (1.1),

if the licence is transferred in accordance with subsection (3) or subsection (4) applies. ,

(b) in subsection (3) by striking out "a catering endorsement" ***and substituting*** "an endorsement",

(c) in subsection (3) (b) by striking out "or catering endorsement" ***and substituting*** "or endorsement", ***and***

(d) by repealing subsection (4) and substituting the following:

(4) The general manager may refrain from cancelling a licence or cancelling an endorsement if the general manager is satisfied that it is in the public interest to

refrain from cancelling the licence or endorsement, as the case may be, and the general manager

(a) suspends the licensee's licence or endorsement, as the case may be, in accordance with Schedule 4, and

(b) imposes other enforcement actions referred to in section 20 (2) of the Act that the general manager considers appropriate.

24 Item 38 of Schedule 1 is amended by striking out "grain alcohol permit" *and substituting* "ethyl alcohol permit".

25 Schedule 4 is amended

(a) by repealing section 1 (1) (b) and (c) and substituting the following:

(b) subject to paragraph (c), a contravention by a licensee is

(i) a first contravention if the contravention was committed

(A) at or in respect of an establishment or at or in respect of an event site if the licence held by the licensee has a class of endorsement that permits the granting of an authorization, or

(B) at or in respect of an establishment in the case of any other licensee,

and the licensee has not committed a contravention of the same type at or in respect of that establishment or at or in respect of an event site within the 12 month period preceding the commission of the contravention,

(ii) a second contravention if the contravention was committed

(A) at or in respect of an establishment or at or in respect of an event site if the licence held by the licensee has a class of endorsement that permits the granting of an authorization, or

(B) at or in respect of an establishment in the case of any other licensee,

and the licensee has committed one contravention of the same type at or in respect of that establishment or at or in respect of an event site within the 12 month period preceding the commission of the contravention, and

(iii) a subsequent contravention if the contravention was committed

(A) at or in respect of an establishment or at or in respect of an event site if the licence held by the licensee has a class of endorsement that permits the granting of an authorization, or

(B) at or in respect of an establishment in the case of any other licensee,

and the licensee has committed a second contravention of the same type at or in respect of that establishment or at or in respect of an event site within the 12 month period preceding the commission of the contravention, and

(c) a contravention by a caterer who holds a catering licence is

(i) a first contravention if the contravention was committed at or in respect of an event site and the licensee has not committed a contravention of the same type at or in respect of an event site within the 12 month period preceding the commission of the contravention,

(ii) a second contravention if the contravention was committed at or in respect of an event site and the licensee has committed one contravention of the same type at or in respect of an event site within the 12 month period preceding the commission of the contravention, and

(iii) a subsequent contravention if the contravention was committed at or in respect of an event site and the licensee has committed a second contravention of the same type at or in respect of an event site within the 12 month period preceding the commission of the contravention. ,

(b) by repealing Item 22,

(c) in Item 23 in the column entitled "Contravention" *by striking out* "A breach of section 43 of this regulation by a manager or server failing to complete the training program" *and substituting* "A breach of section 13 (3) (a) or (b) of the Act by supervising the sale or service of liquor or selling or serving liquor without completing the training program",

(d) in Item 30 by striking out the entry in the column entitled "Contravention" *and substituting the following:*

A breach of section 41 (2) of this regulation by providing unlimited or unspecified quantities of liquor for a single price or using a sales strategy that is likely to promote or encourage intoxication ,

(e) in Item 36 in the column entitled "Contravention" *by striking out* "A breach of section 13.06 (3) of this regulation" *and substituting* "A breach of section 13.06 (3),14.3 (4) or 18.5 (3) of this regulation",

(f) by adding the following Items as indicated:

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contra-vention	Second Contra-vention	Sub-sequent Contra-ventions	
36.2	A manufacturer selling or serving liquor at a farmers' market without holding a farmer's market authorization for that market	4-7	10-14	18-20	$5 000 - $7 000
36.3	A licensee who holds a licensee retail store or wine store licence selling liquor at a food or beverage festival without holding a temporary off-site sale authorization for that festival	4-7	10-14	18-20	$5 000 - $7 000

Item	Contravention	Period of Suspension (Days)			Monetary Penalty
		First Contra-vention	Second Contra-vention	Sub-sequent Contra-ventions	
45.2	A breach of the Act by selling or serving liquor at an event while the licensee's manufacturer licence is under suspension, the licensee's manufacturer on-site store endorsement is under suspension or the licensee's farmer's market authorization is under suspension or cancelled	If the licence is not cancelled or transferred in accordance with section 69 of this regulation, at least 15 days			
45.3	A breach of the Act by selling liquor at a food or beverage festival while the licensee's licensee retail store or wine store licence is under suspension, the licensee's temporary off-site sale endorsement is under suspension or the licensee's temporary off-site sale authorization is under suspension or cancelled	If the licence is not cancelled or transferred in accordance with section 69 of this regulation, at least 15 days			

, and

(g) ***in Item 46 by striking out*** "not specifically referred to in Items 1 to 45" ***and substituting*** "not specifically referred to in this Schedule".

Print Form

Regulatory Criteria Checklist

The purpose of the checklist is to demonstrate that legislative and regulatory changes have been developed according to the Regulatory Reform Policy, while still protecting public health, safety and the environment.

Name of authorizing legislation: Liquor Control and Licensing Act

Name of regulation, if applicable: Liquor Control and Licensing Regulation

Purpose: The proposed regulations implement recommendations 16, 31, 34, 53, 61, 63, and 70 of the Yap Report.

Regulatory Criteria

✓ I certify that the following Regulatory Reform Principles were considered for this legislation or regulation:

1. **Is needed and efficient**
2. **Is outcome based and will be regularly reviewed**
3. **Was transparently developed and will be clearly communicated**
4. **Is cost effective and evidence based**
5. **Is supportive of BC's economy and small business**

Please provide an explanation if any of the criteria above were not considered (continued on page 2):

Number of Regulatory Requirements to be added: +27

Number of Regulatory Requirements to be eliminated: - 34

NET CHANGE: -7

Date: 5-May-14

Signature, Responsible Minister or Head of Regulatory Authority

Signator Name: Honourable Suzanne Anton, Minister of Justice and Attorney General

Ministry/Agency Name: Liquor Control and Licensing Branch, Ministry of Justice

Contact Name: Barry Bieller 250 952-5755

Ministry of Justice
Corporate Policy & Planning Office

Order in Council Approval Form

Name of Legislation: Liquor Control and Licensing Act

CLIFF #: 502116

Originating Branch contact: Janice Carlson/Melanie Golder

Phone: 250 952-5756/250 952-5757
Fax: 250 952-7066
Email: Janice.Carlson@gov.bc.ca/Melanie.Golder@gov.bc.ca

Time Sensitivity: Yes- to be announced upon deposit of this and other liquor regulatory changes on approximately June 20, 2014

	Signature and Name (please print)	**Date**
Branch Contact/Analyst	**Janice Carlson** **Melanie Golder**	
Originating Branch ADM	**Doug Scott**	
CPPO Director/Manager	**Toby Louie**	
Deputy Solicitor General	**Lori Wanamaker**	
Comments:		

MINISTRY OF JUSTICE
LIQUOR CONTROL AND LICENSING BRANCH
BRIEFING NOTE

DATE: April 15, 2014

PURPOSE: For DECISION by LCLB executive

ISSUE: Permitting happy hours and establishing minimum drink prices in licensed establishments (implementation of Yap Report recommendation #16).

BACKGROUND:

- Happy hours are currently prohibited by the regulations (s. 41(2)(c), which do not allow the licensee to vary the price of liquor once it has been set for the day.

- All other Canadian provinces allow happy hours and impose a minimum price per drink. In the absence of provincial regulation of minimum drink prices, some local governments have passed bylaws imposing a minimum price on liquor sold in licensed establishments within their jurisdictions (see Appendix 1 for details).

- Licensed establishment drink prices vary depending on the type of establishment and its location. In general, BC prices for a standard drink range from about $3.00 up to about $8.00. Prices in urban centres and for specialty liquor can be much higher. Lower prices are usually found during daily "drink specials" in establishments catering to younger, lower income people or students, which tend to be where drink specials fall below the $3.00 level.

- Health advocates support minimum drink pricing to promote social responsibility and recommended they be set at the $3 level.

- The Surich report (1999) recommended pricing based on a multiple of the LDB floor price for each product category, but this poses practical problems for calculating drinks that cross categories and floor price changes are not always consistent with alcohol content (see Appendix 2 for information on this model).

PROPOSED MODEL/DECISIONS REQUIRED:

Recommended level of minimum pricing to be placed in regulation:

Product Category	**Price per drink**	**Price per oz (not including sales tax)**

Draught cider/beer	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)	$0.25 per oz (28 ml)
Packaged beer, cider and coolers	$3 per 341 ml (12 oz) bottle or 355 ml can	$0.25 per oz (28 ml)
Wine/ Fortified wine (including sake)	$3 per 5 oz glass $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)	$0.60 per oz (28 ml)
Liqueurs/ Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

    - Industry will not be supportive of a minimum price set at such a high level that it will encourage home consumption at the expense of sales in licensed establishments.
    - Recommended minimum pricing is higher than other provincial jurisdictions but in line with those adopted by BC local governments.

- Not necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do.
    - Fortified wine and liqueurs, although they have different costs, are not high volume products.
    - Provides clarity and simplicity for licensees/staff/inspectors.
    - Industry split on this issue.

- No restrictions on types of FP or LP establishments that may hold happy hours.
    - No happy hours to be permitted at SOL or catered events.
    - Minimum drink prices would also not apply to SOL or catered events.
    - Reg to be drafted so that GM will have ability to restrict happy hours in a particular establishment as a result of compliance problems.
    - Generally supported by industry but ABLE opposes permitting happy hours in FPs.

- No time restrictions on happy hours.
    - Industry input is split on this issue.
    - Alberta is the only jurisdiction that restricts hours (before 8 pm).

- Maintain prohibition on “two for one” drink specials.
    - Most other jurisdictions restrict this as well.
    - Industry supports except for Restaurants Canada who suggest two-for-one’s should be permitted as long as the price of each drink remains above the minimum.

- No additional, specific advertising restrictions on happy hours needed.

    - Current guidelines on advertising would apply (i.e. may not encourage consumption or irresponsible behaviour).
    - Industry does not support advertising restrictions.
    - Some other jurisdictions do restrict this e.g. Ontario does not allow the use of the terms “happy hour” or “cheap drinks”, and Manitoba does not allow advertising to mention liquor or prices.
    - BCRFA also recommends advertising have a message of moderation.

- No restrictions on happy hour specials being targeted to particular groups.
    - Ontario is the only jurisdiction that restricts licensees from targeting specific groups (no deals for ladies, students, etc).
    - Not supported by industry.

OTHER MINISTRIES/ORGANIZATIONS IMPACTED:

- Provincial model would supersede any local government bylaws. Intention is to have one regulation that applies provincially.
    - LCLB is consulting with local governments to ensure transition is as smooth as possible.

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Prepared by:
Janice Carlson
Policy Analyst
Policy Planning and Communications
250 952-5756

Attachment(s): Appendices 1, 2 and 3

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

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

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
Alberta	$0.16 per oz ($3.20 per 20 oz glass)	$2.75 per 12 oz ($0.23 per oz)	$0.35 per oz ($1.75p er 5 oz glass)	$0.35 per oz ($1.75 per 5 oz glass)	$2.75 per oz	Must end by 8 pm No "free liquor" specials No "all you can drink" specials No "two for one" specials
Sask	$0.16 per oz	$2.25 per 12 oz ($0.19/oz)	$0.35 per oz	$0.35 per oz	$2.25 per oz	"Two for one" promotions are allowed provided that minimum prices are charged per serving. No "all you can drink" specials.
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 5 oz ($0.45 per oz)	$2.25 per 2 oz ($1.13 per oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices. A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available. No unlimited drinks at a single price.
Ontario	$2 per 12 oz ($0.17 per oz)	$2 per 12 oz ($0.17/oz)	$2 per 5 oz ($0.40 per oz)	$2 per 3 oz ($0.67 per oz)	$2/oz	No free liquor specials. No "all you can drink". No "two for one" specials. Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area. Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks".
Nfld	$1.65 per 12 oz ($0.14 per oz)	$1.65 per 12.5 oz ($0.13 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65/ oz	no "all you can drink"

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
NB	$0.11 per oz	$0.125 per oz	$0.375per oz	$1.50 per oz	$1.50 per oz	
NS	$2.50 per 12 oz ($0.21 per oz)	$2.50 per 12 oz ($0.21 per oz)	$2.50 per oz ($0.50 per oz)	$2.50 per 3 oz ($0.83 per oz)	$2.50/ oz	no "free liquor specials" no "all you can drink"
PEI	$1.25 per 8 oz ($0.16 per oz)	**Beer:** $2.50 per 12 oz ($0.21/oz) **Coolers:** $3/12 oz ($0.25/oz)	$3 per 5 oz ($0.60 per oz)	$3 per 5 oz ($0.60 per oz)	$2 per oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Prov Avg	$0.16 per oz	$0.19 per oz	$0.43 per oz	$0.73 per oz	$2.11 per oz	
Victoria	$3/12 oz ($0.25 per oz)	$3/12 oz ($0.25/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 04-117
Van	$3 per 20 oz ($0.15 per oz)	$3/20 oz ($0.15/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 4450
Kam-loops	$3/18oz ($0.17 per oz)	$3/12 oz ($0.25 per oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18oz ($0.17 per oz)	$3/bottle or can (size not specified)	$3/6oz ($0.50 per oz)	$3/6 oz ($0.50 per oz)	$3/oz for 1st oz plus $2/ each add'l oz	Bylaw 5713
LG Avg	$0.19 per oz	$0.22/oz	$0.58 per oz	$0.58/oz	$3/oz	
Com-bined Avg	$0.17 per oz	$0.20 per oz	$0.48 per oz	$0.68 per oz	$2.40 per oz	

Note: All prices include applicable taxes except Alberta and PEI

Appendix 2: Minimum Price Calculations based on multiple of LDB floor price (as recommended by Surich Report)

The 1999 Surich report recommended prices be based on a multiple of the LDB floor price for each product category, i.e. wine: 1.5 times; bottled beer: 2 times; draft beer/spirits: 2.5 times. The report did not specify a minimum price for cider or coolers but these have been included in the chart below and multiplied by a factor of 2, and liqueurs have been multiplied by a factor of 2.5.

Product Category	LDB Floor Price	Price per Drink* (before tax)
Draught cider	$2.45 per litre	$3.06 per 0.5 litre (17.5 oz) or $0.17 per oz (28 ml)
Draught beer	$2.22 per litre	$2.75 per 0.5 litre (17.5 oz) or $0.20 per oz (28 ml)
Packaged cider and coolers	$3 per litre	$2.04 per 341 ml bottle
Packaged beer	$3.54 per litre	$2.41per 341 ml bottle
Wine and sake	$7.20 per litre (for packages less than 10 litres)	$8.09 per 750 ml bottle or $1.53 per 5 oz (142 ml) glass
Liqueurs	$16.15 per litre	$1.13 per oz (28 ml)
Spirits	$31.66 per litre	$2.22 per oz (28 ml)

Note: These prices are calculated based on the absolute number of servings per litre and do not take into account that the number may in reality be lower due to spillage, customer returns, etc. If the calculation included a factor for spillage, return, etc, the price per drink would be higher.

*Price calculations between metric and imperial are rounded to the nearest cent.

Page 87 redacted for the following reason:
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Liquor Control and Licensing Branch Consultation

Proposal: Implementation of happy hours and minimum drink prices in licensed establishments

Background:

At the end of January, 2014, government announced acceptance of recommendation # 16 of the Liquor Policy Review Report, which would permit licensees to offer time-limited drink specials (i.e. happy hours), provided the price is not below a prescribed minimum.

Currently, liquor prices must be at least as much as the original Liquor Distribution Branch purchase price. The minimum specifications for pricing are set out in s. 41 of the Liquor Control and Licensing Regulations. Under this section there is a requirement that the price of liquor not be altered during the course of the business day. This regulation prohibits price reductions such as happy hours or two for one drink specials.

As part of ongoing policy work to support implementation of the Liquor Policy Review Report, the branch is requesting industry input. The following table summarizes happy hour and minimum drink policy in other Canadian provinces and the four BC local governments which have already implemented minimum price bylaws.

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

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

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
Alberta	$0.16/oz ($3.20/20 oz glass)	$2.75 per 12 oz ($0.23/oz)	$0.35/oz ($1.75/5 oz glass)	$0.35/oz ($1.75/5 oz glass)	$2.75 per oz	Must end by 8 pm No “free liquor” specials No “all you can drink” specials No “two for one” specials
Sask	$0.16/oz	$2.25/12 oz ($0.19/oz)	$0.35/oz	$0.35/oz	$2.25/oz	“Two for one” promotions are allowed provided that minimum prices are charged per serving. No “all you can drink” specials.

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25/12 oz ($0.19/oz)	$2.25/12 oz ($0.19/oz)	$2.25/5 oz ($0.45/oz)	$2.25/2 oz ($1.13/oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available No unlimited drinks at a single price
Ont	$2/12 oz ($0.17/oz)	$2/12 oz ($0.17/oz)	$2/5 oz ($0.40 /oz)	$2/3 oz ($0.67/oz)	$2/oz	No free liquor specials No "all you can drink" No "two for one" specials Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks"
Nfld	$1.65/12 oz ($0.14/oz)	$1.65/12.5 oz ($0.13/oz)	$1.65/4 oz ($0.41/oz)	$1.65/ 4 oz ($0.41/oz)	$1.65/oz	no "all you can drink"
NB	$0.11/oz	$0.125/oz	$0.375/oz	$1.50/oz	$1.50/oz	
NS	$2.50/12 oz ($0.21/oz)	$2.50/12 oz ($0.21/oz)	$2.50/5 oz ($0.50/oz)	$2.50/3 oz ($0.83/oz)	$2.50/oz	no "free liquor specials" no "all you can drink"

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
PEI	$1.25/8 oz ($0.16/oz)	Beer: $2.50/12 oz ($0.21/oz) Coolers: $3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$2/oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Average (Provincial)	$0.16/oz	$0.19/oz	$0.43/oz	$0.73/oz	$2.11/oz	
Victoria	$3/12 oz ($0.25/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 04-117
Van	$3/20 oz ($0.15/oz)	$3/20 oz ($0.15/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 4450
Kamloops	$3/18 oz ($0.17/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18 oz ($0.17/oz)	$3/bottle or can (size not specified)	$3/6 oz ($0.50/oz)	$3/6 oz ($0.50/oz)	$3/oz for 1st oz plus $2/each add'l oz	Bylaw 5713
Average (Local Govt)	$0.19/oz	$0.22/oz	$0.58/oz	$0.58/oz	$3/oz	
Combined Average	$0.17/oz	$0.20/oz	$0.48/oz	$0.68/oz	$2.40/oz	

Note: All prices include applicable taxes except Alberta and PEI

Input Requested:

What is the appropriate level of minimum pricing?

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

Are there any types of establishments where happy hours should NOT be permitted ?

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?

Should “two for one” drink specials continue to be prohibited?

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

Any other thoughts or comments about happy hours or minimum drink prices?

Please contact Janice Carlson, Policy Analyst, with feedback by April 9, 2014
250 952-5756 or Janice.Carlson@gov.bc.ca

Ministry of Justice
LIQUOR CONTROL AND LICENSING REGULATION AMENDMENTS FOR IMPLEMENTATION OF YAP REPORT
Speaking Points

The OIC package contains changes to the Liquor Control and Licensing Regulation to implement some of the recommendations (package #2) of the Yap Report.

Government has committed to implementation of these recommendations.

An announcement is scheduled subsequent to Cabinet approval.

ISSUE: Permit variable drink pricing (happy hours) and impose minimum drink pricing in licensed establishments (LPR #16)

BACKGROUND:

- removes the restriction preventing licensed establishments from varying the price of liquor during the day
- adds minimum pricing for by-the glass establishments
- minimum prices: $0.25 per ounce for beer, cider and coolers, $0.60 per ounce for wine, and $3 per ounce for liqueurs and spirits
- prices are in line with BC local governments and consistent with levels recommended by health advocates
- BC minimum drink pricing will be the highest in Canada
- prohibition on “two for one” drink specials is maintained

- affects all establishments selling liquor by the glass (food/liquor primary manufacturer lounge and special event area endorsements).

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Pages 94 through 95 redacted for the following reasons:
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Order in Council
Cabinet Summary Information

Ministry: Justice

Date Prepared: May 13, 2014 **Cliff #: 502116** **Log #: R/245/2014/15**

Section	Detail
1. Type of OIC:	☐ BRDO appointment ☐ Non-BRDO appointment ☐ Not a regulation ☒ Regulation - provide Regulatory Count: -7
2. Routine or For Attention:	☐ Routine ☒ For Attention because (select all that apply): ☐ REQUIRES DISCUSSION ☐ CONTROVERSIAL ☒ REVISES POLICY
3. Required Effective Date (Select all timing constraints that apply. Include Rationale.)	☐ **No Timing Requirements** **RUSH** - Cabinet approval is requested / required by *June 18, 2014* because (check all that apply): ☐ Legal requirement - Per Legislative Counsel's comments, the OIC must be deposited by the date specified. ☐ Communication Lag - In order to give stakeholders sufficient time to adapt to the proposed change, the ministry would like to provide__months of lead time. ☒ Media requirement. A Public Announcement is planned. ☒ Other: **Implementation of Liquor Policy Review Recommendations # 16, 31, 32, 34, 53, 61, 63 and 70.**
4. **Processing Instructions after approval**	☒ Process normally ☐ Hold because (select all that apply): ☐ Ministry requests hold until release by the Minister, no later than _____

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Pages 99 through 100 redacted for the following reasons:
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s. 12, s. 14

s. 12

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10. Trade Obligations ☒ Trade is not affected.	The OIC affects trade and ☐ BC, Alberta and Saskatchewan Trade Offices have been notified. ☐ Trade partners have not yet been notified because: _____
11. Prerequisites (e.g., sponsorship, agreements, surveys, etc.) that need to be met and how each prerequisite has been met (or "N/A").	N/A
12. Communication plan overview (or "N/A"). ***Please provide a copy of ALL DM signed OIC Summary Information docs to Melissa Safarik.	GCPE is planning a public announcement subsequent to Cabinet approval in June, 2014 respecting this. Policy Directives are sent to affected licensees and stakeholders, and changes are made to communications materials such as terms and conditions guides. All material is then posted to the LCLB website. Communications regarding the implementation of LPR recommendations are highlighted as milestones toward full implementation of the Yap Report.

Deputy Minister

Date Signed

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Attached Appendices:

- ☒ Distribution Form
- ☒ Regulatory Criteria Checklist
- ☐ Regulatory Criteria Exemption Form

STATUTE: Liquor Control and Licensing Regulation

For OIC Office use only:

MINISTRY: Justice

SUMMARY OF SUBJECT MATTER

The proposed regulatory changes:

- remove a restriction preventing licensed establishments from holding happy hours, and add requirements specifying minimum pricing for licensed establishments that sell liquor by the glass;

NR

ORIGINATOR (Name/Ministry/Branch/Telephone/email):

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MINISTRY OF JUSTICE
LIQUOR CONTROL AND LICENSING BRANCH
BRIEFING NOTE

DATE: May 7, 2014

PURPOSE: For INFORMATION for working group

ISSUE: Permitting happy hours and establishing minimum drink prices in licensed establishments (implementation of Yap Report recommendation #16).

BACKGROUND:

- All other Canadian provinces allow happy hours and impose a minimum price per drink. In the absence of provincial regulation of minimum drink prices, some local governments have passed bylaws imposing a minimum price on liquor sold in licensed establishments within their jurisdictions (see Appendix 1 for details).

- Licensed establishment drink prices vary depending on the type of establishment and its location. In general, BC prices for a standard drink range from about $3.00 up to about $8.00. Prices in urban centres and for specialty liquor can be much higher. Lower prices are usually found during daily "drink specials" in establishments catering to younger, lower income people or students, which tend to be where drink specials fall below the $3.00 level.

- Health advocates support minimum drink pricing to promote social responsibility and recommended they be set at the $3 level.

- Industry input is summarized in Appendix 2.

PROPOSED MODEL/RATIONALE:

Recommended level of minimum pricing to be placed in regulation:

Product Category	**Price per drink**	**Price per oz (not including sales tax)**
Draught cider/beer	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)	$0.25 per oz (28 ml)
Packaged beer, cider and coolers	$3 per 341 ml (12 oz) bottle or 355 ml can	$0.25 per oz (28 ml)

Wine/ Fortified wine (including sake)	$3 per 5 oz glass $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)	$0.60 per oz (28 ml)
Liqueurs/ Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

    - Industry will not be supportive of a minimum price set at such a high level that it will encourage home consumption at the expense of sales in licensed establishments.
    - Recommended minimum pricing is higher than other provincial jurisdictions (will be the highest in Canada) but in line with those adopted by BC local governments.

- Not necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do.
    - Fortified wine and liqueurs, although they have different costs, are not high volume products.
    - Provides clarity and simplicity for licensees/staff/inspectors.
    - Industry split on this issue.

- No restrictions on types of FP or LP establishments that may hold happy hours.
    - Caterers may continue to vary prices for different events and may now vary the price during an event. They may also continue to give liquor away (e.g. a wedding where the host provides wine with dinner and then there is a cash bar) but minimum prices do not apply to catered events.
    - Variable pricing and minimum drink pricing does not apply to SOL events, which will continue to be subject to the current rules.
    - GM will have ability to impose terms and conditions on an individual licence restricting variable pricing (happy hours) in a particular establishment as a result of compliance problems.
    - Generally supported by industry but ABLE opposes permitting happy hours in FPs.

- No time restrictions on happy hours.
    - Gives industry flexibility to make pricing decisions as they see fit.
    - Industry input is split on this issue.
    - Alberta is the only jurisdiction that restricts hours (before 8 pm).

- Maintain prohibition on “two for one” drink specials.
    - Most other jurisdictions restrict this as well.
    - Industry supports this except for Restaurants Canada who suggest two-for-one’s should be permitted as long as the price of each drink remains above the minimum.

- No additional, specific advertising restrictions on happy hours needed.
    - Current guidelines on advertising would apply (i.e. may not encourage consumption or irresponsible behaviour).
    - Industry does not support advertising restrictions.
    - Some other jurisdictions do restrict this e.g. Ontario does not allow the use of the terms “happy hour” or “cheap drinks”, and Manitoba does not allow advertising to mention liquor or prices.
    - BCRFA also recommends advertising have a message of moderation.

- No restrictions on happy hour specials being targeted to particular groups.
    - Ontario is the only jurisdiction that restricts licensees from targeting specific groups (no deals for ladies, students, etc).
    - Not supported by industry.

