



LIQUOR DISTRIBUTION BRANCH

Date: 31 March 2015
To: BC Manufacturers
From: Michael Procopio, BC Liquor Distribution Branch
Subject: BC Manufacturers' Charitable Donations

As a BC Manufacturer, please disregard the "Purchases of product for Charity – Pricing Changes" memo dated March 19, 2015, as that communication was intended for agents and suppliers. Please refer to the information below.

As part of the transition to the new wholesale pricing model, there are some changes to donations of product for charitable purposes. Effective April 1 2015, BC manufacturers supplying products for charitable events will report these as wholesale sales to their Manufacturer Onsite Store. The Wholesale Customer Centre does not need to be involved in this transaction.

We apologize for the confusion the original memo may have caused. If you have any questions related to the changes above please email LDBChanges@bcldb.com.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Procopio", with a stylized flourish at the end.

Michael Procopio
Executive Director
Wholesale and Retail Services
BC Liquor Distribution Branch

Date: Wednesday, March 10, 2015

To: Agents and Suppliers

From: Tastings@bcldb.com

Re: Changes to BC Liquor Store In-Store Tasting Program

Dear Industry Partner,

As part of the changes associated with the transition to the new wholesale pricing model there are some changes to the BC Liquor Store in-store tasting program.

As of April 1, 2015, when the new wholesale pricing model comes into effect, suppliers and agents must purchase all in-store tasting products at the BC Liquor Store at which the tasting will take place and at the BC Liquor Store retail price.

For more detail and BC Liquor Store in-store tasting program instructions, please review the updated BC Liquor Stores In-Store Tasting Programs Guideline document, located on the Vendor Website at:

<https://www.vendor.bcliquorstores.com/vendorsite/static/resources.jsp>

Paulette Parry



Director, Marketing, Retail Services-Marketing



LIQUOR DISTRIBUTION BRANCH

Date: Thursday, March 19, 2015

To: Manufacturers, Agents and Suppliers of beverage alcohol in British Columbia

Re: **An Update to the Wholesale Price Promotion (WPP) Program Policy**

Industry Partner,

Please be aware of a change to the minimum price reduction within the WPP program.

A WPP, previously known as a Limited Time Offer (LTO), is a temporary decrease in a product's wholesale price, requested and fully funded by the manufacturer, agent or supplier.

Effective May 3, 2015 (Period 2 2015/2016) the minimum price reduction for a WPP is as follows:

- A minimum of 10% off the regular wholesale price, per selling unit, for products with a wholesale price of \$9.99 or less per selling unit;
- The greater of 5% or \$1.00 off the regular wholesale price per selling unit, for products with a wholesale price of \$10.00 and greater per selling unit.

The table below presents examples of the minimum WPP requirements:

Wholesale Price	Promotion Requirement	Minimum Promotion Amount
\$5.95	Minimum of 10%	\$0.60
\$10.95	The greater of \$1.00 or 5%	\$1.00
\$22.95	The greater of \$1.00 or 5%	\$1.15

A WPP must be submitted in dollar value (i.e. \$1.50 off) and, when applied, cannot cause the promoted product to fall below the minimum wholesale price (under review).

Please note - the deadline for Period 2 WPP submissions is March 24, 2015.

If you have any questions related to this change to the WPP program, please contact:

Fincostp@bcldb.com.

Sincerely,

Roger Bissoondatt

Chief Financial Officer, Finance

BC Liquor Distribution Branch



LIQUOR DISTRIBUTION BRANCH

DATE: May 15, 2015

TO: ALL IMPORT AGENTS AND DOMESTIC SUPPLIERS

RE: MINIMUM WHOLESALE PRICE

As you are aware, effective April 1, 2015, the BC Liquor Distribution Branch (BCLDB) transitioned to a new wholesale pricing model, meaning that all liquor retailers now purchase product from the LDB at a common wholesale price.

As part of the transition to the new model, the newly established minimum wholesale price per litre will be effective for fiscal period 4, June 28, 2015. Below are the minimum prices that will come into effect by product category:

Product Category		Minimum Wholesale Price per litre
Spirits	Spirits	\$23.15
	Spirits - Liqueurs	\$11.80
Wine	Wine*	\$5.30
Refreshments	Refreshments	\$2.20
Beer	Beer - Packaged	\$2.60
	Beer - Draught	\$1.95

**Wine over and less than 10 litres are subject to the same minimum price going forward.*

Wholesale prices which fall below these minimum rates will be adjusted to meet required minimum price levels. Supplier price changes and/or Wholesale price promotions causing the Wholesale price to fall below these rates will also be adjusted to meet minimum price requirements.

Thank you for your continued patience through this time of transition. Please direct any questions related to product pricing to fincostp@bcldb.com and any questions related to the new wholesale pricing model to ldbchanges@bcldb.com.

Sincerely,



Nadine Tomlinson
A/Director, Expenditure

Cc: Roger Bissoondatt, Chief Financial Officer
Mike Procopio, A/ Executive Director - Retail & Wholesale
Marketing staff, Liquor Distribution Branch
Purchasing staff, Liquor Distribution Branch



LIQUOR DISTRIBUTION BRANCH

Date: March 19, 2015

To: Manufacturers, Agents, & Suppliers

From: Michael Procopio, BC Liquor Distribution Branch

Re: **April 1, 2015** changes to the purchase of product by manufacturers, agents & suppliers for charitable purposes.

As you know the Liquor Distribution Branch (LDB) is implementing a new wholesale pricing model beginning April 1. As part of the new model, the current discount-off -display price for retailers will be eliminated, and replaced with a common wholesale price for each product. All retailers, including BC Liquor Stores, will purchase a product at this common wholesale price.

As part of the transition to the new wholesale pricing model, there are some changes to pricing of agent purchases for charitable purposes. **Effective April 1, manufacturers, agents and suppliers purchasing products for charitable donation will purchase product at the wholesale price.**

To receive the wholesale price, agents will be required to purchase the product from the Wholesale Customer Centre (WCC). Products purchased from BC Liquor Stores will only be available at the LDB established retail price.

Ordering, payment and pick-up of product for charitable purposes will be done on the following basis:

Ordering and payment

- The process for charities to notify the LDB of the charitable involvement of manufacturers, agents and suppliers will remain the same as it is today whereby the charity submits a letter of request outlining event details to LDB for review.
- Effective April 1, the manufacturer, agent or supplier must submit the approved letter of request, from the charity, with their order to the WCC.
- If the manufacturer, agent or supplier has not previously dealt with the WCC, they will need to set-up a credit card on file or complete a pre-authorized payment form. Manufacturers, agents and suppliers can contact the WCC at (604) 775-0681. Payment will be processed when the order is processed by the WCC.

Pick-up

- Orders will be ready for pick-up two days after the order is placed.
- Orders can be picked up at the WCC, located at 3200 East Broadway Street, Vancouver.
- If the manufacturer, agent or supplier is unable to pick-up the order from the Vancouver WCC, shipment to the Victoria WCC depot or to a BC Liquor Store location is possible.



LIQUOR DISTRIBUTION BRANCH

- In these cases, the order must be placed at least 10 days ahead of the event to ensure adequate shipping time.
 - The WCC will deliver the order to the Victoria WCC depot at 219 Government Street in Victoria, or to the specified BC Liquor Store location.
 - A \$30 processing fee will be charged for delivery from the LDB warehouse..
 - The manufacturer, agent or supplier will be contacted when the order arrives at the location.
- The approved letter of request from the charity must be presented at the time of order pick-up.

The LDB would like to thank you for your patience through this time of transition. If you have any questions related to the changes above please email LDBChanges@bcldb.com.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Procopio".

Michael Procopio
Executive Director
Wholesale and Retail Services
BC Liquor Distribution Branch



LIQUOR DISTRIBUTION BRANCH

Date: September 15, 2015
To: Direct Delivery Suppliers
From: LDB Retail
Re: Changes to LDB's Ordering Process

Manufacturers and Suppliers,

I am writing to inform you of some upcoming changes at the BC Liquor Distribution Branch (LDB) that will change the way we work together.

The changes are related to LDB's upcoming move from a BC Liquor Store (BCLS)-managed ordering process to a centralized ordering process. As part of this transition, the LDB's Merchandising team will manage BCLS ordering and replenishment, as opposed to the individual store manager.

When we move to centralized ordering, BCLSs will no longer send purchase orders to you via telephone or fax. However, **LDB's Merchandising team will require the ability to send purchase orders to you electronically to ensure product order and delivery to BCLSs. As a result, there is a need to ensure you have the capability of receiving orders electronically.**

LDB's move to centralized ordering will happen gradually. Three BCLSs will be part of a 'pilot' to test these changes, beginning January 2016. The pilot stores include Northgate #077 and Byrne Road #193 in Burnaby and Kerrisdale #210 in Vancouver. Please note: starting January 2016, these three stores will no longer send orders through to you via telephone or fax.

We will transition the remaining stores to centralized ordering beginning spring 2016. As soon as a BCLS transitions to centralized ordering, Merchandising will begin placing the stores' purchase orders electronically.

At this time, we do not have exact dates for when the pilot and broader transition will start, however we will keep you informed in the coming weeks and months.

We have identified you as a manufacturer or supplier that services one or more BCLS and, therefore, wanted to draw your attention to this matter early in order to ensure the smoothest transition possible.



LIQUOR DISTRIBUTION BRANCH

At your earliest convenience, please email Amin Nanji at Amin.Nanji@bcldb.com and:

- Acknowledge receipt of this letter
- Provide a technical contact name and contact details for us to work with during this change.

I look forward to working together throughout this transition.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Procopio".

Michael Procopio

Executive Director, Retail Operations
BC Liquor Distribution Branch

Tam, Billy LDB:EX

From: Bissoondatt, Roger LDB:EX
Sent: Friday, March 13, 2015 9:26 AM
To: Dave Heffelfinger
Subject: Re: Couple questions

Hi Dave , I am away for a couple of days. However I have forwarded your request to our centralized area for project inquiries so that they can get back to you with the appropriate response. Our process for wholesale and retail pricing is to coordinate it through the project office - ldbchanges@bcldb.com e- mail address.

Roger

Sent from my iPad

On Mar 12, 2015, at 3:44 PM, "Dave Heffelfinger" <dheffelfinger@pwbrewing.com> wrote:

Hi Roger, hope things are well and you can help with this,

1/ Wholesaler pricing for LRS – With the mandate from Suzanne Anton that liquor prices were not going to rise due to the liquor changes, is it realized that Supplier prices to LRS stores will go up aprox \$.20 a six pack, holding our duty paid price constant. This is very significant and I'm sure many are realizing this at the retail level. Is there consideration to move the markup rate down to close this gap?

2/ RAS stores product pick up from GLS– it's many people's perspective that RAS's will not be able to pick up orders from their local GLS's. Is this confirmed. It's going to mean a lot of effort for RAS's to pickup at other cross dock locations or pay a fee for delivery to very remote locations.

Thoughts?

Please advise on these two items asap.

Thanks

Dave

604 421 2119

Tam, Billy LDB:EX

From: Bissoondatt, Roger LDB:EX
Sent: Thursday, June 11, 2015 8:37 AM
To: Dave Heffelfinger
Subject: FW: Pacific western

Hi Dave, here is the response I received from our folks regarding the issuance of the retail prices. So whosoever from PWB has access to the website can see the prices before the effective date.

The retail price list for their products are scheduled to be published on the Vendor Website on June 16th for period 4. The individuals who have access (user ID and password) to the Vendor Website will be able to see the retail prices.

Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bcldb.com

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Tam, Billy LDB:EX

From: Bissoondatt, Roger LDB:EX
Sent: Friday, June 12, 2015 2:48 PM
To: 'Dave Heffelfinger'
Subject: RE: Pacific western
Attachments: D D COVER LETTER 2016.pdf

Hi Dave, hopefully the attached letter will assist you in knowing the retail prices before the effective date.

The retail price of products are determined by the Retail staff based on the price point they would like for the product. This is led by Bill Michael and his team.

Have a wonderful weekend!
Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bcldb.com

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

From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Thursday, June 11, 2015 9:32 AM
To: Bissoondatt, Roger LDB:EX
Subject: RE: Pacific western

Hi Roger, thanks for this ... we thought there would be a notice to us verses having to check the LDB website. Anyhow, we will do this going forward.

Can you explain why there was an increase in retail price on bottles across our sku's in the last period? ... some were quite sizeable? ... were all suppliers similarly effected?

Dave

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

From: Bissoondatt, Roger LDB:EX [<mailto:Roger.Bissoondatt@bcldb.com>]
Sent: Thursday, June 11, 2015 8:37 AM
To: Dave Heffelfinger
Subject: FW: Pacific western

Hi Dave, here is the response I received from our folks regarding the issuance of the retail prices. So whosoever from PWB has access to the website can see the prices before the effective date.

The retail price list for their products are scheduled to be published on the Vendor Website on June 16th for period 4. The individuals who have access (user ID and password) to the Vendor Website will be able to see the retail prices.

Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bcldb.com

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**LIQUOR
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BRANCH**

DATE: April 27, 2015
TO: ALL IMPORT AGENTS AND DOMESTIC SUPPLIERS
RE: DATES AND DEADLINES FOR FISCAL 2015/2016

As you are aware, effective April 1, 2015, the BC Liquor Distribution Branch (LDB) transitioned to a new wholesale pricing model, meaning that all liquor retailers now purchase product from the LDB at a common wholesale price.

As part of the transition to the new model, there are some changes to the dates and deadlines for Wholesale Price Changes and Wholesale Price Promotions (WPPs) – previously known as Limited Time Offers (LTOs), for the LDB's fiscal calendar year 2015/2016. These new dates and deadlines are provided in the attached schedule.

Please note - WPPs and wholesale price change requests must be submitted before 5pm (PST) on the applicable deadline to be processed for the corresponding effective date. WPPs and wholesale price changes are to be submitted using the form within the Vendor Website and emailed to the LDB's Costing and Pricing Department at fincostp@bclddb.com.

Late WPP and/or price change requests will not be accepted.

The attached Wholesale Price Promotions and Wholesale Price Change Dates and Deadlines Schedule can also be found on the Vendor Website at www.vendor.bcliquorstores.com

Thank you for your continued patience through this time of transition. Please direct any questions related to product pricing to fincostp@bclddb.com and any questions related to the new wholesale pricing model to ldbchanges@bclddb.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Nadine Tomlinson".

