

Zanocco, Viviana LDB:EX

From: Turner, Caeli LDB:EX
Sent: Tuesday, February 13, 2018 2:02 PM
To: Mlinar, Anita LDB:EX
Cc: Zanocco, Viviana LDB:EX
Subject: RE: follow up to today's call - wine proposals
Attachments: BCWI letter CT.docx

Hi Anita – I have a question about the 100% BC products example, around craft beer. See attached. Was that discussed on the calls last week?

Also, I spoke with Blain and s.13

s.13

though.

He believed the letter had already been sent out

Who have you been working with in LCLB and AGR on this?

Caeli Turner

Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3196 E: caeli.turner@bclddb.com

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From: Mlinar, Anita LDB:EX
Sent: Tuesday, February 13, 2018 1:31 PM
To: Turner, Caeli LDB:EX
Cc: Zanocco, Viviana LDB:EX
Subject: FW: follow up to today's call - wine proposals

Hi both,

Not sure if you got this forwarded to you before, but making sure to keep you in the loop. The attached letter is in response to BCWI proposals regarding the Alberta wine ban.

Let me know if you have any questions.

Thanks,

Anita Mlinar

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3032 E: anita.mlinar@bclddb.com

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From: Mack, James AGRI:EX

Sent: Monday, February 12, 2018 11:14 AM

To: Hryciuk, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX; Lalani, Arif AGRI:EX

Subject: RE: follow up to today's call - wine proposals

A quick update before the week starts

The attached email provides a summary of the proposed approach. I have also attached a first draft of a letter that Minister Popham may send in response to the BC Wine Institute's letter from Friday.

I am anticipating that the draft letter will go through signal checking first thing Tuesday. Please let me know if there are any comments or concerns with the draft.

Page 03

Withheld pursuant to/removed as

s.13;s.17

Zanocco, Viviana LDB:EX

From: Turner, Caeli LDB:EX
Sent: Wednesday, February 14, 2018 11:12 AM
To: Zanocco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: FW: follow up on wine
Attachments: 187817-Response.pdf

See attached – this letter has just gone out to the BC Wine Institute. It looks like GCPE is planning a statement on April being declared BC Wine week and BCLS have been asked to support it.

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bclldb.com

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From: Lawson, R. Blain LDB:EX
Sent: Wednesday, February 14, 2018 11:09 AM
To: Procopio, Michael LDB:EX; McEwan, Erin LDB:EX; Turner, Caeli LDB:EX
Subject: FW: follow up on wine

Final letter to BCWI

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@bclldb.com

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From: Mack, James AGRI:EX

Sent: Wednesday, February 14, 2018 10:49 AM

To: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX; Lalani, Arif AGRI:EX

Subject: follow up on wine

Most of you will already have this, but wanted to make sure that everyone has a copy of the response letter to BCWI.

Also a heads up that there may a statement today about making April BC Wine Month and working with industry on activities to support it. It will go through the GCPE channels but will be higher level than the letter attached.

Let me know if you have any questions,

Zanocco, Viviana LDB:EX

From: Turner, Caeli LDB:EX
Sent: Wednesday, February 14, 2018 12:38 PM
To: Togneri, Cassandra GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Zanocco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: URGENT WINE MONTH
Attachments: AGRI NR-BC Wine Month v.2 (3) LDB.docx

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I've flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We'll leave to you to circulate back with Meghan.

Thanks,
Caeli

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bcldb.com

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From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 11:25 AM
To: McRae, Meghan GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Turner, Caeli LDB:EX; Zanocco, Viviana LDB:EX
Subject: URGENT WINE MONTH

Hi Meghan – just checking that you haven't finalized the NR for wine month. LDB is reviewing and has some edits.
Copied Caeli and Viv from LDB so everyone is in the loop.
Thanks,

Cassandra

Cassandra Togneri

Senior Public Affairs Officer

Ministry of Attorney General

Government Communications and Public Engagement

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

NEWS YOU CAN USE

For Immediate Release
[Release Number]
[Date]

Ministry of Agriculture
Ministry of Jobs, Trade and Technology
~~Auditor General~~ Ministry of Attorney General

Province supports local wine industry by proclaiming April B.C. Wine Month

VICTORIA – In support of B.C.'s wine industry, following Alberta's sudden ban on B.C. wine imports last week, the Province will proclaim the month of April as B.C. Wine Month, in conjunction with BC Liquor Stores throughout the province.

"B.C.'s wine industry is made up of family-run vineyards and wineries that have chosen farming as their life's course, provide good jobs in communities in our wine-growing regions, and share their award-winning varietals with British Columbians, Canadians and consumers from around the world," Said Minister of Agriculture Lana Popham. "We told British Columbians we would fight for our wine-making community, and promoting an entire month to B.C. wines is a wonderful way to do just that."

With B.C. Wine Month being proclaimed in April, British Columbians can expect to more shelf space dedicated to see an increase in B.C. wines on the shelves of at their local BC Liquor Store, including craft wines from small and medium wineries that are not typically available outside of the wineries. BC Liquor Store patrons will be made aware of the promotion through an increase in prominent store-front displays and a greater variety of in-store tastings of B.C. wines.

Comment [CT1]: The industry doesn't really use the word "craft" – I would suggest "small-batch" or "local"

"Quote from Minister Eby"

The Ministry of Agriculture will also be working with the BC Wine Institute to open up new markets for B.C. wines within Canada and globally.

"Miles Prodan quote"

Fast Facts:

- B.C. is home to 929 vineyards, including 254 over 350 licensed wineries.
- B.C. wine's economic impact is \$2.8 billion annually, and the industry employs about 12,000 people throughout the province.
- There are just under 3,900 hectares of wine grapes and 56 hectares of fresh market grapes.
- Over 60 different grape varieties are produced in the province, the top ten of which include Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.
- In 2016, B.C. wine exports increased 4% to \$9.7 million shipped to 17 international markets.
- Ice wine exports were \$1.8 million of the total.

Formatted: Font: +Body (Calibri)

Comment [CT2]: If these are numbers from the BCWI, can we please add at the front that "according to the BCWI, in 2016, B.C. wine exports..." etc?

LDB received a lot of media calls asking for wine exports and as you know, we don't track exports so it may look funny to be providing those stats now

- The top markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)

Learn More:

BC Liquor Stores

BC Wine Institute

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

Zanocco, Viviana LDB:EX

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, February 14, 2018 1:25 PM
To: Turner, Caeli LDB:EX; Zanocco, Viviana LDB:EX; Carr, Michelle LCLB:EX; Vale, Elaine LCLB:EX
Cc: Robins, Shawn GCPE:EX; Togneri, Cassandra GCPE:EX
Subject: REVISED: April Wine Month NR
Attachments: NYCU - April BC Wine Month v.4.docx

Importance: High

Hello – an updated NR is attached, now signed off by GCPE HQ if you could please give a final look.