OTHER MINISTRIES/ORGANIZATIONS IMPACTED:

- Provincial model would supersede any local government bylaws. Intention is to have one regulation that applies provincially.
    - LCLB is consulting with local governments to ensure transition is as smooth as possible.

s. 13, s. 14

Prepared by:
Janice Carlson
Policy Analyst
Policy Planning and Communications
250 952-5756

Attachment(s): Appendices 1 and 2

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

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

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
Alberta	$0.16 per oz ($3.20 per 20 oz glass)	$2.75 per 12 oz ($0.23 per oz)	$0.35 per oz ($1.75p er 5 oz glass)	$0.35 per oz ($1.75 per 5 oz glass)	$2.75 per oz	Must end by 8 pm No "free liquor" specials No "all you can drink" specials No "two for one" specials
Sask	$0.16 per oz	$2.25 per 12 oz ($0.19/oz)	$0.35 per oz	$0.35 per oz	$2.25 per oz	"Two for one" promotions are allowed provided that minimum prices are charged per serving. No "all you can drink" specials.
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 5 oz ($0.45 per oz)	$2.25 per 2 oz ($1.13 per oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices. A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available. No unlimited drinks at a single price.
Ontario	$2 per 12 oz ($0.17 per oz)	$2 per 12 oz ($0.17/oz)	$2 per 5 oz ($0.40 per oz)	$2 per 3 oz ($0.67 per oz)	$2/oz	No free liquor specials. No "all you can drink". No "two for one" specials. Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area. Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks".
Nfld	$1.65 per 12 oz ($0.14 per oz)	$1.65 per 12.5 oz ($0.13 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65/ oz	no "all you can drink"

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
NB	$0.11 per oz	$0.125 per oz	$0.375per oz	$1.50 per oz	$1.50 per oz	
NS	$2.50 per 12 oz ($0.21 per oz)	$2.50 per 12 oz ($0.21 per oz)	$2.50 per oz ($0.50 per oz)	$2.50 per 3 oz ($0.83 per oz)	$2.50/ oz	no "free liquor specials" no "all you can drink"
PEI	$1.25 per 8 oz ($0.16 per oz)	**Beer:** $2.50 per 12 oz ($0.21/oz) **Coolers:** $3/12 oz ($0.25/oz)	$3 per 5 oz ($0.60 per oz)	$3 per 5 oz ($0.60 per oz)	$2 per oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Prov Avg	$0.16 per oz	$0.19 per oz	$0.43 per oz	$0.73 per oz	$2.11 per oz	
Victoria	$3/12 oz ($0.25 per oz)	$3/12 oz ($0.25/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 04-117
Van	$3 per 20 oz ($0.15 per oz)	$3/20 oz ($0.15/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 4450
Kam-loops	$3/18oz ($0.17 per oz)	$3/12 oz ($0.25 per oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18oz ($0.17 per oz)	$3/bottle or can (size not specified)	$3/6oz ($0.50 per oz)	$3/6 oz ($0.50 per oz)	$3/oz for 1st oz plus $2/ each add'l oz	Bylaw 5713
LG Avg	$0.19 per oz	$0.22/oz	$0.58 per oz	$0.58/oz	$3/oz	
Com-bined Avg	$0.17 per oz	$0.20 per oz	$0.48 per oz	$0.68 per oz	$2.40 per oz	

Note: All prices include applicable taxes except Alberta and PEI

Pages 112 through 114 redacted for the following reasons:
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Happy Hours and Minimum Drink Pricing – Provincial Comparison

Jurisdiction	Happy Hour Rules	Minimum Price Rules	Notes
Alberta	Must end by 8 pm No "free liquor" specials No "all you can drink" specials No "two for one" specials Sections 5.2.5 to 5.2.8 and 5.2.3 and 5.2.4.	Spirits/liqueurs $2.75 per oz Wine $0.35/oz ($1.75 per 5 oz glass) Draught beer $0.16/oz ($3.20 per 20 oz glass) packaged beer/cider/coolers $2.75 per 12 oz bottle or can Minimum price rules do not apply to private SOL events.	Prices set in 2008 The maximum number and size of drinks that may be sold or served to a patron after 1 a.m. is limited to two standard servings per order – one standard serving is one ounce per highball or one bottle or can of beer. A patron can't have more than two drinks in their possession after 1 a.m.
http://www.aglc.gov.ab.ca/pdf/handbooks/liquor_licensee_handbook.pdf			
Saskatchewan	"Two for one" promotions are allowed provided that minimum prices are charged per serving. No "all you can drink" specials. All-inclusive packages that include an overnight stay in a hotel, motel, bed and breakfast, etc. are not required to specify a limit on the servings of beverage alcohol; however, minimum pricing requirements must still be met, and tax must be paid on each drink served. Page IX-17-19	$2.25 per oz of spirits and the same amount for bottled or canned beer (assuming 12 ounces per container). Draught beer $0.16 per ounce Wine $0.35 per ounce. All these prices include the tax	Updated April 1, 2013
http://www.slga.gov.sk.ca/Prebuilt/Public/Liquor%20Permittee%20Manual.pdf			

Manitoba	Advertisements by licensees shall not contain drink prices, words that directly imply the price of liquor, coupons redeemable for a discount on liquor, a reference to free drinks, or a reference to the brand of liquor used in drinks, or a reference to two-for-one sales. A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available. Unlimited drinks at a single price are not permitted.	Unless otherwise authorized by the MLCC, no licensee shall offer, sell, serve or provide beverages containing the following types and volumes of liquor for less than a total purchase price, including RST and GST, of $2.25 for: - 28.4 ml (one ounce) of spirits - 341 ml (12 ounces) of beer, cider or cooler - 142 ml (five ounces) of table wine - 56.8 ml (two ounces) of fortified wine	A licensee may advertise promotions such as "Happy Hours" if there is no mention of liquor or prices.
http://www.liquormarts.ca/sites/mlcc_public_website/files/pamphlet/LicenseeFieldManual_December2013.PDF			
Ontario	- no free liquor specials - no "all you can drink" - no "two for one" specials	**A standard-sized drink may not be sold or supplied for less than $2.** As outlined in s.20(3) of *Regulation 719* under the *Liquor Licence Act*, licensees may not offer for sale or supply a serving of liquor for a price below the minimum price of $2, including taxes, whether the liquor is sold separately or as part of a package that includes food. A serving of liquor is defined as follows: (a) 341 ml (12oz) of beer, cider or cooler; (b) 29 ml (1oz) of spirits; (c) 142 ml (5oz) of regular wine; (d) 85 ml (3oz) of fortified wine.	**The posting and advertising of prices and promotions must be responsible in nature.** A licensee is not permitted to advertise or post liquor prices and promotions, inside or outside of the licensed premises, in a manner that may promote immoderate consumption. For example, the use of the terms "Happy Hour" or "Cheap Drinks", or something similar, is prohibited.

http://www.agco.on.ca/pdfs/en/info_bull/i9014.pdf http://www.e-laws.gov.on.ca/html/regs/english/elaws_regs_900719_e.htm#BK8			
Newfoundland	Happy hours: - cannot be below price minimums - no “all you can drink”	**Minimum price** **36.1** (1) In this section, "standard serving" means: (a) 341 millilitres of beer; (b) 355 millilitres of a refreshment beverage; (c) 118 millilitres of wine; and (d) 30 millilitres of spirits. (2) The holder of a lounge, club, restaurant, hotel, motel, tourist home, recreational facility, restaurant/lounge, institution, military mess, tour boat, airport establishment, transportation services and special event licence shall not (a) provide free alcoholic liquor to a patron or guest on a licensed premises; and (b) provide alcoholic liquor to a patron or guest on a licensed premises for less than $1.65 per standard serving inclusive of applicable taxes, or in a larger or smaller serving without an increase or decrease in the price in the same proportion as the increase or decrease in the volume of alcoholic liquor.	
http://www.assembly.nl.ca/legislation/sr/regulations/rc961162.htm#36_1			
Nova Scotia	Happy hours: - cannot be below price minimums	**Licensee not to sell liquor below minimum price**	

	- no “free liquor specials” - no “all you can drink”	**50A(1)** A licensee must not offer for sale or supply a serving of liquor for less than a total purchase price of $2.50, including any applicable taxes. **(2)** For the purposes of subsection (1), a serving of liquor is prescribed, by volume and type, as follows: (a) 355 ml (12 oz.) of beer, cider or cooler; (b) 29 ml (1 oz.) of spirits; (c) 142 ml (5 oz.) of wine; (d) 85 ml (3 oz.) of fortified wine. **(3)** If a licensee offers for sale or supply a serving of liquor that differs from the volume prescribed in subsection (2), the minimum price for that serving must increase or decrease in direct proportion to the difference between the volume of liquor contained in that serving and the volume prescribed in subsection (2). **Section 50A added: O.I.C. 2008-658, N.S. Reg.**	

		448/2008.	
http://www.novascotia.ca/just/regulations/regs/lclicens.htm#TOC1_5 http://www.mynslc.com/Documents/Licensees/Content%202013/NSLC_LicenseeConnection_rev.PDF			
New Brunswick	Happy hours: - cannot be below price minimums	Draught beer $0.11/oz Bottled beer $0.125/oz Wine $0.375/oz Spirits and Liqueurs $1.50/oz Liquor cannot be sold below the minimum price, as prescribed by regulation. ***Section 135.1, Liquor Control Act*** **Draught Beer** Price / Ounce $0.11 / oz Price / 29.57 ml $0.11 / 29.57ml Average Serving Size $0.99 / 9oz / 266ml **Bottled Beer** Price / Ounce $0.125 / oz Price / 29.57ml $0.125 / 29.57ml Average Serving Size $1.50 / 12oz / 355ml **Wine** Price / Ounce $0.375 / oz Price / 29.57ml $0.375 / 29.57ml Average Serving Size $1.50 / 4oz / 118ml **Spirits/Liqueurs** Price / Ounce $1.50 / oz Price / 29.57ml $1.50 / 29.57ml Average Serving Size $1.50 / 1oz / 29.57ml ***Regulation 84-265, Section 63.01(1)***	Licensees are permitted to offer to a patron, during the daily regulated hours of liquor service, a maximum of one of the following: • a 12-ounce (355 ml) draft, bottle of beer or cooler • a 4-ounce (118 ml) glass of wine, or • a 1-ounce (29.57 ml) of spirit or liqueur ***Section 42.1(1), Liquor Control Act*** ***Regulation 84-265, Section 63.02***
http://www2.gnb.ca/content/dam/gnb/Departments/ps-sp/pdf/Publications/lin0503-e.pdf http://www2.gnb.ca/content/dam/gnb/Departments/ps-sp/pdf/Publications/593-E.pdf			
Prince Edward Island	Happy hours: - cannot be below price minimums - no “free liquor specials”	• Beer, 12 oz. - $2.50 • Draught beer, 8 oz. – $1.25 • Wine, 5 oz. - $3.00	The licensee shall post the standard size and regular price of the beverage and the reduced or

	- no “all you can drink” - no “two for one” specials - no BOGO specials	• Spirits, 1 oz. - $2.00 • Coolers, 12 oz. - $3.00	increased size and price of the beverage price not to be less than the minimum selling price approved.

http://www.gov.pe.ca/photos/original/Lcc_Pol_Nov_13.pdf

Kamloops

4.8 **BUSINESSES LICENSED UNDER THE LIQUOR CONTROL AND LICENSING ACT**

a) A business licensed under the Liquor Control and Licensing Act must not sell, or offer for sale, alcoholic beverages at a retail price of less than $3.00 per standard serving, inclusive of taxes.

b) For the purpose of Section 4.8, a standard serving is:

i) One (1) fluid ounce (28.41 mls) of spirits having an alcoholic content of 17 per cent (17%) or more, served on its own or in a mixed beverage;

ii) One (1) fluid ounce (28.41 mls) of sweet liqueur having an alcoholic content of 10 per cent (10%) or more, served on its own or in a mixed beverage;

iii) Five (5) fluid ounces (142.05 mls) of wine having an alcoholic content of 1.5 per cent (1.5%) or more, or

iv) Twelve (12) fluid ounces (340.92 mls) of bottled beer, cider, or a cooler having an alcoholic content of 1.5 per cent (1.5%) or more.

v) Eighteen (18) fluid ounces (511.38 mls) of draft beer having an alcoholic content of 1.5 per cent (1.5%) or more.

c) For the purpose of Section 4.8, the minimum price of an alcoholic beverage containing a fraction of one standard serving is to be calculated pro rata.

d) For the purpose of Section 4.8, minimum drink prices shall be double for a double drink, triple for a triple drink, and so on.

https://kamloops.civicweb.net/Documents/DocumentList.aspx?ID=8290

Vancouver bylaw 4450

http://www.docstoc.com/docs/49188649/Licence-By-Law-No-4450---CITY-OF-VANCOUVER

19.2A (1) (h) Refrain from selling, or offering for sale, an alcoholic beverage at a retail price of less than $3.00 per standard serving, inclusive of taxes, being:

(i) one fluid ounce of spirits having an alcoholic content of 17% or more, served on its own or in a mixed beverage,
(ii) five fluid ounces of wine having an alcoholic content of 1.5 % or more, or
(iii) 20 fluid ounces of beer, cider or a cooler, having an alcoholic content of 1.5 % or more;

(i) Calculate pro rata the minimum price of an alcoholic beverage containing a fraction of one standard serving;

Victoria bylaw 04-117

"32. A business licensed under the *Liquor Control and Licensing Act* must not sell, or offer for sale, alcoholic beverages at a retail price of less than $3.00 per Standard Serving, inclusive of taxes 33. For the purpose of section 32, the minimum price of an alcoholic beverage containing a fraction of one Standard Serving is to be calculated pro rata.

34. For the purpose of section 32, a Standard Serving is:

(a) 1 fluid ounce of spirits having an alcoholic content of 17% or more, served on its own or in a mixed beverage;
(b) 5 fluid ounces of wine having an alcoholic content of 1.5% or more;
(c) 12 fluid ounces of beer, cider, or a cooler, having an alcoholic content of 1.5% or more."

Nanaimo 5713 – currently under review

(Bylaw 5713) No business licenced under the *Liquor Control and Licencing Act of British Columbia* shall offer or sell:

1. (a) any standard serving of liquor for less than $3.00, including all applicable taxes. For greater certainty a standard serving of liquor means:
   - Hi-balls - 1 ounce Spirits
   - Wine - 6 ounce
   - Bottled Beer containing more than 1.5% alcohol by volume
   - Draft Beer - 18 ounce serving
   - Bottled Refreshment Beverages containing more than

1.5% alcohol by volume, including Cider and Coolers;

2. (b) hi-balls, other than a standard serving, except where at least $3.00 for the first ounce of spirits plus $2.00 for each additional ounce of spirits, or portion thereof, is charged;
3. (c) draft beer, other than a standard serving, except where in a larger or smaller serving, an increase or decrease in price is charged in the same proportion as the increase or decrease over a standard serving of draft beer.

Liquor Control and Licensing Branch Consultation

Proposal: Implementation of happy hours and minimum drink prices in licensed establishments

Background:

At the end of January, 2014, government announced acceptance of recommendation # 16 of the Liquor Policy Review Report, which would permit licensees to offer time-limited drink specials (i.e. happy hours), provided the price is not below a prescribed minimum.

Currently, liquor prices must be at least as much as the original Liquor Distribution Branch purchase price. The minimum specifications for pricing are set out in s. 41 of the Liquor Control and Licensing Regulations. Under this section there is a requirement that the price of liquor not be altered during the course of the business day. This regulation prohibits price reductions such as happy hours or two for one drink specials.

As part of ongoing policy work to support implementation of the Liquor Policy Review Report, the branch is requesting industry input. The following table summarizes happy hour and minimum drink policy in other Canadian provinces and the four BC local governments which have already implemented minimum price bylaws. Note that the imposition of provincial regulation of minimum drink pricing will supersede local government bylaws.

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

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

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
Alberta	$0.16/oz ($3.20/20 oz glass)	$2.75 per 12 oz ($0.23/oz)	$0.35/oz ($1.75/5 oz glass)	$0.35/oz ($1.75/5 oz glass)	$2.75 per oz	Must end by 8 pm No “free liquor” specials No “all you can drink” specials No “two for one” specials
Sask	$0.16/oz	$2.25/12 oz ($0.19/oz)	$0.35/oz	$0.35/oz	$2.25/oz	“Two for one” promotions are allowed provided that minimum prices are charged per serving. No “all you can drink” specials.

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25/12 oz ($0.19/oz)	$2.25/12 oz ($0.19/oz)	$2.25/5 oz ($0.45/oz)	$2.25/2 oz ($1.13/oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available No unlimited drinks at a single price
Ont	$2/12 oz ($0.17/oz)	$2/12 oz ($0.17/oz)	$2/5 oz ($0.40 /oz)	$2/3 oz ($0.67/oz)	$2/oz	No free liquor specials No "all you can drink" No "two for one" specials Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks"
Nfld	$1.65/12 oz ($0.14/oz)	$1.65/12.5 oz ($0.13/oz)	$1.65/4 oz ($0.41/oz)	$1.65/ 4 oz ($0.41/oz)	$1.65/oz	no "all you can drink"
NB	$0.11/oz	$0.125/oz	$0.375/oz	$1.50/oz	$1.50/oz	
NS	$2.50/12 oz	$2.50/12 oz	$2.50/5 oz	$2.50/3 oz	$2.50/oz	no "free liquor specials" no "all you can drink"

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	($0.21/oz)	($0.21/oz)	($0.50/oz)	($0.83/oz)		
PEI	$1.25/8 oz ($0.16/oz)	Beer: $2.50/12 oz ($0.21/oz) Coolers: $3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$2/oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Average (Provincial)	$0.16/oz	$0.19/oz	$0.43/oz	$0.73/oz	$2.11/oz	
Victoria	$3/12 oz ($0.25/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 04-117
Van	$3/20 oz ($0.15/oz)	$3/20 oz ($0.15/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 4450
Kamloops	$3/18 oz ($0.17/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18 oz ($0.17/oz)	$3/bottle or can (size not specified)	$3/6 oz ($0.50/oz)	$3/6 oz ($0.50/oz)	$3/oz for 1st oz plus $2/each add'l oz	Bylaw 5713
Average (Local Govt)	$0.19/oz	$0.22/oz	$0.58/oz	$0.58/oz	$3/oz	
Combined Average	$0.17/oz	$0.20/oz	$0.48/oz	$0.68/oz	$2.40/oz	

Note: All prices include applicable taxes except Alberta and PEI

Input Requested:

What is the appropriate level of minimum pricing?

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

Are there any types of establishments where happy hours should NOT be permitted ?

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?

Should "two for one" drink specials continue to be prohibited?

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

Any other thoughts or comments about happy hours or minimum drink prices?

Please contact Janice Carlson, Policy Analyst, with feedback by April 22, 2014
250 952-5756 or Janice.Carlson@gov.bc.ca

Pages 127 through 131 redacted for the following reasons:
- -
s 13

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, July 2, 2014 11:05 AM
To: 'Laura Rallis'
Subject: RE: Family Foodservice Term and Condition
Attachments: background to min price decision.docx

Hi Laura,
I've researched the questions you asked last week. Here are the answers below in red. I think it's easier to attach them with your original questions.

Ray Tetzel
A/Deputy General Manager
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

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From: Laura Rallis [mailto:laura.rallis@legionbcyukon.ca]
Sent: Friday, June 27, 2014 4:18 PM
To: Tetzel, Raymond JAG:EX
Subject: Family Foodservice Term and Condition

Hello Ray,

NR

NR

Happy Hours Policy

Question #3
With respect to the new directive which outlines the requirement for minimum drink prices for Happy Hours: We have been made aware that some of our branches have been providing alcohol at a price lower than the new minimum price required during Happy Hours, as a regular day-to-day price. Can these branches continue with those lower than minimum drink prices if those prices are their fixed price and they don't engage in Happy Hours?

The new pricing is the new minimum prices that must be followed regardless of happy hour or if it's the standard price in the establishment. I've attached a copy of the rationale the branch followed when establishing the minimum prices.

Please call me if you would like to discuss these questions for further clarification.

Thanks so much for your time!

All our best,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
Toll-free: 1-888-261-2211
Fax: 604-575-8820
Website: legionbcyukon.ca

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Minimum Drink Price Rationale and Background

- The Liquor Policy Review (LPR) Report recommendations struck a balance between liberalization of the liquor laws and the need to protect public health and safety, and minimum pricing is an important evidence-based tool to maintain this balance.

- The LPR report recommendation (#16) suggested allowing happy hours but only if minimum pricing (as recommended by health advocates) was put in place.

- Several decades of international research show that increasing the price of alcohol is one of the most effective approaches for reducing over-consumption and alcohol-related harm.
  (Wagenaar,Salois & Komro, 2009; Babor et al., 2010; Wagenaar, Tobler & Komro, 2010).

- A recent national study (before minimum pricing was implemented) showed BC is a bottom ranking province for liquor pricing policy, compared to other Canadian provinces.
  (Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). *Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies*. Toronto: Centre for Addiction and Mental Health.

- The new minimum price levels reflect the need to protect public health and safety and are based on recommendations of health advocates, industry, and a review of minimum price levels in other jurisdictions and BC local governments.

- During Liquor Policy Review consultations, health advocates recommended pricing at the $3.00 level per standard drink (12oz beer/cider/cooler, 5 oz wine, and 1.5 oz spirits).

- Every other province in Canada has minimum pricing in place. Some of them have been in place for a long time and the levels are currently under review.

- Four BC local governments (Nanaimo, Victoria, Vancouver, and Kamloops) already had bylaws in place imposing minimum drink pricing. These levels were significantly above the minimum provincial pricing in other provinces, and are similar to what was adopted provincially.

- During further consultations following the LPR, industry recommendations for minimum drink pricing ranged from $2.50 to $4.00 per standard drink.

- The new minimum pricing replaces the previous minimum price requirements, which required licensed establishments to set prices above the purchase price of the liquor from the Liquor Distribution Branch.

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Monday, June 30, 2014 4:43 PM
To: Bieller, Barry JAG:EX
Subject: Re: Family Foodservice Term and Condition

You're the best. Thanks Barry.

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

On Jun 30, 2014, at 16:23, "Bieller, Barry JAG:EX" <Barry.Bieller@gov.bc.ca> wrote:

> Hi Ray,
>
> NR
>
> NR For #3 the new minimum prices are the minimum prices that must be followed regardless of happy hour or if it's the standard price in the est.
>
> Cheers,
> Barry
>
> NR
>
> **From:** Bieller, Barry JAG:EX
> **Sent:** Monday, June 30, 2014 4:01 PM
> **To:** Villa-Arce, Rebecca JAG:EX
> **Subject:** FW: Family Foodservice Term and Condition

Hi Rebecca,
Please see the email below from the Legion. I know the answer to questions 2 and 3 below and am pretty sure about 1 as well but just wanted to check on that one. Thanks.

From: Tetzel, Raymond JAG:EX
Sent: Saturday, June 28, 2014 3:05 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: Fwd: Family Foodservice Term and Condition

Hi Janice and Barry,
I received the following email regarding the current policy changes. Before I reply, I need some input. Can you give me some guidance on these questions.
Question 3 has to do with minimum pricing (of course, what else). My understanding is the prices are the minimum prices which various liquor can sell for, happy hour or not.
I have the rationale that Janice sent out on Friday so I will attach that when I draft up my reply.

Thanks for your assistance.

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

Begin forwarded message:

> **From:** Laura Rallis <laura.rallis@legionbcyukon.ca>
> **Date:** June 27, 2014 at 16:18:06 PDT
> **To:** "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca>
> **Subject: Family Foodservice Term and Condition**
>
> Hello Ray,

NR

NR

Happy Hours Policy

Question #3
With respect to the new directive which outlines the requirement for minimum drink prices for Happy Hours: We have been made aware that some of our branches have been providing alcohol at a price lower than the new minimum price required during Happy Hours, as a regular day-to-day price. Can these branches continue with those lower than minimum drink prices if those prices are their fixed price and they don't engage in Happy Hours?

Please call me if you would like to discuss these questions for further clarification.

Thanks so much for your time!

All our best,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
Toll-free: 1-888-261-2211
Fax: 604-575-8820
Website: legionbcyukon.ca

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Little, Danielle JAG:EX

From: Brown, Randy G JAG:EX
Sent: Tuesday, June 24, 2014 12:53 PM
To: Blackwell, Jay JAG:EX
Subject: Minimum Prices

Well feedback so far has been negative. The current bulletin actually pushes prices up when you add the tax..

Randy Brown
Liquor Control and Licensing Branch
Liquor Inspector

(250) 861-7576 Work
randy.g.brown@gov.bc.ca

202-1420 St. Paul Street, Kelowna
Kelowna B.C. V1Y 2E6

Little, Danielle JAG:EX

From: McCammon, Greg JAG:EX
Sent: Wednesday, June 25, 2014 1:13 PM
To: Tetzel, Raymond JAG:EX
Cc: Blackwell, Jay JAG:EX
Subject: Minimum Drink Pricing

Hi Ray
I have spoken to a number of licensee's about the minimum drink pricing.
Nanaimo's licensee's overall have no concerns about the new minimums however the smaller communities like Campbell River, Port Hardy, Port McNeill, Quadra Island and Gabriola Island are concerned about having to raise their prices to comply with the minimum for draught beer specifically. They are primarily concerned because they have struggled to get customers at their current prices and now most will be increasing prices. Most were selling the 20 oz pint for around $3-$4 and will now have to increase to $5. The Jugs of beer also were selling for around $14-$14.50 for a 60oz jug which will now increase to $15.
The Club Licenses (Legions and Yacht clubs) have also raised concerns about the minimum pricing of beer as it is higher in most cases than they were selling previously and again struggling to bring customers through the door.
The rest of the pricing everyone seems pretty happy with.

Greg McCammon, SPC
Liquor Inspector #108
Liquor Control and Licensing Branch
Compliance and Enforcement Division
460 Selby Street
Nanaimo, BC V9R 2RL
Office: (250) 741-3612
Email: Greg.Mccammon@gov.bc.ca
Website - *www.hsd.gov.bc.ca/lclb*

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Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

Little, Danielle JAG:EX

From: Hum, Jeff JAG:EX
Sent: Monday, June 23, 2014 8:21 PM
To: Blackwell, Jay JAG:EX
Subject: Re: Industry Feedback

Hey Jay
I fielded about 7 calls today from licensee' of both lp and fp's. Seems to be a consistent complaint with the minimum pricing.
It is a matter that we have allowed the happy hour issue but have raised the cost to hold such. So basically a picther of beer they used to put on special for 12 or 13 dollars, now they **have** to charge 15.00.

Al deacon was on the noon new yapping about that today.

Marlene from the reynolds hotel was saying that their margins are so tight now on their draft and this will probably loose them money because they suspect it will result in less volume.

Few other things but not related to the review.

Later
Jeff

Sent from iPhone of

Jeff Hum

On Jun 23, 2014, at 5:13 PM, "Blackwell, Jay JAG:EX" <Jay.Blackwell@gov.bc.ca> wrote:

> Hi All,
>
> Further to this request, Doug Scott would like to know your thoughts on this topic and what the general opinion is in your respective regions.
>
> He's attempting to determine if the new minimum drink prices (particularly as they relate to beer) will garnish support or pushback. There is also a geographic component, so I anticipate your answers being varied.
>
> Please let me know ASAP.
>
> Thanks,
>
> *Jay Blackwell*
> A/Regional Manager
> Vancouver Island and Southern Interior
> Liquor Control and Licensing Branch
>
> Kamloops - (250) 828-4720
> Victoria - (250) 952-5742

From: Booth, Jim A JAG:EX
Sent: Monday, June 23, 2014 3:53 PM

To: Tetzel, Raymond JAG:EX
Cc: Blackwell, Jay JAG:EX
Subject: FW: Industry Feedback

Complaints:

A. Minimum pricing of beer may be too high for rural areas. The argument is that the minimum price per day is a hardship for those groups that offer beer near cost as an incentive to attend the establishment. Examples are recreational facilities like volunteer golf clubs and curling clubs or Legions. Despite the complaint the numbers don't support that the min beer price is too high. Typical --Beer 16oz mug = $4.75 10 oz glass=$2.85 – Single high ball is $4:75. It appears that the hardship will be on clubs that offer price discounts for purchasing in quantity. Example cheaper beer when ordered by a jug.
B. The $3:00 shot of spirit is too low. It will not cover the cost of labor. Not sure the numbers support this claim either. Cheap sprits will be more than 100% mark up.