Nadine Tomlinson
A/Director, Expenditure

Attachment

Cc: Roger Bissoondatt, Chief Financial Officer
Marketing staff, Liquor Distribution Branch
Purchasing staff, Liquor Distribution Branch



WHOLESALE PRICE CHANGES AND WHOLESALE PRICE PROMOTIONS

Dates and Deadlines Schedule

2015/2016 Fiscal Year

Supplier Price Change and Wholesale Price Promotion Deadline	Wholesale Pricing Published to Vendor Website	LDB Established Retail Price Published to Vendor Website	Effective Date of Wholesale and LDB Established Retail Prices	Fiscal Period 2015/2016
February 13, 2015	March 6, 2015	March 20, 2015	April 1, 2015	1
March 24, 2015	April 10, 2015	April 21, 2015	May 3, 2015	2
April 24, 2015	May 6, 2015	May 19, 2015	May 31, 2015	3
May 20, 2015	June 3, 2015	June 16, 2015	June 28, 2015	4
June 17, 2015	July 2, 2015	July 14, 2015	July 26, 2015	5
July 15, 2015	August 5, 2015	August 18, 2015	August 30, 2015	6
August 19, 2015	September 2, 2015	September 15, 2015	September 27, 2015	7
September 16, 2015	September 30, 2015	October 13, 2015	November 1, 2015	8
October 14, 2015	November 4, 2015	November 17, 2015	November 29, 2015	9
November 18, 2015	December 2, 2015	December 15, 2015	January 3, 2016	10
December 16, 2015	January 6, 2016	January 19, 2016	January 31, 2016	11
January 20, 2016	February 3, 2016	February 16, 2016	February 28, 2016	12
February 17, 2016	March 2, 2016	March 15, 2016	April 1, 2016	1 (2016/2017)

- * EMAIL WHOLESALE PROMOTIONS/PRICE CHANGE REQUESTS TO FINCOSTP@BCLDB.COM
- * SUBMISSIONS WILL BE ACCEPTED UP TO 5:00 PM PACIFIC STANDARD TIME ON DEADLINE DATE
- * **LATE SUBMISSIONS WILL NOT BE ACCEPTED (NO EXCEPTIONS)**

Tam, Billy LDB:EX

From: Bissoondatt, Roger LDB:EX
Sent: Tuesday, July 21, 2015 8:37 PM
To: Dave Heffelfinger
Subject: Re: Update

Will call in the am

Roger
604-252-3151

Sent from my iPad

On Jul 21, 2015, at 9:13 AM, "Dave Heffelfinger" <dheffelfinger@pwbrewing.com> wrote:

Hi Roger, please call me.
604 421 2119
Thanks
Dave

Tam, Billy LDB:EX

From: Bissoondatt, Roger LDB:EX
Sent: Thursday, August 06, 2015 9:19 AM
To: Dave Heffelfinger
Subject: Re: GLS Retail Pricing

Hi Dave. I am in Victoria today. Can we connect tomorrow? I was expecting our retail folks to contact you so I am also following up with them.

Rogwr

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Dave Heffelfinger
Sent: Wednesday, August 5, 2015 1:39 PM
To: Bissoondatt, Roger LDB:EX
Subject: RE: GLS Retail Pricing

Hi Roger, not yet ... please call me.
Thanks
Dave

From: Bissoondatt, Roger LDB:EX [<mailto:Roger.Bissoondatt@bcldb.com>]
Sent: Wednesday, August 05, 2015 12:51 PM
To: Dave Heffelfinger
Subject: RE: GLS Retail Pricing

Hi Dave, has anyone from the LDB responded to your inquiry? I am back today and getting caught up.
Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bcldb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Tuesday, July 28, 2015 5:21 PM

To: Bissoondatt, Roger LDB:EX

Subject: GLS Retail Pricing

Hi Roger, was trying to reach you a number of times to discuss the retail GLS pricing. We received the new GLS retail pricing last week and were very surprised, confused and concerned about what took place.

As I recall in our discussions prior to April 1, the change to wholesaler pricing would result in **no** change in GLS out the door pricing. Now, 4 month later we see a sizeable increase in GLS retail price for no apparent reason. Wholesaler prices to you have not changed. Our top seller, Genuine 6 cans have gone from \$6.99 to \$7.29 (per below), a 4.3% increase. Others like Molson Black Supreme 6ar and Wildcat 6ar stayed at \$6.99 with a wholesale of \$5.92, while Cariboo Blonde and Ironhorse, with wholesale prices of \$5.90 (lower than \$5.92) moved up to \$7.29 GLS retail from \$6.99. Also, the mainstream Canadian, Bud, Kokanee have the lowest retail markup of all major volume 6 pack sku's at 17%, well below PWB's top sku's. We cannot understand the logic and concerned that prices can change without any clear policy or logic? Is there a policy planned (ie flat % markup increase).

I hope you can understand our concern and we have no issue playing on the same playing field as our competitors, but the things I note are simply not right and I ask for your support to have them corrected.

Please call me on your return to the office to discuss further or I can come see you.

Thanks

Dave

GLS Display Price					
	<u>GLS Price</u>	<u>GLS Price</u>	<u>Wholesale</u>	<u>GLS Retail Markup</u>	
	<u>Pre July 26</u>	<u>July 26</u>	<u>July 26</u>	<u>July 26</u>	
<u>Brand</u>	<u>@ pack</u>	<u>@ pack</u>	<u>@ pack</u>	<u>@ pack</u>	
PWB - Ironhorse	\$ 6.79	\$ 7.29	\$ 5.99	24%	
PWB - Cariboo Light	\$ 6.89	\$ 6.99	\$ 5.99	17%	
Molson - Black Supreme	\$ 6.99	\$ 6.99	\$ 5.92	18%	
Stroh - Colt 45	\$ 6.99	\$ 7.29	\$ 5.92	23%	
PWB - Traditional	\$ 6.99	\$ 7.29	\$ 6.08	20%	
PWB - Cariboo Blonde	\$ 6.99	\$ 7.29	\$ 5.99	24%	
Molson - Extra Old Stock	\$ 6.99	\$ 7.29	\$ 6.08	20%	
PWB - Cariboo GD	\$ 6.99	\$ 7.29	\$ 6.08	20%	
PWB - Cariboo Honey	\$ 6.99	\$ 7.29	\$ 6.08	20%	
PWB - Pilsner	\$ 6.99	\$ 7.29	\$ 6.08	20%	
Bowen Island - Lager	\$ 6.99	\$ 7.29	\$ 6.01	21%	
Labatt - Wildcat	\$ 6.99	\$ 6.99	\$ 5.92	18%	
Big Surf - Laid back Lager	\$ 7.29	\$ 7.29	\$ 6.81	16%	
Hella Gate - Lager	\$ 7.29	\$ 7.29	\$ 6.01	21%	
Hella Gate - Pale Ale	\$ 7.29	\$ 7.29	\$ 6.01	21%	
PWB - Cariboo Cream Ale	\$ 7.29	\$ 7.29	\$ 6.34	15%	
Labatt - Brava	\$ 7.29	\$ 7.29	\$ 6.08	20%	
Kootenay	\$ 7.29	\$ 7.29	\$ 6.08	20%	
Stroh - Old Mill	\$ 7.39	\$ 7.59	\$ 6.39	19%	
Keystone Lager	\$ 7.79	\$ 7.79	\$ 6.39	22%	
Keystone Light	\$ 7.79	\$ 7.79	\$ 6.39	22%	
Bowen Island - Pale Ale	\$ 8.29	\$ 7.29	\$ 6.01	21%	
Labatt - Lucky	\$ 8.29	\$ 8.29	\$ 6.96	19%	
Molson Old Style Pilsner	\$ 8.49	\$ 8.49	\$ 7.26	17%	
Budweiser	\$ 8.49	\$ 8.49	\$ 7.26	17%	
Canadian	\$ 8.49	\$ 8.49	\$ 7.26	17%	
Kokanee	\$ 8.49	\$ 8.49	\$ 7.26	17%	
Molson - Black Ice	\$ 8.79	\$ 8.79	\$ 7.52	17%	

Tam, Billy LDB:EX

From: Dave Heffelfinger <dheffelfinger@pwbrewing.com>
Sent: Friday, November 28, 2014 10:58 AM
To: Bissoondatt, Roger LDB:EX
Subject: Wholsaler Pricing/Mark up

Hi Roger, good to see you last night.

Had a look at the presentation on Wholesaler pricing

Want to clarify

I see markup rates coming down, for us from \$1.08 per litre to aprox \$.62 per litre which is great.

Is there going to be a Retailer markup that GLS stores will be adding on top of the wholesaler price we will be charging?

Today we have a sku selling for \$7.99 per six pack, net to Brewer flow is below ...

Retail price \$7.99

PST/GST \$1.04

Recycling \$.12

Markup \$ **s.17**

Net to Brewer \$ **s.21**

For April 2015

Retail Price \$7.99

PST/GST \$1.04

Recycling \$.12

Markup \$ **s.17**

Retail Markup ??? % of selling wholesale price??

Wholesale price/Net to Brewer ???

Please pass on your thoughts

Thanks

Dave

Tam, Billy LDB:EX

From: LDB RAM Admin LDB:EX
Sent: Wednesday, June 17, 2015 11:14 AM
To: 'Dave Heffelfinger'
Cc: Perlova, Elena LDB:EX; Jae, Brian LDB:EX
Subject: RE: Pacific western

Thank I have updated your contact to our list.

Francine Chippeway
Financial Analyst Assistant, Finance - Revenue BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bclldb.com

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

From: Dave Heffelfinger [mailto:dheffelfinger@pwbrewing.com]
Sent: Wednesday, June 17, 2015 9:11 AM
To: LDB RAM Admin LDB:EX; Perlova, Elena LDB:EX; Jae, Brian LDB:EX
Subject: RE: Pacific western

Thanks folks, in the future please ensure all Pacific Western Brewing communication is sent to my attention.

Thanks
Dave Heffelfinger

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

From: LDB RAM Admin LDB:EX [mailto:ldbrama@bclldb.com]
Sent: Wednesday, June 17, 2015 7:15 AM
To: Perlova, Elena LDB:EX; Jae, Brian LDB:EX
Cc: Dave Heffelfinger; LDB RAM Admin LDB:EX
Subject: RE: Pacific western

Hi Elena

All communication was sent out March 20th. Marijana Dernikovic is the contact person I have that was also provided by the regulatory group. Attached is the read receipt from Marijana on March 20th.

As of today's date I have not received the Schedule A and reminders were sent out yesterday. I have cc'd Dave on this email with the attachments for completion.

Thank you,

Francine Chippeway
Financial Analyst Assistant, Finance - Revenue BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bclddb.com

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

From: Perlova, Elena LDB:EX
Sent: Tuesday, June 16, 2015 3:56 PM
To: Jae, Brian LDB:EX; Chippeway, Francine LDB:EX
Subject: FW: Pacific western

Can you check why Pacific Western have not received their Schedule A package yet?

Elena Perlova, CPA, CGA
Director, Revenue, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2998 E: elena.perlova@bclddb.com

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

From: Bissoondatt, Roger LDB:EX
Sent: Friday, June 12, 2015 3:24 PM
To: 'Dave Heffelfinger'
Cc: Perlova, Elena LDB:EX
Subject: RE: Pacific western

Hi Dave, I believe it is due then. I will follow up with Elena.

Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bclddb.com

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

From: Dave Heffelfinger [mailto:dheffelfinger@pwbrewing.com]
Sent: Friday, June 12, 2015 3:05 PM
To: Bissoondatt, Roger LDB:EX
Subject: RE: Pacific western

Thanks Roger, Also, is Schedule A due at the end of the month we have not seen any communication/templates on this.

Have a good weekend

Dave

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

From: Bissoondatt, Roger LDB:EX [mailto:Roger.Bissoondatt@bcladb.com]
Sent: Friday, June 12, 2015 2:48 PM
To: Dave Heffelfinger
Subject: RE: Pacific western

Hi Dave, hopefully the attached letter will assist you in knowing the retail prices before the effective date.

The retail price of products are determined by the Retail staff based on the price point they would like for the product. This is led by Bill Michael and his team.

Have a wonderful weekend!
Roger

Roger Bissoondatt
Chief Financial Officer, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3151 E: roger.bissoondatt@bcladb.com

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

From: Dave Heffelfinger [mailto:dheffelfinger@pwbrewing.com]
Sent: Thursday, June 11, 2015 9:32 AM
To: Bissoondatt, Roger LDB:EX
Subject: RE: Pacific western

Hi Roger, thanks for this ... we thought there would be a notice to us verses having to check the LDB website. Anyhow, we will do this going forward.

Can you explain why there was an increase in retail price on bottles across our sku's in the last period? ... some were quite sizeable? ... were all suppliers similarly effected?

Dave

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

From: Bissoondatt, Roger LDB:EX [mailto:Roger.Bissoondatt@bclddb.com]

Sent: Thursday, June 11, 2015 8:37 AM

To: Dave Heffelfinger

Subject: FW: Pacific western

Hi Dave, here is the response I received from our folks regarding the issuance of the retail prices. So whosoever from PWB has access to the website can see the prices before the effective date.

The retail price list for their products are scheduled to be published on the Vendor Website on June 16th for period 4. The individuals who have access (user ID and password) to the Vendor Website will be able to see the retail prices.

Roger

Roger Bissoondatt

Chief Financial Officer, Finance

BC Liquor Distribution Branch

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Tam, Billy LDB:EX

From: Rai, Del LDB:EX
Sent: Thursday, July 16, 2015 1:05 PM
To: Kok, Robert LDB:EX; Lau, Tony LDB:EX; Ling, Shawn LDB:EX; Jing, Jennifer LDB:EX; Yee, Brent LDB:EX
Cc: Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX; Bhala, Michael LDB:EX; Perlova, Elena LDB:EX; Mok, Keith LDB:EX
Subject: RE: Supplier Lounge pricing solution

303 PACIFIC WESTERN BREW PWB #303
337 LIGHTHOUSE BREWING PWB #337
342 Heartstone Brewery
344 Central City Brewpub
473 COAL HARBOUR BREWING CAS #473
481 Mission Springs Pub and Brewery

These are the potential stores that may sell with the new rules.