This is scheduled for 3 p.m. release.

Thank you,

Tiffany
250 858-4680

News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

Province supports local wine industry, proclaims April B.C. Wine Month

VICTORIA – In support of B.C.'s wine industry, following Alberta's decision to stop the import of B.C. wine last week, the Province will proclaim the month of April as B.C. Wine Month, in conjunction with BC Liquor Stores throughout the province.

"B.C.'s wine industry is made up of family-run vineyards and wineries that have chosen farming and wine-making as their life's work, providing good jobs in communities in our wine-growing regions" Said Minister of Agriculture Lana Popham. "We told British Columbians we would fight for our wine-making community, and devoting an entire month to B.C. wines is a wonderful way to do just that."

Along with the proclamation of B.C. Wine Month in April, other government initiatives in support of B.C.'s wine industry include:

- An increase in B.C. wines in local BC Liquor Store, including craft wines from small and medium producers that are not typically available outside of the wineries.
- Promotion throughout the month with store-front displays.
- A greater variety of in-store tastings of B.C. wines.
- Funding for an expansion of the Buy BC: Eat Drink Local campaign, to further develop partnerships between the BC Wine Institute and the BC Restaurant and Food Services Association.
- Funding to support B.C.'s wine producers as they market their BC VQA wines to new international markets.

While the Province has worked to develop this support, the Ministry of Agriculture has been involved in ongoing engagement with wine producers throughout the province.

"We are grateful for the loyalty and support we have received from the consumers across B.C & Canada in response to Alberta's announcement to boycott BC Wine," said Miles Prodan, President and CEO. "We appreciate the Province's quick response in support of B.C.'s wineries, and we remain resolute in our mission to secure sales opportunities here in B.C. for the many B.C. grape wineries across the province, most of which are small, family owned and operated businesses, and will continue to promote our local world-class products at home and abroad."

B.C.'s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on our province.

Quick Facts:

- B.C. is home to 929 vineyards, including over 350 licensed wineries.
- There are just under 3,900 hectares of wine grapes grown in B.C.
- Over 60 different grape varieties are produced in the province, including Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.
- According to the BC Wine Institute, in 2016, B.C. wine exports increased 4% to \$9.7 million shipped to 17 international markets.
- Ice wine exports were \$1.8 million of the total.
- The top markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)

Learn More:

BC Wine Institute - <http://www.winebc.com/>

BC Liquor Stores - <http://www.bcliquorstores.com/>

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [Turner, Caeli LDB:EX](#)
To: [Vale, Elaine LCLB:EX](#)
Subject: FW: follow up to today's call - wine proposals
Date: Thursday, February 08, 2018 8:54:30 PM
Attachments: [image001.png](#)
[image002.png](#)

FYI

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bcldb.com

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From: Lawson, R. Blain LDB:EX
Sent: Thursday, February 08, 2018 6:47 PM
To: Mack, James AGRI:EX
Cc: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; jstthomas@blg.com; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX
Subject: Re: follow up to today's call - wine proposals

James

While I know we can do 1-4 the timing would be April. Our March plans are already completed and marketing materials are produced and will be sent to stores next week. We will require some time to put together a updated creative package, produce it and get it out to stores.

We are not able to provide a limited time discount for hospitality without major system changes.

This would require us to stop our system work for our new distribution Center and Cannabis. If it was for just commercial wineries it add additional complexity.

Sent from my iPhone

On Feb 8, 2018, at 6:14 PM, Mack, James AGRI:EX <James.Mack@gov.bc.ca> wrote:

Attached is the document as promised. We were very liberal in writing in the comments as we tried to reflect the conversation on the call more than the written comments sent previously. Please edit as necessary.

I spoke with our Minister and DM and a few updates:

s.13

Also, I just now received a heads up on the BCWI statement that they intend to release the attached tomorrow at noon. While this is still a draft, it looks like they are going with five recommendations. I'll be checking to see what is wanted now, but would be helpful for people to give it a read and start their thoughts on this.

James Mack

Assistant Deputy Minister – Agriculture Science and Policy

Ministry of Agriculture

Phone: 250-356-1821

Fax: 250-356-7279

e-mail: James.mack@gov.bc.ca

<Potential options to support BC wine industry.docx>

<Mitigation measures recommended to The Government of BC (002).docx>

Page 15 to/à Page 22

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Page 23 to/à Page 24

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Page 25 to/à Page 26

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Page 27

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s.12;s.13;s.17










BC Wine Institute (BCWI)
Mitigation measures recommended to The Government of BC for immediate implementation regarding the Alberta Government Embargo
February 2018

BC WINE INSTITUTE (BCWI) POSITION

We are disappointed that the Alberta Premier and Government are aggressively boycotting BC wineries over a yet-to-be-determined British Columbia government policy in a different sector.

The BCWI asks for BC Government support for the implementation of mitigation tactics to offset the impact Alberta's action has, and will continue to have, on the BC wine industry.

BCWI RECOMMENDATIONS to the PROVINCE of BRITISH COLUMBIA

1. Funding to assist a BCWI-led challenge of the constitutionality of and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the Alberta Gaming and Liquor Commission (AGLC) to prohibit the importation of British Columbia wines. 1
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores (BCLS), to immediately implement a Buy BC: Eat Drink Local program that includes:
 - Immediate increased support from the BCLS by proactively purchasing small-lot BC wines from local wineries and featuring Buy BC: Eat Drink Local promotions in all BC Liquor Stores. 2
 - More shelf space for small-lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores. 3
 - Prominent store-front displays and increased general advertising focused on BC craft products, especially products from small and medium sized wineries not normally carried in BC Liquor Stores. 4
 - Increased number of local craft product tastings in BC Liquor Stores. 5
4. Funding for a province-wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and all certified 100% BC craft alcohol (i.e. grape wine, beer, cider, fruit wines, and (potentially) distilled products) and to bring attention to local BC products by leveraging media, creating unique events, etc. 7
5. Funding for programming support to increase BC VQA Wine export sales and expansion of international markets focusing on trade shows, food fairs, sales exhibitions and/or participation in events or missions. 8
6. Expedite implementation of the recommendations made by the BC Wine Appellation Task Force Group to the Ministry of Agriculture. This will serve to show the BC wine industry that Government supports its initiatives and stands by the industry.

s.13

Page 29

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s.13

From: Carr, Michelle LCLB:EX
Sent: Monday, February 12, 2018 12:29 PM
To: Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX
Subject: FOR REVIEW: draft BCWI letter
Attachments: BCWI letter.docx

Hi,

Any concerns with the attached letter?