NR

J.A.Booth
LCLB Central Kootenay
(250) 354-6747
"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Blackwell, Jay JAG:EX
Sent: Monday, June 23, 2014 9:21 AM
To: LCLB-OKANAGAN; LCLB-VANC. ISLAND NORTH
Cc: Tetzel, Raymond JAG:EX
Subject: Industry Feedback

Hi All,

I've been requested to solicit what feedback you've received, if any, regarding the announcements and Licensee reaction. Especially interested in minimum pricing - what are operators telling us?

Please send comments to Ray directly and Cc me.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

Little, Danielle JAG:EX

From: Scott, Robert J JAG:EX
Sent: Monday, June 23, 2014 11:16 AM
To: Blackwell, Jay JAG:EX
Subject: RE: Industry Feedback

Jay,

I haven't received a ton of feedback yet; however, here is what I have heard so far....

Re: Friday's announcements announcement took effect.
- Strathconna was unhappy that they weren't given more time before the
- They weren't happy with the fact that the prices for some liquor (ie Jugs) has actually increased compared to what industry is currently selling them for.
- NR
- Some places drink prices were below the new minimum prices; therefore, they had to amend their menus that day in order to comply with the new min prices. Again, not enough notice for industry or LCLB staff.

Re: Saturday's announcements - I had a call from the City of Duncan who is concerned; and, wondering what their role is? They don't feel that they had much of a say. They didn't have any existing bylaws as these things were previously not allowed. Now, they can't do much about it unless they create new bylaws.

Personal perspective: We need to do better job of informing our staff prior to the announcements. My phone was ringing off the hook on Friday and this morning. I haven't had a chance to fully read and understand the changes prior to having to try and educate industry.

Rob Scott
Liquor Inspector #110
Special Provincial Constable
Liquor Control and Licensing Branch
Compliance and Enforcement Division
Victoria BC
Phone: 250-952-5745

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received this communication in error, please delete both the message and any attachments from your system and notify me immediately by e-mail or telephone.

From: Blackwell, Jay JAG:EX
Sent: Monday, June 23, 2014 9:21 AM
To: LCLB-OKANAGAN; LCLB-VANC. ISLAND NORTH
Cc: Tetzel, Raymond JAG:EX
Subject: Industry Feedback

Hi All,

I've been requested to solicit what feedback you've received, if any, regarding the announcements and Licensee reaction. Especially interested in minimum pricing - what are operators telling us?

Please send comments to Ray directly and Cc me.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

Little, Danielle JAG:EX

From: Anderson, Graeme JAG:EX
Sent: Tuesday, June 24, 2014 11:27 AM
To: Blackwell, Jay JAG:EX; Tetzel, Raymond JAG:EX
Subject: FW: Industry Feedback

Hi Jay / Ray:

Further to my last , spoke too soon – I had 9 voicemails this morning; 7 of which were enquiring about the minimum pricing.

Most have an issue with beer pricing as any existing promotions they did came in at around $2.85 per sleeve all in; which has now gone to $3.45 all in.

Like Jim, most of these licensees are in rural areas / smaller centres – Elkford; Sparwood; Columbia Valley; Greater Golden Area; Lake Louise West, and Kimberley. So far Cranbrook and Fernie seem okay with it.

Graeme

From: Anderson, Graeme JAG:EX
Sent: Monday, June 23, 2014 6:31 PM
To: Blackwell, Jay JAG:EX
Subject: Re: Industry Feedback

As in my previous e mail:

So far most seem more interested in the fact the can vary prices; and I have had no one complaining about the minimum. Those I have spoken to indicate they don't price below what is being implemented anyway. I am guessing we will not see a negative reaction until 'Happy Hours' etc perhaps don't live up to their expectations.

Further to them saying they do not price below what is being implemented, there were comments that they could not afford to go lower. In fairness I have spoken to only one Services Club so far - They were happy.

What most figured their pricing on was their pitcher rate, and to date none of them came in under the new minimum. Several said they would only apply 'happy hour' pricing to individual servings; and may be likely to reduce pitcher promotion if the happy hour or similar promotions work for them.

Just a snap shot so far though.....

Graeme
On 2014-06-23, at 6:13 PM, Blackwell, Jay JAG:EX wrote:

Hi All,

Further to this request, Doug Scott would like to know your thoughts on this topic and what the general opinion is in your respective regions.

He's attempting to determine if the new minimum drink prices (particularly as they relate to beer) will garnish support or pushback. There is also a geographic component, so I anticipate your answers being varied.

Please let me know ASAP.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

From: Booth, Jim A JAG:EX
Sent: Monday, June 23, 2014 3:53 PM
To: Tetzel, Raymond JAG:EX
Cc: Blackwell, Jay JAG:EX
Subject: FW: Industry Feedback

Complaints:

A. Minimum pricing of beer may be too high for rural areas. The argument is that the minimum price per day is a hardship for those groups that offer beer near cost as an incentive to attend the establishment. Examples are recreational facilities like volunteer golf clubs and curling clubs or Legions. Despite the complaint the numbers don't support that the min beer price is too high. Typical --Beer 16oz mug = $4.75 10 oz glass=$2.85 – Single high ball is $4:75. It appears that the hardship will be on clubs that offer price discounts for purchasing in quantity. Example cheaper beer when ordered by a jug.
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NR

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From: Blackwell, Jay JAG:EX
Sent: Monday, June 23, 2014 9:21 AM
To: LCLB-OKANAGAN; LCLB-VANC. ISLAND NORTH
Cc: Tetzel, Raymond JAG:EX
Subject: Industry Feedback

Hi All,

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Please send comments to Ray directly and Cc me.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

Little, Danielle JAG:EX

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

Good afternoon everyone,

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

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: De Pape, Denise HLTH:EX
Sent: Wednesday, June 25, 2014 4:25 PM
To: Saini, Manik HLTH:EX; Carlson, Janice JAG:EX
Subject: Re:

CEO of CCSA was busy with a launch of a major report today. Will contact him tomorrow. Denise

---

From: Saini, Manik HLTH:EX
Sent: Wednesday, June 25, 2014 02:01 PM Pacific Standard Time
To: Carlson, Janice JAG:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Hi Janice, Perry was engaged directly with Hlth/JAG GCPE and doing things at their request; they decided against a unilateral statement but rather to re-direct inquiries to him, or provide him with opportunities to speak out in favour. I'm not sure exactly what he's done, although we did come across these pieces of media yesterday.

Denise, do you know if/when CCSA will put out their release?

Simpson/Anton/Kendall - happy hour
CKNW
Monday, June 23, 2014, 19:02
By CKNW

Copyright

Copyright

The NDP aren't lifting a glass over happy hour

CKNW Online

Monday, June 23, 2014

By CKNW Online

Copyright

hazardous drinking is in fact raising the price of alcohol and linking it perhaps to the rate of inflation."
Kendall says minimum pricing is a public safety move aimed at hazardous drinkers, mostly young people, who target cheap drinks.

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 1:40 PM
To: Saini, Manik HLTH:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Hi,
Can you let me know what happened with this? Did Perry Kendall release a statement? Did CCSA? Thanks!

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:25 PM
To: Carlson, Janice JAG:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

ok

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 1:25 PM
To: Saini, Manik HLTH:EX
Subject: RE:

Am going to run by Doug and Barry as well, FYI.

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:10 PM
To: Carlson, Janice JAG:EX
Subject:

CCSA CONGRATULATES BRITISH COLUMBIA ON NEW MINIMUM PRICING MEASURE

The Canadian Centre on Substance Abuse (CCSA) congratulates British Columbia on its announcement last week to introduce minimum pricing for on-premise alcohol outlets, in addition to the off-premise minimum prices already in place.

As described in Reducing Alcohol-related Harm in Canada: Toward a Culture of Moderation, minimum pricing is an important policy lever governments can use to ensure prices are not set at levels that encourage drinking above the low-risk drinking guidelines. By reducing hazardous alcohol consumption, British Columbians can expect to see lower rates of injuries, violence, and certain chronic diseases.

The CCSA applauds the efforts by British Columbia to promote public health by making use of the best available evidence to inform its policies.

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

Little, Danielle JAG:EX

From: Saini, Manik HLTH:EX
Sent: Wednesday, June 25, 2014 3:23 PM
To: Carlson, Janice JAG:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Will do ☺

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 3:21 PM
To: Saini, Manik HLTH:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Thanks, that is great. I missed that in the clippings yesterday I guess. Please pass on to Perry Kendall that this is much appreciated!

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Wednesday, June 25, 2014 2:01 PM
To: Carlson, Janice JAG:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Hi Janice, Perry was engaged directly with Hlth/JAG GCPE and doing things at their request; they decided against a unilateral statement but rather to re-direct inquiries to him, or provide him with opportunities to speak out in favour. I'm not sure exactly what he's done, although we did come across these pieces of media yesterday.

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CKNW
Monday, June 23, 2014, 19:02
By CKNW

Copyright

Copyright

The NDP aren't lifting a glass over happy hour

CKNW Online

Monday, June 23, 2014

By CKNW Online

Copyright

Copyright

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 1:40 PM
To: Saini, Manik HLTH:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

Hi,
Can you let me know what happened with this? Did Perry Kendall release a statement? Did CCSA? Thanks!

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:25 PM
To: Carlson, Janice JAG:EX
Cc: De Pape, Denise HLTH:EX
Subject: RE:

ok

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 1:25 PM
To: Saini, Manik HLTH:EX
Subject: RE:

Am going to run by Doug and Barry as well, FYI.

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:10 PM
To: Carlson, Janice JAG:EX
Subject:

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As described in Reducing Alcohol-related Harm in Canada: Toward a Culture of Moderation, minimum pricing is an important policy lever governments can use to ensure prices are not set at levels that encourage drinking above the low-risk drinking guidelines. By reducing hazardous alcohol consumption, British Columbians can expect to see lower rates of injuries, violence, and certain chronic diseases.

The CCSA applauds the efforts by British Columbia to promote public health by making use of the best available evidence to inform its policies.

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 12:50 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: background to min price decision.docx

I like it!

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

From: Carlson, Janice JAG:EX
Sent: Tuesday, June 24, 2014 4:17 PM
To: Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Subject: background to min price decision.docx

I drafted this to send this off to all staff in case they get enquiries from the public about the min price levels. Not sure if we want to include the industry recommended min pricing levels. Your thoughts?

Any other comments? Thanks.

Janice

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 12:50 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: background to min price decision.docx

I think we could include a general comment –
Industry recommendations ranged from $2.50 to a $4.00 minimum

Cindy Stephenson
Policy, Planning and Communications
Liquor Control and Licensing Branch
Phone: 250 952-5761 Fax: 250 952-7066
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Any other comments? Thanks.

Janice

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 25, 2014 12:45 PM
To: Carlson, Janice JAG:EX
Subject: RE: Happy hour questions

For the next few weeks our emphasis is on education, making sure everyone is up to speed on the new rules. If a licensee purposely charged less and it was clear they were aware of the change, an inspector could issue a CN, however overall, our emphasis is on getting the word out and licensees some time to adjust. I also tell people there has been a correction to the minimum price for spirits.

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

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 11:11 AM
To: Stephenson, Cindy JAG:EX
Subject: FW: Happy hour questions

Hi Cindy,

What are we telling people about the timing for implementing min pricing? I know it is effective immediately and inspectors have been told not to enforce until further notice but what are we telling licensees?

Janice
250 952-5756

From: Wilson, Travis JAG:EX
Sent: Tuesday, June 24, 2014 9:51 AM
To: Carlson, Janice JAG:EX
Subject: Happy hour questions

Hi Janice,

I can't forward messages because my mailbox is full.

1. Al Cave – wants to know if has grace period to adjust menus for change in minimum pricing s. 22

Travis Wilson
Communications Assistant
Liquor Control and Licensing Branch

Direct Phone: 250-952-5762
Fax 250-952-7066
Toll-Free 1-866-209-2111
http://www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Gill, Rupi K JAG:EX
Sent: Wednesday, June 25, 2014 11:09 AM
To: Carlson, Janice JAG:EX
Subject: RE: Mimimum drink prices

Awesome, that's all I needed.....I did explain that to the inspectors but sometimes they need greater comfort than that ☺

Anyways, hope you keep your head above water .....

Take care,

Rupi

"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 11:05 AM
To: Gill, Rupi K JAG:EX
Subject: RE: Mimimum drink prices

Hi Rupi,

Love to chat but super busy! The minimum drink prices apply at all times. They can never go below the prices in the table.

Hope you are well!

Janice
250 952-5756

From: Gill, Rupi K JAG:EX
Sent: Wednesday, June 25, 2014 10:56 AM
To: Carlson, Janice JAG:EX
Subject: Mimimum drink prices

Hi Janice,

Inspectors are dealing with licenses who are asking if they have to follow the minimum drink prices if they do not offer happy hours....ie: they put a 12 oz sleeve of beer on special for the day at $2.75 ...they will not be changing the prices at

any point of the day to offer a happy hour , can they still offer the $2.75 price or must they still make it a minimum of $3.

I believe during the phone call yesterday you states that the minimum drink prices apply all day but I think the wording in the policy directive states that licensed establishments "may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below the minimum pricing specified in the table". ...and many licenses are interpreting this to mean they do not have to follow minimum drink prices if they do not offer happy hour.

I left you a voice mail as well but you can ignore that if the email works better for you.

Thanks so much,

Rupi

"Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information".

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Wednesday, June 25, 2014 10:54 AM
To: Anderson, Graeme JAG:EX
Subject: RE: Industry Feedback

Appreciate it.

Thanks

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

From: Anderson, Graeme JAG:EX
Sent: Wednesday, June 25, 2014 10:53 AM
To: Tetzel, Raymond JAG:EX
Subject: Re: Industry Feedback

Hi Ray:

NR

From: Anderson, Graeme JAG:EX
Sent: Monday, June 23, 2014 10:13 AM
To: Tetzel, Raymond JAG:EX

Cc: Blackwell, Jay JAG:EX
Subject: Re: Industry Feedback

Based on discussion with around 14 of them -

So far most seem more interested in the fact the can vary prices; and I have had no one complaining about the minimum. Those I have spoken to indicate they don't price below what is being implemented anyway. I am guessing we will not see a negative reaction until 'Happy Hours' etc perhaps don't live up to their expectations.

NR

Graeme

Graeme Anderson

Inspector, Liquor Control and Licensing Branch
100 Cranbrook Street North, Cranbrook, BC V1C 3P9
Tel 1-250-426 1562

Graeme.Anderson@gov.bc.ca

Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

CONFIDENTIALITY NOTICE:
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On 2014-06-23, at 10:20 AM, Blackwell, Jay JAG:EX wrote:

Hi All,

I've been requested to solicit what feedback you've received, if any, regarding the announcements and Licensee reaction. Especially interested in minimum pricing - what are operators telling us?

Please send comments to Ray directly and Cc me.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

Little, Danielle JAG:EX

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

In the loop, just sent this to Holly

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

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

Hi Holly,
Thank you for sending me the email from ABL and the one from Gibbons.
I've forwarded to the executives and spoke with Doug.
First regarding the confusion between the website and the policy directives. The website is correct. It is $2 per oz. Policy directives amendments will occur later.

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

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

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

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

Begin forwarded message:

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

This is very dangerous?

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

Seems crazy...

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

Mobile: 604-902-3923
Fax: 604-938-0221
gibbonshospitality.com
Facebook: GibbonsHospitalityGroup
Twitter: @GHG_Venues
We are the managers of premier bars, pubs, and lounges located in Whistler, BC. For information on how we can contribute to the success of your next group or corporate function, please visit our website at www.gibbonshospitality.com or call us directly at (604) 938-0225.

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

Copyright

Page 272 to/à Page 275

Withheld pursuant to/removed as

Copyright

Little, Danielle JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Tuesday, June 24, 2014 9:47 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: min pricing for draft beer

Thanks Janice – I think we are holding on this issue… we will see.

From: Carlson, Janice JAG:EX
Sent: Tuesday, June 24, 2014 2:00 PM
To: Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Subject: min pricing for draft beer

If we are thinking of tinkering with the min pricing for draft beer/cider, here is a table showing what the pricing would be for the various drink sizes.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Tuesday, June 24, 2014 9:32 AM
To: Carlson, Janice JAG:EX
Subject: RE: Staff info session - Implementation of LPR Package #2

Importance: High

Yesterday when I was getting all the calls, licensees asked if the prices were based on actual liquor in the glass or the size of the glass. I told them it was actual liquor. Some have a 60 oz pitcher but only pour 56 oz. They would base their price on 56 oz. Some have 10 oz glasses and pour 9, etc. Barry confirmed this. Hopefully that's consistent with what you are saying.

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

From: Carlson, Janice JAG:EX
Sent: Tuesday, June 24, 2014 8:29 AM
To: LCLB-ALL STAFF
Cc: Owsianski, Erica JAG:EX; Vale, Elaine JAG:EX; Killoran, Theresa JAG:EX; Howell, Trish A JAG:EX; Hufsmith, Doug JAG:EX; Spencer, Darlene JAG:EX; Mackinnon, Merry JAG:EX; Strong, Ralph W JAG:EX; Stewart, Heather Ann JAG:EX; Sanderson, Kristen JAG:EX; McElroy, Scott D JAG:EX; Lace, Patrick C JAG:EX; Fligg, Margaret JAG:EX; Golder, Melanie JAG:EX; Kendall, Mitch JAG:EX; Orr, John JAG:EX; Ross, Emma JAG:EX; Safavian, Neelam JAG:EX; Trytten, Terrance JAG:EX; Russell, Kathy A JAG:EX; Blackwell, Jay JAG:EX; Ly, Peggy JAG:EX; Eastwood, Catharine JAG:EX; Villa-Arce, Rebecca JAG:EX; Hofschneider, Journie JAG:EX; Stephenson, Cindy JAG:EX; Dyck, Doug JAG:EX; Belanger, Holly JAG:EX; Shubrook, Ann JAG:EX; Scheer, Cristal JAG:EX; Anderson, Graeme JAG:EX; Mior, Peter JAG:EX; Thomson, Vanessa JAG:EX; Caldwell, Cheryl Y JAG:EX; Brown, Randy G JAG:EX; Clark, Michael J JAG:EX; Johnston, Shannan JAG:EX; Lowden, Marilyn JAG:EX; Wilson, Travis JAG:EX; Mason, Shari JAG:EX; Lind, Janine P JAG:EX; Kirton, Noralee JAG:EX; Scott, Kane E JAG:EX; Sapers, Jeremy JAG:EX; Lahoda, Heather JAG:EX; Wager, Charlie JAG:EX; Gill, Rupi K JAG:EX; Bendall, Esther JAG:EX; Scott, Douglas S JAG:EX; Clark, Bruce JAG:EX; Jagger, David JAG:EX; Barrette, Lorie A JAG:EX; England, Kevin JAG:EX; Tetzel, Raymond JAG:EX; Hoy, Linda C JAG:EX; Evasin, Ana JAG:EX; Skilling, Jean JAG:EX; McRobert, Brad P JAG:EX
Subject: RE: Staff info session - Implementation of LPR Package #2

Good morning everyone,

Here's a copy of the PowerPoint presentation for today's 11:00 staff training session.

Travis has also sent out the relevant policy directives, and they are available on our website.

<< File: Presentation for staff LPR 31, 32, 34, 61 June 24 v1.pptx >>
Bring your questions!

Janice
250 952-5756

-----Original Appointment-----
From: Carlson, Janice JAG:EX
Sent: Tuesday, June 17, 2014 3:51 PM
To: Carlson, Janice JAG:EX; LCLB-ALL STAFF
Cc: Owsianski, Erica JAG:EX; Vale, Elaine JAG:EX; Killoran, Theresa JAG:EX; Howell, Trish A JAG:EX; Hufsmith, Doug JAG:EX; Spencer, Darlene JAG:EX; Mackinnon, Merry JAG:EX; Strong, Ralph W JAG:EX; Stewart, Heather Ann JAG:EX; Sanderson, Kristen JAG:EX; McElroy, Scott D JAG:EX; Lace, Patrick C JAG:EX; Fligg, Margaret JAG:EX; Golder, Melanie JAG:EX; Kendall, Mitch JAG:EX; Orr, John JAG:EX; Ross, Emma JAG:EX; Safavian, Neelam JAG:EX; Trytten, Terrance JAG:EX; Russell, Kathy A JAG:EX; Blackwell, Jay JAG:EX; Ly, Peggy JAG:EX; Eastwood, Catharine JAG:EX; Villa-Arce, Rebecca JAG:EX; Hofschneider, Journie JAG:EX; Stephenson, Cindy JAG:EX; Dyck, Doug JAG:EX; Belanger, Holly JAG:EX; Shubrook, Ann JAG:EX; Scheer, Cristal JAG:EX; Anderson, Graeme JAG:EX; Mior, Peter JAG:EX; Thomson, Vanessa JAG:EX; Caldwell, Cheryl Y JAG:EX; Brown, Randy G JAG:EX; Clark, Michael J JAG:EX; Johnston, Shannan JAG:EX; Lowden, Marilyn JAG:EX; Wilson, Travis JAG:EX; Mason, Shari JAG:EX; Lind, Janine P JAG:EX; Kirton, Noralee JAG:EX; Scott, Kane E JAG:EX; Sapers, Jeremy JAG:EX; Lahoda, Heather JAG:EX; Wager, Charlie JAG:EX; Gill, Rupi K JAG:EX; Bendall, Esther JAG:EX; Scott, Douglas S JAG:EX; Clark, Bruce JAG:EX; Jagger, David JAG:EX; Barrette, Lorie A JAG:EX; England, Kevin JAG:EX; Tetzel, Raymond JAG:EX; Hoy, Linda C JAG:EX; Evasin, Ana JAG:EX; Skilling, Jean JAG:EX; McRobert, Brad P JAG:EX
Subject: Staff info session - Implementation of LPR Package #2
When: Tuesday, June 24, 2014 11:00 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).
Where: OHCS R Victoria 3350 Douglas 1st Fl Shared Boardroom (seats 50) OHSC:EX

Hi everyone,

We are meeting to go over some proposed Liquor Policy Review implementation initiatives. Details to follow.

For those in the regional offices please dial in:

Teleconference	s. 15, s. 17
Participant ID	s. 15, s. 17

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

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Bring your questions!

Janice
250 952-5756

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Rebecca JAG:EX; Hofschneider, Journie JAG:EX; Stephenson, Cindy JAG:EX; Dyck, Doug JAG:EX; Belanger, Holly JAG:EX; Shubrook, Ann JAG:EX; Scheer, Cristal JAG:EX; Anderson, Graeme JAG:EX; Mior, Peter JAG:EX; Thomson, Vanessa JAG:EX; Caldwell, Cheryl Y JAG:EX; Brown, Randy G JAG:EX; Clark, Michael J JAG:EX; Johnston, Shannan JAG:EX; Lowden, Marilyn JAG:EX; Wilson, Travis JAG:EX; Mason, Shari JAG:EX; Lind, Janine P JAG:EX; Kirton, Noralee JAG:EX; Scott, Kane E JAG:EX; Sapers, Jeremy JAG:EX; Lahoda, Heather JAG:EX; Wager, Charlie JAG:EX; Gill, Rupi K JAG:EX; Bendall, Esther JAG:EX; Scott, Douglas S JAG:EX; Clark, Bruce JAG:EX; Jagger, David JAG:EX; Barrette, Lorie A JAG:EX; England, Kevin JAG:EX; Tetzel, Raymond JAG:EX; Hoy, Linda C JAG:EX; Evasin, Ana JAG:EX; Skilling, Jean JAG:EX; McRobert, Brad P JAG:EX
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When: Tuesday, June 24, 2014 11:00 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).
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Teleconference: s. 15, s. 17
Participant ID s. 15, s. 17

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

LPR PACKAGE #2 CHANGES - OVERVIEW

Staff Information Session and

Q&A Opportunity

June 24, 2014

Overview

- Intro to Pkg 2

NR

LPR package #2

- Implements LPR recommendations 16, 31, 32, 34, 36, 53, 61, 63, 70

- 16 Happy hours and minimum drink prices

NR

Pages 179 through 186 redacted for the following reasons:
- -
NR

QUESTIONS?

Little, Danielle JAG:EX

From: Tim Stockwell <timstock@uvic.ca>
Sent: Monday, June 23, 2014 4:57 PM
To: Carlson, Janice JAG:EX
Subject: Re: minimum drink prices in licensed establishments

Hi Janice
Many thanks, just as you said it would be earlier this year! I think this is a very positive step.
Best wishes
Tim

Sent from my iPhone

On Jun 24, 2014, at 12:20 AM, "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca> wrote:

> Hi Tim,
>
> Attached is a link to the policy directive imposing minimum drink prices on licensed establishments, which was released Friday. http://www.pssg.gov.bc.ca/lclb/docs-forms/policy-directive-2014-07.pdf.
>
> Calling you to discuss.
>
> **Janice Carlson** | Policy Analyst
> Liquor Control and Licensing Branch
> ☎ 250 952-5756
> 250 952-7066
> Janice.Carlson@gov.bc.ca
> www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Bieller, Barry JAG:EX
Sent: Monday, June 23, 2014 4:32 PM
To: Carlson, Janice JAG:EX
Subject: RE: health advocates support for minimum pricing

Hi Jan,
Any progress on this?

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 1:30 PM
To: Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Subject: health advocates support for minimum pricing

FYI, am also hoping to get something today from MADD, CAMH, and the Health Officers Council of BC.

Janice
250 952-5756

From: Bieller, Barry JAG:EX
Sent: Monday, June 23, 2014 1:28 PM
To: Carlson, Janice JAG:EX; Scott, Douglas S JAG:EX
Subject: RE:

I'm good with it. Thanks Jan.

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 1:24 PM
To: Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX
Subject: FW:

The following has been drafted for a press release today by Canadian Centre on Substance Abuse, who happen to be meeting today in Vancouver. They are asking if we have any suggested changes to the attached before they release it.

Janice
250 952-5756

From: Saini, Manik HLTH:EX
Sent: Monday, June 23, 2014 1:10 PM
To: Carlson, Janice JAG:EX
Subject:

CCSA CONGRATULATES BRITISH COLUMBIA ON NEW MINIMUM PRICING MEASURE

The Canadian Centre on Substance Abuse (CCSA) congratulates British Columbia on its announcement last week to introduce minimum pricing for on-premise alcohol outlets, in addition to the off-premise minimum prices already in place.

As described in Reducing Alcohol-related Harm in Canada: Toward a Culture of Moderation, minimum pricing is an important policy lever governments can use to ensure prices are not set at levels that encourage drinking above the low-risk drinking guidelines. By reducing hazardous alcohol consumption, British Columbians can expect to see lower rates of injuries, violence, and certain chronic diseases.

The CCSA applauds the efforts by British Columbia to promote public health by making use of the best available evidence to inform its policies.

Manik Saini | Manager | Alcohol Harm Reduction and Communicable Disease Prevention | Population and Public Health | BC Ministry of Health | Ph: 250-952-1578

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Monday, June 23, 2014 11:20 AM
To: Anderson, Graeme JAG:EX
Cc: Blackwell, Jay JAG:EX
Subject: Re: Industry Feedback

Thanks Graeme. Most useful comments.

Ray Tetzel
A/Deputy General Manager
Compliance and Enforcement
LCLB

On Jun 23, 2014, at 10:13, "Anderson, Graeme JAG:EX" <Graeme.Anderson@gov.bc.ca> wrote:

> Based on discussion with around 14 of them -
>
> So far most seem more interested in the fact the can vary prices; and I have had no one complaining about the minimum. Those I have spoken to indicate they don't price below what is being implemented anyway. I am guessing we will not see a negative reaction until 'Happy Hours' etc perhaps don't live up to their expectations.

NR

> Graeme
>
> *Graeme Anderson*
>
> Inspector, Liquor Control and Licensing Branch
> 100 Cranbrook Street North, Cranbrook, BC V1C 3P9
> Tel 1-250-426 1562
>
> Graeme.Anderson@gov.bc.ca

Due to security concerns, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

CONFIDENTIALITY NOTICE:
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On 2014-06-23, at 10:20 AM, Blackwell, Jay JAG:EX wrote:

Hi All,

I've been requested to solicit what feedback you've received, if any, regarding the announcements and Licensee reaction. Especially interested in minimum pricing - what are operators telling us?