My suggestion is to get them to comply on DSWR if they want to. This is a small list, why make changes to the new format just for 6 stores.

Del Rai

Manager, Data Management, Finance - Data Management
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From: Kok, Robert LDB:EX
Sent: Thursday, July 16, 2015 12:13 PM
To: Lau, Tony LDB:EX; Ling, Shawn LDB:EX; Jing, Jennifer LDB:EX; Yee, Brent LDB:EX
Cc: Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX; Bhala, Michael LDB:EX; Perlova, Elena LDB:EX; Mok, Keith LDB:EX; Rai, Del LDB:EX
Subject: Supplier Lounge pricing solution

Here is the solution as I understand it for now. We can confirm at this afternoon's meeting.

This solution is chosen as it requires the least amount of changes. (let me know if you think otherwise).

Thanks!

Robert Kok

Manager, Corporate Systems, Information Services
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3280 E: robert.kok@bclldb.com

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From: Kok, Robert LDB:EX
Sent: Monday, July 13, 2015 10:59 AM
To: Lau, Tony LDB:EX; Ling, Shawn LDB:EX; Jing, Jennifer LDB:EX; Yee, Brent LDB:EX
Cc: Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX; Bhala, Michael LDB:EX; Perlova, Elena LDB:EX; Mok, Keith LDB:EX

Subject: RE: pricing impacts note
Importance: High

Tony, Shawn, Jennifer, Brent ...

s.13,s.17

I'll call a meeting so we can discuss these changes together.

Robert Kok

Manager, Corporate Systems, Information Services
BC Liquor Distribution Branch
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T: 604 252-3280 E: robert.kok@bclldb.com

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From: Perlova, Elena LDB:EX
Sent: Monday, July 13, 2015 9:30 AM
To: Kok, Robert LDB:EX; Lau, Tony LDB:EX; Ling, Shawn LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX; Starck, Constantin LDB:EX
Subject: RE: pricing impacts note

Good morning Rob,

I have not heard from you since I sent a request 10 days ago. Can you please provide a high-level estimate for how many day will be required for the IS to implement the change.

Thank you,

Elena Perlova, CPA, CGA
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BC Liquor Distribution Branch
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T: 604 252-2998 E: elena.perlova@bcldb.com

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From: Perlova, Elena LDB:EX
Sent: Friday, July 03, 2015 4:38 PM
To: Kok, Robert LDB:EX; Lau, Tony LDB:EX; Ling, Shawn LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX; Starck, Constantin LDB:EX
Subject: RE: pricing impacts note

Sorry, I assumed Del provided you with the details.

There was some further development though since last week, so I will summarize here:

The government will be announcing a change allowing BC manufacturers' lounge and special event area endorsements serve products other than manufactured onsite to its patrons.

Current status:

Brewery and distillery lounges are currently only allowed to sell their own products to their lounge and SE areas, therefore they are using the Wholesale Price for all transfers to their lounge and SE areas and report sales using the MOS customer type with their reporting store # as a customer number.

Wineries' lounges are allowed to sell other BC wines and ciders. Because of this, we have to treat those wineries lounges and SEAs as hospitality customers and they have to pay the LDB-Established Retail price on all their purchases, including purchases from their own wineries. They currently have to report those sales using their LCLB-issued manufacturers licence which is converted into the LIC type by the ICC team in the customer master file.

LCLB-Recommended Future State:

In the future, all manufacturers will be allowed to purchase up to 20% of other products, including imported and out-of-province (from BCLS) for sale from their own lounge and SE areas.

The price they will pay for the products will depend on the manufacturer type and product type:

Manufacturer	Product type, source	Price
Winery LBW	Their own SKUs, from themselves only	LDB Established Retail
	Other SKUs, including from other manufacturers	LDB Established Retail
Winery CAS	Their own SKUs, from themselves only	LDB Established Retail
	Other SKUs, including from other manufacturers	LDB Established Retail
Brewery CAS	Their own SKUs, from themselves only	Wholesale Price
	Other SKUs, including from other manufacturers	LDB Established Retail
Brewery PWB	Their own SKUs, from themselves only	Wholesale Price
	Other SKUs, including from other manufacturers	LDB Established Retail
Distillery - CAS	Their own SKUs, from themselves only	Wholesale Price
	Other SKUs, including from other manufacturers	LDB Established Retail
Distillery - CRD	Their own SKUs, from themselves only	Wholesale Price
	Other SKUs, including from other manufacturers	LDB Established Retail

Requirements for the LDB:

1. Provide validation/default functionality in DSWR to enforce the pricing based on the new rules.
2. Provide mechanism to track price variances for paper reporting. This will potentially be changes to the existing Price Variance reports.
3. Changes to the Price Variance assessments and commissions billings – Brian Jae’s area.
4. Enable the audit 20/80 rule, i.e. to be able to validate the ratio based on reported sales to lounge and SE areas from all channels (BCLS and PDs).
5. Amend all affected manufacturers agreements and reporting requirements.

Negotiations with the LCLB are still in progress, but looks like that the above is the preferable option so far. We can meet to discuss.

Please let me know if there are still questions.

Elena Perlova, CPA, CGA

Director, Revenue, Finance

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-2998 E: elena.perlova@bclldb.com

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From: Kok, Robert LDB:EX

Sent: Friday, July 03, 2015 3:30 PM

To: Lau, Tony LDB:EX; Perlova, Elena LDB:EX; Ling, Shawn LDB:EX; Mok, Keith LDB:EX

Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX

Subject: RE: pricing impacts note

Elena,

An estimate was not provided as we do not have sufficient information to make an assessment. The original attachment was not included in the email that IS received so we are only guessing at what is required.

Please confirm if this is what you want us to provide an estimate on:

s.13,s.17

To give a proper estimate, please confirm if this is a correct understanding of the ask ...

Robert Kok

Manager, Corporate Systems, Information Services
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3280 E: robert.kok@bclddb.com

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From: Lau, Tony LDB:EX
Sent: Friday, July 03, 2015 2:23 PM
To: Perlova, Elena LDB:EX; Ling, Shawn LDB:EX; Mok, Keith LDB:EX; Kok, Robert LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX
Subject: RE: pricing impacts note

Hi Elena, Rob will take the lead from the IS side on this as any changes will start with the s.13,s.17
s.13,s.15,s.17

Tony Lau

Web and Mobile Systems Specialist, Information Services
BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

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From: Perlova, Elena LDB:EX
Sent: Thursday, July 02, 2015 5:13 PM
To: Ling, Shawn LDB:EX; Lau, Tony LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX
Subject: RE: pricing impacts note

Hi all,

Can you please advise if an estimate for the time and effort required to make the change was provided? Preference is not to use a new customer type.

Thank you,

Elena Perlova, CPA, CGA
Director, Revenue, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2998 E: elena.perlova@bcldb.com

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From: Ling, Shawn LDB:EX
Sent: Thursday, June 25, 2015 10:48 AM
To: Lau, Tony LDB:EX; Perlova, Elena LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Andersen, Sejr LDB:EX
Subject: RE: pricing impacts note

If I understand the scenarios correctly, we need
s.13,s.17

Shawn Ling

Corporate Data Architect, Information Services - Planning & Architecture
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3251 E: shawn.ling@bclddb.com

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From: Lau, Tony LDB:EX
Sent: Wednesday, June 24, 2015 3:55 PM
To: Perlova, Elena LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX; Molnar, Zsolt LDB:EX; Ling, Shawn LDB:EX; Andersen, Sejr LDB:EX
Subject: RE: pricing impacts note

Zsolt and Shawn,

How will this impact the wholesale pricing service and store to customer relationship?

Melanie
[s.13,s.17](#)

Elena,
[s.13,s.17](#)

Tony Lau
Web and Mobile Systems Specialist, Information Services
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
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-----Original Message-----

From: Perlova, Elena LDB:EX
Sent: Wednesday, June 24, 2015 3:39 PM
To: Lau, Tony LDB:EX; Mok, Keith LDB:EX
Cc: Bhala, Michael LDB:EX; Rai, Del LDB:EX
Subject: FW: pricing impacts note

Keith, Tony, can you please estimate the effort in time and resources as per below. And respond to Michael. This is urgent.

Thank you.

From: Golder, Melanie JAG:EX
Sent: June-24-15 3:33 PM
To: Perlova, Elena LDB:EX
Subject: RE: pricing impacts note

Thanks Elena, this is good to know, I need to include the magnitude of systems change that will be required to do this type of monitoring. Can you give me some ball park info? \$ hours, time? (it can be rough)

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

From: Perlova, Elena LDB:EX
Sent: Wednesday, June 24, 2015 3:31 PM
To: Golder, Melanie JAG:EX; Bhala, Michael LDB:EX; Shrieves, Renee LDB:EX; Lee, Richard LC LDB:EX; Henley, Alexandra JAG:EX
Cc: Cournoyer, Vince LDB:EX
Subject: RE: pricing impacts note

s.13,s.17

From: Golder, Melanie JAG:EX
Sent: June-24-15 2:57 PM
To: Bhala, Michael LDB:EX; Shrieves, Renee LDB:EX; Lee, Richard LC LDB:EX; Henley, Alexandra JAG:EX; Perlova, Elena LDB:EX
Cc: Cournoyer, Vince LDB:EX; Henley, Alexandra JAG:EX
Subject: RE: pricing impacts note

Thank you so much everyone for filling in the gaps

Michael,, your comments cleared up a lot. I made some changes and slimmed down the options to two. Basically the only question I think I need the answer to to move this forward is this

s.13,s.17

Thank you

Melanie

Ps pardon any grammatical/spelling issues in the attached doc as speed and accuracy seem to be mutually exclusive for me when typing is concerned.....

From: Bhala, Michael LDB:EX
Sent: Wednesday, June 24, 2015 2:29 PM
To: Shrieves, Renee LDB:EX; Lee, Richard LC LDB:EX; Henley, Alexandra JAG:EX; Perlova, Elena LDB:EX
Cc: Golder, Melanie JAG:EX; Cournoyer, Vince LDB:EX
Subject: RE: pricing impacts table and note round 2

Hi All

Please see my comments in the attachment.

Thanks

Michael Bhala, CPA, CGA
Manager, Finance - Regulatory
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2979 E: michael.bhala@bcldb.com<mailto:michael.bhala@bcldb.com>

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[cid:image001.png@01D0AE8E.19BE10E0]

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From: Shrieves, Renee LDB:EX
Sent: Tuesday, June 23, 2015 1:59 PM
To: Lee, Richard LC LDB:EX; Henley, Alexandra JAG:EX; Perlova, Elena LDB:EX
Cc: Golder, Melanie JAG:EX; Cournoyer, Vince LDB:EX; Bhala, Michael LDB:EX
Subject: RE: pricing impacts table and note round 2

Thanks Richard, that would be great. Attached are my comments as a starting point. I'm in the office tomorrow if you want to call to discuss anything.

Renee

Renee Shrieves
Director, Corporate Policy & Communications BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3437 E: renee.shrieves@bcldb.com<mailto:renee.shrieves@bcldb.com>

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[cid:image002.gif@01D0AE8E.19BE10E0]

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From: Lee, Richard LC LDB:EX

Sent: Tuesday, June 23, 2015 1:56 PM

To: Shrieves, Renee LDB:EX; Henley, Alexandra JAG:EX; Perlova, Elena LDB:EX

Cc: Golder, Melanie JAG:EX; Cournoyer, Vince LDB:EX; Bhala, Michael LDB:EX

Subject: Re: pricing impacts table and note round 2

Mike and I are both out of town on audits, we should be able to comment on this sometime tomorrow.

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Shrieves, Renee LDB:EX

Sent: Tuesday, June 23, 2015 1:07 PM

To: Lee, Richard LC LDB:EX; Henley, Alexandra JAG:EX; Perlova, Elena LDB:EX

Cc: Golder, Melanie JAG:EX; Cournoyer, Vince LDB:EX; Bhala, Michael LDB:EX

Subject: RE: pricing impacts table and note round 2

Hi Richard, Gina and Elena,

Attached is note that Melanie wrote on the manufacturers' onsite lounges issue we've been discussing. As you know, Vince provided her with the LDB issues info last week, then Elena and I provided her with some more information yesterday.

I understand this needs to be finalized asap. Could you please have a look and reply all with any comments you have? I'm going to have a look right now too, but am in meetings most of the afternoon.

Melanie – can you please confirm what your deadline is. If it's today, it's highly unlikely we'll be able to provide any \$ value estimated impacts.

Vince and Mike are out of office so I've just cc'ed them.

Thanks,

Renee

Renee Shrieves

Director, Corporate Policy & Communications BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3437 E: renee.shrieves@bcldb.com<mailto:renee.shrieves@bcldb.com>

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[cid:image002.gif@01D0AE8E.19BE10E0]

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From: Golder, Melanie JAG:EX

Sent: Tuesday, June 23, 2015 12:52 PM

To: Shrieves, Renee LDB:EX

Subject: pricing impacts table and note round 2

Hi Renee,

Sorry to keep pestering you with this but I have to take some details/decisions to do with as much info possible. I have had another go at the table and tried to place it within the context of that note I wrote awhile back. I'm trying to flesh it out as much as possible but I am still a bit confused about some of the elements. I have a few questions in comment bubbles for you and also anywhere that you can add detail, history, numbers or anything that would help Doug would be awesome

Thank you!

Melanie

Haven't heard from Carol yet but I am sure draft should arrive by end of day. Just heading out for lunch but will be in for the rest of the afternoon other than that

Tam, Billy LDB:EX

From: Chippeway, Francine LDB:EX
Sent: Monday, September 28, 2015 9:12 AM
To: Perlova, Elena LDB:EX; Jae, Brian LDB:EX; Cruz, Julio LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx
Attachments: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi

He did not attach a letter to the original email from him, he only stated that he was provided one as per the attached email.

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bcldb.com

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From: Perlova, Elena LDB:EX
Sent: Monday, September 28, 2015 9:03 AM
To: Jae, Brian LDB:EX; Chippeway, Francine LDB:EX; Cruz, Julio LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

He mentions the 'attached' letter from Roger in his response to the assessment this year. What letter did he attach and how did you communicate him about the shrinkage allowance last year?

