

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Sunday, February 25, 2018 5:49 PM
To: Wright, Don J. PREM:EX
Subject: Re: Wine

Thanks Don

> On Feb 25, 2018, at 5:24 PM, Wright, Don J. PREM:EX <Don.J.Wright@gov.bc.ca> wrote:

>
> Thanks for checking that out for me Doug. Issue has been put on ice,
> for now anyways.

>
> Don

> On 2018-02-19, 1:36 PM, "Scott, Douglas S AG:EX"
> <Douglas.S.Scott@gov.bc.ca> wrote:

>
>> Hi Don - LDB advised that there numbers cannot provide insight into
>> what is happening with BC wines sales this month.

>>
>> This is because:

>>
>> 1. Last year the international wine festival (in feb) featured
>> country was Canada (apparently having very significant increase in BC
>> wine
>> sales.) So year over year comparison would be skewed.

>>
>> 2. Feb week by week comparison was influenced by Valentines weekend.

>>
>> I have a request in with BCWI what they are seeing - they are
>> checking but will take a bit of time.

>>
>> I have heard anecdotally that private retailers are seeing a pro-BC
>> wine sales increase - but this is unreliable.

>>
>> I will work w BCWI to see if we can get reliable data...

>>
>> Can also work w LDB in weeks ahead when analysis may be more useful...

>>
>> Cheers,

>>
>> Doug

>>
>>
>>

>>> On Feb 19, 2018, at 9:57 AM, Wright, Don J. PREM:EX

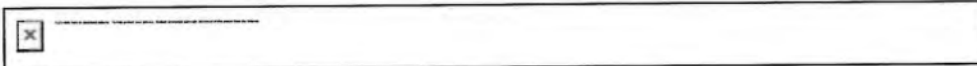
>>> <Don.J.Wright@gov.bc.ca> wrote:

>>>
>>> Sure. Thanks.
>>>
>>> Sent from my iPhone
>>>
>>>> On Feb 19, 2018, at 9:57 AM, Scott, Douglas S AG:EX
>>>> <Douglas.S.Scott@gov.bc.ca> wrote:
>>>>
>>>> In w Minister for another 20 minutes - that ok?
>>>>
>>>> Douglas S. Scott
>>>> Associate Deputy Minister
>>>> Ministry of Attorney General
>>>> Government of British Columbia
>>>>
>>>>> On Feb 19, 2018, at 9:56 AM, Wright, Don J. PREM:EX
>>>>> <Don.J.Wright@gov.bc.ca> wrote:
>>>>>
>>>>> Thanks Doug. Can you give me a call.
>>>>>
>>>>> Sent from my iPhone
>>>>>
>>>>>> On Feb 19, 2018, at 9:52 AM, Scott, Douglas S AG:EX
>>>>>> <Douglas.S.Scott@gov.bc.ca> wrote:
>>>>>>
>>>>>> Yes and no.
>>>>>>
>>>>>> Yes for product going through LDB
>>>>>>
>>>>>> No for wine that is direct delivered by the wineries (Majority of
>>>>>> sales)
>>>>>>
>>>>>> I will get the LDB prepped to give you that info... do you have
>>>>>> an idea frequency you would like?
>>>>>>
>>>>>> Doug
>>>>>>
>>>>>> Douglas S. Scott
>>>>>> Associate Deputy Minister
>>>>>> Ministry of Attorney General
>>>>>> Government of British Columbia
>>>>>>
>>>>>>> On Feb 19, 2018, at 9:28 AM, Wright, Don J. PREM:EX
>>>>>>> <Don.J.Wright@gov.bc.ca> wrote:
>>>>>>>
>>>>>>> Hi Doug,
>>>>>>>
>>>>>>> Does LCB have any real time ability to track what is happening
>>>>>>> to sales of BC wine within the province?
>>>>>>>
>>>>>>> Thanks.
>>>>>>>

>>>>>> Don

>

From: BC Wine Institute <lkittmer@winebc.com>
Sent: Friday, February 23, 2018 1:23 PM
To: Scott, Douglas S AG:EX
Subject: Media Statement: Wines of British Columbia confirm sponsorship with The Big Taste Calgary Foodie Festival



MEDIA STATEMENT

***Wines of British Columbia* pleased to confirm sponsorship
with The Big Taste™ Calgary Foodie Festival**

February 23, 2018 - Copyright

Copyright

Media Inquiries:
LAURA KITTMER
Media Relations Manager
British Columbia Wine Institute

T. 250.762.9744 ext.108
M. 250.317.8688 LKittmer@WineBC.com

COLEEN HARCOURT
Manager, Marketing & Communications
Calgary Downtown Association
T. 403.483.8458 ColeenH@downtowncalgary.com

British Columbia Wine Institute | WineBC.org (members & media) | WineBC.com (consumers)

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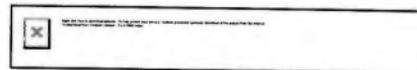


British Columbia Wine Institute | 107-1726 Dolphin Avenue, Kelowna, BC V1Y 9R9 Canada

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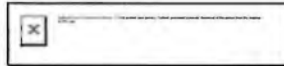
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Sent by lkittmer@winebc.com in collaboration with



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From: BC Wine Institute <lkittmer@winebc.com>
Sent: Thursday, February 22, 2018 6:57 PM
To: Scott, Douglas S AG:EX
Subject: Media Statement: BC Wine Institute responds to BC wine ban suspension



MEDIA STATEMENT

BC Wine Institute responds to BC wine ban suspension

February 22, 2018 Copyright
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Media Inquiries:
LAURA KITTMER
Media Relations Manager
British Columbia Wine Institute

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M. 250.317.8688 LKittmer@WineBC.com

LISA BRAZEAU

M. 613.807.0663 Lisa@blueprintpr.ca

British Columbia Wine Institute | WineBC.org (members & media) | WineBC.com (consumers)

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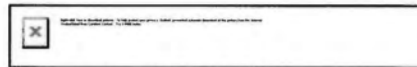


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Sent by lkittmer@winebc.com in collaboration with



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Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Thursday, February 22, 2018 4:20 PM
To: Milne, Gala AG:EX
Subject: Re: Alberta

Thanks!