Please send comments to Ray directly and Cc me.

Thanks,

Jay Blackwell
A/Regional Manager
Vancouver Island and Southern Interior
Liquor Control and Licensing Branch

Kamloops - (250) 828-4720
Victoria - (250) 952-5742

Little, Danielle JAG:EX

From: Schollen, Tasha GCPE:EX
Sent: Monday, June 23, 2014 11:05 AM
To: Scott, Douglas S JAG:EX; Groot, Jeff GCPE:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Subject: RE: Research

Hi Doug,

Good news - spoke with our health counterparts and Perry K and Gerald Thomas (for Tim Stockwell s. 22 s. 22 are willing to back up the health and safety benefits of minimum pricing with the media. We haven't received any calls thus far today on the topic – so we will wait to reach out to reporters to suggest they get in touch with them for another perspective until we see that the issue gets further coverage.
We'll keep you posted as to how things progress.

Thanks,
Tasha

From: Scott, Douglas S JAG:EX
Sent: Monday, June 23, 2014 10:34 AM
To: Groot, Jeff GCPE:EX; Schollen, Tasha GCPE:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: Research

Hi Jeff. Tasha – further to our discussion – here is a bit of research that backstops the policy – there is much more… not sure of the communication use – but we wanted you to have it if useful.

Links to the submissions on our site are coming for you…

Cheers

Doug

Little, Danielle JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Monday, June 23, 2014 11:01 AM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: Health perspective on Min drink pricing

Great work Janice

From: Carlson, Janice JAG:EX
Sent: Monday, June 23, 2014 9:54 AM
To: Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX
Subject: Health perspective on Min drink pricing

Hi Doug, Barry,

Perry Kendall (Provincial Health Officer) is aware of the new policy and is coordinating with GCPE to coordinate M of H response. They are happy to weigh in.

I've also left a message with Tim Stockwell (CARBC), s. 22 so not sure if he will be able to help.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Bieller, Barry JAG:EX
Sent: Monday, June 23, 2014 10:42 AM
To: Groot, Jeff GCPE:EX; Schollen, Tasha GCPE:EX
Cc: Scott, Douglas S JAG:EX; Carlson, Janice JAG:EX
Subject: Health Org Subs to LPR

Hi Jeff and Tanya,
Here are some of the key stakeholder submissions to the LPR on minimum pricing. There were others as well but generally they didn't speak to a specific minimum price.

Centre for Addictions Research BC
http://engage.gov.bc.ca/liquorpolicyreview/files/2013/09/CARBC-Liquor-Submission.pdf

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

Dr. Perry Kendall, Provincial Health Officer
http://engage.gov.bc.ca/liquorpolicyreview/files/2013/11/Provincial-Health-Officer.pdf

Vancouver Coastal Health (not a specific recommendation for a $3.00 min price but to raise prices)
http://engage.gov.bc.ca/liquorpolicyreview/files/2013/10/Vancouver-Coastal-Health-Authority.pdf

Little, Danielle JAG:EX

From: Groot, Jeff GCPE:EX
Sent: Monday, June 23, 2014 10:38 AM
To: Scott, Douglas S JAG:EX; Schollen, Tasha GCPE:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: Research

Thanks!

From: Scott, Douglas S JAG:EX
Sent: Monday, June 23, 2014 10:34 AM
To: Groot, Jeff GCPE:EX; Schollen, Tasha GCPE:EX
Cc: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: Research

Hi Jeff. Tasha – further to our discussion – here is a bit of research that backstops the policy – there is much more… not sure of the communication use – but we wanted you to have it if useful.

Links to the submissions on our site are coming for you…

Cheers

Doug

Little, Danielle JAG:EX

From: Blackwell, Jay JAG:EX
Sent: Friday, June 20, 2014 2:22 PM
To: Tetzel, Raymond JAG:EX
Subject: RE: Package 2 LPR Announcement - In Effect Now

Much appreciated Ray.

Have a good weekend.

From: Tetzel, Raymond JAG:EX
Sent: Friday, June 20, 2014 2:19 PM
To: Scott, Douglas S JAG:EX
Cc: LCLB-C&E DGM MGMT; Bieller, Barry JAG:EX
Subject: RE: Package 2 LPR Announcement - In Effect Now

Hi Doug,
I'm fielding some calls today regarding the concerns that C&E staff have in relation to the Media Roll out strategy.

Inspectors had been fielding phone calls from licensees after the news broke. Even with my email yesterday advising them the government news conference today, many inspectors feel inadequately informed. Even after they read the information on our SharePoint site, there remain questions which need clarification. All the inspectors have to be prepared for not only fielding questions from licensees but also from the police. I honestly do not believe the police members will go on our website to learn about the new recommendation implementations and their intricate polices and directives that go along with them. They would rather call their area inspectors.

As the recommendations are all on line, read by all the staff and the packages actually listed out which recommendations are included in each package, the only confidential part is the date of the rollout.

s. 13

s. 13

Sharing thoughts in moving forward.

Ray

Ray Tetzel
A/Deputy General Manager
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

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From: Scott, Douglas S JAG:EX
Sent: Friday, June 20, 2014 10:42 AM
To: LCLB-ALL STAFF
Subject: Package 2 LPR Announcement - In Effect Now

Good morning LCLB,

Another milestone has come!

In a few minutes Government is announcing implementation of the following six LPR recommendations:

- Happy Hours and Minimum Prices (LPR #16)
-
-
-
-
-

NR

These are in effect now. For details on each, please refer to the relevant policy directives, which we have just posted on the Liquor Transformation SharePoint site.

Government is issuing a news release (which we will also be putting on the SharePoint site), and we are notifying stakeholders.

PP&C staff have organized a staff info session through Outlook on Tuesday June 24th via conference call for staff in the regions to go through the changes in more detail.

If you have immediate questions on any of these, they can be directed to:

- Janice – Happy Hours and Minimum Prices

NR

I want to thank everyone who worked so hard to get this completed on time.

More to follow shortly…

Happy Friday,

Doug

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

To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

Little, Danielle JAG:EX

From: HOLD 2014 Aug 1 Golder, Melanie JAG:EX
Sent: Friday, June 20, 2014 11:26 AM
To: Scott, Douglas S JAG:EX; LCLB-ALL STAFF
Subject: RE: Package 2 LPR Announcement - In Effect Now

Hi Folks!
All staff should have received the invite (from Janice) to the info session Tuesday (11 am) and HQ staff can join in person in the room or by teleconference. There will be an opportunity for questions on the changes

Have a lovely weekend!

Melanie Golder
Senior Policy Analyst | Liquor Control and Licensing Branch | 250-952-5757

From: Scott, Douglas S JAG:EX
Sent: Friday, June 20, 2014 10:42 AM
To: LCLB-ALL STAFF
Subject: Package 2 LPR Announcement - In Effect Now

Good morning LCLB,

Another milestone has come!

In a few minutes Government is announcing implementation of the following six LPR recommendations:

- Happy Hours and Minimum Prices (LPR #16)

NR

These are in effect now. For details on each, please refer to the relevant policy directives, which we have just posted on the Liquor Transformation SharePoint site.

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- Janice – Happy Hours and Minimum Prices

NR

I want to thank everyone who worked so hard to get this completed on time.

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Happy Friday,

Doug

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

To protect your privacy, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

Little, Danielle JAG:EX

From: Johnston, Shannan JAG:EX
Sent: Thursday, June 19, 2014 6:57 PM
To: Tetzel, Raymond JAG:EX
Subject: Re: DRAFT EMAIL to C&E - to go out late today to C&E staff: Please read if you are working on Friday or over the weekend

Thanks Ray.

SHANNAN JOHNSTON

On Jun 19, 2014, at 6:06 PM, "Tetzel, Raymond JAG:EX" <Raymond.Tetzel@gov.bc.ca> wrote:

> Hello all,
>
> Government is planning a couple of liquor policy review announcements, one on Friday and one on Saturday. Information will be sent to all staff through the regular channels, however there are three components likely to generate questions from licensees and I wanted to ensure you had time to familiarize yourself particularly if you are out doing inspections over the weekend.
>
> As you can see, the three items are being announced at different times. I trust that you will treat these announcements with utmost confidentiality before they become public.
>
> *Ray Tetzel*
> *A/Deputy General Manager*
> *Liquor Control and Licensing Branch*
> *300-1770 Burrard St.,*
> *Vancouver, B.C.*
> *V6J 3G7*
> *Phone: 604-775-0137*
> *email: raymond.tetzel@gov.bc.ca*
>
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From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 19, 2014 3:41 PM
To: Bieller, Barry JAG:EX; Tetzel, Raymond JAG:EX; Scott, Douglas S JAG:EX
Cc: Jones, Kathleen JAG:EX
Subject: DRAFT EMAIL to C&E - to go out late today to C&E staff: Please read if you are working on Friday or over the weekend

The following is under embargo and must be kept confidential until Friday at 11 a.m.:

Happy Hours

- Liquor primaries, liquor primary clubs, food primaries, and manufacturer lounge and special event endorsement areas may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below a prescribed minimum price (roughly equivalent to $3.00 per standard drink). **For the above named licence types, the previous requirement that licensees not sell product below the LDB purchase price no longer applies**. Licensees may also vary the price of liquor for certain groups (e.g. "team night" price reductions for players in uniform). As with most other Canadian jurisdictions, "two for one" drink specials are still prohibited, as they are considered a strategy likely to promote intoxication. Industry associations will receive the policy directive, but individual licensees will not be notified until the Liquor Line newsletter goes out in a couple of weeks. For that reason, I'd suggest taking an educational approach with licensees during these first few weeks.

The following is under embargo and confidential until a media event Saturday morning at 10 a.m.:

NR

NR

Doug Scott

Little, Danielle JAG:EX

From: Scott, Douglas S JAG:EX
Sent: Thursday, June 19, 2014 4:53 PM
To: Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX; Tetzel, Raymond JAG:EX
Cc: Jones, Kathleen JAG:EX
Subject: RE: DRAFT EMAIL to C&E - to go out late today to C&E staff: Please read if you are working on Friday or over the weekend

Thanks – I just spoke to Ray – we think it makes sense going out under his signature since it is C&E operations guidance…

Thanks Cindy!

Doug

From: Bieller, Barry JAG:EX
Sent: Thursday, June 19, 2014 4:48 PM
To: Stephenson, Cindy JAG:EX; Tetzel, Raymond JAG:EX; Scott, Douglas S JAG:EX
Cc: Jones, Kathleen JAG:EX
Subject: RE: DRAFT EMAIL to C&E - to go out late today to C&E staff: Please read if you are working on Friday or over the weekend

Looks good. Thanks Cindy.

From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 19, 2014 3:41 PM
To: Bieller, Barry JAG:EX; Tetzel, Raymond JAG:EX; Scott, Douglas S JAG:EX
Cc: Jones, Kathleen JAG:EX
Subject: DRAFT EMAIL to C&E - to go out late today to C&E staff: Please read if you are working on Friday or over the weekend

Government is planning a couple of liquor policy review announcements, one on Friday and one on Saturday. Information will be sent to all staff through the regular channels, however there are three components likely to generate questions from licensees and I wanted to ensure you had time to familiarize yourself particularly if you are out doing inspections over the weekend. Please treat this information as confidential.

The following is under embargo and must be kept confidential until Friday at 11 a.m.:

Happy Hours

- Liquor primaries, liquor primary clubs, food primaries, and manufacturer lounge and special event endorsement areas may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below a prescribed minimum price (roughly equivalent to $3.00 per standard drink). **For the above named licence types, the previous requirement that licensees not sell product below the LDB purchase price no longer applies**. Licensees may also vary the price of liquor for certain groups (e.g. "team night" price reductions for players in uniform). As with most other Canadian jurisdictions, "two for one" drink specials are still prohibited, as they are considered a strategy likely to promote intoxication. Industry associations will receive the policy directive, but individual licensees will not be notified until the Liquor Line newsletter goes out in a couple of weeks. For that reason, I'd suggest taking an educational approach with licensees during these first few weeks.

The following is under embargo and confidential until a media event Saturday morning at 10 a.m.:

NR

Doug Scott

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 19, 2014 10:57 AM
To: Carlson, Janice JAG:EX
Subject: FW: Drink Prices Graphic
Attachments: DrinkPrices_Graphic_1024x768px.jpg

This looks good to me but wanted to double check with you.

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

From: Turner, Caeli GCPE:EX
Sent: Thursday, June 19, 2014 9:50 AM
To: Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX; Wilson, Travis JAG:EX
Subject: Drink Prices Graphic

Hi Cindy,

Attached is the graphic that we had our graphics team make up on minimum prices. We will be linking to it from the news release. Can you have it reviewed on your end, just to make sure nothing's incorrect or missing?

Also, I contacted Travis ahead of time and he has made sure that the happy hours policy directive URL will be:
http://www.pssg.gov.bc.ca/lclb/docs-forms/policy-directive-2014-07.pdf

Thanks!
Caeli

MINIMUM DRINK PRICING & HAPPY HOURS



PRODUCT CATEGORY:	DRAUGHT BEER AND CIDER	PACKAGED BEER, CIDER AND COOLERS	WINE AND FORTIFIED WINE (INCLUDING SAKE)	LIQUEURS AND SPIRITS
MINIMUM PRICE PER OUNCE *(NOT INCLUDING SALES TAX)*:	$0.25 PER OZ *(28 ML)*	$0.25 PER OZ *(28 ML)*	$0.60 PER OZ *(28 ML)*	$3.00 PER OZ *(28 ML)*
PRICING EXAMPLES:	12 OZ SLEEVE FOR $3.00, OR 20 OZ PINT FOR $5.00	341 ML BOTTLE OR 355 ML CAN FOR $3.00	5 OZ GLASS FOR $3.00, OR 9 OZ GLASS FOR $5.40	1 OZ SPIRIT FOR $3.00, OR 2 OZ SPIRIT FOR $6.00

POLICY DIRECTIVE:
WWW.PSSG.GOV.BC.CA/LCLB/DOCS-FORMS/POLICY-DIRECTIVE-2015-07.PPT
WEBSITE:
WWW.ENGAGE.GOV.BC.CA/LIQUORPOLICYREVIEW

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BRITISH COLUMBIA

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 18, 2014 12:42 PM
To: Carlson, Janice JAG:EX
Subject: Re: Minimum prices

Thx!

Sent from my iPhone

On Jun 18, 2014, at 12:40 PM, "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca> wrote:

> Min LDB pricing no longer applies under the new reg. Yes, we consulted with Restaurants Canada, BCRFA, ABLE, and the legions. It is also unlikely that there will be many regular prices already set below the minimums. The minimums may be the highest in Canada, but they are below the average drink prices actually out there.
>
> Check out drink specials in Vancouver at this link:
>
> http://www.drinkowl.com/ca/vancouver/drink-specials
>
> *Janice*
> 250 952-5756
>
> ---
>
> **From:** Stephenson, Cindy JAG:EX
> **Sent:** Wednesday, June 18, 2014 12:35 PM
> **To:** Carlson, Janice JAG:EX
> **Subject:** Re: Minimum prices
>
> Sorry I didn't pickup on fact that bars will potentially have to raise prices in order to be compliant with the new minimum prices. Can we say that we consulted with industry on this?
>
> Sent from my iPhone
>
> On Jun 18, 2014, at 12:21 PM, "Carlson, Janice JAG:EX" <Janice.Carlson@gov.bc.ca> wrote:
>
> > Yes, the min pricing applies at all times.
> >
> > *Janice*
> > 250 952-5756
> >
> > ---
> >
> > **From:** Stephenson, Cindy JAG:EX
> > **Sent:** Wednesday, June 18, 2014 11:50 AM
> > **To:** Carlson, Janice JAG:EX
> > **Subject:** FW: Minimum prices
> >
> > Under the new happy hour rules, if a bar/restaurant is currently offering $5.00 double caesars, which comply with the minimum LDB purchase price, will they have to raise that price to $6.00?

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

From: Turner, Caeli GCPE:EX
Sent: Wednesday, June 18, 2014 10:57 AM
To: Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Minimum prices

Sorry Cindy, I'm still confused. (Maybe I haven't had enough coffee today)!

Do the new minimum prices supersede all minimum pricing that is currently in place? Meaning, for example, that the *lowest* price any FP/LP/lounge can charge for a 1oz spirit is $3, regardless of whether it's happy hour or not? And the LDB purchase price no longer matters?

From: Stephenson, Cindy JAG:EX
Sent: Wednesday, June 18, 2014 10:49 AM
To: Turner, Caeli GCPE:EX
Cc: Schollen, Tasha GCPE:EX
Subject: Minimum prices

For those establishments that sell liquor by the glass (such as bars, restaurants, and winery lounges) – they will be able to vary the price through the day as long as they don't go below the new minimum prices.

For those places that sell packaged liquor, they are already allowed to vary the price, and in their case, they can't go below the LDB minimum purchase price. For them there is no change.

In terms of the logic behind this, the minimum prices for packaged liquor can be lower because people aren't actually consuming the product onsite, whereas they are in a bar.

Here are the changes we are making to the licensee guides for liquor-primaries as FYI. I have also attached the policy directive:
<image001.png>

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

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 3:00 PM
To: Caldwell, Cheryl Y JAG:EX
Cc: Carlson, Janice JAG:EX
Subject: FW: Letter to 4 LGs re rec 16.docx
Attachments: Minimum Drink Prices and Happy Hour Rules Summary Table only.docx; Letter to Local Government-Minimum Drink Prices.doc

Hi Cheryl,

For your review, attached is the draft letter to local government. Four local governments have minimum drink prices in place now, and in three cases, ours will be higher (Vancouver, Kamloops and Nanaimo).

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

From: Carlson, Janice JAG:EX
Sent: Friday, June 13, 2014 2:36 PM
To: Stephenson, Cindy JAG:EX
Subject: RE: Letter to 4 LGs re rec 16.docx

Yes, Vancouver, Kamloops and Nanaimo will see increases in some categories. Here's the table.

Janice
250 952-5756

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 1:48 PM
To: Carlson, Janice JAG:EX
Subject: FW: Letter to 4 LGs re rec 16.docx

Sorry, you told me and I forget. Are there any municipalities who will see their minimum price increase as a result of our change?

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

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 1:29 PM
To: Carlson, Janice JAG:EX
Subject: RE: Letter to 4 LGs re rec 16.docx

Hi Janice,

I added one more line (highlighted), put it on letterhead and changed Doug's title. I think we should run it by Cheryl. Should I do that and copy you?

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

From: Carlson, Janice JAG:EX
Sent: Friday, June 13, 2014 10:10 AM
To: Stephenson, Cindy JAG:EX
Subject: Letter to 4 LGs re rec 16.docx

Thoughts?

June 20, 2014

MHayden@victoria.ca
Harley.Machielse@vancouver.ca
Rlambright@kamloops.ca
David.Stewart@nanaimo.ca

This letter is to notify you of changes to provincial regulations affecting minimum drink prices, as the contact person in your local government during our recent consultations on this issue, and given that your respective municipalities already have minimum drink prices in place. Your municipal government will be also receiving information about this change as well.

Today, government announced implementation of Liquor Policy Review Recommendation #16, which will allow liquor licensees to offer happy hours, subject to a new regulatory requirement for minimum drink pricing. A copy of the full report is available online.

The new minimum price regulations permit licensees to vary the price of liquor at any time during the business day, as long as prices do not fall below the prescribed minimum at any time. A copy of the policy directive is attached. British Columbia's new minimum drink price levels are the highest in the country among provincial jurisdictions and meet or exceed the price levels imposed by local government bylaws already in place. The new provincial minimum drink price regulation takes effect immediately. Liquor licensees are required to comply with the provincial requirements regardless of any local government bylaws that may be already in place. Liquor Control and Licensing Branch liquor inspectors will be monitoring compliance with this requirement, and we will also be writing to all licensees to notify them of this change.

Thank you to those of you who provided feedback on this issue to my staff. Your input and the input from health advocates during the Liquor Policy Review was instrumental in establishing minimum drink price levels.

Yours sincerely,

Douglas S. Scott
Assistant Deputy Minister and General Manager
Attachment

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 2:16 PM
To: Vale, Elaine JAG:EX; Carlson, Janice JAG:EX; HOLD 2014 Aug 1 Golder, Melanie JAG:EX
Cc: Bieller, Barry JAG:EX
Subject: FW: Updated NR/QAs - Happy hours
Attachments: Liquor - Happy Hour implemention - NR - 12June14 - V3.doc; Liquor - Happy Hours implementation - QA - 12June14 - V2.docx

Please let me know if you have any comments on these as well. Janice – the info on transferring liquor has been updated from the one I sent you earlier. The happy hour info is the same.

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

From: Turner, Caeli GCPE:EX
Sent: Friday, June 13, 2014 2:11 PM
To: Stephenson, Cindy JAG:EX
Subject: Updated NR/QAs - Happy hours

Hi Cindy,

I've updated the para re: transferring liquor in the NR, and added a quote from ABLE. I've left the CFRA rep as Mark von Schellwitz for now, but let us know if the branch thinks it should be Ian Tostenson instead.

In the Q+As, I added Q#9 and Q#20.

Thanks!

Caeli Turner, M.A. | Government Communications & Public Engagement
Ministry of Justice | Province of British Columbia
250 387-0520 | 250 580-4730 (cell)
caeli.turner@gov.bc.ca

Questions and Answers

B.C. Liquor Policy Review

June 20th Announcement – Happy Hours / Hospitality Changes

June 12, 2014 - DRAFT

1. **What are you announcing today?**
   - A new batch of Liquor Policy Review recommendations has been implemented, including happy hours and a number of changes that will cut red tape and simplify liquor licensing for the industry.
   - Our government has an aggressive agenda – we promised British Columbians and the industry that we would modernize B.C.'s liquor laws, and we're following through on that commitment.

NR

Happy Hours

3. **How soon can businesses hold happy hours?**
   - This change is effective today – June 20.
   - Happy hours offer socially engaging, interactive environments for British Columbians while also helping B.C. restaurants and pubs bring in customers during specific times in the day when business may be slow.

4. **What exactly are the minimum drink prices?**

   - The minimum drink prices are based on ounces of alcohol.
   - For example, the minimum price an establishment can charge is $3 for a single ounce cocktail, $3.60 for a six ounce glass of wine and $4 for a 16 ounce sleeve of beer.
   - *(See table on following page).*

Product Category	Minimum Price per ounce (not including sales tax)	Price per drink: Examples of some common sizes
Draught cider/beer	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)
Packaged beer, cider and coolers	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) bottle or 355 ml can
Wine/ Fortified wine (including sake)	$0.60 per oz (28 ml)	$3 per 5 oz glass $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)
Liqueurs/ Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

5. **What were the prices suggested by health advocates?**
   - Most health advocates that participated in the B.C. Liquor Policy Review suggested price minimum around $3.00 per standard drink – and these changes align with those recommendations.
   - Research has shown that minimum price policies can be effective in reducing alcohol abuse by at-risk groups.

6. **How does B.C.'s minimum pricing compare to other jurisdictions?**
   - B.C.'s minimum prices – in line with prices that have been adopted by a number of local governments in B.C. and consistent with levels recommended by health advocate – will be the highest in Canada.
   - We've been clear that any changes to B.C.'s liquor laws must also safeguard health and public safety – and we remain committed to that.

7. **Are you going to set specific hours within which happy hours must be held?**
   - As part of this change, businesses may vary their price through the day at any time during liquor service hours, as per the terms and conditions of their licence.
   - Typically, happy hours are offered at times of the day when business is slow – such as late afternoon, before the dinner crowd.

8. **Are all establishments – liquor-primary and food-primary – allowed to have happy hours?**
   - Yes, this change affects all establishments that sell liquor by the glass, including food-primary and liquor-primary licences, as well as manufacturer lounge and special event area endorsements.
   - We see this as a way to offer socially engaging, interactive environments for British Columbians while also helping B.C.'s licensed establishments bring in customers during specific times in the day when business may be slow.

9. **Do happy hour prices apply to shooters?**

s. 13

   - Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
   - It's also important to recognize that all staff who serve liquor at licensed establishments must have Serving it Right certification – helping to ensure staff have the effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.

10. **Won't happy hours just lead to binge drinking, which is clearly harmful?**
    - Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
    - Minimum price policies can be effective in reducing alcohol abuse by at-risk groups, according to evidence presented during the B.C. Liquor Policy Review by health advocacy groups (the Centre for Addictions Research of BC, University of British Columbia, the Health Officers Council of B.C. and B.C.'s Provincial Health Officer).
    - Parliamentary Secretary John Yap consulted with many health and public safety advocates on these changes – their opinions and research helped inform his recommendations and the policy work.
    - At the same time, we also need to ensure that licensees and staff are taking the necessary steps to ensure responsible liquor service.
    - We have plans to expand and enhance B.C.'s Serving it Right program – providing licensees and waitstaff with up-to-date knowledge about responsible beverage service and effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.
    - In addition to Serving it Right, B.C. has some excellent programs in place that provide information about alcohol consumption, such as the Healthy Minds/Healthy Campuses program targeted at post-secondary students.

11. **We saw a lot of civil disobedience during the Stanley Cup riots in Vancouver – aren't we just encouraging more riots or civil disobedience in moving forward with happy hours?**
    - Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
    - These changes are about striking the right balance – and that's why, with the introduction of happy hours, we have implemented minimum drink pricing, consistent with the views expressed by health advocates during the Liquor Policy Review.
    - That's also why we have plans to expand and enhance B.C.'s Serving it Right program – providing licensees and waitstaff with up-to-date knowledge about responsible beverage service and

effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.

- Liquor inspectors also have a very important role to play in helping to protect public safety and to ensure that our laws are being followed.
- I can tell you that the Liquor Control and Licensing Branch (LCLB)'s staff work with police on a regular basis to promote voluntary compliance with provincial liquor laws and mitigate risks to public safety, such as over-service.
- Our inspectors do everything they can to work with licensees and make sure they understand the terms and conditions of their liquor licence.

12. Won't happy hours lead to increased drinking and driving?

- B.C. has some of the toughest drinking and drinking laws in Canada.
- In the three years since our new drinking and driving laws have been in force, an estimated 190 lives have been saved – that's a 52 per cent decrease in alcohol-impaired driving fatalities.
- Many people in B.C. have changed their behaviour because of these laws.
- British Columbians can rest assured that police will continue to be out on highways enforcing the laws against impaired driving.
- B.C. will continue to work closely with police and road safety partners across the country to address the serious consequences of drinking and driving.

13. What are the penalties for an establishment that is caught over-serving patrons?

- It is the responsibility of licensees and their staff to ensure patrons do not become inappropriately intoxicated in their establishment.
- If licensees are caught permitting a person to become intoxicated, selling or giving liquor to an intoxicated person, or allowing an intoxicated person to remain in the establishment, they could face a $5,000-$7,000 fine and/or a 4-7 day suspension for a first offence, 10-14 day suspension for a second offence and 18-20 day suspension on subsequent offences.

14. Can local governments implement bylaws to allow for lower or higher minimum prices? Why not?

s. 13

15. Can establishments hold "two for one" specials? Why not?

- No, the current policy prohibiting "two for one" drink specials will be maintained, as in most other jurisdictions.
- Two for one specials can encourage binge drinking. We've been clear that any changes to B.C.'s liquor laws must safeguard health and public safety – and we remain committed to that.

16. Can establishments hold specials such as "ladies night" or "team night" for players in uniform?

- Yes, as long as the minimum drink prices are adhered to, licensees may offer time-limited drink specials to specific groups.

- This aligns with other Canadian jurisdictions.