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Mack, James AGRI:EX
Sent: Monday, February 12, 2018 11:16 AM
To: Shoemaker, Wes AGRI:EX; Scott, Douglas S AG:EX
Cc: Carr, Michelle LCLB:EX; Hrycuik, Lorie AGRI:EX
Subject: draft BCWI letter

The next step from Friday was to draft a letter that Minister Popham could send in response to the BCWI. I've circulated it to key ministries for comment but anticipate that this is fairly straightforward.

Let me know if there are any thoughts on this.

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture
Phone: 250-356-1821
Fax: 250-356-7279
e-mail: James.mack@gov.bc.ca

Page 31

Withheld pursuant to/removed as

s.14;s.13;s.17

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 08, 2018 10:19 AM
To: Lawson, R. Blain LDB:EX; Turner, Caeli LDB:EX; Vale, Elaine LCLB:EX
Cc: Bates, Julia LCLB:EX; Dahlke, Cindy LDB:EX
Subject: FW: BC WI/ALTA follow up
Attachments: Farm to Bottle February 7.pdf

Importance: High

Hi,
I'm looping you into this. Pls see below and attached.

Given the requests I think it is critically important that LDB be part of these discussions.

Michelle

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 8, 2018 10:16 AM
To: Mack, James AGRI:EX; Hammond, James JTT:EX; Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX; Bates, Julia LCLB:EX
Subject: BC WI/ALTA follow up
Importance: High

Hi, James. I'm just off the phone with Jamie Hammond. He also agrees we should have a short call today to discuss, including with the LDB. If your office can set that up that would be appreciated.

If you can invite Blain and me we will ensure we have the right staff on the call.

In the meantime, LCLB will take a look at the items that we are familiar with and identify any constraints re implementation.

Thanks,
Michelle

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 9:35 AM

To: Carr, Michelle LCLB:EX
Subject: FW: Wine Industry List

So it looks like there is now a piece of work to do. Are you okay with setting up the call for today? They've asked AGRI to lead the analysis so if you want I can get that set up.

From: Shoemaker, Wes AGRI:EX
Sent: Thursday, February 8, 2018 9:28 AM
To: Lloyd, Evan GCPE:EX
Cc: Yuma Morisho, Okenge PREM:EX; Plecas, Bobbi ENV:EX; Fyfe, Richard J JAG:EX; Mihlar, Fazil JTT:EX; Harvey, James JAG:EX; Meggs, Geoff PREM:EX; Scott, Douglas S AG:EX
Subject: Re: Wine Industry List

My staff will be working with AG staff on this. Can we clarify where list came from.s.13

s.13
s.13

Also, I am hearing that BCWI may also be compiling a list of their top 5 recommendations?

Wes

W.H. (Wes) Shoemaker, MBA
Deputy Minister
Ministry of Agriculture
5th Floor, 808 Douglas Street
Victoria, BC V8W 9B4
Tel: 250.356.1803 | Cell: 250.516.6892 | Fax: 250.356.7279
E-mail: wes.shoemaker@gov.bc.ca

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Sent from my iPhone

On Feb 8, 2018, at 9:17 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

As discussed. Wes is leading the assessment of this.

Evan Lloyd
Deputy Minister,
Government Communications and Public Engagement – GCPE
evan.lloyd@gov.bc.ca
s.17

On 2018-02-07, 10:17 PM, "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca> wrote:

As discussed.

Wes

匱剝偉 勢澁 牯檢敬獠灭損杭湯獠潔備次彦消彰档稍潮 獠牖 芽鑒呐

Farm to Bottle

February 7, 2018

- The new BC Government can launch several initiatives to show strength and support for the farmers that are set to be negatively impacted by the Alberta BC wine embargo.
 - Here are some solutions that would appease the industry and would have no financial impact for government (if any at all would be negligible). You would have pretty much 100% support from the BC wine industry with stakeholders coming out in support of our new government.
1. Buy local focus for the Government Liquor Stores – This has always been their mandate but they continually do not do this.
 2. BC wine focus month – displays, etc. for the Provincial liquor stores.
 3. Additional tasting for wineries in provincial liquor stores this will lead to greater profile for farm to bottle producers.
 4. Increased the sku listings for BC wineries at Government liquor stores this has been reduced by the BC Liberal government year after year.
 5. Allow all wineries to have direct delivery for 100% BC wine in kegs (restaurants are asking for a greater offering and 50% of the wine produced is non-eligible for wine in keg).
 6. Support agriculture with implementation Sub-appellation task group – the report is on your desk waiting for approval.
 7. Activate Industry Licenses that are dormant to allow for further points of distribution and greater access to the consumer.
 8. Provide wholesale pricing to restaurants for 60 days (allows more consumers to try BC wines).
 9. Required Reporting –Each winery license should be mandated to report, this will provide clarity to the current state of the BC wine industry (currently we do not know how many acres, cases, or varietals for each winery). In every other wine region in the world this is required reporting to identify comprehensive wine strategy – this will allow for strategic wine government and industry planning. (BCLDB & BC Wine Authority).
 10. To assist BC wineries with a matching marketing fund to expand sales of BC wines into other provinces and countries. (Could be funded via a levy on all liquor sales of 1 cent per litre.)
- All of the above have been proposed to the previous BC Liberal government, who chose not to act and not to support farmers and small business.

From: Lawson, R. Blain LDB:EX
Sent: Wednesday, February 14, 2018 11:09 AM
To: Procopio, Michael LDB:EX; McEwan, Erin LDB:EX; Turner, Caeli LDB:EX
Subject: FW: follow up on wine
Attachments: 187817-Response.pdf

Final letter to BCWI

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: Mack, James AGRI:EX
Sent: Wednesday, February 14, 2018 10:49 AM
To: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX; Lalani, Arif AGRI:EX
Subject: follow up on wine

Most of you will already have this, but wanted to make sure that everyone has a copy of the response letter to BCWI.

Also a heads up that there may a statement today about making April BC Wine Month and working with industry on activities to support it. It will go through the GCPE channels but will be higher level than the letter attached.