Douglas S. Scott
Associate Deputy Minister
Ministry of Attorney General
Government of British Columbia

On Feb 22, 2018, at 4:11 PM, Milne, Gala AG:EX <Gala.Milne@gov.bc.ca> wrote:

In case you missed it – Alberta to end ban on BC wine sales for now.
https://twitter.com/robshaw_vansun/status/966819078118625280

Gala Milne
Ministerial Assistant, Ministry of the Attorney General
P: 250-387-1866 | C: 778-587-2143 | E: gala.milne@gov.bc.ca

This message, including any attachments to it, is not to be disclosed outside of the Provincial Government without prior written approval from the Ministry of Attorney General. If you have received this communication in error, please destroy the email message and any attachments immediately and notify me by telephone or by email.

Pearson, Barbera JAG:EX

From: Nanninga, Tanera AG:EX
Sent: Wednesday, February 21, 2018 2:27 PM
To: Pearson, Barbera JAG:EX
Cc: Richter, Connie JAG:EX
Subject: FW: Mitigation measures recommended to The Government of BC - March 5th @ 3:30pm
Attachments: Mitigation measures recommended to The Government of BC.pdf

Please advise if Ministry staff can attend this meeting

Meeting with MLP, MBR, and BC Wine Institute

Date: March 5th
Time: 3:30-4:30
Location: TBA
Topic: BC Wine Institute's recommended mitigation measures (see attached)
BN: No BN Requested
Attendees: Ian Waddell, Miles Prodan, others TBA

Thank you,

Tanera

From: Traci Deman [<mailto:TDeman@winebc.com>]
Sent: Friday, February 9, 2018 9:33 AM
To: Minister, AG AG:EX; Minister, JTT JTT:EX; Minister, AGRI AGRI:EX; Oreck, Mira PREM:EX; Pivnick, Evan V LASS:EX
Cc: Mihlar, Fazil JTT:EX; Fyfe, Richard J JAG:EX; Shoemaker, Wes AGRI:EX; Hammond, James JTT:EX; Lalani, Arif AGRI:EX; Mack, James AGRI:EX; Scott, Douglas S AG:EX; Carr, Michelle LCLB:EX; Miles Prodan; Christa-Lee McWatters Bond
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



Please consider the environment before printing this e-mail or its attachment.

Page 011

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Wednesday, February 21, 2018 12:14 PM
To: Miles Prodan
Subject: Re: B.C. Wine Institute to seek injunction to protect B.C. wineries

Thanks Miles

On Feb 21, 2018, at 8:20 AM, Miles Prodan <MProdan@winebc.com> wrote:

Please see attached Notice to the AGLC, Media Release and background materials from the BCWI.

Miles Prodan | President & CEO | British Columbia Wine Institute
o: 250.762.9744 x101 | c: 250.863.9379

<AGLC Letter Feb 21.pdf>

<BCWI FAQ FINAL_Alberta Ban.pdf>

<BCWI Media Background_Alberta Ban.pdf>

<PRESS RELEASE - BCWI Notice to AGLC.PDF>

Pearson, Barbera JAG:EX

From: Milne, Gala AG:EX
Sent: Wednesday, February 21, 2018 9:18 AM
To: Scott, Douglas S AG:EX; Carr, Michelle LCLB:EX
Cc: Howlett, Tim GCPE:EX; Smith, George AG:EX
Subject: FW: Media Release: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

FYI

Gala

From: Smith, Jessica C AGRI:EX
Sent: Wednesday, February 21, 2018 9:04 AM
To: Milne, Gala AG:EX
Cc: MacDonald, Alex GCPE:EX
Subject: Fwd: Media Release: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

FYI

Sent from my iPhone

Begin forwarded message:

From: "Johnson, Lisa E AGRI:EX" <Lisa.Johnson@gov.bc.ca>
Date: February 21, 2018 at 8:44:37 AM PST
To: "Beale, William AGRI:EX" <William.Beale@gov.bc.ca>, "Smith, Jessica C AGRI:EX" <Jessica.C.Smith@gov.bc.ca>
Subject: FW: Media Release: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

Not sure if you receive these or not

From: BC Wine Institute [<mailto:lkittmer@winebc.com>]
Sent: Wednesday, February 21, 2018 8:43 AM
To: Johnson, Lisa E AGRI:EX
Subject: Media Release: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban





WINES OF
BRITISH COLUMBIA

BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

FOR IMMEDIATE RELEASE
February 21, 2018

KELOWNA, BC Copyright
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MEDIA INQUIRIES:

LAURA KITTMER
Media Relations Manager
British Columbia Wine Institute
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VERONICA RIVAS
M. 778.996.2845 VRivas@blueprintpr.ca

LISA BRAZEAU
M. 613.807.0663

Lisa@blueprintpr.ca

British Columbia Wine Institute | [WineBC.org](#) (members & media) | [WineBC.com](#) (consumers)

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Constant Contact 

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Pearson, Barbera JAG:EX

From: Shoemaker, Wes AGRI:EX
Sent: Wednesday, February 21, 2018 8:23 AM
To: Wright, Don J. PREM:EX; Mihlar, Fazil JTT:EX; Yuma Morisho, Okenge PREM:EX; Fyfe, Richard J JAG:EX; Scott, Douglas S AG:EX; Lloyd, Evan GCPE:EX
Subject: Fwd: B.C. Wine Institute to seek injunction to protect B.C. wineries
Attachments: AGLC Letter Feb 21.pdf; ATT00001.htm; BCWI FAQ FINAL_Alberta Ban.pdf; ATT00002.htm; BCWI Media Background_Alberta Ban.pdf; ATT00003.htm; PRESS RELEASE - BCWI Notice to AGLC.PDF; ATT00004.htm

FYI.