NR

NR

For Immediate Release
[release number]
June 20, 2014

Ministry of Justice

Happy hours make their debut in B.C.

VICTORIA – B.C. officially opened the door to happy hours today – a pocket-book friendly change for British Columbians that also benefits B.C. businesses and the hospitality industry.

To protect health and public safety, happy hours have minimum drink pricing consistent with the views heard from health advocates during the B.C. Liquor Policy Review. For example, the minimum price an establishment can charge is $3 for a single ounce cocktail, $3.60 for a six ounce glass of wine and $4 for a 16 ounce sleeve of beer.

Check out this infographic for detailed information on B.C.'s minimum drink prices:
xxxxxxxxxxxx

Allowing licensees, such as pubs, restaurants and lounges, to alter their liquor prices throughout the course of the day offers new social and interactive settings for British Columbians, while also helping the industry attract customers at times when business may typically be slow.

Additional changes stemming from the Liquor Policy Review also came into effect today – cutting red tape and simplifying liquor licensing rules.

If patrons simply wish to order drinks at a food-primary establishment, they are no longer obligated to order food as well. Also, customers can now move freely with their beverage from one adjoining licensed area to another, such as from a pub to an adjoining restaurant – a common-sense change from the previous rules, which required staff to carry customers' drinks for them.

Licensees may now transfer small amounts of liquor between similar types of establishments. For instance, if a pub is experiencing a shortage of a specific liquor product, a nearby restaurant can transfer liquor to it, or a liquor store can transfer alcohol to another store with the same kind of liquor licence.

Hosts of family Special Occasion Licence (SOL) events may now serve homemade beer, wine or cider – offering further flexibility for consumers. Also, owners of UBrews and UVins, as well as their family members, are now permitted to own other liquor-related establishments – an out-of-date rule that has been updated under modernized liquor policies.

Suzanne Anton, Attorney General and Minister of Justice –

"Happy hours – with minimum prices in place to protect health and safety – will provide fun, engaging environments for consumers to save a few dollars while supporting local businesses. British Columbians told us they wanted to see happy hours brought to B.C. – we listened, we're

delivering that change and, at the same time, cutting further red tape for the hospitality industry."

John Yap, Parliamentary Secretary for Liquor Policy Reform –

"Whether it's meeting after work for a discounted pint, for example, or enjoying a happy hour cocktail on a Saturday afternoon, this change creates new social opportunities for British Columbians. To balance health and safety, our price floors align with the views expressed by health advocates during our liquor consultations and will help to encourage responsible consumption."

Mark von Schellwitz, vice president, Western Canada, Canadian Restaurant and Foodservices Association –

"Happy hours are a readily welcomed change for the food and beverage industry, creating revenue opportunities at times of the day when business may be slow and providing new occasions for customers around the province to catch up over a discounted drink at one of B.C.'s many restaurants. Additional liquor policy updates, like allowing restaurants to serve guests a drink without complicated rules on food consumption, will also reduce confusion for consumers and cut red tape for businesses."

Poma Dhaliwal, president, Alliance of Beverage Licensees (ABLE) –

"With happy hours up and running in B.C., operators can cater to groups by offering drink specials for 'team nights,' for example, helping fill their seats on slow days or during not-so-busy times. I know staff in the industry will also be happy to hear they no longer need to inconvenience their customers by making them wait until a staff member is available to carry their drinks when they simply move from the bar or patio into the restaurant."

Quick Facts:

- Although not part of the Liquor Policy Review, government has also updated an outdated regulation so that bachelor/bachelorette parties are now eligible to apply for SOLs.

- The production, distribution and sale of B.C. liquors have significant economic benefits for the Province, contributing more than $1.1 billion annually.

Learn More:

Information for licensees: http://www.pssg.gov.bc.ca/lclb/xxxxxx

Read the B.C. Liquor Policy Review final report: http://bit.ly/1beqi8i

Learn about the B.C. Liquor Policy Review: http://engage.gov.bc.ca/liquorpolicyreview/

Media Contact:

Government Communications and Public Engagement
Ministry of Justice
250 213-3602

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 1:48 PM
To: Carlson, Janice JAG:EX
Subject: FW: Letter to 4 LGs re rec 16.docx
Attachments: Letter to Local Government-Minimum Drink Prices.doc

Sorry, you told me and I forget. Are there any municipalities who will see their minimum price increase as a result of our change?

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

From: Stephenson, Cindy JAG:EX
Sent: Friday, June 13, 2014 1:29 PM
To: Carlson, Janice JAG:EX
Subject: RE: Letter to 4 LGs re rec 16.docx

Hi Janice,

I added one more line (highlighted), put it on letterhead and changed Doug's title. I think we should run it by Cheryl. Should I do that and copy you?

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

From: Carlson, Janice JAG:EX
Sent: Friday, June 13, 2014 10:10 AM
To: Stephenson, Cindy JAG:EX
Subject: Letter to 4 LGs re rec 16.docx

Thoughts?

Little, Danielle JAG:EX

From: Strong, Ralph W JAG:EX
Sent: Monday, June 9, 2014 4:20 PM
To: Scott, Douglas S JAG:EX; Caldwell, Cheryl Y JAG:EX; Bieller, Barry JAG:EX; Thomson, Vanessa JAG:EX; Tetzel, Raymond JAG:EX
Cc: Greeniaus, Barbara JAG:EX; Stephenson, Cindy JAG:EX
Subject: Information only: Recommendation Packages List June 9.xlsx
Attachments: Recommendation Packages List June 9.xlsx

Greetings everyone

Attached please find a spreadsheet showing the 73 recommendations, the packages they are in, and who is taking the lead. This is up to date as of today.

The recommendation description is a link which will take you to the full recommendation text.

Any questions or concerns, please see me.

Ralph

LPR Recommendations' Packages - as at June 9, 2014

Implementation Package #1 February / March 2014		Internal Status	Responsible Org.	Responsible Lead
NR				
56	More drink choices for consumers	Completed	PP&C	Melanie
NR				

Implementation Package #2 May - June 2014		Status	Responsible Org.	Responsible Lead
16	Happy hours with minimum price	In Progress	PP&C	Janice

NR

Pages 227 through 228 redacted for the following reasons:
- -
NR

Little, Danielle JAG:EX

From: Bieller, Barry JAG:EX
Sent: Monday, June 9, 2014 12:02 PM
To: Tetzel, Raymond JAG:EX
Subject: Happy hour advertising
Attachments: photo.JPG; ATT00001.txt; Happy Hours are here!

Hi Ray,
Here's a couple of Happy Hour signs from licensed establishments (presumably from Metro Vancouver) getting the jump on things. Perhaps your staff could follow-up with these licensees.
Thanks,
Barry

Withheld pursuant to/removed as

Copyright

Little, Danielle JAG:EX

From: s. 22
Sent: Monday, June 9, 2014 9:57 AM
To: Bieller, Barry JAG:EX
Subject: Happy Hours are here!
Attachments: photo.JPG; ATT00001.txt

Withheld pursuant to/removed as

Copyright

Little, Danielle JAG:EX

From: Tetzel, Raymond JAG:EX
Sent: Monday, June 9, 2014 12:03 PM
To: Bieller, Barry JAG:EX
Subject: RE: Happy hour advertising

Thanks Barry...yeehaaaaa

Ray Tetzel
A/Deputy General Manager
Liquor Control and Licensing Branch
300-1770 Burrard St.,
Vancouver, B.C.
V6J 3G7
Phone: 604-775-0137
email: raymond.tetzel@gov.bc.ca

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-----Original Message-----
From: Bieller, Barry JAG:EX
Sent: Monday, June 9, 2014 12:02 PM
To: Tetzel, Raymond JAG:EX
Subject: Happy hour advertising

Hi Ray,
Here's a couple of Happy Hour signs from licensed establishments (presumably from Metro Vancouver) getting the jump on things. Perhaps your staff could follow-up with these licensees.
Thanks,
Barry

Little, Danielle JAG:EX

From: McRobert, Brad P JAG:EX
Sent: Thursday, June 5, 2014 3:56 PM
To: Carlson, Janice JAG:EX
Subject: RE: 14-05 Variable pricing and min drink pricing.docx

NR

Brad McRobert
Manager, Special Occasion Licence Program
Liquor Control and Licensing Branch
250 952 5741 desk
250 952 7060 fax
1 866 209 2111 tollfree main

NR

Due to security concerns, and to keep your financial information private, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

From: Carlson, Janice JAG:EX
Sent: Thursday, June 5, 2014 3:06 PM
To: McRobert, Brad P JAG:EX; Lind, Janine P JAG:EX; Osei-Appiah, Edward JAG:EX; Johnston, Shannan JAG:EX
Subject: 14-05 Variable pricing and min drink pricing.docx

Hi all,

Attached is the draft policy directive for review by the working group before it goes out. The reg for this is scheduled to go to Cabinet on June 18. Could I please have any questions/comments by June 13? After that it goes to exec for approval.

Thanks all for your help with this project!

Janice
2-5756

Little, Danielle JAG:EX

From: Thomson, Vanessa JAG:EX
Sent: Wednesday, May 28, 2014 2:43 PM
To: Tetzel, Raymond JAG:EX
Subject: FW: min drink price and happy hour BN

From: Carlson, Janice JAG:EX
Sent: Tuesday, April 15, 2014 9:06 AM
To: LCLB-EXEC; Vale, Elaine JAG:EX; Golder, Melanie JAG:EX; Trenchard, Hugh A JAG:EX
Subject: min drink price and happy hour BN

Good morning everyone.

Attached doc is for discussion at our meeting Thursday.



Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

MINISTRY OF JUSTICE
LIQUOR CONTROL AND LICENSING BRANCH
BRIEFING NOTE

DATE: April 15, 2014

PURPOSE: For DECISION by LCLB executive

ISSUE: Permitting happy hours and establishing minimum drink prices in licensed establishments (implementation of Yap Report recommendation #16).

BACKGROUND:

- Happy hours are currently prohibited by the regulations (s. 41(2)(c), which do not allow the licensee to vary the price of liquor once it has been set for the day.

- All other Canadian provinces allow happy hours and impose a minimum price per drink. In the absence of provincial regulation of minimum drink prices, some local governments have passed bylaws imposing a minimum price on liquor sold in licensed establishments within their jurisdictions (see Appendix 1 for details).

- Licensed establishment drink prices vary depending on the type of establishment and its location. In general, BC prices for a standard drink range from about $3.00 up to about $8.00. Prices in urban centres and for specialty liquor can be much higher. Lower prices are usually found during daily "drink specials" in establishments catering to younger, lower income people or students, which tend to be where drink specials fall below the $3.00 level.

- Health advocates support minimum drink pricing to promote social responsibility and recommended they be set at the $3 level.

- The Surich report (1999) recommended pricing based on a multiple of the LDB floor price for each product category, but this poses practical problems for calculating drinks that cross categories and floor price changes are not always consistent with alcohol content (see Appendix 2 for information on this model).

PROPOSED MODEL/DECISIONS REQUIRED:

Recommended level of minimum pricing to be placed in regulation:

Product Category	**Price per drink**	**Price per oz (not including sales tax)**

Draught cider/beer	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)	$0.25 per oz (28 ml)
Packaged beer, cider and coolers	$3 per 341 ml (12 oz) bottle or 355 ml can	$0.25 per oz (28 ml)
Wine/ Fortified wine (including sake)	$3 per 5 oz glass $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)	$0.60 per oz (28 ml)
Liqueurs/ Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

    - Industry will not be supportive of a minimum price set at such a high level that it will encourage home consumption at the expense of sales in licensed establishments.
    - Recommended minimum pricing is higher than other provincial jurisdictions but in line with those adopted by BC local governments.

- Not necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do.
    - Fortified wine and liqueurs, although they have different costs, are not high volume products.
    - Provides clarity and simplicity for licensees/staff/inspectors.
    - Industry split on this issue.

- No restrictions on types of FP or LP establishments that may hold happy hours.
    - No happy hours to be permitted at SOL or catered events.
    - Minimum drink prices would also not apply to SOL or catered events.
    - Reg to be drafted so that GM will have ability to restrict happy hours in a particular establishment as a result of compliance problems.
    - Generally supported by industry but ABLE opposes permitting happy hours in FPs.

- No time restrictions on happy hours.
    - Industry input is split on this issue.
    - Alberta is the only jurisdiction that restricts hours (before 8 pm).

- Maintain prohibition on “two for one” drink specials.
    - Most other jurisdictions restrict this as well.
    - Industry supports except for Restaurants Canada who suggest two-for-one’s should be permitted as long as the price of each drink remains above the minimum.

- No additional, specific advertising restrictions on happy hours needed.

    - Current guidelines on advertising would apply (i.e. may not encourage consumption or irresponsible behaviour).
    - Industry does not support advertising restrictions.
    - Some other jurisdictions do restrict this e.g. Ontario does not allow the use of the terms “happy hour” or “cheap drinks”, and Manitoba does not allow advertising to mention liquor or prices.
    - BCRFA also recommends advertising have a message of moderation.

- No restrictions on happy hour specials being targeted to particular groups.
    - Ontario is the only jurisdiction that restricts licensees from targeting specific groups (no deals for ladies, students, etc).
    - Not supported by industry.

OTHER MINISTRIES/ORGANIZATIONS IMPACTED:

- Provincial model would supersede any local government bylaws. Intention is to have one regulation that applies provincially.
    - LCLB is consulting with local governments to ensure transition is as smooth as possible.

s. 13

Prepared by:
Janice Carlson
Policy Analyst
Policy Planning and Communications
250 952-5756

Attachment(s): Appendices 1, 2 and 3

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

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

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
Alberta	$0.16 per oz ($3.20 per 20 oz glass)	$2.75 per 12 oz ($0.23 per oz)	$0.35 per oz ($1.75per 5 oz glass)	$0.35 per oz ($1.75 per 5 oz glass)	$2.75 per oz	Must end by 8 pm No "free liquor" specials No "all you can drink" specials No "two for one" specials
Sask	$0.16 per oz	$2.25 per 12 oz ($0.19/oz)	$0.35 per oz	$0.35 per oz	$2.25 per oz	"Two for one" promotions are allowed provided that minimum prices are charged per serving. No "all you can drink" specials.
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 12 oz ($0.19 per oz)	$2.25 per 5 oz ($0.45 per oz)	$2.25 per 2 oz ($1.13 per oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices. A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available. No unlimited drinks at a single price.
Ontario	$2 per 12 oz ($0.17 per oz)	$2 per 12 oz ($0.17/oz)	$2 per 5 oz ($0.40 per oz)	$2 per 3 oz ($0.67 per oz)	$2/oz	No free liquor specials. No "all you can drink". No "two for one" specials. Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area. Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks".
Nfld	$1.65 per 12 oz ($0.14 per oz)	$1.65 per 12.5 oz ($0.13 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65 per 4 oz ($0.41 per oz)	$1.65/ oz	no "all you can drink"

Juris-diction	Draught Beer	Bottle/ Can Beer, Cider, Coolers	Wine	Fort-ified Wine	Spirits	Other Happy Hour Rules
NB	$0.11 per oz	$0.125 per oz	$0.375per oz	$1.50 per oz	$1.50 per oz	
NS	$2.50 per 12 oz ($0.21 per oz)	$2.50 per 12 oz ($0.21 per oz)	$2.50 per oz ($0.50 per oz)	$2.50 per 3 oz ($0.83 per oz)	$2.50/ oz	no "free liquor specials" no "all you can drink"
PEI	$1.25 per 8 oz ($0.16 per oz)	**Beer:** $2.50 per 12 oz ($0.21/oz) **Coolers:** $3/12 oz ($0.25/oz)	$3 per 5 oz ($0.60 per oz)	$3 per 5 oz ($0.60 per oz)	$2 per oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Prov Avg	$0.16 per oz	$0.19 per oz	$0.43 per oz	$0.73 per oz	$2.11 per oz	
Victoria	$3/12 oz ($0.25 per oz)	$3/12 oz ($0.25/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 04-117
Van	$3 per 20 oz ($0.15 per oz)	$3/20 oz ($0.15/oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 4450
Kam-loops	$3/18oz ($0.17 per oz)	$3/12 oz ($0.25 per oz)	$3/5oz ($0.60 per oz)	$3/5 oz ($0.60 per oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18oz ($0.17 per oz)	$3/bottle or can (size not specified)	$3/6oz ($0.50 per oz)	$3/6 oz ($0.50 per oz)	$3/oz for 1st oz plus $2/ each add'l oz	Bylaw 5713
LG Avg	$0.19 per oz	$0.22/oz	$0.58 per oz	$0.58/oz	$3/oz	
Com-bined Avg	$0.17 per oz	$0.20 per oz	$0.48 per oz	$0.68 per oz	$2.40 per oz	

Note: All prices include applicable taxes except Alberta and PEI

Appendix 2: Minimum Price Calculations based on multiple of LDB floor price (as recommended by Surich Report)

The 1999 Surich report recommended prices be based on a multiple of the LDB floor price for each product category, i.e. wine: 1.5 times; bottled beer: 2 times; draft beer/spirits: 2.5 times. The report did not specify a minimum price for cider or coolers but these have been included in the chart below and multiplied by a factor of 2, and liqueurs have been multiplied by a factor of 2.5.

Product Category	LDB Floor Price	Price per Drink* (before tax)
Draught cider	$2.45 per litre	$3.06 per 0.5 litre (17.5 oz) or $0.17 per oz (28 ml)
Draught beer	$2.22 per litre	$2.75 per 0.5 litre (17.5 oz) or $0.20 per oz (28 ml)
Packaged cider and coolers	$3 per litre	$2.04 per 341 ml bottle
Packaged beer	$3.54 per litre	$2.41per 341 ml bottle
Wine and sake	$7.20 per litre (for packages less than 10 litres)	$8.09 per 750 ml bottle or $1.53 per 5 oz (142 ml) glass
Liqueurs	$16.15 per litre	$1.13 per oz (28 ml)
Spirits	$31.66 per litre	$2.22 per oz (28 ml)

Note: These prices are calculated based on the absolute number of servings per litre and do not take into account that the number may in reality be lower due to spillage, customer returns, etc. If the calculation included a factor for spillage, return, etc, the price per drink would be higher.

*Price calculations between metric and imperial are rounded to the nearest cent.

Pages 242 through 244 redacted for the following reasons:
- -
s 12
s 14

Little, Danielle JAG:EX

From: McRobert, Brad P JAG:EX
Sent: Wednesday, May 14, 2014 3:59 PM
To: Carlson, Janice JAG:EX
Subject: RE: variable pricing and minimum drink pricing - update and final input

Thx. I've had another look and have nothing to add.

Cheers

Brad McRobert
Manager, Special Occasion Licence Program
Liquor Control and Licensing Branch
250 952 5741 desk
250 952 7060 fax
1 866 209 2111 tollfree main

LCLB has improved its SOL webpage with easier-to-read instructions and the addition of new reference documents. Please visit http://www.gov.bc.ca/specialoccasionlicence for more information about Special Occasion Licensing, including SOL policy exemption applications, program changes or other helpful information for liquor licensing at a special event.

Due to security concerns, and to keep your financial information private, Liquor Control and Licensing Branch will not accept electronically transmitted applications containing credit card information.

-----Original Appointment-----
From: Carlson, Janice JAG:EX
Sent: Wednesday, May 14, 2014 2:45 PM
To: McRobert, Brad P JAG:EX
Subject: FW: variable pricing and minimum drink pricing - update and final input
When: Wednesday, May 14, 2014 2:00 PM-3:00 PM (GMT-08:00) Pacific Time (US & Canada).
Where: LCLB R Crosstown SG:EX

-----Original Appointment-----
From: Carlson, Janice JAG:EX
Sent: May-07-14 9:08 AM
To: Carlson, Janice JAG:EX; Johnston, Shannan JAG:EX; Osei-Appiah, Edward JAG:EX; Lind, Janine P JAG:EX; McRobert, Brad P JAG:EX
Cc: Stephenson, Cindy JAG:EX
Subject: variable pricing and minimum drink pricing - update and final input
When: May-14-14 2:00 PM-3:00 PM (UTC-08:00) Pacific Time (US & Canada).
Where: LCLB R Crosstown SG:EX

Hi everyone,

Attached is the proposed policy, which is now in drafting for the reg change. We are scheduled for Cabinet on June 18 for approvals. Just wanted to update you on where things stand and get any final suggestions for improvement or identify any potential problems before I draft up the policy directive. As you know the details have not yet been announced so please don't share outside the branch. Thanks Shannan and Ed for the great input from licensees. I also consulted the industry associations and you'll see a summary of their views in an appendix.

<< File: BN Happy hours and min drink prices DRAFT.docx >>

Cindy, this is an FYI for you only. Up to you if you'd like to attend.

Ed, dial in information is as follows:

Dial s. 15, s. 17
Participant I s. 15, s. 17

Any questions pls call.

Thanks everyone for your help with this.

Janice
250-952-5756

Little, Danielle JAG:EX

From: Van Den Bulk, Jeannette MTIC:EX
Sent: Tuesday, May 6, 2014 3:26 PM
To: Carlson, Janice JAG:EX
Subject: RE: proposed Liquor Control and Licensing Regulation amendment

Hi Janice
Thank you for providing the RPIA for our review. We do not have any concerns from a privacy or access perspective. We do not require to see a draft of the regulation and do not recommend a consultation with the Office of the Privacy Commissioner.
A completed copy is attached to this email.



Cheers
Jeannette

From: pia intake MTIC:EX
Sent: May-06-14 10:09 AM
To: Carlson, Janice JAG:EX
Cc: Van Den Bulk, Jeannette MTIC:EX; Padgett, Eileen MTIC:EX
Subject: RE: proposed Liquor Control and Licensing Regulation amendment

Hi Janice,

Thank you for submitting this Regulation PIA to us. Your file has been assigned to Jeannette Van Den Bulk, and its tracking number will be JAG14014.

Jeannette will contact you upon completion of her review. If you have any questions about our review process, please contact Jeannette directly.

Best,

Michael Smith | Privacy Analyst and Investigator
Legislation, Privacy and Policy Branch
Office of the CIO | Province of BC
Ministry of Technology, Innovation, and Citizens' Services
(250) 216-3976

From: Carlson, Janice JAG:EX
Sent: Monday, May 5, 2014 11:53 AM
To: pia intake MTIC:EX
Subject: proposed Liquor Control and Licensing Regulation amendment

<< File: PIA variable pricing and min drink prices.docx >>

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Regulation Privacy Impact Assessment (RPIA)

Is this RPIA necessary?

Yes: FOIPPA's section. 69 (5.1) states that the PIA must be submitted to the minister responsible for FOIPPA for review **during the development** of any new project, program or activity, system or **proposed enactment (which includes a regulation)** or when **making changes to an existing one.** Ministries must complete the RPIA and submit it to KIS even if no personal information is apparently involved.

Please submit a completed Regulation Privacy Impact Assessment (RPIA) for all Regulations to Legislation, Privacy and Policy Branch (LPP). If you have any questions regarding this process or when filling out the RPIA, please contact LPP at 250 356 0361.

Part 1 – GENERAL

Name of Draft Regulation:	Liquor Control and Licensing Regulation (Happy Hours)		
Date of Draft Regulation:	May 2, 2014		
Name of Associated Legislation:	Liquor Control and Licensing Regulation		
Name of Ministry:	Justice		
Ministry Contact:	Janice Carlson	Phone:	250 952-5756
Email:	Janice.Carlson@gov.bc.ca		

1. Please indicate whether the regulation is:

	New
x	Amended
Name of the Regulation being replaced (if applicable):	

2. Please provide a brief summary of the proposed regulation.

The proposed regulatory change removes a restriction preventing licensed establishments from varying the price of liquor throughout the course of the business day, and adds requirements specifying minimum pricing for licensed establishments that sell liquor by the glass.

3. Please state whether:

a)	You have a targeted Cabinet meeting date (Y/N):	Yes	If yes, for what date?	June 18, 2014
b)	LPP has reviewed a Legislative PIA (LPIA) on legislative amendments that relate to the proposed regulation (Y/N):			No

	If yes, please attach a copy and indicate the relevant parts.

Part 2 – PRIVACY (Protection of Privacy)

In the following questions, "**proposed regulation**" means the new or amended regulation that your ministry is putting forward. This RPIA deals strictly with that regulation and does not assess compliance under FOIPPA as it applies to existing legislation or regulations or the programs that are operational under your legislation.

4. a) In the proposed regulation, what personal information, if any, is authorized to be collected, used or disclosed? Please detail as specific a list as possible.

None.

b) Will there be a change to the scope (amount or type) of personal information being collected, used, or disclosed? If so, please describe the changes in as much detail as possible.

No.

5. **Collection of personal information**

a)	Does the proposed regulation **specifically authorize or involve the collection** of personal information?		
	Yes	X	No (If no, proceed to question 6)
If **yes**, please describe the personal information being collected and the purpose for the collection. In addition, please provide the rationale for the collection.			
b)	If personal information is to be collected, will it be collected directly from the individual concerned?		
	Yes (If yes, proceed to question 6)		No
If no, please specify what statutory authority the regulation will rely on in order to authorize indirect collection (see s. 27 of FOIPPA).			

6. **Use of personal information**

a)	Does the proposed regulation **specifically authorize or involve the use** of personal information?		
	Yes	X	No (If no, proceed to question 7)
If yes, please describe the use and provide a rationale for it.			

7. **Disclosure of personal information**

a)	Does the proposed regulation **specifically authorize or involve the disclosure** of personal information?		
	Yes	X	No (If no, proceed to question 8)
If yes, please describe the disclosure and provide a rationale for it.			
b)	Does the proposed regulation involve the disclosure of personal information outside Canada? This includes information posted on the internet: storage outside Canada includes temporary storage on servers outside Canada.		
	Yes (Please describe and provide the rationale)		No (If no, proceed to question 8)

8. Does the proposed regulation address the retention/disposal of personal information? If so, please explain what processes or plans will be in place to address retention/disposal of personal information.

No.

Part 3 – ACCESS (Freedom of Information)

9. Does the proposed regulation relate to a section in the legislation that **overrides** or **limits** provisions of FOIPPA or that asserts that the regulation will operate **notwithstanding** or **despite** FOIPPA?

	Yes	X	No (If no, proceed to question 10)
a)	If yes, please identify the provisions of FOIPPA that will be affected or overridden:		

b)	Please also cite the operative section in the proposed regulation (if available):

10. Does the proposed regulation involve a confidentiality clause, or relate to a confidentiality clause in legislation, or any other provision that limits the access of an individual to their personal information or other records of the public body?

	Yes	X	No
a)	If yes, please cite and reproduce the relevant section in the proposed regulation or associated legislation (if available):		
b)	Please explain why the confidentiality clause or other limiting provision is **necessary** (if this has not been previously addressed in a legislative PIA):		

Part 4 – CONCLUSION

This RPIA is based on the draft regulation identified on page one. If the regulation undergoes any subsequent, substantive changes, please inform Legislation, Privacy, and Policy Branch immediately, as it may affect the validity or soundness of this RPIA. Not doing so may delay the passage of the regulation.