Elena Perlova, CPA, CGA
Director, Revenue, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2998 E: elena.perlova@bcldb.com

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From: Jae, Brian LDB:EX
Sent: Monday, September 28, 2015 8:14 AM
To: Perlova, Elena LDB:EX
Subject: FW: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Elena,

We have not seen the letter.

Thanks,

Brian Jae

Manager, Revenue Analysis
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3165 E: brian.jae@bcldb.com

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From: Chippeway, Francine LDB:EX
Sent: Monday, September 28, 2015 8:13 AM
To: Jae, Brian LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

I have not seen any letter nor anything in our files from what I've seen. I would have assumed that Elena would have this copy as it was the Directors involved in previous year

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bcldb.com

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From: Jae, Brian LDB:EX
Sent: Monday, September 28, 2015 8:11 AM
To: Chippeway, Francine LDB:EX
Subject: FW: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Francine,

Do you have or keep the Roger's letter that Dave is referring to?

Thanks,

Brian Jae
Manager, Revenue Analysis
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3165 E: brian.jae@bclddb.com

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From: Perlova, Elena LDB:EX
Sent: Thursday, September 24, 2015 1:56 PM
To: Jae, Brian LDB:EX; Jae, Brian LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Also, what letter from Roger he refers to? Can you forward it to me?

Elena Perlova, CPA, CGA
Director, Revenue, Finance
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2998 E: elena.perlova@bclddb.com

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From: Jae, Brian LDB:EX
Sent: Thursday, August 27, 2015 8:44 AM
To: Perlova, Elena LDB:EX
Subject: FW: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx
Importance: High

Hi Elena,

Dave from Pacific Western Brewing company is still wanting to use 5% shrinkage allowance for their this year's Schedule A, not 3% even though their annual production was over 160 HL this year, by quoting Roger's email as an exception that he received last year. Please see the attached email that you sent out last year.

I would like you to communicate with Dave about keeping the policy or allowing him another exception for this year.

Thanks,

Brian Jae
Manager, Revenue Analysis
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3165 E: brian.jae@bclddb.com

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From: LDB RAM Admin LDB:EX
Sent: Thursday, August 27, 2015 7:50 AM
To: Jae, Brian LDB:EX
Subject: FW: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Brian

Can you please follow up on this, he keeps coming back wanting the .5%

Thank you,

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bclddb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Wednesday, August 26, 2015 2:57 PM
To: LDB RAM Admin LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Francine, understand our combined total volume is over 160k HL but we have previously been over 160k HL (see attached from prior year's file) and used .5% and in the document attached in my last email from Roger, it's up to 350k HL the shrinkage allowance is .5%.

Thanks Dave

From: LDB RAM Admin LDB:EX [<mailto:ldbrama@bclddb.com>]
Sent: Wednesday, August 26, 2015 2:24 PM
To: Dave Heffelfinger
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Dave

The percentage is based on total of both Draught & Package product which gives you a total of **s.21** The %'s are changed by formula's only that's the reason for it's protected cell.

I hope that helps you understand,

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bclddb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Wednesday, August 26, 2015 1:27 PM
To: LDB RAM Admin LDB:EX
Subject: RE: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Thanks, I can't revise as the schedule A is "locked" for edits, thus I have just hand written onto the schedule I sent you. This can only be revised on your end.

Dave

From: LDB RAM Admin LDB:EX [<mailto:ldbrama@bcldb.com>]
Sent: Wednesday, August 26, 2015 1:18 PM
To: Dave Heffelfinger; LDB RAM Admin LDB:EX
Subject: #4801 Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Dave

There appears to be an issue our IT dept is working on with the analysis figures where we are using wrong data. We are waiting on further information before moving forward with new analysis. Can you please revise the your Schedule A report with the .5% and re-submit.

Thank you,

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bcldb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Wednesday, August 26, 2015 12:26 PM

To: LDB RAM Admin LDB:EX
Subject: RE: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Francine, we have had a .5% shrinkage allowance in prior years and per the attached agreement (the applicable page) with the LDB we received on March 24, 2015 from Roger Bissoondatt confirms this practice. Therefore, please utilize the schedule I sent you yesterday for your records. Any questions, please call 604 421 2119 or would ask you to follow up with Roger.

Thanks
Dave

From: LDB RAM Admin LDB:EX [<mailto:ldbrama@bcldb.com>]
Sent: Wednesday, August 26, 2015 7:50 AM
To: Dave Heffelfinger; LDB RAM Admin LDB:EX
Subject: RE: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Dave

It appears that you used a previous fiscal year Schedule A report and not the correct one. I've included the correct report to be completed. Please have this re-submitted with new amounts.

Thank you,

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bcldb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Tuesday, August 25, 2015 12:11 PM
To: LDB RAM Admin LDB:EX
Subject: RE: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Hi Francine, you have some incorrect information as noted in my email below. I have attached the corrected file which updates the shrinkage allowance to .5% (not .3%) which is what should be used. Using this, there is no assessment on packaged product and **s.21** on draught product.

Please call if any questions

Thanks

Dave Heffelfinger
Controller
Pacific Western Brewing Company
604 421 2119

From: LDB RAM Admin LDB:EX [<mailto:ldbrama@bclddb.com>]
Sent: Friday, August 21, 2015 2:13 PM
To: Dave Heffelfinger; LDB RAM Admin LDB:EX
Cc: LDB RAM Admin LDB:EX
Subject: Schedule A - PWB April 1 2014 to March 31 2015.xlsx
Importance: High

Hi Dave

I have included your previous submitted schedule for a confirmation on the report being correct. Our assessment shows that Pacific Western Brewing Company will be invoiced in the amount of **s.21** based on your submitted report.

Can you please confirm this to be correct or to provide a revised one no later than Friday August 28, 2015

Thank you,

Francine Chippeway

Financial Analyst Assistant, Finance - Revenue
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3166 E: francine.chippeway@bclddb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Thursday, June 25, 2015 6:25 PM
To: LDB RAM Admin LDB:EX
Subject: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Please find attached Pacific Western Brewing Company's Schedule A. It should be noted that per the letter sent out by Roger Bissoondatt on March 24, 2015, the shrinkage allowance for our company's should be .5% (ie less than 350k HL Global production), not .3% which is what the template calculates at.

Please make this change.

We have no change in warehouse locations or production points from our prior years submission.

Any questions, please advise

Thanks

Dave Heffelfinger

Pacific Western Brewing Company

604 421 2119

Tam, Billy LDB:EX

From: Dave Heffelfinger <dheffelfinger@pwbrewing.com>
Sent: Thursday, June 25, 2015 6:25 PM
To: LDB RAM Admin LDB:EX
Subject: Schedule A - PWB April 1 2014 to March 31 2015.xlsx
Attachments: Schedule A - PWB April 1 2014 to March 31 2015.xlsx

Please find attached Pacific Western Brewing Company's Schedule A. It should be noted that per the letter sent out by Roger Bissoondatt on March 24, 2015, the shrinkage allowance for our company's should be .5% (ie less than 350k HL Global production), not .3% which is what the template calculates at.

Please make this change.

We have no change in warehouse locations or production points from our prior years submission.

Any questions, please advise
Thanks
Dave Heffelfinger
Pacific Western Brewing Company
604 421 2119

Product Movement Summary Report

Store Number: 480
Name of Brewery : Pacific Western Brewing Company

Product Movement Summary - BC Brewery
For the Period: April 1, 2014 - March 31, 2015
(All amounts in Hectoliters)

Type of product	Opening Inventory	Total Additions				Total Product Available	Total Shipments out of B.C.		Total Product Available in B.C.	Total shipments in B.C. (B.C. sales)	Total Other Deductions			Closing inventory		Difference
		Production	Product Returns	Packaged Product transferred in from other Provinces	Total Net Additions		Shipments to Other Provinces	Shipments Out of Canada			Less: Breakage Defective Allowed by CRA and/or LDB	Other Breakage, Adjustments, & Write-offs	Total Deductions	Calculated	Physical	
Column reference:	A	1	2	3	B = 1+2+3	C = A+B	D	E	F = C-D-E	G	4	5	H = 4+5	I = F-G-H	J	K = I-J

s.21

LDB Shrinkage Allowance Calculation			
	<u>Packaged</u> (hl)	<u>Draught</u> (hl)	<u>Non-alcoholic</u> (hl)
Total Product Available in B.C. - Include the balance of Column F			
Less: Closing inventory - Include the closing balance as at March 31 (Column J)			
Less: Breakage Defective Allowed by CRA and/or LDB (Column 4 Note 2)			
Equals: Total Calculated product moved in B.C.			
Multiply by: LDB Allowance Rate			
(If annual production is under 160,000 HL, use 0.5%, otherwise use 0.3%)			
Equals: LDB Shrinkage Allowance			

Self-Assessment Calculation			
	<u>Packaged</u> (hl)	<u>Draught</u> (hl)	<u>Non-alcoholic</u> (hl)
Total other deductions - Include the balance of Column H			
Plus: Inventory difference - Include Column K balance only if Positive (Note 1)			
Equals: Sub Total			
Less: LDB Shrinkage Allowance - calculated above			
Less: Breakage Defective Allowed by CRA and/or LDB (Column 4 Note 2)			
Equals: Total deductions subject to mark-up			

Notes:

- 1 If column K is negative, this means there is an error in the schedule. Accordingly the LDB does not provide a mark-up benefit for such errors. If Column K is positive, we recommend you review the schedule for possible errors. If no error is found, this means there is some unaccounted movement of product; and accordingly subject to LDB mark-up.
- 2 Any claims made to the Canada Revenue Agency (CRA) and/or LDB to reclaim the Excise Duties you paid
- 3 Definition of Draught Beer : keg products
Definition of Packaged Beer : packaged beer including growlers

NOTE: Growlers are to be reported as Packaged Beer Not as Draught.

Prepared by:
Name: Dave Heffelfinger
Date: June 23,2015

2014/15 ESTIMATES NOTE**Beer Mark-up****Suggested Response:**

- The Province is very supportive of BC's craft brewing industry, providing preferential mark-up rates for small to medium-sized breweries. This policy has had a significant impact on the growth and stability of the craft brewery sector in BC which is one of the most vibrant in the country.
- The Liquor Distribution Branch is proceeding with its review of the policy to ensure it continues to meet its intended objectives. The review is expected to be completed within the next few months.

Background:

- The two key issues under review are:
 - whether the existing markup rates for small to medium-sized breweries are appropriate; and
 - whether the markup rates for beer should be indexed to inflation on an annual basis.
- The purpose of the small brewery markup policy is to support small brewing companies that do not have the economies of scale of large companies. The original small brewery policy was implemented in the late 1980's to stimulate the growth of small "craft" breweries that produced premium priced products. The original annual production limit was 50,000 hl, however, due to pressure from growing breweries, the limits have been raised several times to their current levels. The most recent increases were from 100,000 hl to 150,000 hl in 2009 and from 150,000 to 160,000 hl in 2011. The only brewery that benefited from these increases was Prince George-based Pacific Western Brewing. Today, the majority of small brewery mark-up benefits are provided to the larger middle tier breweries that primarily produce low priced products.
- Canada's National Brewers (CNB), which represents Labatt, Molson and Sleeman, has argued that the level of mark-up support the Liquor Distribution Branch provides to small breweries is too great and disadvantages their members. CNB also argues that the policy has expanded beyond its original intent to support small craft breweries and is now supporting larger breweries that produce low priced beer. CNB has proposed that the lower mark-up rates for small breweries be phased out between 50,000 hl and 150,000 hl.
- In the fall of 2012, Pacific Western Brewing requested a further increase in the level to 200,000 hl and has suggested that the mark-up benefit should be phased out between 200,000 hl and 400,000 hl as is the policy in Alberta.

- On November 26, 2012, the Branch revised the beer mark-up policy effective April 1, 2013, so that it would have four tiers of brewery mark-up: 0 – 15,000 hl, 15,000 – 160,000 hl, 160,000 – 300,000 hl and over 300,000 hl. This revision increased the threshold for favorable mark-up rates to 300,000 hl from 160,000 hl, and implemented a phase-out of benefits between 160,000 and 300,000 hl. The Branch's mark-up rates are based on annual brewery production from the previous year.
- Pacific Western Brewing and its workers' union wrote government and the Branch in the spring of 2013 expressing dissatisfaction with the policy revision. They insisted the mark-up rate on their products for 2013/14 be based on production levels in 2011 rather than 2012 so they have a sufficient adjustment period.
- An email was sent to Pacific Western Brewing the week of April 7, 2013, advising them that the beer mark-up policy that was to become effective April 1, 2013 has been deferred and will be reviewed to ensure it will meet its intended objective. In the interim, the small brewery mark-up has not changed. Rates for all breweries have been frozen at their fiscal 2012/13 levels.

Dahlke, Cindy LDB:EX

From: Lawson, R. Blain LDB:EX
Sent: Tuesday, April 08, 2014 11:19 AM
To: Dahlke, Cindy LDB:EX
Cc: Wilson, Kelly LDB:EX; Shrieves, Renee LDB:EX
Subject: FW: PWB/LDB Meeting

One hour only, early May will do.

R. Blain Lawson

General Manager and Chief Executive Officer,
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3021 E: blain.lawson@bcldb.com

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From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Monday, April 07, 2014 6:24 PM
To: Lawson, R. Blain LDB:EX
Cc: Kazuko Komatsu
Subject: PWB/LDB Meeting

Hi Blain, Hope things are well.

We would like to grab an hour over the next few weeks to catch up after our meeting last August if possible.

A "draft" agenda to follow to you.

Please advise of a day, time and location that would work for you.

Thanks

Dave Heffelfinger
Pacific Western Brewing Company
604 421 2119

Dahlke, Cindy LDB:EX

From: Dahlke, Cindy LDB:EX
Sent: Thursday, May 15, 2014 9:34 AM
To: 'dheffelfinger@pwbrewing.com'
Subject: RE: PWB/LDB Meeting - May 15

Importance: High

Good morning Dave,

Further to my call, you were to confirm who will be attending with you from PWB; and you had initially advised you would be sending a "draft" agenda as well.

Let me know. Thanks.

Cindy

From: Dahlke, Cindy LDB:EX
Sent: Thursday, April 10, 2014 1:51 PM
To: 'dheffelfinger@pwbrewing.com'
Subject: PWB/LDB Meeting - May 15

Hi Dave,

Just to confirm, a meeting has been scheduled for **May 15, 2014, 1:00 – 2:00 p.m.**, here at our head office (address below).