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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Begin forwarded message:

From: Miles Prodan <MProdan@winebc.com>
Date: February 21, 2018 at 8:20:02 AM PST
To: "Hammond, James JTT:EX" <James.Hammond@gov.bc.ca>, "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>, Doug Scott <Douglas.S.Scott@gov.bc.ca>, "Carr, Michelle SBRT:EX" <Michelle.Carr@gov.bc.ca>, "robert.musgrave@gov.bc.ca" <robert.musgrave@gov.bc.ca>, "Carnaghan, Matthew JTT:EX" <Matthew.Carnaghan@gov.bc.ca>, "Mira.Oreck@gov.bc.ca" <Mira.Oreck@gov.bc.ca>, "Minister, JTT JTT:EX" <JTT.Minister@gov.bc.ca>, "Minister, AGRI AGRI:EX" <AGR.Minister@gov.bc.ca>, "EDT.MinisterOffice@gov.ab.ca" <EDT.MinisterOffice@gov.ab.ca>, "DM JTT JTT:EX" <DM.JTT@gov.bc.ca>, "lorraine.andras@gov.ab.ca" <lorraine.andras@gov.ab.ca>
Subject: B.C. Wine Institute to seek injunction to protect B.C. wineries

Please see attached Notice to the AGLC, Media Release and background materials from the BCWI.

Miles Prodan | President & CEO | British Columbia Wine Institute
o: 250.762.9744 x101 | c: 250.863.9379

BC Wine Institute Media Backgrounder



1. On February 6, 2018, the Alberta Gaming and Liquor Commission implemented a ban on all wines from BC.
2. All Canadians should be concerned. If Canadian wine can be prohibited from being imported based on its province of origin, so can any product from any other province. All Canadians are vulnerable to provincial actions like this. Wherever you live in Canada, your employment and your livelihood can be taken away by the actions of a provincial government that has no accountability to you.
3. The BC wine and grape industry contributes approximately \$2.77 billion to the economy.
4. In 2015 there were 276 wineries in British Columbia that sold nearly 6 million nine-litre or equivalent cases of wine. 12,000 full time jobs are sustained in BC because of the wine and grape industry. The AGLC's wine ban puts these jobs at risk.
5. Alberta is the most important extra-provincial market for British Columbia wines. Approximately 20 per cent of bottled and produced British Columbia wine is sold in Alberta. In 2017, the total net value of bottled and produced British Columbia wine sales in Alberta was approximately \$70,000,000.
6. British Columbia wines also comprise a large percentage of those wines preferred by Alberta consumers. British Columbia wine accounts for 1/4 of the shelf space in Alberta liquor stores. As Alberta retailers run out of stock, they will restock their shelves with wines from other regions. This shelf space will be very difficult to regain.
7. According to a recent survey conducted by the BC Wine Institute of all 276 BC wineries, 93 respondents reported to have collectively lost over \$1 million in revenue since the Alberta ban started on February 6. They also estimated a monthly loss over \$4 million in revenue directly due to the Alberta ban.
8. According to Statistics Canada, in 2014 Alberta's exports to BC were worth approximately \$16.75 billion; BC's exports to Alberta rang in at \$17.6 billion. In addition, the four western provinces are part of the New West Partnership Trade Agreement. On trade, they should be working together.
9. A significant component of the relationship between British Columbia wineries and Alberta consumers arises from Alberta tourism in British Columbia. The marketing of British Columbia wines in Alberta is vitally important in promoting British Columbia wine tourism to Albertans.
10. The impact extends to British Columbia's tourism industry. According to a wine industry study, 1 million tourists visited BC wineries in 2015, generating \$452 million in direct and indirect revenue for the broader British Columbia economy. In the past two years, 23 per cent of Alberta residents have experienced a wine tour in British Columbia, and 15 per cent of those residents identified the wine as the primary motivation for their trip. In the past four years, 46 per cent of Albertans attended a British Columbia wine tour.



Reply to the Attention of: Scott Maidment
Direct Line: 416.865.7911
Direct Fax: 416.865.7048
Email Address: scott.maidment@mcmillan.ca
Date: February 21, 2018

VIA EMAIL and FAX

Alain Maisonneuve
President and Chief Executive Officer
Alberta Gaming and Liquor Commission
50 Corriveau Avenue
St. Albert, AB
T8N 3T5
Phone: 780.447.8600
Fax: 780.447.8989
Email: alain.maisonneuve@aglc.ca

Dear Mr. Maisonneuve,

Re: Alberta Gaming and Liquor Commission Ban of British Columbia Wines

We are counsel for the British Columbia Wine Institute Society. We have been instructed to commence an originating application against the Alberta Gaming and Liquor Commission (the "AGLC") related to the AGLC's recent actions to ban the importation of British Columbia wines.

We expect to file the application in the Alberta Court of Queen's Bench in Calgary on February 26th, 2018. Our client will seek a declaration that s. 77 of the *Gaming and Liquor Act*, R.S.A. 2000, c. G-1 is constitutionally invalid, a declaration that the recent banning actions taken by the AGLC are *ultra vires*, and other relief, including an injunction against the AGLC.

While our application will be filed with a placeholder date, we will ask that Associate Chief Justice Rooke provide us with an emergency special date so that we may seek an immediate interim injunction against the AGLC, with the balance of the application to be adjourned and heard without delay. As required, we are writing first to you to ask that the AGLC consent to an emergency special hearing date.

We are able to proceed on March 2, 5 or 6, 2018. We ask that you promptly advise us of the availability of the AGLC on those dates. We caution you that if we do not receive a response by 1pm MST on February 23, 2018, we will advise Associate Chief Justice Rooke of

this request and ask that a date be set unilaterally. We will, of course, copy you and counsel on any correspondence to the court.