RPIA Completed by:	Janice Carlson	Title:	Policy Analyst	Date:	May 5, 2014
RPIA Reviewed at LPP by:	J Van Den Bulk	Title:	Director, Privacy Reviews	Date:	May 6, 2014

Pages 253 through 256 redacted for the following reasons:
- -
s 14

Little, Danielle JAG:EX

From: XT:Masse, Penny LCLB:IN
Sent: Monday, April 28, 2014 1:55 PM
To: Carlson, Janice JAG:EX
Cc: Bruce Anderson; Nelda Richardson; XT:Laberge, Dave LCLB:IN; 'rob.stit@rcmp-grc.gc.ca'; XT:Stewart, David LCLB:IN
Subject: Implementation of Happy Hour and Minimum Drink Prices in Licensed Establishments
Attachments: 2014Apr28 CoN Response to Happy Hour and Minimunt Drink Price Proposals.pdf

Good afternoon.
The attached is forwarded on behalf of Dave Stewart.
Thank you,
Penny

Penny Masse
Nanaimo City Hall
Community Development Department
Planning & Design Section
Service & Resource Centre - 411 Dunsmuir Street
Nanaimo, BC V9R 5J6
penny.masse@nanaimo.ca
Fax - 250-755-4439
Phone - 250-755-4429, x4331



CITY OF NANAIMO
THE HARBOUR CITY

COMMUNITY DEVELOPMENT DEPARTMENT

2014-APR-28

Via email: Janice.Carlson@gov.bc.ca

Ms. Janice Carlson
Policy Analyst
Liquor Control and Licensing Branch
P.O. Box #9292 Stn Prov Govt
Victoria, BC V8W 9J8

Dear Ms. Carlson:

Re: Implementation of Happy Hours and Minimum Drink Prices in Licensed Establishments - City Of Nanaimo Response

Thank you for contacting the City of Nanaimo as part of the policy work to support implementation of the happy hours and minimum drink prices policies in licensed establishments.

As you are aware, the City of Nanaimo has a Minimum Drink Price Bylaw. The bylaw was enacted in response to recommendations from the City of Nanaimo Liquor Control Strategy published in 2002, which observed the following problem.

> *"In an effort to gain market share, the city's nightclubs offer cheap drink promotions that are designed solely to encourage patrons to over-drink to the point of intoxication."*

The prevailing issue is the continued competition among liquor primary establishments to gain market share. The nightclub industry is highly competitive and owners are continuously offering promotions to attract patrons. The RCMP Barwatch detail has expressed concerns that inexpensive drink prices consistently result in over service and intoxication, while club owners often struggle to compete with other clubs offering discounted drinks.

The City's response to the input requested is noted below:

1. What is the appropriate level of minimum pricing?
Recently, the City's Barwatch group, which includes representatives from downtown nightclubs as well as local liquor inspectors, the RCMP and City Staff members, unanimously voted to recommend that the city amend the minimum drink price in the Minimum Drink Price Bylaw to $3.50.

While an appropriate level of pricing will vary by municipality depending on local conditions including the cost of living and the nightclub atmosphere; based on the Barwatch recommendation, the City feels strongly that $3.50 for a pint of beer is an appropriate level of pricing for Nanaimo.

2. Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?
The intent of a Minimum Drink Bylaw is to prevent over-intoxication and, as such, it is important to tie the price of a drink to drink type/alcohol content and serving size.

3. Are there any types of establishments where happy hours should NOT be permitted?
With the emergence of 'club restaurants', such as Cactus Club and Original Joes, and the other recommendations within Mr. Yap's report concerning food primary establishments (most notably recommendations #36 and 37), the difference between a liquor primary establishment and a food primary establishment has become somewhat blurred. The City's Minimum Drink Price Bylaw applies to all licensed establishments.

It is the City of Nanaimo's belief that any happy hour regulations or provincial minimum drink price that is established should be applied to both liquor and food primary establishments.

4. Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.). Is there any appetite/reason to do so here?
Yes, most noise and disturbance issues associated with liquor licensed establishments occur at night. Cheap drink specials offered shortly before night club closing hours will result in a number of intoxicated patrons being discharged onto City streets at the same time.

It is also important to note that happy hours be applied consistently within the same municipality. It was noted by representatives within the City's Barwatch group that happy hours times should not be staggered among establishments. Staggered happy hour times could result in patrons 'staggering' between establishments in order to attend a number of happy hours within the same day.

5. Should "two for one" drink specials continue to be prohibited?
For the reasons previously stated above, we do not believe two for one drink specials should be offered late at night at any liquor licensed establishment.

6. Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?
The City of Nanaimo does not have a strong opinion on this matter, but would like to be kept informed of any changes to LCLB policy concerning advertising for drink specials.

7. Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?
The City of Nanaimo does not have a strong opinion on this matter but would like to be kept informed of any changes to LCLB policy.

8. Any other thoughts or comments about happy hours or minimum drink prices?
The City of Nanaimo is continuing to consult with its Barwatch group regarding the proposed 'happy hour' legislation and, if possible, would like the opportunity to continue to offer feedback throughout the policy adoption process.

Yours truly,

Dave Stewart, Planner
Planning & Design Section
Community Development Department

DS/pm
ec *Bruce Anderson, Manager, Planning & Design Section*
Nelda Richardson, Manager, Development Support Services & Business Licensing
Corporal Dave LaBerge, RCMP
Corporal Rob Stit, RCMP
G:Devplan/Files/Liquor/LCLB Policies and Procedures/2014Apr28 CoN Response to Happy Hour and Minimum Drink Price Proposals.docx

Little, Danielle JAG:EX

From: Machielse, Harley <Harley.Machielse@vancouver.ca>
Sent: Friday, April 25, 2014 10:31 AM
To: Carlson, Janice JAG:EX
Cc: Kuhlmann, Thor; XT:Cumerlato, Lucia LCLB:IN
Subject: RE: LCLB CONSULTATION
Attachments: Evaluation - Response to LCLB on Minimum Drink Pricing and Happy Hour.docx

Hi Janice,

Sorry for the late reply and thank you for giving us the opportunity to comment on happy hour and the minimum drink pricing. In general, we don't happy hour due to the number of negative outcomes associated with it (binge drinking, overconsumption…). However, we understand the recommendation is moving forward and we feel it's important to set minimum drink prices high enough to help curtail some of the negative effects of happy hour. Please see the attached document with our comments.

Thanks again,

Harley Machielse, P.Eng.
Acting Asst. Director, Licence & Animal Control and
Deputy Chief Licence Inspector
City of Vancouver
Tel: 604.873.7545
Email: harley.machielse@vancouver.ca

From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 10, 2014 10:03 AM
To: Machielse, Harley
Subject: LCLB CONSULTATION

Good morning,

As part of the ongoing implementation of the Liquor Policy Review Report, LCLB is in the process of developing a model for implementing minimum drink pricing in licensed establishments. Attached is a consultation document for your review. As one of the local government jurisdictions with a minimum drink price bylaw your input would be greatly appreciated.

Please let me know if you have any questions or would like to discuss.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Response to LCLB on Minimum Drink Pricing and Happy Hour

1. What is the appropriate level of minimum pricing?

Research consistently identifies alcohol pricing as being the most effective in curtailing harm (i.e. increase in price reduces consumption and less consumption equals less harms)[1]. One BC study found that a 10 percent increase in the average minimum price of all alcoholic beverages was associated with an equivalent decrease in acute and chronic alcohol-attributable hospital admissions. Research also shows that limiting or restricting happy hours is one of the effective ways in reducing harms like violence[2].

In order to set the level of minimum pricing, it is not recommended to look to other jurisdictions. Their price minimums are inconsistent with each other, mostly likely due to inflation (and elapsed time), rather than a conscious policy rationale. As a result, BC should look at the evidence-based research on best practice for price minimums. The Provincial Health Officer (PHO) recommended a minimum price of $3.00 per standard drink served on premise. For purposes of this calculation, a standard drink amounts are 12 ounces of beer, five ounces of wine, and 1.5 ounces of spirits. **Note:** This recommendation was made in 2008 and will require updating to reflect inflation over the intervening six years. Also, the minimum drink price should be annually adjusted to inflation, so that the effective alcohol minimums do not effectively decline over time.

Given that drink sizes can vary considerably, it is important to set a price minimum based on volume (e.g. on a per ounce or millilitre) basis, rather than an assumed standard glass size. The table below indicates the PHO's recommended minimum price per ounce:

	Health Officer's 2008 Advice[3] (and minimum of $3.00/drink)
Beer	$0.25/oz
Wine	$0.6/oz
Spirits*	$2/oz

[1] CARBC: "Reducing Alcohol-Related Harms and Costs in BC: A Provincial Summary Report", Bulletin # 10 Aug 2013; Stockwell et al: "Minimum Alcohol Prices and Outlet Densities in BC, Canada: Estimated Impacts on Alcohol-Attributable Hospital Admissions" American Journal of Public Health April 18 2013; and, Stockwell et al "Operator and Regulatory Best Practices in the Reduction of Violence in and Around Licensed Premises: A Review of Australian and Canadian Research" April 2013.

[2] "Alberta Roundtable on Violence in and around Licensed Premises", 2006, as cited in Stockwell et al: "Operator and Regulatory Best Practices in the Reduction of Violence in and Around Licensed Premises: A Review of Australian and Canadian Research", April 2013.

[3] Kendall P: "Public Health Approach to Alcohol Policy", 2008.

*See additional discussion in #2 below.

2. Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

The City supports different minimum pricing for different types of alcohol based on alcohol content.

It is likely that the categories will need to be broader than simply differentiating draft and packaged beer, or wine and fortified wine. Drink strengths vary considerably, even within a seemingly-consistent category. For example, beer ranges from 3 to well over 7 percent alcohol; wine ranges from 5 to over 15 percent; and spirits range from 7 to over 60 percent[4]. If the price minimums are overly simplistic, an especially strong drink (e.g. cask strength whisky) could be priced low to sell rapidly, while a low strength drink (e.g. light beer, wine spritzer) could be priced punitively high.

A one size fits all approach will not be effective in reducing overconsumption. A minimum drink pricing policy should be based on:

a) percentage of alcohol by volume, and as necessary, the role of non-alcoholic mixers play in reducing alcohol strength; and,
b) size of the drink (e.g. ounces/millilitres)

Furthermore, we encourage the LCLB to pay additional attention to spirits. As a much higher strength alcohol, spirits give rise to potentially faster consumption. For example, a shooter of spirits can be consumed much more quickly than a glass of beer. To counteract this risk, we recommend:

i) a higher minimum price for spirits; and
ii) requirements to provide information to encourage drinkers to monitor speed and volume of alcohol consumption, and to engage in healthy practices such as eating food or alternating each drink with a glass of water.

3. Are there any types of establishments where happy hours should NOT be permitted ?

[4] http://www.health.gov.bc.ca/library/publications/year/2008/alcoholpolicyreview.pdf

The City (and the LCLB) should retain the right to revoke the happy hour privilege in individual establishments that generate a high number of issues related to overconsumption (e.g. fighting, OD/intoxication, DUI).

4. **Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?**

Research indicates that restricting happy hours reduces harms or alcohol such as violence[5]; however, the City is concerned that setting a time of day restriction on happy hour (e.g. before 8 pm) would encourage patrons to arrive at a bar early and drink quickly (and possibly without eating) to beat the deadline. The unintended effect of a time-of day-restriction may be higher incidents of severe intoxication. The LCLB should consider carefully the pros and cons of time of day restrictions.

5. **Should "two for one" drink specials continue to be prohibited?**

Two for one specials should be required to meet the minimum drink prices set out in section 1, above.

6. **Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?**

As the City does not possess the necessary expertise on advertisement policy, we will refrain from providing comment on this question.

7. **Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?**

Given that targeted happy hour would, by definition, exclude certain people (e.g. males, non-students) from accessing the drink special, it may reduce consumption. Careful consideration of this type of restriction is warranted.

[5] Stockwell et al: "Operator and Regulatory Best Practices in the Reduction of Violence in and Around Licensed Premises: A Review of Australian and Canadian Research", April 2013.

8. Any other thoughts or comments about happy hours or minimum drink prices?

By allowing happy hour, the LCLB will be enabling a milieu that financially rewards fast drinking, copious drinking, and, if happy hour is structured earlier in the evening (i.e. during a slower period), earlier commencement of drinking. All three pressures may lead to overconsumption and its numerous harmful effects. As a result the LCLB should carefully monitor the key indicators of alcohol harms arising from happy hours: hospital visits for intoxication and overdose, Police calls (e.g. violence, disturbance) and DUIs. As necessary, the LCLB should be prepared to amend or revoke the happy hour privilege if it is determined that significant harms have resulted.

Little, Danielle JAG:EX

From: XT:Stewart, David LCLB:IN
Sent: Thursday, April 17, 2014 1:53 PM
To: Carlson, Janice JAG:EX
Cc: 'ROB STITT'
Subject: RE: LCLB Consultation

Janice
Thank you for including the City of Nanaimo in your referral process. In order to provide a more detailed referral I would to speak with members of our Barwatch program (consisting of City Staff, the RCMP and downtown nightclub owners/managers) who helped develop our minimum drink price bylaw. In order to do this I am requesting an extension to the April 22nd deadline for the referral. I hope to be able to provide a comprehensive response by the 25th.

Dave Stewart, M. Plan, MCIP
Planner, Planning and Design Section
Community Safety and Development
City of Nanaimo
phone: 250-755-4460 ext. 4332



From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 10, 2014 10:05 AM
To: David Stewart
Subject: LCLB Consultation

Good morning,

As part of the ongoing implementation of the Liquor Policy Review Report, LCLB is in the process of developing a model for implementing minimum drink pricing in licensed establishments. Attached is a consultation document for your review. As one of the local government jurisdictions with a minimum drink price bylaw your input would be greatly appreciated.

Please let me know if you have any questions or would like to discuss.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Mark Hayden <MHayden@victoria.ca>
Sent: Wednesday, April 16, 2014 9:05 AM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB Consultation
Attachments: Minimum Drink Prices and Happy Hour Rules Consultation LG.docx

As requested, the City's responses to your questions are in the attached document.

Mark Hayden
Manager, Bylaw and Licensing Services
Legislative and Regulatory Services Department
City of Victoria
1 Centennial Square, Victoria BC V8W 1P6

TEL 250.361.0268 **FAX** 250.361.0205





From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, Apr 10, 2014 10:04
To: Mark Hayden
Subject: LCLB Consultation

Good morning,

As part of the ongoing implementation of the Liquor Policy Review Report, LCLB is in the process of developing a model for implementing minimum drink pricing in licensed establishments. Attached is a consultation document for your review. As one of the local government jurisdictions with a minimum drink price bylaw in place your input would be greatly appreciated.

Please let me know if you have any questions or would like to discuss.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Liquor Control and Licensing Branch Consultation

Proposal: Implementation of happy hours and minimum drink prices in licensed establishments

Background:

At the end of January, 2014, government announced acceptance of recommendation # 16 of the Liquor Policy Review Report, which would permit licensees to offer time-limited drink specials (i.e. happy hours), provided the price is not below a prescribed minimum.

Currently, liquor prices must be at least as much as the original Liquor Distribution Branch purchase price. The minimum specifications for pricing are set out in s. 41 of the Liquor Control and Licensing Regulations. Under this section there is a requirement that the price of liquor not be altered during the course of the business day. This regulation prohibits price reductions such as happy hours or two for one drink specials.

As part of ongoing policy work to support implementation of the Liquor Policy Review Report, the branch is requesting industry input. The following table summarizes happy hour and minimum drink policy in other Canadian provinces and the four BC local governments which have already implemented minimum price bylaws. Note that the imposition of provincial regulation of minimum drink pricing will supersede local government bylaws.

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

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

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
Alberta	$0.16/oz ($3.20/20 oz glass)	$2.75 per 12 oz ($0.23/oz)	$0.35/oz ($1.75/5 oz glass)	$0.35/oz ($1.75/5 oz glass)	$2.75 per oz	Must end by 8 pm No “free liquor” specials No “all you can drink” specials No “two for one” specials
Sask	$0.16/oz	$2.25/12 oz ($0.19/oz)	$0.35/oz	$0.35/oz	$2.25/oz	“Two for one” promotions are allowed provided that minimum prices are charged per serving. No “all you can drink” specials.

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	Note: In Saskatchewan a separate set of lower min prices apply to military messes and veteran canteens which are considered to have a unique character ($1 for 1 oz spirits or 12 oz beer, coolers, ciders, draught beer is $0.14/oz and wine is $0.35/oz)					
Man	$2.25/12 oz ($0.19/oz)	$2.25/12 oz ($0.19/oz)	$2.25/5 oz ($0.45/oz)	$2.25/2 oz ($1.13/oz)	$2.25 per oz	Happy hours advertising permitted only if there is no mention of liquor or prices A licensee may offer a drink and food promotion with a single price, provided patrons are advised of the food and drink included in the price and that substitution of non-alcoholic beverages are available No unlimited drinks at a single price
Ont	$2/12 oz ($0.17/oz)	$2/12 oz ($0.17/oz)	$2/5 oz ($0.40 /oz)	$2/3 oz ($0.67/oz)	$2/oz	No free liquor specials No "all you can drink" No "two for one" specials Liquor prices must be the same for all patrons (no deals for ladies, students etc) but may vary in separate locations of their establishment, e.g. different prices in a patio area Advertising of liquor prices and promotions must be responsible in nature, i.e. may not include term like "happy hour" or "cheap drinks"
Nfld	$1.65/12 oz ($0.14/oz)	$1.65/12.5 oz ($0.13/oz)	$1.65/4 oz ($0.41/oz)	$1.65/ 4 oz ($0.41/oz)	$1.65/oz	no "all you can drink"
NB	$0.11/oz	$0.125/oz	$0.375/oz	$1.50/oz	$1.50/oz	
NS	$2.50/12 oz	$2.50/12 oz	$2.50/5 oz	$2.50/3 oz	$2.50/oz	no "free liquor specials" no "all you can drink"

Jurisdiction	Draught Beer	Bottle/Can Beer, Cider, Coolers	Wine	Fortified Wine	Spirits	Happy Hour Rules
	($0.21/oz)	($0.21/oz)	($0.50/oz)	($0.83/oz)		
PEI	$1.25/8 oz ($0.16/oz)	Beer: $2.50/12 oz ($0.21/oz) Coolers: $3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$2/oz	no "free liquor specials" - no "all you can drink" - no "two for one" specials
Average (Provincial)	$0.16/oz	$0.19/oz	$0.43/oz	$0.73/oz	$2.11/oz	
Victoria	$3/12 oz ($0.25/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 04-117
Van	$3/20 oz ($0.15/oz)	$3/20 oz ($0.15/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 4450
Kamloops	$3/18 oz ($0.17/oz)	$3/12 oz ($0.25/oz)	$3/5 oz ($0.60/oz)	$3/5 oz ($0.60/oz)	$3/oz	Bylaw 9-60 sec. 516-519
Nanaimo	$3/18 oz ($0.17/oz)	$3/bottle or can (size not specified)	$3/6 oz ($0.50/oz)	$3/6 oz ($0.50/oz)	$3/oz for 1st oz plus $2/each add'l oz	Bylaw 5713
Average (Local Govt)	$0.19/oz	$0.22/oz	$0.58/oz	$0.58/oz	$3/oz	
Combined Average	$0.17/oz	$0.20/oz	$0.48/oz	$0.68/oz	$2.40/oz	

Note: All prices include applicable taxes except Alberta and PEI

Input Requested: **City of Victoria comments in (Red).**

What is the appropriate level of minimum pricing? The City of Victoria still believes the minimum pricing that it has in place is still applicable and necessary – the City supports minimum drink pricing.

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do? Support the minimum price per ounce for each "class" of beverage (beer, wine, spirits). Suggest that pricing by class reflect relative harm of each class of beverage (e.g. spirits carry a higher per unit price relative to beer)

Are there any types of establishments where happy hours should NOT be permitted ? See answer to the following question.

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here? Not certain that "happy hour" regulations are necessary/needed if minimum drink prices are established.

Should "two for one" drink specials continue to be prohibited? See comments on minimum drink prices. If minimum drink prices are in place, then regulations such as "2 for 1" become irrelevant.

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)? Again, if you have minimum drink prices in place, then regulations related to this issue are probably unnecessary.

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)? This is not an issue if you have minimum drink pricing in place. If not, then it would be a consideration – especially for young persons.

Any other thoughts or comments about happy hours or minimum drink prices? As previously stated, the City of Victoria strongly believes that these issues are best regulated through "minimum pricing" regulations.

Please contact Janice Carlson, Policy Analyst, with feedback by April 22, 2014
250 952-5756 or Janice.Carlson@gov.bc.ca

Little, Danielle JAG:EX

From: Mark von Schellwitz <mvonschellwitz@restaurantscanada.org>
Sent: Friday, April 11, 2014 9:43 AM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION

That is good news as there were some member questions on this.

Thanks for getting back to me.

Mark

Mark von Schellwitz
Vice President, Western Canada
Restaurants Canada
#2410 - 555 West Hastings Street, Vancouver, BC V6B 4N6
T: 604-685-9655 toll free 1-866-300-7675
F: 604-685-9633
www.restaurantscanada.org
@RestaurantsWest
Please note new email address: mark@restaurantscanada.org

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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: April-10-14 10:30 AM
To: Mark von Schellwitz
Subject: RE: LCLB CONSULTATION

Hi Mark,

Just wanted to get back to you about your submission and answer your question about the interaction between local government minimum price bylaws and how they would be affected by the introduction of a provincial regulation. Any change to the Liquor Control and Licensing Regulation imposing minimum drink prices in licensed establishments would supersede local government bylaws. Our intention is to have one regulation that applies provincially. I am in the process of consulting on this with the 4 local governments that will be affected so that the transition will be as smooth as possible.

Please call if you'd like more information or would like to discuss.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch

250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

From: Mark von Schellwitz [mailto:mvonschellwitz@restaurantscanada.org]
Sent: Friday, April 4, 2014 7:00 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION

Janice,

Sorry for how late on April 4th I am getting back to you with respect to the minimum drink pricing and happy hour consultation paper. It has been a crazy busy week for me. Attached is Restaurants Canada's letter answering your questions. I am happy to discuss the attached letter with you in more detail at your convenience.

Have a great weekend!

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Restaurants Canada
#2410 - 555 West Hastings Street, Vancouver, BC V6B 4N6
T: 604-685-9655 toll free 1-866-300-7675
F: 604-685-9633
www.restaurantscanada.org
@RestaurantsWest
Please note new email address: mark@restaurantscanada.org

CRFA is now:



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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: March-25-14 10:52 AM
To: Mark von Schellwitz
Subject: LCLB CONSULTATION

Hello Mark,

Attached is the consultation document about minimum drink pricing and happy hours in licensed establishments we discussed a few weeks ago.

Thanks for agreeing to assist with this. Your help is much appreciated. If you have any questions, contact info is below.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

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Version: 2014.0.4336 / Virus Database: 3722/7238 - Release Date: 03/23/14

Little, Danielle JAG:EX

From: Machielse, Harley <Harley.Machielse@vancouver.ca>
Sent: Thursday, April 10, 2014 11:16 AM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION

Thanks Janice. I will review and get back to you in the next couple days.

Harley

From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 10, 2014 10:03 AM
To: Machielse, Harley
Subject: LCLB CONSULTATION

Good morning,

As part of the ongoing implementation of the Liquor Policy Review Report, LCLB is in the process of developing a model for implementing minimum drink pricing in licensed establishments. Attached is a consultation document for your review. As one of the local government jurisdictions with a minimum drink price bylaw your input would be greatly appreciated.

Please let me know if you have any questions or would like to discuss.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Laura Rallis <laura.rallis@legionbcyukon.ca>
Sent: Thursday, April 10, 2014 10:43 AM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION - NR

Good Morning Janice,

we have no objections at all! Please let us know if you need any further explanation on any of the items – we would be happy to assist.

Laura

From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 10, 2014 10:41 AM
To: Laura Rallis
Subject: RE: LCLB CONSULTATION - NR

Hello Laura,

NR

Happy to discuss if you like.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

From: Laura Rallis [mailto:laura.rallis@legionbcyukon.ca]
Sent: Wednesday, April 9, 2014 12:29 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION - NR

Good Afternoon Janice,

We are pleased to provide you with the results of our surveys for NR and Happy Hour.

Please let us know if you have any questions or concerns.

Thank you for the opportunity to share our branch's feedback on these consultation items!

All the best,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
Toll-free: 1-888-261-2211
Fax: 604-575-8820
Website: legionbcyukon.ca

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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 03, 2014 8:36 AM
To: Laura Rallis
Subject: RE: LCLB CONSULTATION NR

Hi Laura,

Yes NR And we'd be delighted to get your input on the happy hours. Thanks for offering to help.Here's the document. I know this doesn't give you much time but would it be possible to get a reply by Wed April 9 on this as well?

Janice
250 952-5756

From: Laura Rallis [mailto:laura.rallis@legionbcyukon.ca]
Sent: Wednesday, April 2, 2014 4:00 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION NR

Hi Janice,

I just had a quick question…we see that ABLE has sent out a survey to their members with respect t NR NR he same information we were sent to respond to. ABLE also had a survey on Happy Hours – we were wondering if the Legion will have input in the consultation re Happy Hours?

NR

Thanks for your time,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
Toll-free: 1-888-261-2211

Fax: 604-575-8820
Website: legionbcyukon.ca

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NR

From: Inga Kruse [mailto:inga.kruse@legionbcyukon.ca]
Sent: Thursday, March 27, 2014 4:16 PM
To: Carlson, Janice JAG:EX
Subject: Out of Office: LCLB CONSULTATION NR

Thank you for your message.

s. 22 If your issue is urgent, please forward it to laura.rallis@legionbcyukon.ca

I will be happy to respond to your note upon my return.

Thank you for your patience.
Inga

Little, Danielle JAG:EX

From: Laura Rallis <laura.rallis@legionbcyukon.ca>
Sent: Wednesday, April 9, 2014 12:29 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION NR
Attachments: LCLB Policy Consultation NR
Happy Hour and Min Drink Prices - Legion Resp....pdf

Good Afternoon Janice,

We are pleased to provide you with the results of our surveys for NR and Happy Hour.

Please let us know if you have any questions or concerns.

Thank you for the opportunity to share our branch's feedback on these consultation items!

All the best,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
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Fax: 604-575-8820
Website: legionbcyukon.ca

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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, April 03, 2014 8:36 AM
To: Laura Rallis
Subject: RE: LCLB CONSULTATION - NR

Hi Laura,

NR And we'd be delighted to get your input on the happy hours. Thanks for offering to help.Here's the document. I know this doesn't give you much time but would it be possible to get a reply by Wed April 9 on this as well?

Janice
250 952-5756

From: Laura Rallis [mailto:laura.rallis@legionbcyukon.ca]
Sent: Wednesday, April 2, 2014 4:00 PM

To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION - NR

Hi Janice,

I just had a quick question…we see that ABLE has sent out a survey to their members with respect to NR NR the same information we were sent to respond to. ABLE also had a survey on Happy Hours – we were wondering if the Legion will have input in the consultation re Happy Hours?

NR

Thanks for your time,

Laura Rallis
Acting Executive Director & Operations Manager
BC/Yukon Command
The Royal Canadian Legion

Telephone: 604-575-8840
Toll-free: 1-888-261-2211
Fax: 604-575-8820
Website: legionbcyukon.ca

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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Thursday, March 27, 2014 4:24 PM
To: Inga Kruse
Subject: RE: LCLB CONSULTATION NR

Hello again. Apologies, Ms. Kruse, I meant to change the requested due date on this document to April 9. I've fixed and am re-sending.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

From: Inga Kruse [mailto:inga.kruse@legionbcyukon.ca]
Sent: Thursday, March 27, 2014 4:16 PM
To: Carlson, Janice JAG:EX
Subject: Out of Office: LCLB CONSULTATION - NR

Thank you for your message.

s. 22 f your issue is urgent, please forward it to laura.rallis@legionbcyukon.ca

I will be happy to respond to your note upon my return.

Thank you for your patience.
Inga

BC/Yukon Command

#101 – 17618 58 Avenue
Surrey, BC V3S 1L3
Tel: (604) 575-8840
Fax: (604) 575-8820
admin@legionbcyukon.ca

legionbcyukon.ca

LCLB Policy Consultation: Happy Hour and Minimum Drink Prices

BC/Yukon Command of The Royal Canadian Legion

April 9, 2014

Summary

Our provincial head office sent out the LCLB consultation document and a survey link on April 4, 2014 to collect our branch's feedback. We received 149 responses from branches throughout the province. BC Legion branches are enthusiastic for the policy change consultation process, and provided their careful consideration. We provided the answers which are specific and applicable to our branches below.