As mentioned, Blain asked that Kelly Wilson and Bill Michael attend as well. Kelly is our Executive Director, Wholesale and Retail Services; and Bill is our Director, Purchasing. Please confirm who will be attending with you from PWB (you mentioned K. Komatsu, and likely your Marketing Director).

You will also be sending a "draft" agenda as well. Thank you.

Cindy Dahlke

Executive Administrative Assistant, Office of the General Manager and CEO

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3021 E: cindy.dahlke@bclldb.com

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Dahlke, Cindy LDB:EX

From: Dahlke, Cindy LDB:EX
Sent: Thursday, May 15, 2014 10:10 AM
To: Kitsch, Sue LDB:EX; Anderson, Susan LDB:EX
Cc: Lawson, R. Blain LDB:EX; Wilson, Kelly LDB:EX; Michael, Bill LDB:EX
Subject: FW: Pacific Western Brewing Company and BCLDB.docx
Attachments: Pacific Western Brewing Company and BCLDB.docx

For TODAY's meeting at 1:00 p.m. Dave advised it would just be K. Komatsu attending with him.

Cindy Dahlke

Executive Administrative Assistant, Office of the General Manager and CEO
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3021 E: cindy.dahlke@bcldb.com

From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Thursday, May 15, 2014 9:59 AM
To: Dahlke, Cindy LDB:EX
Subject: Pacific Western Brewing Company and BCLDB.docx

Cindy, as discussed Topics for discussion attached

See you at 1pm

Thanks
Dave

Pacific Western Brewing Company and BCLDB

May 15, 2014

Agenda topics for discussion:

1/ BC Markup update - rates, timing etc

2/ Floor space allocation – Mainstream vs Value (is Budwieser now a value beer at \$9.15 (down \$3.00 from a year ago) and are there sku limits on such)

- BC owned Brewery section similar to Wines

3/ How can the LDB embrace the BC's hosting Canada Winter Games in Prince George and Hometown Hero program More GLS store image programs in September? Currently 30 assigned

4/ Grocery stores with liquor sales in the near future? How do you see the playing field. What do we need to prepare for?

5/ Is there specific rules around spec listings that determine GLS listings

6/ Future of Store 100 and public liquor distribution

7/ LTO notification on the LDB bulletins etc for those suppliers that have private distribution.

8/ Others

Dahlke, Cindy LDB:EX

From: Dahlke, Cindy LDB:EX
Sent: Thursday, May 15, 2014 10:39 AM
To: Wilson, Kelly LDB:EX; Kitsch, Sue LDB:EX; Anderson, Susan LDB:EX
Cc: Lawson, R. Blain LDB:EX; Michael, Bill LDB:EX
Subject: RE: Pacific Western Brewing Company and BCLDB.docx

Yes. Thanks.

From: Wilson, Kelly LDB:EX
Sent: Thursday, May 15, 2014 10:36 AM
To: Dahlke, Cindy LDB:EX; Kitsch, Sue LDB:EX; Anderson, Susan LDB:EX
Cc: Lawson, R. Blain LDB:EX; Michael, Bill LDB:EX
Subject: RE: Pacific Western Brewing Company and BCLDB.docx

I am still assuming Bill and I are to attend. Kel

Kelly Wilson

Executive Director, Wholesale & Retail Services
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3103 E: kelly.wilson@bcldb.com

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From: Dahlke, Cindy LDB:EX
Sent: Thursday, May 15, 2014 10:10 AM
To: Kitsch, Sue LDB:EX; Anderson, Susan LDB:EX
Cc: Lawson, R. Blain LDB:EX; Wilson, Kelly LDB:EX; Michael, Bill LDB:EX
Subject: FW: Pacific Western Brewing Company and BCLDB.docx

For TODAY's meeting at 1:00 p.m. Dave advised it would just be K. Komatsu attending with him.

Cindy Dahlke

Executive Administrative Assistant, Office of the General Manager and CEO
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3021 E: cindy.dahlke@bcldb.com

From: Dave Heffelfinger [<mailto:dheffelfinger@pwbrewing.com>]
Sent: Thursday, May 15, 2014 9:59 AM
To: Dahlke, Cindy LDB:EX
Subject: Pacific Western Brewing Company and BCLDB.docx

Cindy, as discussed Topics for discussion attached

See you at 1pm

Thanks
Dave

Dahlke, Cindy LDB:EX

From: Dahlke, Cindy LDB:EX
Sent: Thursday, December 04, 2014 3:54 PM
To: Wong, Audrey LDB:EX
Subject: FW: TB Submission 1-15 ABV Pricing
Attachments: TBS - Beer Mark-up - June 10-14.docx; TBS_Wholesale_Model-FINAL_LW (3)- final.docx

FYI -

Cindy Dahlke

Executive Administrative Assistant, Office of the General Manager and CEO
BC Liquor Distribution Branch
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T: 604 252-3021 E: cindy.dahlke@bcldb.com

From: Hoadley, David JAG:EX
Sent: Thursday, December 04, 2014 3:49 PM
To: Romanova, Tamara JAG:EX; Dahlke, Cindy LDB:EX
Cc: Lawson, R. Blain LDB:EX; Fischer, Caryn L JAG:EX
Subject: RE: TB Submission 1-15 ABV Pricing

That is the last version of ABV that I have.

The other submissions dealing with pricing are Beer Markup and Wholesale Pricing Model, please see attached.

Thanks,
David

From: Romanova, Tamara JAG:EX
Sent: Thursday, December 4, 2014 12:09 PM
To: Dahlke, Cindy LDB:EX
Cc: Lawson, R. Blain LDB:EX; Fischer, Caryn L JAG:EX; Hoadley, David JAG:EX
Subject: RE: TB Submission 1-15 ABV Pricing

Hi Cindy,

Attached is the latest version of the draft TB sub that I have found.
We'll also look if there are any subsequent documents to it.

Thank you,

Tamara Romanova, CPA, CMA
Financial Planning & Analysis
Ministry of Justice
5th Floor, 910 Government St,
Victoria, BC
Phone: (250) 953-4182

From: Dahlke, Cindy LDB:EX
Sent: Thursday, December 4, 2014 11:58 AM
To: Romanova, Tamara JAG:EX
Cc: Lawson, R. Blain LDB:EX
Subject: TB Submission 1-15 ABV Pricing
Importance: High

Hi Tamara,

Please send us the most recent version you have for the TB Sub we spoke of. As I mentioned, the version I have does not have the actual Title on it, or the Ministry Document # on it.

Thank you!

Cindy Dahlke

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Dahlke, Cindy LDB:EX

From: Lawson, R. Blain LDB:EX
Sent: Thursday, May 15, 2014 10:17 AM
To: Dahlke, Cindy LDB:EX; Bissoondatt, Roger LDB:EX; Wilson, Kelly LDB:EX
Subject: FW: AS DISCUSSED: Revised TBS - Beer Mark-up
Attachments: TBS - Beer mark-up - May 15.docx

fyi

R. Blain Lawson

General Manager and Chief Executive Officer,
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
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From: Cournoyer, Vince LDB:EX
Sent: Thursday, May 15, 2014 8:29 AM
To: Woodson, Ian G JAG:EX
Cc: Lawson, R. Blain LDB:EX; Wong, Audrey LDB:EX
Subject: AS DISCUSSED: Revised TBS - Beer Mark-up

Good morning Ian, attached is the revised beer mark-up TBS. Please give me a call if would like to discuss. Also, please let me know when you move it forward. Thanks... V

Vince Cournoyer

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2874 E: vince.cournoyer@bcldb.com

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Treasury Board Submission – Request for Decision

Minister: Honourable Suzanne Anton
Ministry: Justice
Date: May 15, 2014 Ministry Document #: 3-15
Title: Beer Mark-up Policy

Issue:

At issue is a review of mark-up on beer. In April of 2013, the BC Liquor Distribution Branch (LDB) committed to completing a review of its beer mark-up policy within one year.

Request:

s.13,s.17

Implications and Considerations:

The following assumptions have been maintained in establishing new beer mark-up rates:

- Continuing to provide support to smaller breweries which do not have the economies of scale of larger breweries.
- Ensuring that mark-up rates increase on a fair and equitable basis as annual production increases, so that lower rates for smaller brewers do not provide a disincentive for growth (stakeholders have raised the concern that the current difference between the mark-up rates for mid-size and large brewers amount to a 'fiscal cliff').
- Ensuring that government revenue is maintained or increased.
- Minimizing the health and social harms caused by liquor.

These conditions are in keeping with the BC Liquor Policy Review Report commitments.

The options for updating the beer mark-up policy have been limited to maintaining a volume-based strategy on the advice of Tax Policy Branch, Ministry of Finance.

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Background / Context:

Under existing mark-up policy, breweries that produce less than 160,000 hectolitres (hl) of beer worldwide, on an annual basis, have lower rates of mark-up applied to their products (note: 1 hl is 100 litres, or about 25 dozen beer). The purpose of this policy is to support small breweries that do not have the economies of scale of large breweries. The LDB currently has three tiers for beer mark-up each of differentiating between draft and packed product.

Annual Production Volume (hl)	Packaged Mark-Up Per Litre	Draft Mark-up Per Litre
>160,000 hl	\$1.63	\$1.12
>15,000 ≤160,000 hl	\$1.08	\$0.75
≤15,000 hl	\$0.97	\$0.67

Other provinces also have lower rates of beer mark-up for smaller breweries. The maximum production levels to qualify for lower mark-up rates across Canada are set out at Attachment 2.

In order to comply with international and inter-provincial trade agreements, the lower rates of mark up for smaller breweries apply to brewers from other provinces and countries in addition to BC breweries. To ensure the lower mark-up benefits are directed to smaller brewers, beer production under the policy is based on the total amount of beer produced by all facilities owned by the same entity worldwide (e.g. a small brewery owned by a large brewery would not qualify).

The LDB determines a brewery's annual production based on calendar year. If there are changes that would place the brewery in a different mark-up tier, the new mark-up rates are generally applied at the beginning of the next fiscal year (April 1).

Currently LDB beer mark-up rates are not indexed or regularly adjusted for inflation. In 2003, when beer mark-ups were converted from 'ad valorem', or percentage based, to volume based (i.e. \$/l), [s.13,s.17](#)

[s.13,s.17](#)

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A jurisdictional review shows that provinces use variations on two pricing models to establish the retail price; the volume-based model similar to that applied by LDB or a percentage based mark-up. See Appendix 1 for more detail.

Of the 314 breweries that had sales in British Columbia in 2012, 122 qualify for the lowest mark-up tier (0 -15,000 hl), 54 qualify for middle mark-up tier (15,000 – 160,000 hl) and 138 are in the highest mark-up tier (over 160,000 hl). These figures include foreign and domestic breweries (see Attachment 2). Note that the LDB is currently in the process of collecting information for 2013.

In fiscal 2012/2013, the total sales of beer in BC were \$1.12 billion. Breweries with annual production volumes of up to 160,000 hl accounted for \$168 million in sales. Breweries with annual production volumes over 160,000 hl accounted for \$955 million in sales.

The original policy providing lower mark-up rates for smaller breweries was implemented in the late 1980's to stimulate the growth of small "craft" breweries that produced premium priced products. The original annual production limit was 50,000 hl; however, in discussion with growing breweries, such as Prince George-based Pacific Western Brewing (PWB), the limit has been raised several times in recent years. It was raised from 100,000 hl to 150,000 hl in 2009 and from 150,000 to 160,000 hl in 2011. The result is that currently, the majority of small brewery mark-up benefits are provided to the larger middle tier breweries that primarily produce low priced products.

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In April 2013, it was decided that the implementation of the revised beer mark-up policy would be deferred. The LDB committed to conducting a further review of the policy with a completion date of within one year.

Page 063 to/à Page 066

Withheld pursuant to/removed as

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s.13,s.17

[REDACTED]

Contact: Lori Wanamaker
Deputy Minister
(250) 387-5131

Honourable Suzanne Anton

Date Signed



Attachment 1

Interjurisdictional Comparison of Volume Based Beer Mark-ups

British Columbia, Ontario, Alberta and Saskatchewan have volume based beer mark-ups. These other provinces increase their mark-up rates periodically to adjust for inflation. In Ontario, mark-up rates are indexed to the three year average Ontario CPI. Each March 1, mark-up rates are adjusted: if CPI goes up, mark-up rates go up; if CPI were to go down, mark-up rates would remain unchanged.

Province	Packaged Mark-up Per Litre	Draft Mark-up Per Litre
British Columbia	\$0.97 to \$1.63	\$0.67 to \$1.12
Alberta	\$0.20 to \$0.98	\$0.20 to \$0.98
Saskatchewan	\$0.98 to \$1.99	\$0.66 to \$1.46
Ontario	\$0.24 to \$0.74	\$0.22 to \$0.58

Other Canadian jurisdictions apply percentage based mark-ups to beer. Although a direct comparison between volume based and percentage based mark-ups is not possible, a recent survey comparing average pricing per litre (i.e. mark-up plus provincial liquor/sales tax) across thirteen Canadian jurisdictions, pricing for beer in BC ranked the third lowest overall in Canada. Alberta ranked lowest and Ontario was second lowest.

Interjurisdictional Comparison of Maximum Production Threshold for Small Breweries

Province	Small Brewery Production Threshold (hectolitres)
British Columbia	160,000
Alberta (1)	200,000/400,000*
Saskatchewan	200,000
Manitoba	75,000
Ontario (2)	50,000
Quebec	150,000
Nova Scotia	15,000
New Brunswick	15,000
Newfoundland	10,000
PEI	15,000



- (1) If a company's volume grows beyond 200,000 hl, it receives the lower rate of beer mark-up on the first 200,000 hl sold in Alberta and the higher rate on additional sales until total company production exceeds 400,000 hl, at which point the higher rate applies to all beer sales. In Alberta, the determination of production is based on all products produced by a company, not just beer.
- (2) Ontario breweries with annual production between 50,000 – 150,000 hl are eligible for a tax credit.