We would naturally prefer to avoid an emergency injunction hearing if possible. The AGLC must surely appreciate that a prohibition on the importation of any Canadian good based solely upon its province of origin raises serious constitutional issues, that irreparable harm will be suffered if this ban is not immediately lifted, and that the balance of convenience favors lifting the ban until the constitutional issues are determined. We therefore urge the AGLC to immediately lift the ban pending that determination. If the AGLC is prepared to lift the ban to avoid an emergency hearing, please advise us forthwith.

Yours truly,



Scott Maidment

cc: **Ganley, Kathleen, Honourable**
Minister of Justice and Solicitor General
Members of Executive Council
Executive Branch
424 Legislature Building
10800 - 97 Avenue
Edmonton, AB
T5K 2B6
Phone: 780.427.2339
Fax: 780.422.6621
E-mail: ministryofjustice@gov.ab.ca
(via email and fax)

Andrew Stead, McMillan LLP
Phone: 403.531.8748
E-mail: andrew.stead@mcmillan.ca

Samantha Gordon, McMillan LLP
Phone: 416.865.7251
E-mail: samantha.gordon@mcmillan.ca

BC Wine Institute

Frequently Asked Questions

1. How does the BC wine industry contribute to the provincial economy?

The BC wine and grape industry contributes approximately \$2.77 billion to the economy.

2. How many wineries are there in British Columbia?

In 2017 there were 276 wineries in British Columbia that sold nearly 6 million nine-litre or equivalent cases of wine, 1.2 million sold in Alberta. Currently, 12,000 full time jobs are sustained in BC because of the wine and grape industry. The AGLC's wine ban puts these jobs at risk.

3. How much wine does Alberta import from British Columbia?

Alberta is the most important extra-provincial market for British Columbia wines. Approximately 20% of bottled and produced British Columbia wine is sold in Alberta. In 2017, the total net value of bottled and produced British Columbia wine sales in Alberta was approximately \$70,000,000.

British Columbia wines also comprise a large percentage of those wines preferred by Alberta consumers. British Columbia wine accounts for 1/4 of the shelf space in Alberta liquor stores.

4. What is the impact of the Alberta wine ban on the BC Wine Industry?

With 276 grape wineries and 923 grape growers, the BC wine industry is an important contributor to the economy and creates well-paying jobs for Canadians. In addition to the sale of British Columbia wine in the Alberta marketplace, the marketing of British Columbia wines in Alberta brings other benefits to British Columbia wineries. A significant component of the relationship between British Columbia wineries and Albertan consumers arises from Alberta tourism in British Columbia. The marketing of British Columbia wines in Alberta is vitally important in promoting British Columbia wine tourism to Albertans.

According to a wine industry study, 1 million tourists visited BC wineries in 2015, generating \$452 million in direct and indirect revenue for the broader British Columbia economy. In the past two years, 23% of Alberta residents have experienced a wine tour in British Columbia, and 15% of those residents identified the wine as the primary motivation for their trip. In the past four years, 46% of Albertans attended a British Columbia wine tour. It has been estimated that 29% of Albertans, approximately 900,000 Albertan residents, will experience a wine tour in British Columbia in the next two years.

5. But specifically, what would the economic impact be on BC wineries? Will wineries and grape growers be able to stay in business if the ban becomes medium/long term?

According to a recent survey conducted by the BC Wine Institute of all 276 BC wineries, 93 respondents reported to have collectively lost over \$1 million in revenue since the Alberta ban started on February 6. They also estimated a monthly loss over \$4 million in revenue directly due to the Alberta ban.

We know that small, family-owned wineries cannot absorb the effects of this scenario continuing, as it introduces too much risk into their operations. We have heard of wineries already scaling back on operations projects and attendances at Alberta wine events, scheduled for this spring.

Also, we anticipate a second wave of loss to the BC wine industry as Alberta retailers run out of stock and restock their shelves with wines from other regions. This shelf space will be very difficult, if not impossible, to regain.

There is no doubt this ban will have permanent damaging effects on BC wine industry members.

6. How long does the BC Wine Institute predict the ban on BC wine in Alberta will last?
We hope to see this ban end quickly and that is why we are taking this action to challenge the constitutionality of the ban.

7. I don't live in British Columbia or Alberta, why should I care about the ban?
No matter where you live in Canada, you should be concerned. If Canadian wine can be prohibited from being imported based on its province of origin, so can any product from any other province. All Canadians are vulnerable to provincial actions like this. Wherever you live in Canada, your employment and your livelihood can be taken away by the actions of a provincial government that has no accountability to you.

8. Why does trade between Alberta and British Columbia matter?
According to Statistics Canada, in 2014 Alberta's exports to BC were worth approximately \$16.75 billion; B.C.'s exports to Alberta rang in at \$17.6 billion. In addition, the four western provinces are part of the New West Partnership Trade Agreement. On trade, they should be working together.

This unfair ban risks impacting our relationship with Alberta consumers, which has always been good. BC wines have long been appreciated by Albertans, and we promote Alberta (beef, for example) and we have a cooperative relationship with Alberta's restaurant industry. That friendship is being tested.

9. How could the ban by the Alberta Gaming and Liquor Commission have been avoided?
This could have been avoided if consumers were able to purchase wine of their choice directly. Consumers should be able to purchase alcoholic beverages of their choice, yet provinces are divided on permitting direct-to-consumer shipments of alcohol sales.

10. What other industries are affected by the ban?
The impact extends to British Columbia's tourism industry. According to a wine industry study, 1 million tourists visited BC wineries in 2015, generating \$452 million in direct and indirect revenue for the broader British Columbia economy in 2015. In the past two years, 23% of Alberta residents have experienced a wine tour in British Columbia, and 15% of those residents identified the wine as the primary motivation for their trip. In the past four years, 46% of Albertans attended a British Columbia wine tour. It has been estimated that 29% of Albertans, approximately 900,000 Albertan residents, will experience a wine tour in British Columbia in the next two years.