Let me know if you have any questions,



February 13, 2018

File: 0280-30

Ref: 187817

Miles Prodan
President and CEO
BC Wine Institute
107 – 1726 Dolphin Avenue
Kelowna, BC V1Y 9R9

Dear Mr. Prodan:

Thank you for your letter of February 9, 2018, proposing recommendations for how the Provincial Government can work with the BC Wine Institute to support the BC wine industry.

Restrictions by the Government of Alberta against BC wine pose a serious and immediate economic impact on BC wineries, but it also presents an opportunity to profile BC wine to domestic and international markets.

To help profile our collective efforts, the Government of British Columbia is considering proclaiming April as “BC Wine Month”. As part of this, we would like to move immediately in partnership with the BC Wine Institute on the following of your recommendations:

1. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores, to immediately implement a Buy BC: Eat Drink Local program. Bearing in mind the trade obligations, the BC Liquor Distribution Branch is prepared to begin working with the BCWI on:
 - Proactively purchasing small-lot BC wines from local wineries and featuring Buy BC: Eat Drink Local promotions in all BC Liquor Stores.
 - More shelf space for small lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores.
 - Prominent store-front displays and increased general advertising focused on BC craft products, especially products from small and medium sized wineries not normally carried in BC Liquor Stores.
 - Increased number of local product tastings in BC Liquor Stores.

.../2

2. Provide funding, through the Ministry of Agriculture, to support a province-wide Buy BC: Eat Drink Local campaign to bring attention to local BC wine products by leveraging media, creating unique events, etc.
3. Provide funding, through the Ministry of Agriculture, to increase BC wine export sales and expansion of international markets through participation in trade shows, food fairs, sales exhibitions, market development events and/or missions using existing programs.

I have asked Wes Shoemaker, Deputy Minister of Agriculture, and Doug Scott, Associate Deputy Minister, Attorney General, to contact you to begin work on these initiatives.

We feel that these are the best opportunities to make an immediate difference for BC wineries. I do want to be clear that the Province is considering the other proposals you have put forward, such as implementing the BC Wine Appellation Task Group recommendations and has engaged Mark Hicken, government's Liquor Policy Advisor, to engage industry on matters such as wholesale pricing for the hospitality sector.

I will keep in touch with you as we progress on these initiatives. Please contact me if you have any questions or concerns.

Sincerely,



Lana Popham
Minister

pc: Wes Shoemaker, Deputy Minister
Ministry of Agriculture

Doug Scott, Associate Deputy Minister
Attorney General

Subject: FW: urgent call for today - to discuss "proposals relating to wine industry"
Location: s.17 (James is the moderator)
Start: Thu 2/8/2018 3:00 PM
End: Thu 2/8/2018 4:00 PM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: Mack, James AGRI:EX
Importance: High

Hi Anita, for you to join Blain for this call TODAY. Tks. Cindy

-----Original Appointment-----

From: Mack, James AGRI:EX

Sent: Thursday, February 08, 2018 11:37 AM

To: Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX

Subject: urgent call for today - to discuss "proposals relating to wine industry"

When: Thursday, February 08, 2018 3:00 PM-4:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: s.17 (James is the moderator)

Importance: High

I need a one hour call today to discuss "proposals relating to wine industry". This is a top priority so can over-ride other meetings



~~From to Blaine~~
~~February 7.pdf~~

Two agenda items:

s.13

Quite a cast to bring in:

- AGRI – I need a rep from CGPL (cc-ed above) as well as Joan and/or Matt Patterson
- Michelle Carr, LCLB
- Blain Lawson, LDB
- Steve Anderson and/or Jamie Hammond, JTT
- Anita Petkovic JAG

- Attendees can invite other officials as needed.

3:00PM looks like it has the least amount of meeting conflicts in everyone's calendar. Please make every effort to call into this meeting or forward to staff to take on your behalf.

Thank you,

Melissa Scott

Assistant Deputy Minister's Office
Ministry of Agriculture, Agriculture, Science and Policy Division
Phone: 250-356-1821
iPhone: 778-679-1773
Melissa.Scott@gov.bc.ca

Farm to Bottle

February 7, 2018

- The new BC Government can launch several initiatives to show strength and support for the farmers that are set to be negatively impacted by the Alberta BC wine embargo.
 - Here are some solutions that would appease the industry and would have no financial impact for government (if any at all would be negligible). You would have pretty much 100% support from the BC wine industry with stakeholders coming out in support of our new government.
1. Buy local focus for the Government Liquor Stores – This has always been their mandate but they continually do not do this.
 2. BC wine focus month – displays, etc. for the Provincial liquor stores.
 3. Additional tasting for wineries in provincial liquor stores this will lead to greater profile for farm to bottle producers.
 4. Increased the sku listings for BC wineries at Government liquor stores this has been reduced by the BC Liberal government year after year.
 5. Allow all wineries to have direct delivery for 100% BC wine in kegs (restaurants are asking for a greater offering and 50% of the wine produced is non-eligible for wine in keg).
 6. Support agriculture with implementation Sub-appellation task group – the report is on your desk waiting for approval.
 7. Activate Industry Licenses that are dormant to allow for further points of distribution and greater access to the consumer.
 8. Provide wholesale pricing to restaurants for 60 days (allows more consumers to try BC wines).
 9. Required Reporting –Each winery license should be mandated to report, this will provide clarity to the current state of the BC wine industry (currently we do not know how many acres, cases, or varietals for each winery). In every other wine region in the world this is required reporting to identify comprehensive wine strategy – this will allow for strategic wine government and industry planning. (BCLDB & BC Wine Authority).
 10. To assist BC wineries with a matching marketing fund to expand sales of BC wines into other provinces and countries. (Could be funded via a levy on all liquor sales of 1 cent per litre.)
- All of the above have been proposed to the previous BC Liberal government, who chose not to act and not to support farmers and small business.

From: Dahlke, Cindy LDB:EX
Sent: Thursday, February 08, 2018 2:30 PM
To: Mlinar, Anita LDB:EX
Subject: FW: URGENT FW: Wine options
Attachments: Potential options to support BC wine industry.docx

Importance: High

Hi Anita,

More info re the 3:00 call TODAY.

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: Carr, Michelle LCLB:EX
Sent: Thursday, February 08, 2018 12:38 PM
To: Vale, Elaine LCLB:EX; Turner, Caeli LDB:EX; Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX; Bates, Julia LCLB:EX
Subject: URGENT FW: Wine options
Importance: High

Hi,

I'm taking a look at this now. Can you also pls take a look and/or have your team provide feedback? Thanks!

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 12:27 PM
To: Carr, Michelle LCLB:EX
Cc: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX
Subject: Wine options

Michelle,

Could you take a look at the attached and see if it helps us for the 3pm call? Also, my MO is looking for a faster analysis as they're thinking that there is a potential for announcements today.