Attachment 2

Breweries with Active Sales in BC in 2012

Annual Production Tier	Breweries located in BC	Breweries outside BC
<= 15,000 hl	69	152
> 15,000 hl but < = 160,000 hl	7	70
> 160,000 hl	4	136
	Total in BC 80	Total outside BC 358

Breweries located in BC and corresponding annual production

Brewery	2012 Annual Production (hl)
Powell Street Craft Brewery Inc.	s.21
Bridge Brewing Corp.	
Arrowhead Brewing Company	
Wine Country Welcome/Firehall	
Patricia Hotel Brewpub	
The Barley Mill	
Dockside Brewing/Rayman Investments	
Wolf Brewing Company	
Mission Springs Developments	
Shuswap Lake/Barley Station	
Freddy's Brew Pub	
Big River Brewing Company (Richmond)	
Old Yale Brewing Co. Inc.	
Craig Street Brewing Co. Ltd.	
The Noble Brewing Company	
Gulf Island Brewery Ltd.	
Crannog Ales Ltd	
Mozart Brewing Company	
Storm Brewing Ltd.	
Townsite Brewing Inc.	
Coal Harbour Brewing (Vikas Enterprises Ltd.)	
Heritage Quay Canoe Brewpub	
Tofino Brewing Company	
Heritage Realty Properties Limited	

Brewery	2012 Annual Production (hl)
Tin Whistle Brewing Co. Ltd.,	s.21
Spinnakers Brew Pub Inc.	
Hoyne Brewing Company	
The Moon Under Water Brewery	
Paddock Wood Brewing	
Parallel 49 Brewing Company	
The Cannery Brewing Company	
R & B Brewing Incorp.	
Fernie Brewing Company Limited	
Mt. Begbie Brewing Company Ltd.	
Garrison Brewing Company	
High Mountain Brewing Corp.	
Big Ridge Brewing Company	
Avalon Brewing Co.	
Yaletown Brewing Co.	
Nelson Brewing Co.	
Demco Enterprises Ltd. Dead Frog	
Central City Brewing Company Limited	
Driftwood Brewing Company Inc.	
Howe Sound Brewing Company Ltd.	
Chilkoot Brewing Co. Ltd/Yukon Brewing	
Allen Brands DbA Prohibition/Big Surf	
Lighthouse Brewing Co. Ltd.	
Fireweed Brewing Corporation	
Vancouver Island Brewing Co.	
Russell Brewing Company Ltd.	
Phillips Brewing Co.,	
Mission Hill Vineyards Inc. (Hell's Gate/Stanley)	
Northam Brewery	
Pacific Western Brewing Co. Ltd.	
Labatt Breweries Of British Columbia	> 160,000
Molson Brewery B.C. Ltd.	> 160,000
Okanagan Spring Brewery Ltd.	> 160,000
Granville Island Brewing Co. Limited	> 160,000

Page 072

Withheld pursuant to/removed as

s.13;s.17

Dahlke, Cindy LDB:EX

From: Cornett, Kathy M JAG:EX
Sent: Tuesday, July 21, 2015 10:13 AM
To: Mitschke, Matt JAG:EX; Stewart, Josh JAG:EX; Tennant, Laura JAG:EX
Cc: Hoskins, Jeannie JAG:EX; Groot, Jeff GCPE:EX; Hughes, Candice JAG:EX; Hansen, Lucy JAG:EX; Walker, Nikki JAG:EX; Lawson, R. Blain LDB:EX; Tang, Melissa LDB:EX; Dahlke, Cindy LDB:EX; Kemick, April LDB:EX; Welt, Lilian LDB:EX; Procopio, Michael LDB:EX; Cooper, Todd LDB:EX; Bissoondatt, Roger LDB:EX; Wong, Audrey LDB:EX
Subject: 511067 - Information BN re Changes to Retail Prices for period 5
Attachments: 511067 - BN re Changes to Retail Prices for period 5.pdf

The attached Briefing Note has been approved by Lori Wanamaker, Deputy Solicitor General, and is for the information of the Minister.

Thank you, Kathy

Kathy Cornett

Senior Executive Administrative Assistant
Office of the Deputy Solicitor General
Ministry of Justice
Phone: 250 387-5362 Fax: 250 387-6224

**MINISTRY OF JUSTICE
LIQUOR DISTRIBUTION BRANCH
BRIEFING NOTE**

PURPOSE: For INFORMATION for the Honourable Suzanne Anton, Minister

ISSUE: Changes to BC Liquor Store Retail Prices for period 5 (July 26 to August 29, 2015)

SUMMARY:

- Overall, in period 5, 10.17% of stock keeping units (SKUs) at BC Liquor Stores increased in retail price (2,024 SKUs), 87.28% (17,363 SKUs) remained the same and 2.55% (507 SKUs) decreased in retail price. There are a total of 19,894 SKUs.
- Of the SKUs that increased in price:
 - 36.36% of the increases are less than 1% (736 SKUs)
 - 35.87% of the increases are between 1% and 5% (726 SKUs)
 - 10.13% of the increases are between 5.01% and 10% (205 SKUs)
 - 17.64% of the increases are more than 10% (358 SKUs)
- Reasons for increases in price:
 - 23.02% (466 SKUs) of the overall increases are due to Wholesale Price Promotions (WPP) that ended in period 4. As a result, these SKUs will no longer be sold at a decreased WPP price, but will be sold at the LDB's regular wholesale price, causing a corresponding increase in the LDB established retail price.
 - 6.03% (122 SKUs) of the overall increases are due to increases in supplier-related costs. These increases will cause a corresponding increase in the LDB established retail price.
 - 70.95% (1,436 SKUs) of the overall increases are due to the application of margin rules (ie. rules that ensure that the LDB receives a minimum retail margin. These rules vary by product and by product category) or the application of price ending rules (for example, SKUs priced at \$29.99 or lower must end with 0.29, 0.49, 0.79 or 0.99).
- Reasons for decreases in price:
 - Approximately 82.45% (418 SKUs) of the overall decreases are due to WPPs that will begin in period 5. As a result, these SKUs will be sold at a decreased WPP price, causing a corresponding decrease in the LDB established retail price.

- Approximately 7.10% (36 SKUs) of the overall decreases are due to decreases in supplier-related costs. These decreases will cause a corresponding decrease in the LDB established retail price.
- Approximately 1.88% (38 SKUs) of the overall decreases are due to decisions made by Category Managers to decrease the price.
- Approximately 0.74% (15 SKUs) of the overall decreases are due to new products being priced at clearance pricing.

BACKGROUND:

- By product category:

Wines

- 9.50% (1,477 SKUs) increased in price, 88.30% (13,724 SKUs) stayed the same, and 2.20% (342 SKUs) decreased in price. There are a total of 15,543 wine SKUs.
- Of the wine SKUs that increased in price:
 - 42.99% of the increases are less than 1% (635 SKUs)
 - 32.63% of the increases are between 1% and 5% (482 SKUs)
 - 6.30% of the increases are between 5.01% and 10% (93 SKUs)
 - 18.08% of the increases are more than 10% (267 SKUs)
- Reasons for increases in price:
 - 20.58% (304 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 4.47% (66 SKUs) of the overall increases are due to increases in supplier-related costs.
 - 74.95% (1,107 SKUs) of the overall increases are due to the application of price ending rules or margin rules.
- Examples of retail price changes this period for the top ten-selling¹ wine SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
100594 – Sauvignon Blanc – Kim Crawford Marlborough 2014	\$15.29	\$18.99	\$3.70	WPP ending
566836 – Viognier – Cono Sur	\$8.59	\$9.79	\$1.20	WPP ending

¹ The top ten-selling SKUs in each section are based on sales information from 2015 Q1 (April – June, 2015).

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
293043 – Sauvignon Blanc – Stoneleigh	\$13.69	\$15.99	\$2.30	WPP ending
921304 – Pinot Grigio – Barefoot Cellars	\$7.69	\$8.79	\$1.10	WPP ending
325787 – Australia Red – McGuigan Black Label	\$8.59	\$8.59	—	No change
448548 – Riesling Gewurztraminer – Hardys Stamp Series	\$9.59	\$9.59	—	No change
125617 – California Red – Apothic Winemakers Blend	\$14.99	\$13.79	(\$1.20)	WPP starting
627802 – Chardonnay – Yellow Tail	\$9.49	\$11.49	\$2.00	WPP ending
316570 – Sauvignon Blanc – Oyster Bay Marlborough	\$17.99	\$15.99	(\$2.00)	WPP starting
26567 – Pinot Grigio – Oyster Bay Hawkes Bay 13/14	\$15.39	\$15.39	—	No change

BC Wines

- 6.03% of the total increases in wine SKUs affect BC wines.
- 9.53% (89 SKUs) increased in price, 81.58% (762 SKUs) stayed the same and 8.89% (83 SKUs) decreased in price. There are a total of 934 BC wine SKUs.
- Of the BC wine SKUs that increased in price:
 - No increases are less than 1%
 - No increases are between 1% and 5%
 - 5.62% of the increases are between 5.01% and 10% (5 SKUs)
 - 94.38% of the increases are more than 10% (84 SKUs)
- Reasons for increases in price:
 - 95.51% (85 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 4.49% (4 SKUs) of the overall increases are due to increases in supplier-related costs.

- Examples of retail price changes this period for the top ten-selling BC wine SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
361105 – PELLER ESTATES - PROPRIETORS RESERVE PINOT GRIGIO	\$29.49	\$33.99	\$4.50	WPP ending
201434 – JACKSON TRIGGS PROPRIETOR'S SELECTION CABERNET SAUVIGNON	\$31.29	\$34.99	\$3.70	WPP ending
201343 – JACKSON TRIGGS PROPRIETOR'S SELECTION MERLOT	\$34.99	\$34.99	—	No change
106179 – DOMAINE D'OR WHITE	\$25.99	\$28.79	\$2.80	WPP ending
108688 – DOMAINE D'OR - RED	\$25.99	\$28.79	\$2.80	WPP ending
201384 – JACKSON TRIGGS PROPRIETOR'S SELECTION SAUVIGNON BLANC	\$34.99	\$34.99	—	No change
891416 – COPPER MOON – SHIRAZ	\$26.99	\$26.99	—	No change
22178 – NAKED GRAPE - PINOT GRIGIO	\$23.99	\$26.99	\$3.00	WPP ending
215525 – MISSION RIDGE - PREMIUM DRY WHITE	\$26.99	\$29.99	\$3.00	WPP ending
201376 – JACKSON TRIGGS PROPRIETOR'S SELECTION PINOT GRIGIO	\$34.79	\$31.29	(\$3.50)	WPP starting

- During the period of April 5 – July 15, 2015, sales for BC wines have increased, when compared to the same fiscal dates from last year.

Beer

- 7.71% (101 SKUs) increased in price, 87.33% (1,144 SKUs) stayed the same and 4.96% (65 SKUs) decreased in price. There are a total of 1,310 beer SKUs.
- Of the beer SKUs that increased in price:
 - 1.98% of the increases are less than 1% (2 SKUs)
 - 25.74% of the increases are between 1% and 5% (26 SKUs)

- 44.55% of the increases are between 5.01% and 10% (45 SKUs)
- 27.72% of the increases are more than 10% (28 SKUs)
- o Reasons for increases in price:
 - 59.41% (60 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 13.86% (14 SKUs) of the overall increases are due to increases in supplier-related costs.
 - 21.78% (22 SKUs) of the overall increases are due to the application of margin rules.
 - 4.95% (5 SKUs) of the overall increases are due to the application of price ending rules.
- o Examples of retail price changes this period for the top ten-selling beer SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
906354 LABATT - BUDWEISER CAN	\$31.79	\$30.49	(\$1.30)	WPP starting
925222 LABATT - BUDWEISER CAN	\$19.99	\$19.99	—	No change
919373 COLUMBIA - KOKANEE CAN	\$31.79	\$31.79	—	No change
905844 MOLSON - CANADIAN CAN	\$29.79	\$30.99	\$1.20	WPP ending
606285 STROH CANADA - OLD MILWAUKEE CAN	\$18.29	\$18.29	—	No change
515643 CORONA EXTRA	\$20.99	\$22.29	\$1.30	WPP ending
945543 COLUMBIA - KOKANEE CAN	\$19.99	\$19.99	—	No change
923318 MOLSON - CANADIAN CAN	\$19.99	\$19.99	—	No change
904334 LABATT - BUDWEISER CAN	\$8.49	\$8.49	—	No change
906644 MOLSON - COORS LIGHT CAN	\$31.79	\$31.79	—	No change

BC Craft Beer

- 19.80% of the total increases in beer SKUs affect BC craft beer.
- 4.83% (20 SKUs) increased in price, 93.48% (387 SKUs) stayed the same and 1.69% (7 SKUs) decreased in price. There are a total of 414 BC craft beer SKUs.
- Of the BC craft beer SKUs that increased in price:
 - No increases are less than 1%
 - 55% of the increases are between 1% and 5% (11 SKUs)
 - 40% of the increases are between 5.01% and 10% (8 SKUs)
 - 5% of the increases are more than 10% (1 SKU)
- Reasons for increases in price:
 - 20% (4 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 10% (2 SKUs) of the overall increases are due to increases in supplier-related costs.
 - 65% (13 SKUs) of the overall increases are due to the application of margin rules.
 - 5% (1 SKU) of the overall increases are due to the application of price ending rules.
- Examples of retail price changes this period for the top ten-selling BC craft beer SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
361527 – PACIFIC WESTERN - CARIBOO GENUINE DRAFT CAN	\$13.89	\$13.89	—	No change
110205 – PACIFIC WESTERN - CARIBOO GENUINE DRAFT CAN	\$22.69	\$23.99	\$1.30	Application of margin rules
63149 – PACIFIC WESTERN - CARIBOO GENUINE DRAFT CAN	\$6.99	\$6.99	—	No change
188342 – PACIFIC WESTERN - PACIFIC PILSNER CAN	\$27.69	\$28.99	\$1.30	Application of margin rules
542233 – HELL'S GATE - LAGER CAN	\$17.29	\$18.49	\$1.20	Application of margin rules

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
729665 – PACIFIC WESTERN - PACIFIC PILSNER CAN	\$17.39	\$18.49	\$1.10	Application of margin rules
456517 – CENTRAL CITY - RED RACER INDIA PALE ALE CAN	\$10.49	\$11.49	\$1.00	WPP ending
751081 – PHILLIPS - BLUE BUCK ALE	\$10.99	\$10.99	—	No change
844399 – DRIFTWOOD - FAT TUG IPA	\$5.39	\$5.39	—	No change
399717 – PHILLIPS - BLUE BUCK ALE CAN	\$10.29	\$10.29	—	No change

- During the period of April 5 – July 15, 2015, sales for BC craft beer have increased, when compared to the same fiscal dates from last year.