Survey Questions and Responses

1. Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.)?

   According to our survey, 79% of branches state "yes," there should be time restrictions on happy hours.

   Reasons provided by branches in favour of restricting happy hours:
   a. Assists with moderation of drinking.
   b. Happy hour is usually a lower rate of prices, and branches don't want this to go on all day.
   c. Other events could be happening, starting after 8pm, which they would want full drink prices for.
   d. To encourage attendance during slow times, and to not promote late night drinking.

2. Should "two for one" drink specials continue to be prohibited?

   77% of branches state "yes," these drink specials should continue to be prohibited.

   Reasons for prohibiting "two for one":
   a. Assists with moderation of drinking.
   b. This particular drink special may be costly to the branch.

3. Do you think it is necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

   71% of branches state “yes,” it is necessary to have separate pricing.

   The main reason expressed to have separate pricing:
   a. Different purchasing prices.

4. Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

   58% of branches state “no,” there should not be restrictions on targeted happy hour specials to groups.

   The main reason provided in favour of targeted happy hour specials:
   a. It is a way to bring certain groups into your establishment.

   The main reason provided against targeted happy hour specials:
   a. All branch patrons should be treated equally.

Thank you again for the opportunity to participate in the consultation process. If you have any questions or comments please let me know, we are happy to be of assistance.

Best regards,

Angus Stanfield
Command President
BC/Yukon Command of The Royal Canadian Legion

Little, Danielle JAG:EX

From: XT:Tostenson, Ian LCLB:IN
Sent: Tuesday, April 8, 2014 1:36 PM
To: Carlson, Janice JAG:EX
Subject: LCLB Consultation
Attachments: Happy Hour.docx; ATT00001.htm

Follow Up Flag: Follow up
Flag Status: Completed

Hi Janice, please find attached the result of our discussions with industry. It is straightforward and made easier by the great background you gave us. Please call with any questions.

Best Regards
Ian

British Columbia Restaurant and Foodservices Assn. Happy Hour Pricing

April, 8,2014

Submitted to LCLB-Janice Carlson.

Janice, in response to your request for industry input, please see our positions below:

What is the appropriate level of minimum pricing?

Recommend, $3.00 across the board.

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

It is not necessary to separate.

Are there any types of establishments where happy hours should NOT be permitted ?

Kids themed concepts that are licensed.

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?

No restrictions as the market is untraditional and peoples dining patterns no longer follow traditional day part definitions. Let the business owner do what is right for their guests.

Should "two for one" drink specials continue to be prohibited?

Continue to prohibit

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?

No, but it must be in good taste, not overtly trying to sell cheap and have a message of moderation.

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

No, but the message must be responsible without taking away from the marketing effort. This is the hospitality business and we want to create responsible fun.

Any other thoughts or comments about happy hours or minimum drink prices?

Allow maximum flexibility for the operator to be creative to provide programming to its patrons. We would suggest that some level of responsibility message be encouraged. For example, enjoy responsibly etc.

Little, Danielle JAG:EX

From: Osei-Appiah, Edward JAG:EX
Sent: Monday, April 7, 2014 12:25 PM
To: Carlson, Janice JAG:EX
Subject: FW:
Attachments: 20140407122354.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

From: Edward.OseiAppiah@gov.bc.ca [mailto:Edward.OseiAppiah@gov.bc.ca]
Sent: Monday, April 7, 2014 12:24 PM
To: Osei-Appiah, Edward JAG:EX
Subject:

John Teti

From: Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca>
Sent: February-24-14 1:27 PM
To: 'john@sharkclubs.com
Subject: Feedback about liquor pricing from our industry licensees.

Importance: High

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories?
   - Beer $3.50 PER BOTTLE OR SLEEVE OF DRAFT
   - Wine $4.00 FOR 5OZ SERVING OF B.C WINE
   - Spirits $4.00 PER SINGLE SHOT WITH NO DISCOUNT FOR 2ND SHOT
2. When or if you hold a Happy Hour in the future what would you like to charge for the following items?
   - Jug of beer $13.00 PER JUG (CONTAINS APPROX 4 SLEEVES)
   - Bucket of Beer $13.00 FOR BUCKET OF 4
   - Highball $4.00
   - Shooter $4.00
3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will look like?
   HAPPY HOUR SHOULD BE SET FOR A SPECIFIC TIME IE. 4PM - 6PM - 5PM - 7PM
   PRICE PER DRINK SHOULD BE REASONABLE BUT NOT TOO LITTLE - MINIMUM OF $3.50 + TAX

Your feed back is appreciated.

Thanks,
Edward

THANK BUSARD
ROBIN GIBSON

Edward Osei-Appiah
Liquor Inspector
Compliance and Enforcement Division-Liquor Control & Licensing Branch
300 - 1770 Burrard St, Vancouver, BC V5T 1R8 (2nd and Burrard - above the Lexus Dealership)
Phone: 604 775 0059
Fax:604 775 0044
http://www.pssg.gov.bc.ca/lclb

s. 22

Gmail

Some feedback about liquor pricing from our industry licensees.

Osei-Appiah, Edward JAG:EX <Edward.OseiAppiah@gov.bc.ca> Mon, Feb 24, 2014 at 1:49
To: "sitargastown@gmail.com" <sitargastown@gmail.com>

Hi all,

I would to get some feedback about liquor pricing from our industry licensees.

Here are some questions:

1. Where do you see Happy Hour pricing being set for liquor in each of the following categories'
   - Beer $5.00
   - Wine $5.50
   - Spirits $5.95

2. When or if you hold a Happy Hour in the future what would you like to charge for the followin items?
   - Jug of beer — 9.95
   - Bucket of Beer — Don't Serve
   - Highball — 6.95
   - Shooter — 5.50

3. As a licensee what are your thoughts and expectations of what a Happy Hour in BC will loc like?

IT WILL HELP TO INCREASE BUSINESS DURING SLOW HOURS. LOOKING FORWARD TO IT

Your feed back is appreciated. feb 25/2014 Kristen Boyce

Little, Danielle JAG:EX

From: XT:Tostenson, Ian LCLB:IN
Sent: Monday, April 7, 2014 10:56 AM
To: Carlson, Janice JAG:EX
Subject: Re: LCLB Consultation

Follow Up Flag: Follow up
Flag Status: Completed

I should have it over to you by tuesday….OK?
Thanks
Ian
President/CEO
British Columbia Restaurant and Foodservices Association
www.bcrfa.com

mobile 604-986-1429

On Apr 7, 2014, at 10:45 AM, Carlson, Janice JAG:EX <Janice.Carlson@gov.bc.ca> wrote:

Hi Ian,

Just following up to see when you think you might be able to send me your input on this?

Janice
250 952-5756

From: Carlson, Janice JAG:EX
Sent: Tuesday, March 25, 2014 12:03 PM
To: XT:Tostenson, Ian LCLB:IN
Subject: RE: LCLB Consultation

Wonderful, thanks!

Janice
250 952-5756

From: ian tostenson [mailto:itostenson@bcrfa.com]
Sent: Tuesday, March 25, 2014 11:14 AM
To: Carlson, Janice JAG:EX
Subject: Re: LCLB Consultation

Thanks Janice…will start working on this...

President/CEO
British Columbia Restaurant and Foodservices Association
www.bcrfa.com

mobile 604-986-1429

On Mar 25, 2014, at 10:50 AM, Carlson, Janice JAG:EX <Janice.Carlson@gov.bc.ca> wrote:

Hello Ian,

Attached is the consultation document about minimum drink pricing and happy hours in licensed establishments we discussed a few weeks ago.

Thanks for agreeing to assist with this. Your help is much appreciated. If you have any questions, contact info is below.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

<Minimum Drink Prices and Happy Hour Rules Consultation.docx>

Little, Danielle JAG:EX

From: Mark von Schellwitz <mvonschellwitz@restaurantscanada.org>
Sent: Friday, April 4, 2014 7:00 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION
Attachments: BC happy hour minimum price consultation response.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Janice,

Sorry for how late on April 4th I am getting back to you with respect to the minimum drink pricing and happy hour consultation paper. It has been a crazy busy week for me. Attached is Restaurants Canada's letter answering your questions. I am happy to discuss the attached letter with you in more detail at your convenience.

Have a great weekend!

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Restaurants Canada
#2410 - 555 West Hastings Street, Vancouver, BC V6B 4N6
T: 604-685-9655 toll free 1-866-300-7675
F: 604-685-9633
www.restaurantscanada.org
@RestaurantsWest
Please note new email address: mark@restaurantscanada.org

CRFA is now:



Read about our new brand here.

Have a look at our "I am a Restaurant" video

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From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: March-25-14 10:52 AM
To: Mark von Schellwitz
Subject: LCLB CONSULTATION

Hello Mark,

Attached is the consultation document about minimum drink pricing and happy hours in licensed establishments we discussed a few weeks ago.

Thanks for agreeing to assist with this. Your help is much appreciated. If you have any questions, contact info is below.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

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Version: 2014.0.4336 / Virus Database: 3722/7238 - Release Date: 03/23/14

Restaurants Canada
Formerly the Canadian Restaurant and Foodservices Association
Antérieurement l'Association canadienne des restaurateurs et des services alimentaires

April 4th, 2014

Ms. Janice Carlson
Policy Analyst
Liquor Control and Licensing Branch
Sent via email

Re: Happy Hour and Minimum Drink Prices in Licensed Establishments Consultation

Dear Ms. Carlson:

Thank you for your March 25th email and happy hour minimum drink price consultation document attachment. The consultation document provides a good summary of minimum drink prices and related happy hour rules from other Canadian jurisdictions which makes it easier to provide reasonable feedback. Restaurants Canada (RC) has since solicited the views of a number of members on the issue including both large chain and independent licensees. I will summarize their views in answering your questions.

What is the appropriate level of minimum pricing?

Member responses to this question varied from making the minimum drink price no less than a licensee's liquor cost to a $3.00 minimum standard drink price comparable to municipal minimum prices already in place. Many asked if a new provincial minimum drink price would supersede existing municipal minimum prices as it would be confusing to have two different minimum drink prices in these jurisdictions. We would appreciate more information on how a provincial minimum drink price would impact municipal minimum drink prices.

Restaurants Canada members are in favour of harmonizing minimum prices as much as possible with other jurisdictions and would prefer one simple consistent easy to remember minimum drink price formula for all liquor products instead of more complicated separate minimum price formulas for beer (draught/bottle), wine/fortified wine and spirits. As minimum drink pricing already fluctuates considerably by jurisdiction it is difficult to come up with one harmonized standard minimum drink price for all jurisdictions. The minimum drink price should be high enough so as not encourage overconsumption but low enough to act as an incentive to attract value conscious customers during slow business day parts.

Restaurants Canada supports a simple standard minimum drink price in the middle range of minimum drink prices across jurisdictions that can be used to attract customers without encouraging over consumption. Nova Scotia's $2.50 standard minimum drink price seems to strike the right balance as it is between Alberta's ($2.75) and Saskatchewan and Manitoba's ($2.25) but considerably higher than the $2.11 average provincial minimum drink price.

Restaurants Canada recommends British Columbia implement a standard minimum drink price of $2.50 (eg. $.21/oz for beer, cider and coolers, $.50/oz for wine, and $2.50/oz for spirits) that is consistent across the province. In order to avoid a confusing patch work of minimum drink prices by municipality, those municipalities who have set minimum drink prices should adjust their municipal minimum drink prices to be consistent with the provincial minimum drink price.

Is it necessary to have separate pricing for draft/packaged beer and fortified wine/wine as some jurisdictions do?

No. As mentioned above Restaurants Canada supports a simple easy to remember minimum price formula. Having separate pricing for draft/packaged beer and fortified wine/wine unnecessarily complicates minimum pricing.

Are there any types of establishments where happy hours should NOT be permitted?

No. There should be a level playing field where all licensed establishments are allowed to offer happy hours.

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8PM.) Is there any appetite/reason to do so here?

No. There are a wide variety of licensed establishments located in different areas that cater to different demographic groups at different times. Licensees are busy and slow at different times of the day. Licensees should have the business freedom to offer happy hour specials to attract customers at whatever time best suits their business objectives.

Should "two for one" drink specials continue to be prohibited?

No. Licensees should be able to offer two for one drink specials as long as each drink is above the minimum drink price (Saskatchewan modal). For example, if a licensee offers a two for one drink special where one drink is $6.00, each drink is still $3.00 which is above the recommended $2.50 minimum drink price.

Are advertising restrictions on happy hours needed?

No. Licensees should be able to advertise happy hours without restrictions assuming they are not advertising something prohibited by liquor regulation/policy such as "free drinks". Adding advertising restrictions will add unnecessary complexity and red tape for licensees and will be difficult to consistently enforce.

Should there be restrictions on happy hour specials being targeted to particular groups (eg. ladies night or student discounts as in Ontario)?

No. As mentioned previously there are a wide variety of licensed establishments that cater to different demographic groups at different times. Licensees should have the business freedom to offer happy hour specials to attract different types of customers at times that best suits their business objectives.

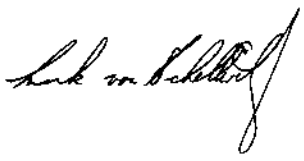
Any other thoughts or comments about happy hours or minimum drink prices?

Restaurants Canada appreciates that British Columbia will join the rest of North America in allowing licensees the flexibility to sell liquor at different prices at different times during the day.

To summarize the points made in answering the questions above, Restaurants Canada supports implementing a reasonable minimum price that is high enough to discourage overconsumption while being low enough to attract value driven customers to licensed establishments during certain hours of the day. Restaurants Canada members want the flexibility to offer happy hour specials at times that best work for their particular businesses. They are asking for simple easy to follow happy hour and minimum price policies that apply equally to all licensees and that are consistent province wide.

Please contact me if you have any questions or would like to discuss any of the above answers. Restaurants Canada looks forward to continuing to work with the Liquor Control and Licensing Branch on implementing the many Liquor Review recommendations that impact our members.

Sincerely,



Mark von Schellwitz
Vice President, Western Canada

Little, Danielle JAG:EX

From: ABLE Admin <admin@ablebc.ca>
Sent: Friday, April 4, 2014 3:40 PM
To: Carlson, Janice JAG:EX
Subject: RE: LCLB CONSULTATION

Follow Up Flag: Follow up
Flag Status: Completed

Hi Janice,

Thank you for consulting with the Alliance of Beverage Licensees regarding Happy Hours in BC. As the industry advocate for pubs and private liquor stores, we are in a unique position to provide information directly from business owners and operators. We have spent the last week discussing this issue amongst our Board and our membership and would like to provide you with a summary of our findings:

What is the appropriate level of minimum pricing?

- Minimum pricing should be restricted to $4 per drink. Anything lower than $4 shows no value for the service or products being sold and would start a race to the bottom in pricing. This will especially be an issue in small towns where there are fewer options in a smaller space with a smaller population. $4 per drink allows operators to provide a greater variety of happy hour specials to customers, prevent a race to the bottom, and ensure stability in the industry.

Is it necessary to have separate pricing for draft beer/packaged beer and fortified wine/wine, as some jurisdictions do?

- Cost for each of these items is different. For that reason, they should have separate pricing.

Are there any types of establishments where happy hours should NOT be permitted?

- The primary purpose of happy hour is to sell liquor at a discounted rate. Liquor Primaries are an age controlled environment with staff that is trained to primarily serve liquor, and more heavily regulated—primary purpose is to sell liquor. The primary purpose of a Food Primary is to serve food, not liquor. Happy Hour should not be permitted in Food Primaries.
- Other establishments were happy hours should not exist include:
    - Properties with recurring infractions
    - Sports arenas, banquet halls, event venues, ect
    - Casinos

Should there be time restrictions on happy hours (Alberta limits hours, happy hour must end at 8 p.m.) Is there any appetite/reason to do so here?

- We believe happy hours should be 4pm-6pm; however, operators have also requested some flexibility in timing to suit their locations.

Should "two for one" drink specials continue to be prohibited?

- Yes. An overwhelming majority of our membership and Board disagree with the idea of "two for one" drink specials.

Are advertising restrictions on happy hours needed (see Ontario and Manitoba rules)?

- We don't think there should be restrictions on advertising happy hours.

Should there be restrictions on happy hour specials being targeted to particular groups (e.g. ladies night or student discounts as in Ontario)?

- There should not be restrictions on happy hour specials targeted towards particular groups.

Any other thoughts or comments about happy hours or minimum drink prices?

We support Happy Hours, but would like to continue seeing a responsible liquor industry with responsible service and consumption. Having a minimum price on liquor allows for regulation, while providing consumers with a discounted item for a period of the day.

We look forward to continuing our work with the Liquor Control and Licensing Branch as regulation for our industry develops.

Sincerely,
Poma Dhaliwal
President
Alliance of Beverage Licensees

From: Carlson, Janice JAG:EX [mailto:Janice.Carlson@gov.bc.ca]
Sent: Tuesday, March 25, 2014 10:54 AM
To: 'ABLE Admin'
Subject: LCLB CONSULTATION

Hello Poma Dhaliwal,

Attached is the consultation document about minimum drink pricing and happy hours in licensed establishments.

Thanks for agreeing to assist with this. Your help is much appreciated. If you have any questions, contact info is below.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

From: ABLE Admin [mailto:admin@ablebc.ca]
Sent: Thursday, March 20, 2014 4:12 PM
To: Carlson, Janice JAG:EX
Subject: Happy Hours

Hi Janice,

It was brought to my attention that you had contacted the ABLE BC office on behalf of LCLB to consult on the implementation of Happy Hour.

As you can imagine, this announcement has brought much excitement to our industry. ABLE BC advocates for pubs across BC giving us a unique perspective on what small businesses are looking for in this new change.

Could you please call me at your earliest convenience to further discuss how ABLE BC can be involved in this process? I can be reached at 604-819-2602.

Thank you,

Poma Dhaliwal
President
Alliance of Beverage Licensees

Little, Danielle JAG:EX

From: Rowsell, Terry N JAG:EX
Sent: Thursday, June 26, 2014 3:46 PM
To: Scott, Douglas S JAG:EX
Cc: Jones, Kathleen JAG:EX
Subject: FW: Media Request - Xtra - Happy Hours/Minimum Pricing

Importance: High

Hi Doug,

For your review. Much of this is canned response provided by GCPE from earlier requests. Barry thinks it is fine.

Cheers,
Terry

Date/Time: 26/June

Deadline @ 5 p.m.

Media: Xtra

Reporter: Shauna Lewis, s. 22

Topic: **Happy hour minimum pricing**

Background: Reporter says the public has responded negatively to the minimum pricing, particularly from bars that have been forced to raise prices (especially on beer). She has general questions about the pricing changes.

Suggested Response:

Is the pricing mandatory for happy hours only? Why set a minimum pricing?

- **B.C.'s new minimum drink prices are in place at all times, for all licensed establishments that sell alcohol by the glass.**
- **Both health advocates and the industry asked for minimum pricing, as it encourages responsible consumption and creates a level playing field for licensees.**
- **Restaurants Canada, the BC Restaurant and Foodservice Association and the Alliance of Beverage licensees (ABLE) recommendations ranged from $2.50 to a $4 minimum.**
- **In setting B.C.'s minimum prices, it was important to us that we listened to both industry and health advocates.**
- **We have done exactly that, and believe our established minimum prices achieve a good balance for the industry and for British Columbians, while protecting health and safety.**

What exactly are the new regulations pertaining to happy hour? Other than pricing, what are the other regulations regarding happy hour?

- **This is a change that is being celebrated by many licensees who now have the flexibility to be creative with drink specials and to attract customers during off-peak times.**
- **It applies to all establishments that sell liquor by the glass, including food-primary and liquor-primary licences, as well as manufacturer lounge and special event area endorsements.**
- **These businesses may vary their price through the day at any time during liquor service hours, as per the terms and conditions of their licence.**
- **As in most other jurisdictions, the current policy prohibiting "two for one" drink specials will be maintained, as this can encourage binge drinking.**
- **We've been clear that any changes to B.C.'s liquor laws must safeguard health and public safety – and we remain committed to that.**

Will bars face penalties for noncompliance to the regulation?

- **In most cases, licensees already charge more than the new prescribed minimum prices. They have a business to run and need to cover their costs.**
- **Liquor inspectors will continue their routine inspections and, when necessary, remind licensees that the new minimum prices are in place.**
- **If a liquor inspector finds that a licensee was not aware of the minimum prices, he or she will share the new policies with that that licensee, take the time to ensure they understand the changes, and follow-up at a later date.**
- **If a licensee is found to be purposely charging less than the new minimum prices, it will face a contravention notice and possible enforcement action.**

What is government's response to the new pricing and its potential impact on bars?

- **This change was not made without serious thought and extensive consultation.**
- **In deciding on minimum pricing, we listened to health advocates, we listened to the restaurant and pub industries and we heard from British Columbians during the Liquor Policy Review.**
- **When Parliamentary Secretary John Yap recommended this change, he knew we needed to find a balance that was fair, but also that wouldn't encourage over-consumption.**
- **We've heard some concern around beer pricing since we made the announcement last week, but let's be clear, when you take the report as a whole, minimum pricing is one of the most critical changes we're making.**
- **I know that there may be the occasional case where British Columbians will see a drink price go up by a small amount, but, overall, we don't expect consumers will see much of a difference. In fact, we've looked at a number of restaurants and pubs around the province – the vast majority are actually selling above the new minimum prices.**
- **If anything, consumers will notice new happy hour drink specials offered by licensees, which weren't allowed under the previous rules.**
- **Without setting a price floor at a responsible level, a number of the other changes we're making to increase convenience could very well be considered harmful to the health and safety of British Columbians.**

Little, Danielle JAG:EX

From: Carlson, Janice JAG:EX
Sent: Wednesday, June 25, 2014 8:39 AM
To: Scott, Douglas S JAG:EX
Subject: RE: min pricing for draft beer

Yes, agreed, but this is just in case.

Janice

250 952-5756

From: Scott, Douglas S JAG:EX
Sent: Tuesday, June 24, 2014 9:47 PM
To: Carlson, Janice JAG:EX; Bieller, Barry JAG:EX
Subject: RE: min pricing for draft beer

Thanks Janice – I think we are holding on this issue… we will see.

From: Carlson, Janice JAG:EX
Sent: Tuesday, June 24, 2014 2:00 PM
To: Bieller, Barry JAG:EX; Scott, Douglas S JAG:EX
Subject: min pricing for draft beer

If we are thinking of tinkering with the min pricing for draft beer/cider, here is a table showing what the pricing would be for the various drink sizes.

Janice Carlson | Policy Analyst
Liquor Control and Licensing Branch
☎ 250 952-5756
250 952-7066
Janice.Carlson@gov.bc.ca
www.pssg.gov.bc.ca/lclb

Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Tuesday, June 24, 2014 10:28 AM
To: Scott, Douglas S JAG:EX; Jones, Kathleen JAG:EX
Cc: Wilson, Travis JAG:EX
Subject: Stakeholder email - Minimum Drink Price Correction for Cocktails

Importance: High

Doug/Kathy – This will go out later this morning from the generic email account to industry, local government and police

Good morning,

We want to provide further clarity with respect to Friday's announcement about happy hours and minimum drink prices. Please note that the correct minimum price for spirits is $2.00 per ounce or $4.00 for two ounces. For example, the minimum price an establishment can charge for a 1.5 ounce cocktail would be $3.00.

With regard to other types of alcohol, examples of minimum pricing would be $3 for standard drink sizes – a five-ounce glass of wine, 341 ml bottles of coolers, beer and cider, or a 12-ounce sleeve of beer or cider. This remains the same as the initial policy directive.

Please refer to the updated pricing chart here.

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

Liquor Control and Licensing Branch
Ministry of Justice
[Insert weblink]

Little, Danielle JAG:EX

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

Here is the line from the NR:

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

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

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

Perhaps:

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

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

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

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

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

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

Cindy Stephenson
Policy, Planning and Communications

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

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

Good morning,

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

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

Douglas Scott

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

Little, Danielle JAG:EX

From: Wanamaker, Lori JAG:EX
Sent: Friday, June 20, 2014 7:49 PM
To: Scott, Douglas S JAG:EX
Subject: Re: Min prices

Looks good to me. Send it to MSA with copy to Jeff and Jarret.

On Jun 20, 2014, at 7:32 PM, "Scott, Douglas S JAG:EX" <Douglas.S.Scott@gov.bc.ca> wrote:

s. 13

Little, Danielle JAG:EX

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

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

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

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

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

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

s. 13

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

s. 13

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

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

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

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

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

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

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

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

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

> **From:** Scott, Douglas S JAG:EX
> **Sent:** Friday, June 20, 2014 3:39 PM
> **To:** Bieller, Barry JAG:EX
> **Cc:** Stephenson, Cindy JAG:EX
> **Subject:** Re: Implementation of six Liquor Policy Review recommendations
>
> Ok - what is your recommendation on this? Are we confident on this 1oz?
>
> If so - is it possible to get a list of the groups that define as 1oz? So we said - there are different opinions and we went with alcohol content?
>
> Douglas S. Scott
> Assistant Deputy Minister
> Liquor Control and licensing Branch
> Ministry of Justice
> Government of British Columbia
>
> On Jun 20, 2014, at 3:35 PM, "Bieller, Barry JAG:EX" <Barry.Bieller@gov.bc.ca> wrote:
>
> > Doug,
> > I checked the submissions from groups that met with PS Yap. Most of the health groups simply said impose a minimum $3.00 per standard drink. Only Centre for Addiction and Mental Health defined it as 1.5 ounces of

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

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

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

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

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

> I'm heading into a meeting with Dennis Coates on NR Will look when I get back. FYI, the $3.00 per ounce for spirits is in the regs.
>
> ---
>
> **From:** Scott, Douglas S JAG:EX
> **Sent:** Friday, June 20, 2014 2:44 PM
> **To:** Bieller, Barry JAG:EX
> **Subject:** Fwd: Implementation of six Liquor Policy Review recommendations
>
> Could you look at this?
>
> Argument is that health people were asking for $3 for a 1.5oz...
>
> Thanks,
>
> Doug
>
> Douglas S. Scott
> Assistant Deputy Minister
> Liquor Control and licensing Branch
> Ministry of Justice
> Government of British Columbia
>
> Begin forwarded message:
>
> > **From:** "Southern, Evan PREM:EX" <Evan.Southern@go

v.bc.ca>
Date: June 20, 2014 2:37:10 PM PDT
To: "Scott, Douglas S JAG:EX" <Douglas.S.Scott@gov.bc.ca>
Cc: "Lalonde, Jarett JAG:EX" <Jarett.Lalonde@gov.bc.ca>
Subject: FW: Implementation of six Liquor Policy Review recommendations

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

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

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

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

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

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

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

Little, Danielle JAG:EX

From: Jones, Kathleen JAG:EX
Sent: Friday, June 20, 2014 11:02 AM
To: Scott, Douglas S JAG:EX
Subject: New Minimum Drink Prices
Attachments: Policy Directive 14-07.pdf

MHayden@victoria.ca; Harley.Machielse@vancouver.ca; Rlambright@kamloops.ca; XT:Stewart, David LCLB:IN

Good morning,

This email is to notify you of changes to provincial regulations affecting minimum drink prices, as the contact person in your local government during our recent consultations on this issue, and given that your respective municipalities already have minimum drink prices in place. Your municipal government will be also receiving information about this change as well.

Today, government announced implementation of Liquor Policy Review Recommendation #16, which will allow liquor licensees to offer happy hours, subject to a new regulatory requirement for minimum drink pricing. A copy of the full report is available online, and the policy directive is attached.