11. Where can I find more information about the BC Wine Institute and the ban?

Information about the BC Wine Institute position on the ban will be updated regularly on the consumer website (winebc.com) and the industry website (winebc.org)/

12. Why is the BC Wine Institute filing an injunction?

The British Columbia wine industry has been unfairly targeted in a dispute that has nothing to do with our industry. The BC Wine Institute is working to protect an industry that is important to British Columbia, and whose products are recognized and enjoyed in Canada and around the world. We are seeking an interim injunction to suspend this ban because we believe it is unconstitutional to prohibit the interprovincial importation of Canadian goods based solely on where they come from.

13. What is the process and timeline for an injunction?

The process is in two steps. First, counsel for the BC Wine Institute will attend an oral hearing and ask the court to grant an interim injunction to immediately suspend the ban on BC wine in Alberta. Then the court will have a final hearing where the constitutional validity of Alberta's liquor importation laws and the AGLC's actions will be finally determined. We expect the initial process to conclude within weeks.

14. How will the interim injunction impact members of the BC Wine Institute?

Without the injunction BC Wineries will suffer irreparable harm. The success of the interim injunction will prevent irreparable harm and allow BC Wineries to resume selling wine into Alberta.

15. I think there should be direct to consumer sale of wine, spirits and beer. What can I do?

We are encouraging all Canadians to let their Members of Parliament and provincial representatives know that they are in favour of consumer choice and inter-provincial free trade - Please visit freemygrapes.ca

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 20, 2018 7:11 PM
To: Scott, Douglas S AG:EX; Lawson, R. Blain LDB:EX
Cc: Pearson, Barbera JAG:EX
Subject: FW: wine activities
Attachments: s.13,s.16,s.17

Hi, Just looping you into this. I engaged Blain, James and Advisor on this today. Sounds like the focus will be agriculture issues. However, Blain please take a look at reference to need for detailed roll out of already announced items for LDB:

s.13,s.16,s.17

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: Tuesday, February 20, 2018 3:07 PM
To: Hammond, James JTT:EX; Carr, Michelle LCLB:EX; McRae, Meghan GCPE:EX
Cc: Anderson, Steve JTT:EX; Hrycuik, Lorie AGRI:EX; Sage, Kevin AGRI:EX; Anslow, Martha AGRI:EX; Easton, Joan E AGRI:EX
Subject: wine activities

We've been asked to compile a list of activities that can be done to support the wine industry.

There will be a comms director call today after 5pm and I'd like to use this for that discussion. We'll have more time later to fine tune this.

Many of the actions are awaiting further details (LDB's detailed plans for BC Wine Month, AGRI's marketing activities domestically and internationally) so those need to get populated later.

If you have comments or additions you can get us by 4:30pm let me know. Otherwise, send them when you're ready and we'll improve this as we go.

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 026 to/à Page 029

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Milne, Gala AG:EX
Sent: Monday, February 19, 2018 11:51 AM
To: Eby, David AG:EX
Cc: Scott, Douglas S AG:EX
Subject: FW: Wine Trade Dispute Announcement
Attachments: NR Province Takes Further Action to Protect BC Wine Industry_Feb 19_2008 FINAL.pdf;
KM Province takes further action to protect BC wine industry_Feb 19 2018 FINAL.docx;
QA Province Takes Further Action to Protect BC Wine Industry Feb 19_2018 FINAL.docx

Gala

From: Robins, Shawn GCPE:EX
Sent: Monday, February 19, 2018 11:38 AM
To: Godfrey, Sam AG:EX; Milne, Gala AG:EX; Smith, George AG:EX
Cc: Butler, Liam GCPE:EX
Subject: FW: Wine Trade Dispute Announcement

Wine Trade Dispute Comm Materials FYI

From: Perzoff, Lara GCPE:EX
Sent: Monday, February 19, 2018 11:36 AM
To: Robins, Shawn GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Giles, Alison GCPE:EX; Schollen, Tasha GCPE:EX
Subject: Wine Trade Dispute Announcement

Good morning, Shawn and Tiffany,

Attached please find our final materials on this morning's announcement about BC entering a formal trade dispute with Alberta re: their boycott on B.C. wine.

Best,

Lara

Lara Perzoff | Sr. Public Affairs Officer
Government Communications and Public Engagement
Ministry of Jobs, Trade and Technology
Direct: 778 698-8192
Cell: 250 920-9040
e-mail: lara.perzoff@gov.bc.ca

Page 031

Withheld pursuant to/removed as

s.16;s.13;s.17

NEWS RELEASE

For Immediate Release
2018JTT0008-000236
Feb. 19, 2018

Ministry of Jobs, Trade and Technology

Province takes further action to protect B.C. wine industry

VICTORIA – In a move aimed at protecting and supporting the province's wine producers, Minister of Jobs, Trade and Technology Bruce Ralston has announced that the B.C. government is formally challenging Alberta's ban on B.C. wines through the Canadian Free Trade Agreement's (CFTA) dispute settlement process.

"B.C.'s wine industry is an important contributor to our economy, creating good jobs and other economic benefits for people in B.C.," Ralston said. "We're standing by our wine producers and the communities that rely on this important industry by launching a formal trade dispute, and we are confident we will be successful."

The Province has notified the Government of Alberta that it is formally requesting consultations under the CFTA regarding Alberta's actions to ban the sale of B.C. wine. This will be the first formal dispute to occur under the new CFTA.

"Alberta's actions threaten the livelihood of the families that have worked so hard to build B.C.'s world-class wine industry," Ralston said. "These actions are inconsistent with Alberta's obligations under the CFTA, and we will protect our reputation and the interests of British Columbians."

In addition to this trade challenge, the Province is supporting B.C.'s wine industry by proclaiming April as B.C. Wine Month. Government is also increasing opportunities to have B.C. wines in local BC Liquor Stores, including local wines from small and medium producers that are not typically available outside of the wineries. Funding is also being made available for the Buy BC: Eat Drink Local campaign, and to support the marketing of BC VQA wines to new international markets.