Spirits

- 12.81% (348 SKUs) increased in price, 84.39% (2,293 SKUs) stayed the same and 2.80% (76 SKUs) decreased in price. There are a total of 2,717 spirit SKUs.
- Of the spirit SKUs that increased in price:
 - 28.16% of the increases are less than 1% (98 SKUs)
 - 49.14% of the increases are between 1% and 5% (171 SKUs)
 - 14.37% of the increases are between 5.01% and 10% (50 SKUs)
 - 8.33% of the increases are more than 10% (29 SKUs)
- Reasons for increases in price:
 - 18.10% (63 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 12.36% (43 SKUs) of the overall increases are due to increases in supplier-related costs.
 - 69.54% (242 SKUs) of the overall increases are due to the application of margin rules or price ending rules.

- o Examples of retail price changes this period for the top ten-selling spirit SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
38505 – Smirnoff Red	\$49.99	\$49.99	—	No change
313908 – Smirnoff – Red Label Pet	\$21.99	\$21.99	—	No change
45898 – Bacardi – Superior White	\$48.49	\$48.49	—	No change
10108 – Crown Royal	\$32.80	\$34.99	\$2.20	WPP ending
744672 – Smirnoff – Red Label Pet	\$32.49	\$32.49	—	No change
236323 – Absolut	\$33.79	\$32.29	(\$1.50)	WPP starting
114694 – Crown Royal	\$54.49	\$54.99	\$0.50	Application of price ending rules
110056 – Absolut	\$21.39	\$22.99	\$1.60	WPP ending
240 – Smirnoff – Red Label	\$11.49	\$11.49	—	No change
1487 – Crown Royal	\$23.49	\$21.99	(\$1.50)	WPP starting

Refreshments

- o 30.25% (98 SKUs) increased in price, 62.65% SKUs stayed the same (203 SKUs) and 7.10% (23 SKUs) decreased in price. There are a total of 324 refreshment SKUs.
- o Of the refreshment SKUs that increased in price:
 - 1.02% of the increases are less than 1% (1 SKU)
 - 47.96% of the increases are between 1% and 5% (47 SKUs)
 - 17.35% of the increases are between 5.01% and 10% (17 SKUs)
 - 33.67% of the increases are more than 10% (33 SKUs)
- o Reasons for increases in price:
 - 37.76% (37 SKUs) of the overall increases are due to WPPs that ended in period 4.
 - 2.04% (2 SKUs) of the overall increases are due to increases in supplier-related costs.

- 58.16% (57 SKUs) of the overall increases are due to the application of margin rules.
- 2.04% (2 SKUs) of the overall increases are due to the application of price ending rules.
- o Examples of retail price changes this period for the top ten-selling refreshment SKUs in BC Liquor Stores:

SKU/Product Name	Last period's retail price	This period's retail price	Difference	Reason
217133 – TWISTED TEA HARD ICED TEA CAN	\$20.79	\$22.99	\$2.20	WPP ending
210906 – TWISTED TEA HALF & HALF CAN	\$20.39	\$22.99	\$2.60	WPP ending
168773 – LONETREE CIDER CAN	\$8.59	\$9.99	\$1.30	WPP ending
622282 – BULMER – STRONGBOW TALL CAN	\$10.99	\$11.29	\$0.30	Application of margin rules
843052 – PALM BAY RUBY GRAPEFRUIT SUNRISE SPRITZ CAN	\$8.69	\$8.99	\$0.30	Application of price ending rules
106054 – BULMER - STRONGBOW TALL CAN	\$18.19	\$19.49	\$1.30	WPP ending
824920 – HEY Y'ALL - HARD ICED TEA CAN	\$9.79	\$10.99	\$1.20	WPP ending
793430 – PALM BAY - TROPICAL ICED TEA MANGO LEMON CAN	\$9.79	\$9.99	\$0.20	Application of margin rules
777631 – LONETREE GINGER APPLE DRY CIDER	\$9.79	\$9.99	\$0.20	Application of margin rules
65649 – PALM BAY PINEAPPLE MANDARIN ORANGE SPRITZ CAN	\$8.79	\$8.99	\$0.20	Application of margin rules

OTHER MINISTRIES IMPACTED/CONSULTED:

- N/A

Prepared by:
Melissa Tang
Senior Policy Analyst
Liquor Distribution Branch
604 252-3159

Approved by:
Blain Lawson
General Manager and CEO
Liquor Distribution Branch
604 252-3021

Dahlke, Cindy LDB:EX

From: Wong, Audrey LDB:EX
Sent: Tuesday, July 29, 2014 5:24 PM
To: Dahlke, Cindy LDB:EX; Welt, Lilian LDB:EX
Subject: FW: updating our Stakeholder List
Attachments: Stakeholders List Ministry Nov 2013.xlsx

Hi Ladies,

The Corporate Policy and Planning Office at the Ministry requested that I update our stakeholders list (apparently we do it for them twice yearly). I've attached the current list for context.
I heard that you may maintain a list of this sort would you happen to have a current version? The deadline for my reply is August 7, 2014

Thanks!

Audrey Wong
A/Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3035 E: audrey.wong@bclddb.com

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From: Wong, Audrey LDB:EX
Sent: Tuesday, July 29, 2014 4:54 PM
To: Lawson, R. Blain LDB:EX
Cc: Low, Elaine LDB:EX; Wilson, Kelly LDB:EX
Subject: updating our Stakeholder List

Hi,

The Corporate Policy and Planning Office at the Ministry requested that I update our stakeholders list (apparently we do it for them twice yearly). Any idea which department would be best for me to go to for assistance? I've attached the current list for context.

Thanks for your help.

Best,

Audrey Wong

A/Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3035 E: audrey.wong@bcldb.com

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**Ministry of Justice
KEY STAKEHOLDERS**

Branch	Organization	Contact(s)	Description	Address
LDB	Alliance of Beverage Licensees BC	Ian Baillie Executive Director 604-688-5560 ian@ablebc.ca Poma Dhaliwal President 604-688-5560	Represents a number of the province's liquor primary and licensee retail store establishments.	200-948 Howe Street Vancouver BC V6Z 1N9
LDB	Artisan Distillers Guild of BC	Tyler Dyck President 250-549-3120 tyler@okanaganspirits.com	Represents the craft distillers of BC.	c/o Okanagan Spirits 2920 28th Avenue Vernon BC V1T 1V9
LDB	Association of Canadian Distillers	Jan Westcott (Mr.) President and Chief Executive Officer 416-626-0100 janwestcott@spiritscanada.ca	A national lobby group representing distillers in Canada. As of August 2012, there are 18 distilleries in BC.	2B-219 Dufferin Street Toronto ON M6K 1Y9
LDB	BC Distillers Council	Jeff Nick President 604-291-1740 jpnick@bacardi.com	Represents distillers in BC.	c/o Bacardi Canada Inc. 2162 Willingdon Avenue Burnaby BC V5C 5Z9

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	BC Estate Winery Association	David Livingstone President 250-613-7760 dlivingstone@winebc.com Tony Stewart Treasurer tstewart@quailsgate.com	An association for mid-size wineries.	c/o 5580 Moriarty Crescent Prince George BC V2N 3P6
LDB	BC Restaurant and Food Service Association	Ian Tostenson President and Chief Executive Officer 604-669-2239 itostenson@bcrfa.com	Association representing \$10 billion dollar industry and its 170,000 employees across the province.	439 Hemlock Street Vancouver BC V6B 2E6
LDB	BC Wine Authority	Jeffrey Thomas Director and Chair 250-492-2872 c/o lorrie.zander@bcvqa.ca	An independent regulatory authority to which the Province has delegated responsibility for enforcing the Province's Wines of Marked Quality Regulation (VQA).	#120 - 888 Westminster Avenue West Edmonton BC T2A 8S2

Ministry of Justice
KEY STAKEHOLDERS

LDB	BC Wine Institute	Miles Prodan President and Chief Executive Officer 250-762-9744 ext. 101 mprodan@winebc.com Josie Tyabji Chair 250-762-9744 josie.tyabji@cbrands.com	The Institute represents approximately 50% of the province's wineries including most of the larger and medium sized wineries. The institute also holds the appointments for the 21 VQA wine stores located throughout the province. Historically, the Institute has been responsible for wine standards but this has been transferred to the BC Wine Authority.	107 - 1726 Dolphin Avenue Kelowna BC V1Y 9R9
LDB	BC/Yukon Command, Royal Canadian Legion	Linda Sawyer Executive Director 604-736-8166 lsawyer@bcyuk.legion.ca	There are 152 Royal Canadian Legion branches in BC.	152 - 5488 Byrne Road Burnaby BC V5J 3J1
LDB	Brewers of Canada	Ian Faris President and Chief Executive Officer 613-232-9601 ifaris@brewers.ca	Members represent over 90% of all domestic beer sold in Canada.	650 - 45 O'Connor Street Ottawa ON K1P 1A4
LDB	California Wine Institute	Rick Slomka Canadian Director 905-336-8932 rick.slomka@sympatico.ca	An association of 1,000 California wineries and wine-related businesses that contributes to an international marketing program that promotes awareness of California wines.	300 - 1100 Burloak Drive Burlington ON L7L 6B2

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Campaign for Real Ale (CAMRA)	Rick Green President pres@camrabc.ca	CAMRA is an independent, voluntary, consumer organization. CAMRA's mission is to act as champion of the consumer in relation to the BC and Canadian beer and alcoholic beverage industry.	PO Box 47013 15-555 West 12th Avenue Vancouver BC V5Z 3X7
LDB	Canada's National Brewers	Bryan Cox Vice-President Western Division 604-659-2744 bcox@nationalbrewers.ca	Primarily represents the interests of the larger breweries (Molson, Labatt, Sleeman).	1106 - 750 West Pender Street Vancouver BC V6C 2T8
LDB	Canada's National Brewers	Jeff Newton President Eastern Division 905-361-4141 jnewton@nationalbrewers.ca	Primarily represents the interests of the larger breweries (Molson, Labatt, Sleeman).	5900 Explorer Drive Mississauga ON L4W 5L2
LDB	Canadian Restaurant and Food Services Association	Mark von Schellwitz Vice President Western Canada 604-685-9655 mark@crfa.ca	Represents restaurants, bars, cafeterias, and social and contract caterers, as well as accommodation, entertainment and institutional foodservice.	2410 - 555 West Hastings Street PO Box 12125 Vancouver BC V6B 4N6

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Canadian Vintners Association	Dan Paszkowski President and Chief Executive Officer 613-782-2283 dpazkowski@canadianvintners.com Elisa Ruiz Executive Assistant info@canadianvintners.com	The CVA represents over 90% of all wine produced in Canada including the 100% Canadian, Vintners Quality Alliance (VQA) wines and international-Canadian Blended (ICB) wine products.	200 - 440 Laurier Avenue West Ottawa ON K1R 7K6
LDB	Centre for Addictions Research of BC	Dr. Tim Stockwell Director 250-472-5445 timstock@uvic.ca	The Centre for Addictions Research of BC is a network of individuals and groups dedicated to the study of substance use and addiction in support of community-wide efforts to promote health and reduce harm.	PO Box 1700 STN CSC Victoria BC V8W 2Y2
LDB	Constellation Brands	Josie Tyabji (Ms.) Director Western Estates josie.tyabji@cbrands.com	A leading wine, beer and spirits company with a broad portfolio of premium brands.	
LDB	Craft Brewers Association of BC	Tod Melynyk Chairman 250-717-1091 tod@treebeer.com	Represents the interests of the smaller breweries.	c/o Tree Brewing Co. 1083 Richter Street Kelowna BC V1Y 2K6

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Fermenters Guild of BC (formerly Hobby Brewers and Vintners Association)	Dave Gartley (until April 30, 2014) President 778-578-5770 david.gartley@forces.gc.ca Haely Lindau Executive Director info@bcfermentersguild.com	Represents many of the province's UBrews and UVins.	6605 Lambert Crescent Delta BC V4E 1R9
LDB	go2 The Resouce for People in Tourism	Arlene Keis Chief Executive Officer 604-633-9787 ext. 222 akeis@go2HR.ca	go2 has served BC's tourism and hospitality industry with programs and services that support its growth and success. It also operates the Serving It Right program.	450 One Bental Centre 505 Burrard Street PO Box 59 Vancouver BC V7X 1M3
LDB	Import Vintners and Spirits Association of BC	Craig Windrim BC Chair s.22 craigw@pacificwineandspirits.com Richard Loewen Executive Director 604-329-8033 richard@ivsa.ca Sharon Dillion Executive Assistant admin@ivsa.ca	Represents many liquor importers.	125A - 1030 Denman Street Vancouver BC V6G 2M6

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Labatt Breweries	Jeff Ryan, Senior Director Corporate Affairs 250-428-9344	Labatt has been operating a brewery in Creston for over 50 years with close to 200 employees.	Columbia Brewery, 1220 Erickson Street Creston BC V0B 1G0
LDB	MADD Canada	Andrew Murie Chief Executive Officer 905-829-8805 amurie@madd.ca	A registered Canadian charitable organization focused on stopping impaired driving and supporting victims of this crime.	2010 Winston Park Drive, Suite 500 Oakville ON L6H 5R7
LDB	Mark Anthony Brands	Anthony von Mandl Chief Executive Officer Douglas Glodsby Vice-Chair 604-263-9994	Producer and distributor of wine, beer and refreshment beverages.	887 Great Northern Way Vancouver BC V5T 4T5
LDB	Modernize Wine Association of BC	Mark Hicken President Frank Haddad Executive Director Phone number not available	A registered non-profit BC society consisting of members from throughout the Province. The members represent the food/wine industry, the hospitality industry, as well as wine lovers. They have united in the belief that many of BC's archaic rules and regulations related to wine should be modernized.	32-3375 Oak Street Vancouver BC V6H 2L7
LDB	Okanagan Spring Brewery	604-523-2537	One of BC's original craft breweries.	1455 Cliveden Avenue Delta BC V3M 6Z9