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture
Phone: 250-356-1821

Fax: 250-356-7279

e-mail: James.mack@gov.bc.ca

Page 44 to/à Page 45

Withheld pursuant to/removed as

s.13;s.17

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 08, 2018 2:52 PM
To: Hammond, James JTT:EX; Mack, James AGRI:EX; Anderson, Steve JTT:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Hrycuik, Lorie AGRI:EX; Lawson, R. Blain LDB:EX; Patterson, Mat AGRI:EX; Turner, Caeli LDB:EX
Cc: Vale, Elaine LCLB:EX; Scott, Pamela LCLB:EX; Bieller, Barry LCLB:EX
Subject: Potential options to support BC wine industry - LCLB
Attachments: Potential options to support BC wine industry.docx

Hi, attached are LCLB's comments on the proposal.

Page 47 to/à Page 50

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s.13;s.17

From: Mlinar, Anita LDB:EX
Sent: Thursday, February 08, 2018 4:07 PM
To: Mack, James AGRI:EX; Carr, Michelle LCLB:EX
Cc: Lawson, R. Blain LDB:EX; Dahlke, Cindy LDB:EX
Subject: Proposals relating to wine industry
Attachments: Potential options to support BC wine industry.docx

Hi James,

As discussed, attached are the comments from the LDB. Once incorporated in the consolidated document, I can provide additional information regarding the proposed approach.

Please let me know if you require anything else from the LDB and I'd be happy to help.

Thanks,

Anita Mlinar

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3032 E: anita.mlinar@bclddb.com

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Page 52 to/à Page 54

Withheld pursuant to/removed as

s.13;s.17

From: Hammond, James JTT:EX
Sent: Thursday, February 08, 2018 10:19 AM
To: Carr, Michelle LCLB:EX; Mack, James AGRI:EX; Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX; Bates, Julia LCLB:EX; Anderson, Steve JTT:EX; Petkovic, Anita M JAG:EX
Subject: RE: BC WI/ALTA follow up

Recommend we add JAG – Anita and Steve will bring in Jeff Thomas.

Jamie

James W. Hammond
ADM ISC
MJTT
[778-698-8778](tel:778-698-8778)

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 8, 2018 10:16 AM
To: Mack, James AGRI:EX; Hammond, James JTT:EX; Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX; Bates, Julia LCLB:EX
Subject: BC WI/ALTA follow up
Importance: High

Hi, James. I'm just off the phone with Jamie Hammond. He also agrees we should have a short call today to discuss, including with the LDB. If your office can set that up that would be appreciated.

If you can invite Blain and me we will ensure we have the right staff on the call.

In the meantime, LCLB will take a look at the items that we are familiar with and identify any constraints re implementation.
Thanks,
Michelle

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 9:35 AM
To: Carr, Michelle LCLB:EX
Subject: FW: Wine Industry List

So it looks like there is now a piece of work to do. Are you okay with setting up the call for today? They've asked AGRI to lead the analysis so if you want I can get that set up.

From: Shoemaker, Wes AGRI:EX
Sent: Thursday, February 8, 2018 9:28 AM
To: Lloyd, Evan GCPE:EX

Cc: Yuma Morisho, Okenge PREM:EX; Plecas, Bobbi ENV:EX; Fyfe, Richard J JAG:EX; Mihlar, Fazil JTT:EX; Harvey, James JAG:EX; Meggs, Geoff PREM:EX; Scott, Douglas S AG:EX
Subject: Re: Wine Industry List

My staff will be working with AG staff on this. Can we clarify where list came from. s.13

s.13

s.13

Also, I am hearing that BCWI may also be compiling a list of their top 5 recommendations?

Wes

W.H. (Wes) Shoemaker, MBA

Deputy Minister

Ministry of Agriculture

5th Floor, 808 Douglas Street

Victoria, BC V8W 9B4

Tel: 250.356.1803 | Cell: 250.516.6892 | Fax: 250.356.7279

E-mail: wes.shoemaker@gov.bc.ca

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Sent from my iPhone

On Feb 8, 2018, at 9:17 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

As discussed. Wes is leading the assessment of this.

Evan Lloyd

Deputy Minister,

Government Communications and Public Engagement – GCPE

evan.lloyd@gov.bc.ca

s.17

On 2018-02-07, 10:17 PM, "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca> wrote:

As discussed.

Wes

匱剝偉 勢澁 牯檢敬獠灭損抗湯獠潔懣次彥消彰档稍潮 獠牖 罌鑒呐

From: Mack, James AGRI:EX
Sent: Monday, February 12, 2018 11:14 AM
To: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX; Lalani, Arif AGRI:EX
Subject: RE: follow up to today's call - wine proposals
Attachments: follow up on wine; BCWI letter.docx

A quick update before the week starts

The attached email provides a summary of the proposed approach. I have also attached a first draft of a letter that Minister Popham may send in response to the BC Wine Institute's letter from Friday.

I am anticipating that the draft letter will go through signal checking first thing Tuesday. Please let me know if there are any comments or concerns with the draft.

From: Mack, James AGRI:EX
Sent: Friday, February 9, 2018 4:18 PM
To: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX; Lalani, Arif AGRI:EX
Subject: RE: follow up to today's call - wine proposals

Attached is the update version of the BCWI's 6 recommendations for the DMs' call at 5pm. Some edits to text, but most important change is splitting out wholesale pricing to give it its own row and shift it to red.

Thanks everyone,

From: Mack, James AGRI:EX
Sent: Friday, February 9, 2018 1:11 PM
To: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX
Subject: RE: follow up to today's call - wine proposals

Attached is the reformatted table of BCWI's 6 recommendations for government. I've also attached the previous 10 recommendation document although I think this document is less important at this point.

Michelle – it looks like Wes and Doug Scott are talking at 2:30pm.

For everyone else, there is a DMs' issues management call today at 5pm and they will be discussing this item.

Please let us know if any other changes need to be made.

Thanks for everyone's help on this one.

From: Mack, James AGRI:EX

Sent: Thursday, February 8, 2018 6:15 PM

To: Hryciuk, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Carr, Michelle LCLB:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jstthomas@blg.com'; North, Anna AGRI:EX; Rainforth, Kelly A AGRI:EX; Travia, David V AGRI:EX; Anderson, Arlene AGRI:EX; Mlinar, Anita LDB:EX; Wempe, Sarah JTT:EX; Lalani, Arif AGRI:EX; Dann, Katherine D JAG:EX

Subject: follow up to today's call - wine proposals

Attached is the document as promised. We were very liberal in writing in the comments as we tried to reflect the conversation on the call more than the written comments sent previously. Please edit as necessary.