Quick Facts:

- B.C.'s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on the province.
- 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.
- More than 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.
- 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 United States

(11%)

Learn More:

To learn more about the Canadian Free Trade Agreement, visit:

<https://news.gov.bc.ca/factsheets/factsheet-canadian-free-trade-agreement-cftaww.something.com>

Contact:

Media Relations

Ministry of Jobs, Trade and Technology

250 507-3418

Connect with the Province of B.C. at: news.gov.bc.ca/connect

Page 034 to/à Page 042

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Milne, Gala AG:EX
Sent: Monday, February 19, 2018 10:58 AM
To: Eby, David AG:EX
Cc: Scott, Douglas S AG:EX; Carr, Michelle LCLB:EX
Subject: FW: JTT wine release
Attachments: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - RGSM edits.docx

NR on the CFTA challenge has gone out. Final draft attached fyi.

Gala

Page 044 to/à Page 045

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s.13

Page 046 to/à Page 057

Withheld pursuant to/removed as

s.14;s.16;s.13;s.17

Page 058

Withheld pursuant to/removed as

s.14;s.13

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 13, 2018 3:51 PM
To: Scott, Douglas S AG:EX
Subject: FW: BCWI letter - LCLB edits
Attachments: BCWI letter.docx; ATT00001.txt

Letter from this morning.

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

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

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 13, 2018 8:12 AM
To: Mack, James AGRI:EX; Shoemaker, Wes AGRI:EX; Scott, Douglas S AG:EX
Cc: Hrycuik, Lorie AGRI:EX; Scott, Pamela LCLB:EX
Subject: BCWI letter - LCLB edits

Pls see my edits in the attached. I sent to Blain yesterday and will follow up to see if he has additional edits.
Michelle

Page 060

Withheld pursuant to/removed as

s.13;s.17

Page 061

Withheld pursuant to/removed as

s.13

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 13, 2018 3:44 PM
To: Scott, Douglas S AG:EX
Subject: RE: BCWI Potential Options to Support BC Wine Industry_feb 9 18

Did Wes refer to ^{s.13} I didn't hear him say it but was distracted by a moment looking for the document.

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

From: Scott, Douglas S AG:EX
Sent: Tuesday, February 13, 2018 3:43 PM
To: Carr, Michelle LCLB:EX
Subject: Re: BCWI Potential Options to Support BC Wine Industry_feb 9 18

Thanks

Douglas S. Scott
Associate Deputy Minister
Ministry of Attorney General
Government of British Columbia

On Feb 13, 2018, at 3:42 PM, Carr, Michelle LCLB:EX <Michelle.Carr@gov.bc.ca> wrote:

I think this is the latest.

<BCWI Potential Options to Support BC Wine Industry_feb 9 18.docx>

Page 063 to/à Page 068

Withheld pursuant to/removed as

s.16;s.13;s.17

Page 069 to/à Page 070

Withheld pursuant to/removed as

s.14;s.16

Page 071 to/à Page 075

Withheld pursuant to/removed as

s.14;s.16;s.13

Page 076

Withheld pursuant to/removed as

s.14;s.13;s.17

Pearson, Barbera JAG:EX

From: Pearson, Barbera JAG:EX
Sent: Tuesday, February 13, 2018 1:47 PM
To: Scott, Douglas S AG:EX
Subject: Question: Briefing re Wine Strategy

Importance: High

Doug – would this be you and Michelle.
Does Blain need to attend also?

Barbera Pearson, Manager, Business Operations
Associate Deputy Minister's Office
Ministry of Attorney General
Phone: 250-356-1143 / Cellular: 250-216-7983
<mailto:barbera.pearson@gov.bc.ca>

From: Nanninga, Tanera AG:EX
Sent: Tuesday, February 13, 2018 1:45 PM
To: Pearson, Barbera JAG:EX; Richter, Connie JAG:EX; Robins, Shawn GCPE:EX
Subject: Briefing re Wine Strategy

Good afternoon,

The Ministry of Agriculture is organizing a briefing today at 3:30 regarding wine strategy. This meeting will include Minister Popham, Minister Eby, and Minister Ralston....along with the DMs and/or ADMs and the Communications Directors. The meeting will be in room 325. Please advise who will be in attendance...either in person or via CC (see below).

Dial ^{s.15,s.17}

Participant Conference ID ^{s.15,s.17} (MLP to moderate)

Best regards,

Tanera Nanninga

Administrative Coordinator to the Honourable David Eby, QC
Attorney General and Minister responsible for Liquor, Gaming, and ICBC
Phone: (250-387-1866)

Page 078

Withheld pursuant to/removed as

s.12

Page 079 to/à Page 080

Withheld pursuant to/removed as

s.12;s.13

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 13, 2018 1:02 PM
To: Scott, Douglas S AG:EX
Cc: Robins, Shawn GCPE:EX; Pearson, Barbera JAG:EX
Subject: Re: media event re BC Wine Ban

Great, thanks.

Sent from my iPhone

On Feb 13, 2018, at 12:57 PM, Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca> wrote:

I was unaware of this as well... just briefed MDE on this ... I can discuss w George- thanks !

On Feb 13, 2018, at 12:52 PM, Carr, Michelle LCLB:EX <Michelle.Carr@gov.bc.ca> wrote:

Hi, Doug.

Shawn raised the attached media event with me (I was unaware that this was being contemplated). I gave Shawn the background, and understand that the MO is not looped in on this.

Please let me know if you'd like me to give Gala and George a heads up on our work to support the MLP letter, or if you'd like to do this.

Michelle

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

From: Robins, Shawn GCPE:EX
Sent: Tuesday, February 13, 2018 11:00 AM
To: Carr, Michelle LCLB:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: FW: Updated EP: response to BC Wine Ban

Hi Michelle:

Have you received direction on this proposed event. If so could you share with us. If not, do you have any idea where this direction is coming from?

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, February 13, 2018 10:55 AM
To: McRae, Meghan GCPE:EX
Cc: Robins, Shawn GCPE:EX; Boelens, Robert GCPE:EX
Subject: Updated EP: response to BC Wine Ban

Hi – had AGRI prepared this initial event proposal, and is there a more recent version based on the work underway Friday?