The new minimum price regulations permit licensees to vary the price of liquor at any time during the business day, as long as prices do not fall below the prescribed minimum at any time. A copy of the policy directive is attached. British Columbia's new minimum drink price levels are the highest in the country among provincial jurisdictions and meet or exceed the price levels imposed by local government bylaws already in place. The new provincial minimum drink price regulation takes effect immediately. Liquor licensees are required to comply with the provincial requirements regardless of any local government bylaws that may be already in place. Liquor Control and Licensing Branch liquor inspectors will be monitoring compliance with this requirement, and we will also be writing to all licensees to notify them of this change.

Thank you to those of you who provided feedback on this issue to my staff. Your input and the input from health advocates during the Liquor Policy Review was instrumental in establishing minimum drink price levels.

Yours sincerely,

Douglas S. Scott
Assistant Deputy Minister and General Manager
Attachment

Date: June 20, 2014

To: All LCLB staff
All Liquor Primary Licensees
All Local Government, First Nations, and Police Agencies

Re: **Changes to regulations permitting variable pricing (happy hours) and imposing minimum drink prices in licensed establishments**

Introduction

Variable pricing throughout the day (i.e. happy hours) has up to now been prohibited by the regulations, except for licensee retail stores and caterers.

Recommendation #16 of the Liquor Policy Review Report has recommended that variable pricing throughout the day be permitted as long as minimum drink prices in licensed establishments are put in place.

The new regulation provides flexibility for licensees to adapt their business model to best suit their establishment, while the introduction of minimum drink pricing is intended to prevent aggressive pricing strategies that may lead to intoxication.

New Policy

Effective immediately, liquor primaries, liquor primary clubs, food primaries, and manufacturer lounge and special event endorsement areas may vary the price of liquor at any time during liquor service hours as long as the price of liquor in each category does not fall below the minimum pricing specified in the table. Minimum pricing applies to all liquor sales in these establishments, including the sale of manufacturer samples.

Product Category	Minimum Price per ounce (not including sales tax)	Price per drink - examples of some common sizes (not including sales tax)
Draught cider/beer	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)
Packaged beer, cider and coolers	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) bottle or 355 ml can
Wine/Fortified wine (including sake)	$0.60 per oz (28 ml)	$3 per 5 oz glass (125 ml) $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)
Liqueurs/Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

The minimum price levels apply provincially, and supersede any local government bylaws that may already be in place. Minimum price levels will be monitored and may be periodically adjusted for inflation.

Licensees may also vary the price of liquor for certain groups (e.g. “team night” price reductions for players in uniform, “ladies night” price reductions for women).

Minimum drink pricing does not apply to catered events. Caterers may continue to vary prices for different events and may now vary the price during the course of an event. They may also continue to give liquor away (e.g. a wedding where the host provides wine with dinner followed by a cash bar).

Variable pricing and minimum drink pricing does not apply to special occasion licensed (SOL) events, which will continue to be subject to the current rules.

There are no changes to pricing requirements for licensee retail stores, manufacturer stores and wine stores, which continue to be able to vary the price of liquor throughout the day, as long as the price is set at or above the purchase price of the product from the Liquor Distribution Branch.

“Two for one” drink specials continue to be prohibited, as in most other Canadian jurisdictions, since they are considered a strategy likely to promote intoxication.

Happy hour advertising is permitted, subject to the CRTC Code for Broadcast Advertising of Alcoholic Beverages.

The general manager may impose terms and conditions on an individual licence restricting variable pricing in a particular establishment as a result of compliance problems.

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:

Douglas Scott
Assistant Deputy Minister and General Manager

Little, Danielle JAG:EX

From: Schollen, Tasha GCPE:EX
Sent: Friday, June 20, 2014 9:29 AM
To: Scott, Douglas S JAG:EX; Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Cc: Turner, Caeli GCPE:EX
Subject: Final: Happy hours and minimum pricing take effect in B.C.
Attachments: 2014JAG0162-000857.pdf

Hello,
Here is the final copy of today's happy hour - minimum pricing news release. It'll go out at 11am, sharp!

For Immediate Release
2014JAG0162-000857
June 20, 2014

Ministry of Justice

NEWS RELEASE

Happy hours and minimum pricing take effect in B.C.

VICTORIA - B.C. officially opened the door to happy hours and implemented minimum drink pricing today, offering flexibility for businesses and their customers while preserving health and public safety.

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

Check out this infographic for detailed information on B.C.'s new minimum drink prices: https://flic.kr/p/o2NVEq

Allowing licensees, such as pubs, restaurants and lounges, to alter their liquor prices throughout the course of the day is a pocket-book friendly change for British Columbians that will help the industry attract customers at times when business may typically be slow.

Additional changes stemming from the Liquor Policy Review also came into effect today - cutting red tape and simplifying liquor licensing rules.

Food-primary establishments must continue to offer a full menu, but if patrons simply wish to order drinks they are not obligated to order food as well. Also, customers can now move freely with their beverage from one adjoining licensed area to another, such as from a pub to an adjoining restaurant - a common-sense change from the previous rules, which required staff to carry customers' drinks for them.

Licensees may now transfer small amounts of liquor between similar types of establishments. For instance, if a pub is experiencing a shortage of a specific liquor product, a nearby restaurant can transfer liquor to it, or a liquor store can transfer alcohol to another store with the same kind of liquor licence.

Hosts of family Special Occasion Licence (SOL) events may now serve homemade and UBrew/UVin beer, wine or cider - offering further flexibility for consumers. Also, owners of UBrews and UVins, as well as their family members, are now permitted to own other liquor-related establishments - an out-of-date rule that has been updated under modernized liquor policies.

Quotes:

Suzanne Anton, Attorney General and Minister of Justice -

"Implementing minimum drink prices is an important part of our commitment to protect health and safety, as we move forward on modernizing B.C.'s liquor laws. In setting the minimum price, it was important to us that we listened to both industry and health advocates. We have done that and I believe establishing a $3 per drink minimum achieves a good balance for them, and for British Columbians."

"By allowing establishments to offer happy hours, as long as they adhere to the new minimum prices, consumers will have more chances to save a few dollars throughout the week and continue to support their local businesses."

John Yap, Parliamentary Secretary for Liquor Policy Reform -

"Whether it's meeting after work for a discounted pint, for example, or enjoying a happy hour cocktail on a Saturday afternoon, these changes create new social opportunities for British Columbians. To balance health and safety, we have put into effect price floors that align with the views expressed by health advocates during our liquor consultations and will help to encourage responsible consumption."

Ian Tostenson, president, B.C. Restaurant and Foodservices Association -

"Happy hours are a welcome change for the food and beverage industry, both creating revenue opportunities at times of the day when business may be slow and providing new occasions for customers around the province to catch up over a discounted drink at one of B.C.'s many restaurants. Additional liquor policy updates, like allowing restaurants to serve guests a drink without complicated rules on food consumption, will also reduce confusion for consumers and cut red tape for businesses."

Mark von Schellwitz, vice president, Western Canada, Restaurants Canada -

"Cutting red tape for licensees and allowing them to transfer liquor between one another is a simple change that will make a big difference for restaurant owners, helping them to ensure they have their customers' favourite products in stock. This change - as well as allowing variable pricing for drink specials throughout the day - will help ensure a strong and vibrant restaurant and foodservice industry in B.C."

Poma Dhaliwal, president, Alliance of Beverage Licensees (ABLE BC) -

"With happy hours up and running in B.C., operators can cater to groups by offering drink specials for 'team nights,' for example, helping fill their seats on slow days or during not-so-busy times. I know staff in the industry will also be happy to hear they no longer need to inconvenience their customers by making them wait until a staff member is available to carry their drinks when they simply move from the bar or patio into the restaurant."

Quick Facts:

* The production, distribution and sale of B.C. liquors have significant economic benefits for the Province, contributing more than $1.1 billion annually to things like health and social programs.
* To date, 14 of the 73 recommendations from the B.C. Liquor Policy Review have been implemented.
* Government's goal is to implement 70% of the 73 recommendations by spring 2015.

* A complete re-write of the Liquor Control and Licensing Act is planned for spring 2015. In the meantime, government has adopted a phased-in approach to modernizing B.C.'s liquor laws. The first set of amendments, which modernized outdated provisions and provide the foundation for implementation of key recommendations, received Royal Assent on May 29, 2014.
* Although not part of the Liquor Policy Review, government has also updated an outdated regulation so that bachelor/bachelorette parties are now eligible to apply for SOLs.

Learn More:

Information for licensees: http://www.pssg.gov.bc.ca/lclb/docs-forms/policy-directive-2014-07.pdf

Read the B.C. Liquor Policy Review final report: http://bit.ly/1beqi8i

Learn about the B.C. Liquor Policy Review: http://engage.gov.bc.ca/liquorpolicyreview/

Media Contact:

Government Communications and Public Engagement Ministry of Justice
250 213-3602

Connect with the Province of B.C. at: www.gov.bc.ca/connect

BRITISH COLUMBIA

NEWS RELEASE

For Immediate Release
2014JAG0162-000857
June 20, 2014

Ministry of Justice

Happy hours and minimum pricing take effect in B.C.

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Food-primary establishments must continue to offer a full menu, but if patrons simply wish to order drinks they are not obligated to order food as well. Also, customers can now move freely with their beverage from one adjoining licensed area to another, such as from a pub to an adjoining restaurant – a common-sense change from the previous rules, which required staff to carry customers' drinks for them.

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Media Contact:

Government Communications and Public
Engagement
Ministry of Justice
250 213-3602

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Little, Danielle JAG:EX

From: Stephenson, Cindy JAG:EX
Sent: Thursday, June 19, 2014 2:53 PM
To: Scott, Douglas S JAG:EX
Cc: Bieller, Barry JAG:EX; Jones, Kathleen JAG:EX
Subject: Revised QAs - Happy hours
Attachments: Liquor - Happy Hours Minimum Pricing - QA - 19June14 - V3 - revised.docx; Liquor - Happy Hours Minimum Pricing - QA - 19June14 - V3 - revised.pdf

GCPE has added 6 additional questions/answers related to minimum pricing (highlighted in yellow). Barry and I have reviewed them and think they are fine. Just running them by you:

Are minimum drink prices just in place for happy hours, or are they in effect all the time?

- B.C.'s new minimum drink prices are in place at all times, for all licensed establishments that sell alcohol by the glass.
- Both health advocates and the industry asked for minimum pricing, as it encourages responsible consumption and creates a level playing field for licensees.
- In setting B.C.'s minimum prices, it was important to us that we listened to both industry and health advocates.
- We have done exactly that, and believe establishing a $3 per drink minimum achieves a good balance for the industry and for British Columbians, while protecting health and safety.

I thought you said the Liquor Policy Review wouldn't result in higher prices. Doesn't this mean the price for consumers will actually go up?

- There may be the occasional case where consumers see a drink price go up by 50 cents or so. For example, an establishment that only charges $5.50 for a double high-ball must now charge at least $6.
- That said, overall, we don't expect consumers will see much of a difference in terms of drink prices. If anything, they will notice new happy hour drink specials offered by licensees, which weren't allowed under the previous rules.
- Bear in mind, licensees have a business to run and, in most cases, already charge more than the new prescribed minimum prices.

Licensees may need to review their menus and pricing. How will they find out about these changes? Is there any sort of grace period for them?

s. 13

- Liquor inspectors will continue their routine inspections and, when necessary, remind licensees that the new minimum prices are in place.
- The Liquor Control and Licensing Branch (LCLB) – as per its normal process– issued a policy directive today (June 20) that gets posted on its website and is shared with industry associations.
- These changes are also detailed in 'Liquor Line' – the LCLB's newsletter to all licensees – which will be sent out next week.

<u>If needed re: enforcement</u>:

- If a liquor inspector finds that a licensee was not aware of the minimum prices, he or she will share the new policies with that that licensee, take the time to ensure they understand the changes, and follow-up at a later date.
- If a licensee is found to be purposely charging less than the new minimum prices, it will face a contravention notice and possible enforcement action.

s. 13

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

From: Turner, Caeli GCPE:EX
Sent: Thursday, June 19, 2014 2:35 PM
To: Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Revised QAs - Happy hours

Thanks Barry.

Cindy – did you want to flag the new questions for Doug as well? (Questions 3-7 and 10)

Caeli

From: Bieller, Barry JAG:EX
Sent: Thursday, June 19, 2014 12:46 PM
To: Turner, Caeli GCPE:EX; Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Revised QAs - Happy hours

Hi Caeli,
If you want to include this, I don't see any harm☺

From: Turner, Caeli GCPE:EX
Sent: Thursday, June 19, 2014 12:37 PM
To: Bieller, Barry JAG:EX; Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Revised QAs - Happy hours

Hi Barry,

s. 13

From: Bieller, Barry JAG:EX
Sent: Thursday, June 19, 2014 12:21 PM
To: Turner, Caeli GCPE:EX; Stephenson, Cindy JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Revised QAs - Happy hours

Thanks Caeli,
These look good to me with the exception of s. 13

s. 13

From: Turner, Caeli GCPE:EX
Sent: Thursday, June 19, 2014 12:09 PM
To: Stephenson, Cindy JAG:EX; Bieller, Barry JAG:EX
Cc: Schollen, Tasha GCPE:EX
Subject: Revised QAs - Happy hours

Hi Cindy/Barry,

Me again. ☺ I've also updated the Q+As and attached both a track version and a clean version, so you can use whichever is easiest to review.

Questions 3-7 and 10 are the new ones you'll want to pay close attention to.

Thanks!

Caeli Turner, M.A. | Government Communications & Public Engagement
Ministry of Justice | Province of British Columbia
250 387-0520 | 250 580-4730 (cell)
caeli.turner@gov.bc.ca

Questions and Answers

B.C. Liquor Policy Review

June 20th Announcement – Happy Hours / Hospitality Changes

June 19, 2014 - DRAFT

1. **What are you announcing today?**
   - A new batch of Liquor Policy Review recommendations has been implemented, including happy hours, minimum drink pricing and a number of changes that will cut red tape and simplify liquor licensing for the industry.
   - Our government has an aggressive agenda – we promised British Columbians and the industry that we would modernize B.C.'s liquor laws, and we're following through on that commitment.

2. **When is the change that allows kids in pubs going to be made? When are farmers' markets going to allow liquor sales?**
   - We've said we would make those changes by July – and we remain committed to that.
   - Stay tuned for further announcements.

Minimum Pricing

3. **Are minimum drink prices just in place for happy hours, or are they in effect all the time?**
   - B.C.'s new minimum drink prices are in place at all times, for all licensed establishments that sell alcohol by the glass.
   - Both health advocates and the industry asked for minimum pricing, as it encourages responsible consumption and creates a level playing field for licensees.
   - In setting B.C.'s minimum prices, it was important to us that we listened to both industry and health advocates.
   - We have done exactly that, and believe establishing a $3 per drink minimum achieves a good balance for the industry and for British Columbians, while protecting health and safety.

4. **I thought you said the Liquor Policy Review wouldn't result in higher prices. Doesn't this mean the price for consumers will actually go up?**
   - There may be the occasional case where consumers see a drink price go up by 50 cents or so. For example, an establishment that only charges $5.50 for a double high-ball must now charge at least $6.

- That said, overall, we don't expect consumers will see much of a difference in terms of drink prices. If anything, they will notice new happy hour drink specials offered by licensees, which weren't allowed under the previous rules.
- Bear in mind, licensees have a business to run and, in most cases, already charge more than the new prescribed minimum prices.

5. Licensees may need to review their menus and pricing. How will they find out about these changes? Is there any sort of grace period for them?

s. 15

- Liquor inspectors will continue their routine inspections and, when necessary, remind licensees that the new minimum prices are in place.
- The Liquor Control and Licensing Branch (LCLB) – as per its normal process– issued a policy directive today (June 20) that gets posted on its website and is shared with industry associations.
- These changes are also detailed in 'Liquor Line' – the LCLB's newsletter to all licensees – which will be sent out next week.

<u>If needed re: enforcement</u>:

- If a liquor inspector finds that a licensee was not aware of the minimum prices, he or she will share the new policies with that that licensee, take the time to ensure they understand the changes, and follow-up at a later date.
- If a licensee is found to be purposely charging less than the new minimum prices, it will face a contravention notice and possible enforcement action.

s. 13

s. 13

8. What were the prices suggested by health advocates?

- Most health advocates that participated in the B.C. Liquor Policy Review suggested a price minimum around $3.00 per standard drink – and these changes align with those recommendations.
- Research has shown that minimum price policies can be effective in reducing alcohol abuse by at-risk groups.

9. How does B.C.'s minimum pricing compare to other jurisdictions?

- B.C.'s minimum prices will be the highest in Canada.
- They are consistent with levels recommended by health advocates and are in line with prices that have been adopted by a number of local governments in B.C.
- We've been clear that any changes to B.C.'s liquor laws must also safeguard health and public safety – and we remain committed to that.

s. 13

11. What exactly are the minimum drink prices?

- It was important to us to listen to the health and safety advocates, and we've done that.
- The minimum drink prices are based on ounces of alcohol.
- For example, the minimum price an establishment can charge for a drink is $3 – that's for a single ounce cocktail, a 5 oz glass of wine or a 12 oz glass of beer or cider.
- *(See table on next page).*

Product Category	Minimum Price per ounce (not including sales tax)	Price per drink: Examples of some common sizes
Draught cider/beer	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) (sleeve) $5 per 20 oz (pint) $15 per 60 oz (jug)
Packaged beer, cider and coolers	$0.25 per oz (28 ml)	$3 per 341 ml (12 oz) bottle or 355 ml can
Wine/ Fortified wine (including sake)	$0.60 per oz (28 ml)	$3 per 5 oz glass $3.60 per 6 oz glass (170 ml) $5.40 per 9 oz glass (255 ml) $15.85 per 750 ml bottle (26.4 oz)
Liqueurs/ Spirits	$3 per oz (28 ml)	$3 per oz (28 ml)

12. What were the previous rules for establishments who wanted to offer drink specials? What were the minimum drink prices?

- Prior to this change, liquor licensees had to set their prices when they opened for the day and they couldn't change the price throughout the business day. However, they were free to change the price the next business day.
- Licensees were required to charge no less than the original Liquor Distribution Branch purchase price.

13. Can local governments implement bylaws to allow for lower or higher minimum prices? Why not?

- The provincial minimum prices will take precedence over any local government bylaws that are in place.
- If a municipality wishes to set a higher minimum price level, they are welcome to explore this option.

Happy Hours

14. How soon can businesses hold happy hours?

- This change is effective today – June 20.

- Happy hours offer socially engaging, interactive environments for British Columbians while also helping B.C. restaurants and pubs bring in customers during specific times in the day when business may be slow.
- This is a change that provides flexibility for licensees to vary their drink prices throughout the day and adapt their business model to best suit their establishment, while the introduction of minimum drink pricing will prevent aggressive pricing strategies that may lead to over-consumption.

15. Can shots be sold at happy hour prices?

- Yes, as long as the minimum price charged per shooter adheres to the minimum prices we have outlined per ounce of liqueurs/spirits ($3.00).
- Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
- It's also important to recognize that all staff who serve liquor at licensed establishments must have Serving it Right certification – helping to ensure staff have the effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.

16. Are you going to set specific hours within which happy hours must be held?

- As part of this change, businesses may vary their price through the day at any time during liquor service hours, as per the terms and conditions of their licence.
- Typically, happy hours are offered at times of the day when business is slow – such as late afternoon, before the dinner crowd.

17. Are all establishments – liquor-primary and food-primary – allowed to have happy hours?

- Yes, this change affects all establishments that sell liquor by the glass, including food-primary and liquor-primary licences, as well as manufacturer lounge and special event area endorsements.
- We see this as a way to offer socially engaging, interactive environments for British Columbians while also helping B.C.'s licensed establishments bring in customers during specific times in the day when business may be slow.

18. Won't happy hours just lead to binge drinking, which is clearly harmful?

- Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
- Minimum price policies can be effective in reducing alcohol abuse by at-risk groups, according to evidence presented during the B.C. Liquor Policy Review by health advocacy groups (the Centre for Addictions Research of BC, University of British Columbia, the Health Officers Council of B.C. and B.C.'s Provincial Health Officer).
- Parliamentary Secretary John Yap consulted with many health and public safety advocates on these changes – their opinions and research helped inform his recommendations and the policy work.
- At the same time, we also need to ensure that licensees and staff are taking the necessary steps to ensure responsible liquor service.

- We have plans to expand and enhance B.C.'s Serving it Right program – providing licensees and waitstaff with up-to-date knowledge about responsible beverage service and effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.
- In addition to Serving it Right, B.C. has some excellent programs in place that provide information about alcohol consumption, such as the Healthy Minds/Healthy Campuses program targeted at post-secondary students.

19. We saw a lot of civil disobedience during the Stanley Cup riots in Vancouver – aren't we just encouraging more riots or civil disobedience in moving forward with happy hours?

- Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
- These changes are about striking the right balance – and that's why, with the introduction of happy hours, we have implemented minimum drink pricing, consistent with the views expressed by health advocates during the Liquor Policy Review.
- That's also why we have plans to expand and enhance B.C.'s Serving it Right program – providing licensees and waitstaff with up-to-date knowledge about responsible beverage service and effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.
- Liquor inspectors also have a very important role to play in helping to protect public safety and to ensure that our laws are being followed.
- I can tell you that the Liquor Control and Licensing Branch (LCLB)'s staff work with police on a regular basis to promote voluntary compliance with provincial liquor laws and mitigate risks to public safety, such as over-service.
- Our inspectors do everything they can to work with licensees and make sure they understand the terms and conditions of their liquor licence.

20. Won't happy hours lead to increased drinking and driving?

- The implementation of happy hours isn't an invitation to get behind the wheel of your car.
- The choice is clear – if you're going to drink, during happy hours or otherwise – don't drive.
- B.C. has some of the toughest drinking and drinking laws in Canada.
- In the three years since our new drinking and driving laws have been in force, an estimated 190 lives have been saved – that's a 52 per cent decrease in alcohol-impaired driving fatalities.
- Many people in B.C. have changed their behaviour because of these laws.
- British Columbians can rest assured that police will continue to be out on highways enforcing the laws against impaired driving.
- B.C. will continue to work closely with police and road safety partners across the country to address the serious consequences of drinking and driving.

21. The City of Victoria has suggested implementing a drink levy to pay for the additional costs in policing and enforcement that will be needed under liberalized liquor laws. Is this something the Province is considering?

- We've been clear that any changes to B.C.'s liquor laws must also safeguard health and public safety – and we remain committed to that.

- I understand the City of Victoria is exploring the idea of imposing a per-drink levy.
- Local governments need to ensure they have the legal authority to pursue this option – which is a municipal decision, and not something the Province would play a role in approving or administering.

If asked whether the Province will pay for the levy:

- I understand that, at this point, a levy is something the City of Victoria is merely exploring.
- Should they submit a proposal to the Province, we would certainly take a look at it.
- It's important to note that the production, distribution and sale of liquor returns $1.1 billion to the Ministry of Finance, which helps pay for health and social programs.

22. Is the Province going to provide municipalities with additional resources for enforcement and policing?

- All licensees will continue to be made aware of the laws and rules regarding liquor service as part of their licensing process – and events where liquor service takes place will continue to be routinely inspected.
- Our Minors as Agents Program will continue to test whether private and government liquor stores, licensees and SOL events are selling to minors. We'll be adding grocery stores into the mix next year.
- Liquor Control and Licensing branch (LCLB) staff work with police on a regular basis to promote voluntary compliance with provincial liquor laws and mitigate risks to public safety, such as over service.
- Police forces and boards determine local policing priorities and allocate resources accordingly.

23. How are you going to balance changes like happy hours – which will lead to increase consumption – with health and safety?

- Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
- However, it's important to ensure that licensees and staff who serve alcohol are responsible for making sure they take the steps necessary to ensure responsible liquor service.
- Over one-quarter of Parliamentary Secretary Yap's recommendations are geared towards health, safety and social responsibility – and we are taking action to implement those recommendations.
- For example, we are working on expanding and enhancing Serving it Right – ensuring those serving or selling alcohol have effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.
- We will more closely link the price of liquor to alcohol content to reduce alcohol abuse by at-risk groups.
- We'll explore a last drink program with police agencies, so that if an impaired person's last drink was in a licensed establishment, the LCLB can investigate and possibly levy penalties for over-serving clients.

- We will also be collaborating with local government, public health officials and industry to develop effective and meaningful social responsibility educational campaigns for display in licensed establishments and liquor stores.

24. What are the penalties for an establishment that is caught over-serving patrons?

- It is the responsibility of licensees and their staff to ensure patrons do not become inappropriately intoxicated in their establishment.
- If licensees are caught permitting a person to become intoxicated, selling or giving liquor to an intoxicated person, or allowing an intoxicated person to remain in the establishment, they could face a $5,000-$7,000 fine and/or a 4-7 day suspension for a first offence, 10-14 day suspension for a second offence and 18-20 day suspension on subsequent offences.

25. Can establishments hold "two for one" specials? Why not?

- No, the current policy prohibiting "two for one" drink specials will be maintained, as in most other jurisdictions.
- Two for one specials can encourage binge drinking. We've been clear that any changes to B.C.'s liquor laws must safeguard health and public safety – and we remain committed to that.

26. Can establishments hold specials such as "ladies night" or "team night" for players in uniform?

- Yes, as long as the minimum drink prices are adhered to, licensees may offer time-limited drink specials to specific groups.
- This aligns with other Canadian jurisdictions.

27. The Campaign for Real Ale is saying many businesses that sell liquor aren't actually selling full-sized pints. Is government going to do anything about regulating pint sizes?

- Our focus is primarily on public safety – we have clearly defined maximum drink sizes per person, as a way of encouraging moderate consumption and preventing over-service.
- Businesses are free to measure and pour their own drinks, provided they are not more than the maximum drink size.
- Licensees are required to have a price list, available upon request, stating drink serving sizes.

28. Is government going to consider more late-night transit options?

- Local governments set transit priorities, and service levels vary by demand.
- For example, Victoria provides service on some routes on weekends, and Whistler provides it seasonally.
- If local governments see this as a priority, then they can provide transit service later into the evening.

Hospitality Industry Changes

29. Aren't you concerned about over-consumption, if you're allowing customers to order a drink without food?

- Most people in B.C. who choose to consume alcohol do so responsibly and in moderation.
- We're leaving the decision up to patrons, who should not feel obliged to eat if they're not hungry.
- Many pubs have food and atmosphere similar to that of a restaurant – so allowing a customer at a restaurant to enjoy a pint without ordering a meal is a balanced change.
- Additionally, all staff who serve liquor in bars/pubs and restaurants with a licensed lounge must have Serving it Right certification.
- We also have plans to expand and enhance B.C.'s Serving it Right program – providing licensees and all waitstaff with up-to-date knowledge about responsible beverage service and effective skills and techniques, should they encounter challenging scenarios in which patrons are over-drinking.
- Even with this change, restaurants will still have to ensure their primary focus in on the service of food.

NR

Page 334 redacted for the following reason:
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NR

Little, Danielle JAG:EX

From: Bieller, Barry JAG:EX
Sent: Wednesday, June 18, 2014 4:38 PM
To: Groot, Jeff GCPE:EX; Schollen, Tasha GCPE:EX; Turner, Caeli GCPE:EX
Cc: Stephenson, Cindy JAG:EX; Scott, Douglas S JAG:EX
Subject: Minimum pricing - industry response

Hi guys,

I checked the industry response from our consultation on the minimum price. Here's what they said:

BC Restaurant and Food Services Association – favours $3.00 min
ABLE – favours $4.00 min as anything lower is a race to the bottom
Legions – did not respond to this issue
Restaurants Canada – favours $2.50 min as this is halfway between minimum of $2.25 in some jurisdictions and $2.75 in others.

Cheers,

Barry