I spoke with our Minister and DM and a few updates:

s.13

Also, I just now received a heads up on the BCWI statement that they intend to release the attached tomorrow at noon. While this is still a draft, it looks like they are going with five recommendations. I'll be checking to see what is wanted now, but would be helpful for people to give it a read and start their thoughts on this.

James Mack

Assistant Deputy Minister – Agriculture Science and Policy

Ministry of Agriculture

Phone: 250-356-1821

Fax: 250-356-7279

e-mail: James.mack@gov.bc.ca

From: Mack, James AGRI:EX
Sent: Friday, February 09, 2018 7:42 PM
To: Shoemaker, Wes AGRI:EX; Scott, Douglas S AG:EX
Cc: Carr, Michelle LCLB:EX; Hrycuik, Lorie AGRI:EX
Subject: follow up on wine

Doug Scott pulled LCLB, LDB and AGRI together following the DMs' meeting.

Our recommended approach is to move in partnership with BCWI on several of their proposals:
s.13

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture
Phone: 250-356-1821
Fax: 250-356-7279
e-mail: James.mack@gov.bc.ca

Page 60

Withheld pursuant to/removed as

s.13;s.17

From: Mlinar, Anita LDB:EX
Sent: Thursday, February 08, 2018 2:39 PM
To: Dahlke, Cindy LDB:EX; Lawson, R. Blain LDB:EX
Cc: Turner, Caeli LDB:EX
Subject: RE: URGENT FW: Wine options
Attachments: Potential options to support BC wine industry.docx

Hi Blain,

Here's some additional information, in preparation for today's 3PM meeting.

Thanks,

Anita Mlinar

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3032 E: anita.mlinar@bclldb.com

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From: Dahlke, Cindy LDB:EX
Sent: Thursday, February 08, 2018 2:30 PM
To: Mlinar, Anita LDB:EX
Subject: FW: URGENT FW: Wine options
Importance: High

Hi Anita,

More info re the 3:00 call TODAY.

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

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 08, 2018 12:38 PM
To: Vale, Elaine LCLB:EX; Turner, Caeli LDB:EX; Lawson, R. Blain LDB:EX
Cc: Dahlke, Cindy LDB:EX; Bates, Julia LCLB:EX

Subject: URGENT FW: Wine options
Importance: High

Hi,

I'm taking a look at this now. Can you also pls take a look and/or have your team provide feedback? Thanks!

Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 12:27 PM
To: Carr, Michelle LCLB:EX
Cc: Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX
Subject: Wine options

Michelle,

Could you take a look at the attached and see if it helps us for the 3pm call? Also, my MO is looking for a faster analysis as they're thinking that there is a potential for announcements today.

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture
Phone: 250-356-1821
Fax: 250-356-7279
e-mail: James.mack@gov.bc.ca

Page 63 to/à Page 65

Withheld pursuant to/removed as

s.13;s.17

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 08, 2018 3:10 PM
To: Lawson, R. Blain LDB:EX
Subject: updated ABBCWI CLIFF 139852 (2)
Attachments: updated ABBCWI CLIFF 139852 (2).docx

Just received this.

MINISTRY OF JOBS, TRADE AND TECHNOLOGY

DECISION NOTE

Cliff #: 139852

Date: February 8, 2018

PREPARED FOR: Fazil Mihlar, Deputy Minister, Ministry of Jobs, Trade and Technology

ISSUE: Government of Alberta's boycott of the purchase of BC Wines by the Alberta Gaming and Liquor Control Board

BACKGROUND:

On February 6, 2018 Alberta Premier Rachel Notley announced that the Government of Alberta (Alberta) was immediately implementing measures to boycott British Columbia (BC) wines including the halt of imports by the Alberta Gaming and Liquor Commission (AGLC); and stepped up enforcement of Direct to Consumer sales. These measures were in response to its opposition to BC's January 30th, 2018, announcement that BC was proposing a second phase of consultations and regulations to improve preparedness, response and recovery from potential spills (i.e., Kinder Morgan Trans Mountain pipeline expansion project).

In response, Premier Horgan issued a statement on February 6, 2018 stating BC's support for its wine producers and the intent to respond to the Alberta's "unfair trade actions". In an interview on February 7, 2018, Premier Horgan further stated that BC would not seek retaliatory action but reiterated BC's intent to defend the BC wine industry.

In 2017, BC exported an estimated 17.2 million bottles or over 1.4 million cases of wine worth an estimated \$70 million (wholesale) to Alberta.

BC and Alberta are parties to both the New West Partnership Trade Agreement (NWPTA) and the Canadian Free Trade Agreement (CFTA) which include specific trade obligations and dispute settlement provisions.

The BC Wine Institute (BCWI) met with the Minister of Agriculture, the Honourable Lana Popham on February 6, 2018 and with representatives of the Ministry of Jobs, Trade and Technology and the Liquor Control and Licensing Branch of the Ministry of Attorney General on February 7, 2018.

DISCUSSION:

Page 68 to/à Page 71

Withheld pursuant to/removed as

s.16;s.13;s.17

Page 72 to/à Page 74

Withheld pursuant to/removed as

s.16;s.13

Anderson, Susan LDB:EX

From: Procopio, Michael LDB:EX
Sent: Tuesday, March 13, 2018 1:10 PM
To: Anderson, Susan LDB:EX
Subject: FW: follow up to today's call - wine proposals
Attachments: Potential options to support BC wine industry.docx; ATT00001.htm; Mitigation measures recommended to The Government of BC (002).docx; ATT00002.htm

FOI request....email 1

Michael Procopio
Executive Director, Retail Operations
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3103 E: michael.procopio@bclddb.com

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From: Lawson, R. Blain LDB:EX
Sent: Thursday, February 08, 2018 6:48 PM
To: Procopio, Michael LDB:EX; McEwan, Erin LDB:EX; Turner, Caeli LDB:EX; Mlinar, Anita LDB:EX
Subject: Fwd: follow up to today's call - wine proposals

Attachments from the earlier email.
Blain

Sent from my iPhone

Begin forwarded message:

From: "Mack, James AGRI:EX" <James.Mack@gov.bc.ca>
Date: February 8, 2018 at 6:14:45 PM PST
To: "Hryciuk, Lorie AGRI:EX" <Lorie.Hryciuk@gov.bc.ca>, "Anslow, Martha AGRI:EX" <Martha.Anslow@gov.bc.ca>, "Cushing, Jackie AGRI:EX" <Jackie.Cushing@gov.bc.ca>, "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>, "Easton, Joan E AGRI:EX" <Joan.Easton@gov.bc.ca>, "Patterson, Mat AGRI:EX" <Mat.Patterson@gov.bc.ca>, "Anderson, Steve JTT:EX" <Steve.Anderson@gov.bc.ca>, "Hammond, James JTT:EX" <James.Hammond@gov.bc.ca>, "Petkovic, Anita M JAG:EX" <Anita.Petkovic@gov.bc.ca>, "Lawson, R. Blain LDB:EX" <Blain.Lawson@bclddb.com>, "jsthomass@blg.com" <jsthomass@blg.com>, "North, Anna AGRI:EX" <Anna.North@gov.bc.ca>, "Rainforth, Kelly A AGRI:EX" <Kelly.Rainforth@gov.bc.ca>, "Travia, David V AGRI:EX" <David.Travia@gov.bc.ca>, "Anderson, Arlene AGRI:EX" <Arlene.Anderson@gov.bc.ca>, "Mlinar, Anita

LDB:EX" <anita.mlinar@bcldb.com>, "Wempe, Sarah JTT:EX" <Sarah.Wempe@gov.bc.ca>, "Lalani, Arif AGRI:EX" <Arif.Lalani@gov.bc.ca>, "Dann, Katherine D JAG:EX" <Katherine.Dann@gov.bc.ca>
Subject: follow up to today's call - wine proposals

Attached is the document as promised. We were very liberal in writing in the comments as we tried to reflect the conversation on the call more than the written comments sent previously. Please edit as necessary.

I spoke with our Minister and DM and a few updates:
s.13

Also, I just now received a heads up on the BCWI statement that they intend to release the attached tomorrow at noon. While this is still a draft, it looks like they are going with five recommendations. I'll be checking to see what is wanted now, but would be helpful for people to give it a read and start their thoughts on this.

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture
Phone: 250-356-1821
Fax: 250-356-7279
e-mail: James.mack@gov.bc.ca

Page 77 to/à Page 82

Withheld pursuant to/removed as

s.13;s.17



BC Wine Institute (BCWI)
Mitigation measures for the Alberta Government embargo that are recommended to The Government of BC for immediate implementation
February 2018

BC WINE INSTITUTE (BCWI) POSITION

We are disappointed that the Alberta Premier and Government are aggressively boycotting BC wineries over a yet-to-be-determined British Columbia government policy in a different sector.

A working free-trade relationship between Alberta and British Columbia is imperative to securing economic wellbeing for Canada.

The BC wine industry has worked hard to build a positive relationship and partnership with Alberta, particularly in the wine, culinary and tourism sectors, including having collaborated on multiple campaigns directly with the AGLC.

We are disappointed that this political decision is threatening our progress and threatening the successes that have benefited small businesses in both the Alberta and BC economies.

The BCWI asks for BC government support for the implementation of mitigation tactics to offset the impact Alberta's action has, and will continue to have, on the BC wine industry.

BCWI RECOMMENDATIONS to the PROVINCE OF BRITISH COLUMBIA

1. Provide funding to help underwrite a BCWI-lead challenge of the constitutionality and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the AGLC to prohibit the importation of British Columbia wines.
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores, to immediately implement a Buy BC: Eat Drink Local program (see below) that includes:
 - Immediate increased support from the BCLS by proactively purchasing small-lot BC wines from local wineries and featuring Buy BC: Eat Drink Local promotions in all BC Liquor Stores.
 - More shelf space for small-lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores.
 - Prominent store-front displays and increased general advertising focused on BC craft products, especially products from small and medium sized wineries not normally carried in BC Liquor Stores.
 - Increase the number of local craft product tastings in BC Liquor Stores.
 - s.21

3. Fundings.21 for a provincial wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and 100% BC-certified craft alcohol (i.e. beers, cider, fruit wines, and (potentially) distilled products & aimed to highlight and bring attention to local BC products by leveraging media and creating unique events, including:

- o s.21

- o Eat Drink Local promotion featuring BC agri-foods products and 100% BC-certified craft alcohol:

- i. On-premise partnership with the BCRFA featuring by-the-glass paring courses with recipes, chef demos, how-to tips etc. using a variety of media channels including traditional media, web, social media and video podcasts;
- ii. Off-premise, retail partnership with multiple retail channels (i.e. BLS, SaveOn Foods, etc.) featuring in-store demos, point-of-sale recipes, pairing and how-to tips;
- iii. Series of farm-to-table dinner events featuring BC agri-foods & BCVQA wine will to run in conjunction with the media campaign. These dinners will showcase local chefs & restaurants, BC agri-foods producers and sommeliers and focus on the pairings to highlight Eat Drink Local and will be strategically offered throughout the province in cooperation with participating BC agri-food producer(s).

4.s.21

5. Implement the recommendations made by the BC Wine Appellation Task Force Group to the Ministry of Agriculture. This will serve to show the BC wine industry that Government supports its initiatives and stands by the industry.

Anderson, Susan LDB:EX

From: Procopio, Michael LDB:EX
Sent: Tuesday, March 13, 2018 1:11 PM
To: Anderson, Susan LDB:EX
Subject: FW: follow up to today's call - wine proposals
Attachments: Potential options to support BC wine industry.docx; ATT00001.htm

FOI email 2

Michael Procopio
Executive Director, Retail Operations
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3103 E: michael.procopio@bclddb.com

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s.13,s.14,s.17

Page 86 to/à Page 87

Withheld pursuant to/removed as

s.14;s.13;s.17

Page 88 to/à Page 93

Withheld pursuant to/removed as

s.13;s.17

Anderson, Susan LDB:EX

From: Procopio, Michael LDB:EX
Sent: Tuesday, March 13, 2018 1:11 PM
To: Anderson, Susan LDB:EX
Subject: FW: Mitigation measures recommended to The Government of BC
Attachments: Mitigation measures recommended to The Government of BC (LDB Comments).pdf

FOI email 3

Michael Procopio
Executive Director, Retail Operations
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3103 E: michael.procopio@bcldb.com

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From: Mlinar, Anita LDB:EX
Sent: Friday, February 09, 2018 11:07 AM
To: Scott, Pamela LCLB:EX
Cc: McEwan, Erin LDB:EX; Procopio, Michael LDB:EX; Turner, Caeli LDB:EX; Lawson, R. Blain LDB:EX
Subject: RE: Mitigation measures recommended to The Government of BC

Hi Pamela,

Attached are the LDB comments. I've consulted with our Merchandising and Marketing team to confirm which actions can be taken immediately (as indicated in my comments). Please let me know if you have any questions.