Trying to reach LCLB (Michelle) to piece together the direction on this and where recommendations are at in terms of any proposed announcement.

Thanks,

Tiffany
250 858-4680

From: McRae, Meghan GCPE:EX

Sent: Friday, February 9, 2018 8:20 AM

To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>

Subject: Re: URGENT: Response to BC Wine Ban

<attachment 1.docx>

Page 083

Withheld pursuant to/removed as

s.14;s.16;s.13;s.17

Page 084 to/à Page 088

Withheld pursuant to/removed as

s.14

Pearson, Barbera JAG:EX

From: Meggs, Geoff PREM:EX
Sent: Saturday, February 10, 2018 9:47 AM
To: Shoemaker, Wes AGRI:EX
Cc: Mihlar, Fazil JTT:EX; Fyfe, Richard J JAG:EX; Plecas, Bobbi ENV:EX; Yuma Morisho, Okenge PREM:EX; Lloyd, Evan GCPE:EX; Scott, Douglas S AG:EX; Harvey, James JAG:EX; Mack, James AGRI:EX; Carr, Michelle LCLB:EX
Subject: Re: follow up on wine

Looks good to me

Geoff

Sent from my iPhone

On Feb 9, 2018, at 8:43 PM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

Here's where we landed for tonight.

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

****Please note: This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.****

Sent from my iPhone

Begin forwarded message:

From: "Mack, James AGRI:EX" <James.Mack@gov.bc.ca>
Date: February 9, 2018 at 7:42:22 PM PST
To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>, "Scott, Douglas S AG:EX" <Douglas.S.Scott@gov.bc.ca>
Cc: "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>, "Hrycuik, Lorie AGRI:EX" <Lorie.Hrycuik@gov.bc.ca>
Subject: follow up on wine

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

s.13,s.16

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

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Saturday, February 10, 2018 8:11 AM
To: Shoemaker, Wes AGRI:EX
Cc: Mack, James AGRI:EX; Carr, Michelle LCLB:EX; Hrycuik, Lorie AGRI:EX; Lawson, R. Blain LDB:EX
Subject: Re: follow up on wine

Sorry I was slow on this Wes - sent a message a few minutes ago but I don't think it went through... but better it didn't because now see you forwarded last night which is great... do want to thank James Michelle and Blain who got this done in an instant.

Have a great long weekend,

Cheers... Doug

On Feb 9, 2018, at 7:48 PM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

Thanks James. Good with all of these. Doug before I brief up?

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

****Please note: This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.****

Sent from my iPhone

On Feb 9, 2018, at 7:42 PM, Mack, James AGRI:EX <James.Mack@gov.bc.ca> wrote:

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

s.13,s.16

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

Pearson, Barbera JAG:EX

From: Shoemaker, Wes AGRI:EX
Sent: Friday, February 9, 2018 6:17 PM
To: Scott, Douglas S AG:EX
Subject: Fwd: Wine support

FYI

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

****Please note:** This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.**

Sent from my iPhone

Begin forwarded message:

From: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Date: February 9, 2018 at 4:43:11 PM PST
To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>
Subject: Wine support

Wes, I understand you will be meeting shortly with AG re ongoing and upcoming support to the wine sector. FYI I have asked Sarah Zaharia here at GCPE HQ as well as William Beale in the MO to prepare a list of such matters to better equip both the minister and premier in the event that this issue continues into the weeks ahead.

Please keep me informed.

FYI I have shared the ad with your GCPE Comms Director for their information.

Evan

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Friday, February 9, 2018 1:38 PM
To: Scott, Douglas S AG:EX
Subject: FW: follow up to today's call - wine proposals
Attachments: BCWI Potential Options to Support BC Wine Industry_feb 9 18.docx; Potential options to support BC wine industry feb 9 18.docx; BCWI Potential Options to Support BC Wine Industry_feb 9 18.pdf

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 1:12 PM
To: Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>
Cc: Pearson, Barbera JAG:EX <Barbera.Pearson@gov.bc.ca>
Subject: FW: follow up to today's call - wine proposals

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: 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; 'jsthomas@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

s.13

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: 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: 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,s.16

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 096 to/à Page 107

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 1:34 PM
To: Pearson, Barbera JAG:EX; Scott, Douglas S AG:EX
Subject: RE: follow up to today's call - wine proposals

Got it, thank you.

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

From: Pearson, Barbera JAG:EX
Sent: Friday, February 9, 2018 1:14 PM
To: Carr, Michelle LCLB:EX; Scott, Douglas S AG:EX
Subject: RE: follow up to today's call - wine proposals

Hi Michelle – sent you an invite for 2:10pm - to call Doug's cell – he has a 2:30pm conference call after you ☺

Barbera Pearson, Manager, Business Operations
Associate Deputy Minister's Office
Ministry of Attorney General
Phone: 250-356-1143 / Cellular: 250-216-7983
<mailto:barbera.pearson@gov.bc.ca>

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 1:12 PM
To: Scott, Douglas S AG:EX
Cc: Pearson, Barbera JAG:EX
Subject: FW: follow up to today's call - wine proposals

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: 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 s.13,s.16
s.13,s.16

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; 'jsthomas@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,s.16

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 110

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Page 111 to/à Page 116

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s.14;s.16;s.13;s.17

Page 117

Withheld pursuant to/removed as

s.14;s.13

Page 118 to/à Page 120

Withheld pursuant to/removed as

s.14;s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 6:33 AM
To: Scott, Douglas S AG:EX
Subject: RE: follow up to today's call - wine proposals

s.13

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

From: Scott, Douglas S AG:EX
Sent: Friday, February 9, 2018 6:30 AM
To: Carr, Michelle LCLB:EX
Subject: RE: follow up to today's call - wine proposals

I am working off the other versions... significant difference?

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 6:29 AM
To: Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>
Subject: FW: follow up to today's call - wine proposals

As per my last email, LCLB version with JTT's additional comments.