Ministry of Justice
KEY STAKEHOLDERS

LDB	Pacific Western Brewing Company	Kazuko Komatsu Chief Executive Officer 604-421-2119	Has been producing beer in Prince George since 1957.	3876 Norland Avenue Burnaby BC V5G 4T9
LDB	Private Liquor Store Association	Stephen Harris Executive Director 778-350-5800 bcprivateliqorstores@gmail.com	An organization that represents licensee retail stores, primarily on Vancouver Island.	2915 Douglas Street, Victoria, BC V8T 4M8
LDB	Restaurant Food Services Association of BC	Ian Tostenson President and Chief Executive Officer 604-669-2239 ext 104 604 986-1429 (cell) itostenson@bcrfa.com	This is an association of restaurants, restaurant suppliers and food service retailers. BCRFA represents over 3,000 restaurant and food service businesses across BC.	439 Hemlock Street Vancouver BC V6B 2E6
LDB	Royal Canadian Legion BC/Yukon Command	Inga Kruse Executive Director 604-575-8840 inga.kruse@legionbcyukon.ca		101 - 17618 58th Avenue Surrey BC V3S 1L3

KEY STAKEHOLDERS

LDB	Rural Agency Store Advisory Society	Trent Leggett President Phone number not available tleggett@shawcable.com Rise Johansen (Ms.) Secretary 250-694-3403 takysie@xplornet.com	There are 223 Rural Agency Stores in BC. The society is a lobby group advocating its issues to government.	c/o Rise Johansen Takysie Lake Resort 37530 Eakin Settlement Road Burns Lake BC V0J 1E4
LDB	Sleeman Breweries Ltd.	Greg Newbrough Vice President of Sales 519-822-1834	Okanagen Spring Brewery, a member of the Sleeman group, is located in Vernon and is one of BC's largest breweries.	551 Clair Road West, Guelph, Ontario, N1L 1E9
LDB	Union of BC Municipalities	Ken Vance Senior Policy Advisor 604-270-8226 ext. 114 kvance@ubcm.ca Gary MacIssac Executive Director 604-270-8226 ext. 105 gmacissac@ubcm.ca	An organization that represents the interests of local governments in BC.	60 - 10551 Shellbridge Way Richmond BC V6X 2W9
LDB	Wine Islands Vintners Association	Janet Docherty President 250-743-4293 janet@merridalecider.com	WIVA is a marketing association that is open to all licensed wineries (including cideries and meaderies) on Vancouver Island and the surrounding islands of BC.	c/o Merridale Cider PO Box 358 1230 Merridale Road Cobble Hill BC V0R 1L0

Dahlke, Cindy LDB:EX

From: Wong, Audrey LDB:EX
Sent: Wednesday, August 06, 2014 5:33 PM
To: Scott, Christa LDB:EX
Cc: Dahlke, Cindy LDB:EX
Subject: RE: Stakeholders List
Attachments: Stakeholders List Ministry Nov 2013.xlsx

Hi Christa,

Thanks so much for your help. I apologize for this but in reading the email I got from the ministry I realize they wanted changes made on the spreadsheet to be highlighted so they can update their master list. Do you have a general sense of where you made changes? And would you be able to highlight them?

I have included the original spreadsheet again if you need to make a comparison. Also, if you think you made a lot of changes that you can't remember there might be some sort of function on excel that support centre can point you to to allow somebody to compare 2 documents to identify where things are different?

Again sorry I should have asked for this in the first place. I can also have Cindy J go over it, however if there weren't that many changes I'm thinking it may be quickest to go back to the source who may remember.

Sorry for the make work project.

Thanks,

Audrey Wong J.D.

A/Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3035 E: audrey.wong@bclddb.com

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From: Scott, Christa LDB:EX
Sent: Wednesday, August 06, 2014 4:35 PM
To: Wong, Audrey LDB:EX
Subject: Stakeholders List

Hi Audrey,

Attached is the updated stakeholders list. Please let me know if you have any questions.

Thanks,

Christa Scott

Administrative Assistant, Office of the General Manager and CEO
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3027 E: christa.scott@bcldb.com

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**Ministry of Justice
KEY STAKEHOLDERS**

Branch	Organization	Contact(s)	Description	Address
LDB	Alliance of Beverage Licensees BC	Ian Baillie Executive Director 604-688-5560 ian@ablebc.ca Poma Dhaliwal President 604-688-5560	Represents a number of the province's liquor primary and licensee retail store establishments.	200-948 Howe Street Vancouver BC V6Z 1N9
LDB	Artisan Distillers Guild of BC	Tyler Dyck President 250-549-3120 tyler@okanaganspirits.com	Represents the craft distillers of BC.	c/o Okanagan Spirits 2920 28th Avenue Vernon BC V1T 1V9
LDB	Association of Canadian Distillers	Jan Westcott (Mr.) President and Chief Executive Officer 416-626-0100 janwestcott@spiritscanada.ca	A national lobby group representing distillers in Canada. As of August 2012, there are 18 distilleries in BC.	2B-219 Dufferin Street Toronto ON M6K 1Y9
LDB	BC Distillers Council	Jeff Nick President 604-291-1740 jpnick@bacardi.com	Represents distillers in BC.	c/o Bacardi Canada Inc. 2162 Willingdon Avenue Burnaby BC V5C 5Z9

**Ministry of Justice
KEY STAKEHOLDERS**

Branch	Organization	Contact(s)	Description	Address
LDB	Alliance of Beverage Licensees BC	Ian Baillie Executive Director 604-688-5560 ian@ablebc.ca Poma Dhaliwal President 604-688-5560	Represents a number of the province's liquor primary and licensee retail store establishments.	200-948 Howe Street Vancouver BC V6Z 1N9
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**Ministry of Justice
KEY STAKEHOLDERS**

LDB	BC Wine Institute	Miles Prodan President and Chief Executive Officer 250-762-9744 ext. 101 mprodan@winebc.com Josie Tyabji Chair 250-762-9744 josie.tyabji@cbrands.com	The Institute represents approximately 50% of the province's wineries including most of the larger and medium sized wineries. The institute also holds the appointments for the 21 VQA wine stores located throughout the province. Historically, the Institute has been responsible for wine standards but this has been transferred to the BC Wine Authority.	107 - 1726 Dolphin Avenue Kelowna BC V1Y 9R9
LDB	BC/Yukon Command, Royal Canadian Legion	Linda Sawyer Executive Director 604-736-8166 lsawyer@bcyuk.legion.ca	There are 152 Royal Canadian Legion branches in BC.	152 - 5488 Byrne Road Burnaby BC V5J 3J1
LDB	Brewers of Canada	Ian Faris President and Chief Executive Officer 613-232-9601 ifaris@brewers.ca	Members represent over 90% of all domestic beer sold in Canada.	650 - 45 O'Connor Street Ottawa ON K1P 1A4
LDB	California Wine Institute	Rick Slomka Canadian Director 905-336-8932 rick.slomka@sympatico.ca	An association of 1,000 California wineries and wine-related businesses that contributes to an international marketing program that promotes awareness of California wines.	300 - 1100 Burloak Drive Burlington ON L7L 6B2

**Ministry of Justice
KEY STAKEHOLDERS**

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**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Canadian Vintners Association	Dan Paszkowski President and Chief Executive Officer 613-782-2283 dpazkowski@canadianvintners.com Elisa Ruiz Executive Assistant info@canadianvintners.com	The CVA represents over 90% of all wine produced in Canada including the 100% Canadian, Vintners Quality Alliance (VQA) wines and international-Canadian Blended (ICB) wine products.	200 - 440 Laurier Avenue West Ottawa ON K1R 7K6
LDB	Centre for Addictions Research of BC	Dr. Tim Stockwell Director 250-472-5445 timstock@uvic.ca	The Centre for Addictions Research of BC is a network of individuals and groups dedicated to the study of substance use and addiction in support of community-wide efforts to promote health and reduce harm.	PO Box 1700 STN CSC Victoria BC V8W 2Y2
LDB	Constellation Brands	Josie Tyabji (Ms.) Director Western Estates josie.tyabji@cbrands.com	A leading wine, beer and spirits company with a broad portfolio of premium brands.	
LDB	Craft Brewers Association of BC	Tod Melynyk Chairman 250-717-1091 tod@treebeer.com	Represents the interests of the smaller breweries.	c/o Tree Brewing Co. 1083 Richter Street Kelowna BC V1Y 2K6

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Fermenters Guild of BC (formerly Hobby Brewers and Vintners Association)	Dave Gartley (until April 30, 2014) President 778-578-5770 david.gartley@forces.gc.ca Haely Lindau Executive Director info@bcfermentersguild.com	Represents many of the province's UBrews and UVins.	6605 Lambert Crescent Delta BC V4E 1R9
LDB	go2 The Resouce for People in Tourism	Arlene Keis Chief Executive Officer 604-633-9787 ext. 222 akeis@go2HR.ca	go2 has served BC's tourism and hospitality industry with programs and services that support its growth and success. It also operates the Serving It Right program.	450 One Bental Centre 505 Burrard Street PO Box 59 Vancouver BC V7X 1M3
LDB	Import Vintners and Spirits Association of BC	Craig Windrim BC Chair s.22 craigw@pacificwineandspirits.com Richard Loewen Executive Director 604-329-8033 richard@ivsa.ca Sharon Dillion Executive Assistant admin@ivsa.ca	Represents many liquor importers.	125A - 1030 Denman Street Vancouver BC V6G 2M6

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Labatt Breweries	Jeff Ryan, Senior Director Corporate Affairs 250-428-9344	Labatt has been operating a brewery in Creston for over 50 years with close to 200 employees.	Columbia Brewery, 1220 Erickson Street Creston BC V0B 1G0
LDB	MADD Canada	Andrew Murie Chief Executive Officer 905-829-8805 amurie@madd.ca	A registered Canadian charitable organization focused on stopping impaired driving and supporting victims of this crime.	2010 Winston Park Drive, Suite 500 Oakville ON L6H 5R7
LDB	Mark Anthony Brands	Anthony von Mandl Chief Executive Officer Douglas Glodsky Vice-Chair 604-263-9994	Producer and distributor of wine, beer and refreshment beverages.	887 Great Northern Way Vancouver BC V5T 4T5
LDB	Modernize Wine Association of BC	Mark Hicken President Frank Haddad Executive Director Phone number not available	A registered non-profit BC society consisting of members from throughout the Province. The members represent the food/wine industry, the hospitality industry, as well as wine lovers. They have united in the belief that many of BC's archaic rules and regulations related to wine should be modernized.	32-3375 Oak Street Vancouver BC V6H 2L7
LDB	Okanagan Spring Brewery	604-523-2537	One of BC's original craft breweries.	1455 Cliveden Avenue Delta BC V3M 6Z9

**Ministry of Justice
KEY STAKEHOLDERS**

LDB	Pacific Western Brewing Company	Kazuko Komatsu Chief Executive Officer 604-421-2119	Has been producing beer in Prince George since 1957.	3876 Norland Avenue Burnaby BC V5G 4T9
LDB	Private Liquor Store Association	Stephen Harris Executive Director 778-350-5800 bcprivateliqorstores@gmail.com	An organization that represents licensee retail stores, primarily on Vancouver Island.	2915 Douglas Street, Victoria, BC V8T 4M8
LDB	Restaurant Food Services Association of BC	Ian Tostenson President and Chief Executive Officer 604-669-2239 ext 104 604 986-1429 (cell) itostenson@bcrfa.com	This is an association of restaurants, restaurant suppliers and food service retailers. BCRFA represents over 3,000 restaurant and food service businesses across BC.	439 Hemlock Street Vancouver BC V6B 2E6
LDB	Royal Canadian Legion BC/Yukon Command	Inga Kruse Executive Director 604-575-8840 inga.kruse@legionbcyukon.ca		101 - 17618 58th Avenue Surrey BC V3S 1L3

KEY STAKEHOLDERS

LDB	Rural Agency Store Advisory Society	Trent Leggett President Phone number not available tleggett@shawcable.com Rise Johansen (Ms.) Secretary 250-694-3403 takysie@xplornet.com	There are 223 Rural Agency Stores in BC. The society is a lobby group advocating its issues to government.	c/o Rise Johansen Takysie Lake Resort 37530 Eakin Settlement Road Burns Lake BC V0J 1E4
LDB	Sleeman Breweries Ltd.	Greg Newbrough Vice President of Sales 519-822-1834	Okanagen Spring Brewery, a member of the Sleeman group, is located in Vernon and is one of BC's largest breweries.	551 Clair Road West, Guelph, Ontario, N1L 1E9
LDB	Union of BC Municipalities	Ken Vance Senior Policy Advisor 604-270-8226 ext. 114 kvance@ubcm.ca Gary MacIssac Executive Director 604-270-8226 ext. 105 gmacissac@ubcm.ca	An organization that represents the interests of local governments in BC.	60 - 10551 Shellbridge Way Richmond BC V6X 2W9
LDB	Wine Islands Vintners Association	Janet Docherty President 250-743-4293 janet@merridalecider.com	WIVA is a marketing association that is open to all licensed wineries (including cideries and meaderies) on Vancouver Island and the surrounding islands of BC.	c/o Merridale Cider PO Box 358 1230 Merridale Road Cobble Hill BC V0R 1L0

Calvo, Manami LDB:EX

From: Cournoyer, Vince LDB:EX
Sent: Wednesday, November 04, 2015 1:23 PM
To: Calvo, Manami LDB:EX
Subject: FW: REQUEST - PWB sales numbers - DEADLINE: End of day Weds

Here you go... V

Vince Cournoyer

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-2874 E: vince.cournoyer@bclddb.com

From: Cournoyer, Vince LDB:EX
Sent: Monday, October 19, 2015 2:59 PM
To: Tymo, Norm LDB:EX
Cc: Turner, Caeli LDB:EX
Subject: REQUEST - PWB sales numbers - DEADLINE: End of day Weds

Hi Norm, can you please arrange to pull Pacific Western Brewery's sales numbers (litres and \$'s, all channels) for the last three rolling 12's.

Sales between Oct 1 to Sept 30 2013 were XX litres at a value of \$XX

Sales between Oct 1 to Sept 30 2014 were XX litres at a value of \$XX

Sales between Oct 1 to Sept 30 2015 were XX litres at a value of \$XX

Let me know if clarification is needed. End of day Weds would be great. Thanks.. V

Vince Cournoyer

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
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T: 604 252-2874 E: vince.cournoyer@bclddb.com

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



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