Thanks,

Anita Mlinar
Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3032 E: anita.mlinar@bcldb.com

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From: Lawson, R. Blain LDB:EX
Sent: Friday, February 09, 2018 10:07 AM
To: Mlinar, Anita LDB:EX; Turner, Caeli LDB:EX
Cc: McEwan, Erin LDB:EX; Procopio, Michael LDB:EX
Subject: FW: Mitigation measures recommended to The Government of BC

Can you please review the attached and provide Pamela our comments for the requests directed at us.
Thanks

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@bclldb.com

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From: Carr, Michelle LCLB:EX
Sent: Friday, February 09, 2018 10:02 AM
To: Lawson, R. Blain LDB:EX; Scott, Pamela LCLB:EX
Cc: Vale, Elaine LCLB:EX
Subject: Fwd: Mitigation measures recommended to The Government of BC

Pls see attached.

Pamela it looks like they framed the licenses item slightly differently. Can you pls take a look at all of these and let me know of any shifts needed respecting our input yesterday.

Sent from my iPhone

Begin forwarded message:

From: Traci Deman <TDeman@winebc.com>
Date: February 9, 2018 at 9:32:44 AM PST
To: "AG.Minister@gov.bc.ca" <AG.Minister@gov.bc.ca>, "JTT.Minister@gov.bc.ca"

<JTT.Minister@gov.bc.ca>, "AGR.Minister@gov.bc.ca" <AGR.Minister@gov.bc.ca>, "Mira.Oreck@gov.bc.ca" <Mira.Oreck@gov.bc.ca>, "Evan.Pivnick@leg.bc.ca" <Evan.Pivnick@leg.bc.ca>
Cc: "Fazil.Mihlar@gov.bc.ca" <Fazil.Mihlar@gov.bc.ca>, "Richard.Fyfe@gov.bc.ca" <Richard.Fyfe@gov.bc.ca>, "Wes.Shoemaker@gov.bc.ca" <Wes.Shoemaker@gov.bc.ca>, "James.Hammond@gov.bc.ca" <James.Hammond@gov.bc.ca>, "Arif.Lalani@gov.bc.ca" <Arif.Lalani@gov.bc.ca>, "james.mack@gov.bc.ca" <james.mack@gov.bc.ca>, "Douglas.S.Scott@gov.bc.ca" <Douglas.S.Scott@gov.bc.ca>, "Carr, Michelle SBRT:EX" <Michelle.Carr@gov.bc.ca>, Miles Prodan <MProdan@winebc.com>, "Christa-Lee McWatters Bond" <christa-lee@encorevineyards.ca>

Subject: Mitigation measures recommended to The Government of BC

Attorney General Eby, Minister Ralston, Minister Popham

Attached please find BC Wine Institute's recommended mitigation measures related to the recent embargo by the Government of Alberta.

Please contact BCWI President/CEO Miles Prodan at MProdan@WineBC.com (250-762-9744 ext. 101 or 250-863-9379).

Thank you.

Sent on behalf of Miles Prodan by
Traci Deman
Office Manager
TDeman@WineBC.com
phone. 250-762-9744 ext. 105

The Wines of British Columbia. BC VQA = 100% BC Grapes.

British Columbia Wine Institute
107 - 1726 Dolphin Avenue
Kelowna, B.C. V1Y 9R9
WineBC.org | WineBC.com
Twitter | Facebook | Instagram: @winebcdotcom
phone. 250-762-9744
toll free. 1-800-661-2294
fax. 250-762-9788

From: Zanocco, Viviana LDB:EX
Sent: Wednesday, February 14, 2018 12:45 PM
To: Togneri, Cassandra GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Tam, Dixon LDB:EX; Bilney, Kate LDB:EX; Turner, Caeli LDB:EX
Subject: RE: URGENT WINE MONTH

Hi Cassandra, Tiff:

As discussed, we were contacted last week by a number of media outlets, asking about the impact of Alberta's ban on sales of BC wine (retail/wholesale), and whether the outpouring of support for BC wineries and the industry had made a mark. We had committed to pulling a week's worth of numbers and getting back to them, which we'll do after today's news release goes out and link to the NR. There are only five queries total.

Instead of comparing the week of the 'ban announcement' to the previous week, we wanted to compare with the same time period in 2017, in an attempt to compare apples to apples. The highlights:

- From Tuesday, February 6, 2018 to Monday, February 12, 2018, 278,977 litres of BC wine was sold in BC Liquor Stores. This compares to 286,504 litres of BC wine sold during the same period the previous year (Tuesday, February 7, 2017 to Monday, February 13, 2017).
 - This equates to a dollar value of \$3,461,122 sold throughout the 2018 period, compared to \$3,336,041 in 2017.
- Wholesale sales of BC wine during the same period were also down year to year, reflective of the fact that Canadian wines headlined last year's Vancouver International Wine Festival:
 - 510,488 litres and \$5,535,323 in sales in 2017; 303,748 litres and \$2,820,872 in sales in 2018

Not quite apples to apples so we are providing some context as to why ...

- While these figures do not reflect an uptick in sales since the Alberta Government's announcement that it would ban BC wine exports, it is important to note that there are a number of factors that influence sales data day-to-day, and week-to-week.
- This particular period may have been influenced by the BC Family Day statutory-holiday, which fell within the data period for 2018 but not 2017, as well as factors related to Valentine's Day, which falls shortly after the data period.
- Restaurants have continued to serve BC wine throughout this period, however LDB's data does not yet reflect a potential uptick in the consumption of BC wine in restaurants due to reporting timeframes.
- Wineries that sell direct to customers report their sales data on a weekly basis; however they may not have reported last week's figures before we accumulated records on February 13th (the day after the long weekend)
- BC Liquor Store employees have received positive support from customers, who have voiced their intentions to support the BC wine industry when shopping at our stores.

Thanks,

Viv

From: Turner, Caeli LDB:EX
Sent: Wednesday, February 14, 2018 12:38 PM
To: Togneri, Cassandra GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Zanocco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: URGENT WINE MONTH

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I've flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We'll leave to you to circulate back with Meghan.

Thanks,
Caeli

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bclddb.com

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From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 11:25 AM
To: McRae, Meghan GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX
Subject: URGENT WINE MONTH

Hi Meghan – just checking that you haven't finalized the NR for wine month. LDB is reviewing and has some edits. Copied Caeli and Viv from LDB so everyone is in the loop.

Thanks,
Cassandra

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870