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

From: Anderson, Steve JTT:EX
Sent: Friday, February 9, 2018 6:00 AM
To: Carr, Michelle LCLB:EX; Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI:EX; Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX; Hammond, James JTT:EX; Petkovic, Anita M JAG:EX; Lawson, R. Blain LDB:EX; 'jsthommas@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

Some comments, suggested edits from JTT

Steve

From: Carr, Michelle LCLB:EX

Sent: Thursday, February 8, 2018 10:24 PM

To: Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI: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

Hi,

Comments from LCLB in the attached version sent earlier this evening in both comments and track changes.

I will alert Doug Scott re briefing up.

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 7:37 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

s.13,s.16,s.17

Page 123 to/à Page 124

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Carr, Michelle LCLB:EX
Sent: Friday, February 9, 2018 6:29 AM
To: Scott, Douglas S AG:EX
Cc: Pearson, Barbera JAG:EX; Lawson, R. Blain LDB:EX; Vale, Elaine LCLB:EX; Scott, Pamela LCLB:EX; Bates, Julia LCLB:EX; Turner, Caeli LDB:EX
Subject: RE: URGENT: DM review and briefing MDE re - wine proposals

Thank you. JTT provided further comments to the proposals^{s.13,s.16}
version as they commented on top of the LCLB draft.

. I will send you that

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

From: Scott, Douglas S AG:EX
Sent: Friday, February 9, 2018 6:21 AM
To: Carr, Michelle LCLB:EX
Cc: Pearson, Barbera JAG:EX; Lawson, R. Blain LDB:EX; Vale, Elaine LCLB:EX; Scott, Pamela LCLB:EX; Bates, Julia LCLB:EX; Turner, Caeli LDB:EX
Subject: RE: URGENT: DM review and briefing MDE re - wine proposals

Good morning.^{s.13,s.17}
s.13,s.17

[Signature of Douglas S. Scott]

Doug

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 8, 2018 10:29 PM
To: Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>
Cc: Pearson, Barbera JAG:EX <Barbera.Pearson@gov.bc.ca>; Lawson, R. Blain LDB:EX <Blain.Lawson@bcldb.com>; Vale, Elaine LCLB:EX <Elaine.Vale@gov.bc.ca>; Scott, Pamela LCLB:EX <Pamela.Scott@gov.bc.ca>; Bates, Julia LCLB:EX <Julia.Bates@gov.bc.ca>; Turner, Caeli LDB:EX <caeli.turner@bcldb.com>
Subject: URGENT: DM review and briefing MDE re - wine proposals
Importance: High

Hi, Doug.

s.13

Please let us know as soon as possible if you have any comments or concerns. We are happy to brief MDE or you if needed on this tomorrow morning.

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 10:24 PM
To: Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI: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; 'jsthomas@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

Hi,

Comments from LCLB in the attached version sent earlier this evening in both comments and track changes.

I will alert Doug Scott re briefing up.

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 7:37 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; 'jsthomas@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

s.13,s.16,s.17

Page 127 to/à Page 134

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Vale, Elaine LCLB:EX
Sent: Thursday, February 8, 2018 8:08 PM
To: Carr, Michelle LCLB:EX; Scott, Pamela LCLB:EX; Lawson, R. Blain LDB:EX
Cc: Scott, Douglas S AG:EX
Subject: RE: URGENT follow up to today's call - wine proposals
Attachments: Potential options to support BC wine industry.docx

Hi Michelle, my comments attached. The LCLB items are okay, but I have some questions about ^{s.13} , for LDB's consideration.

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 8, 2018 6:28 PM
To: Vale, Elaine LCLB:EX; Scott, Pamela LCLB:EX; Lawson, R. Blain LDB:EX
Cc: Scott, Douglas S AG:EX
Subject: URGENT follow up to today's call - wine proposals

Please see below and attached. There is a quick turnaround for comments given possibility of announcement tomorrow.

There are several implications for LDB and Blain it looks like you'll need to confirm asap.

s.13

I will ask James to confirm approvals process as I'm sure MDE will wish to have a role in confirming approach.

Elaine/Pamela, could you pls provide your comments/thoughts on the attached draft developed by AGRIC on LCLB related items. This follows the call this afternoon that Barry, Blain and I called into.

We should also check to see if the new BCWI proposal has differences from the earlier version we saw this morning.

I will do same later this evening.

Doug, let us know if you need anything on this at this time. I'm not sure if MDE or Gala are looped in?

Thanks in advance.
Michelle

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

Begin forwarded message:

From: "Mack, James AGRI:EX" <James.Mack@gov.bc.ca>
Date: February 8, 2018 at 6:14:45 PM PST
To: "Hrycuik, Lorie AGRI:EX" <Lorie.Hrycuik@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>, "jstthomas@blg.com" <jstthomas@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@bclddb.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,s.16

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 137 to/à Page 144

Withheld pursuant to/removed as

s.16;s.13;s.17

Pearson, Barbera JAG:EX

From: Shoemaker, Wes AGRI:EX
Sent: Thursday, February 8, 2018 10:04 AM
To: Popham, Lana AGRI:EX; Beale, William AGRI:EX
Cc: Mack, James AGRI:EX; Scott, Douglas S AG:EX
Subject: Fwd: Wine Industry List

FYI.

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

****Please note:** This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.**

Sent from my iPhone

Begin forwarded message:

From: "Meggs, Geoff PREM:EX" <Geoff.Meggs@gov.bc.ca>
Date: February 8, 2018 at 10:03:07 AM PST
To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>
Cc: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>, "Yuma Morisho, Okenge PREM:EX" <Okenge.YumaMorisho@gov.bc.ca>, "Plecas, Bobbi ENV:EX" <Bobbi.Plecas@gov.bc.ca>, "Fyfe, Richard J JAG:EX" <Richard.Fyfe@gov.bc.ca>, "Mihlar, Fazil JTT:EX" <Fazil.Mihlar@gov.bc.ca>, "Harvey, James JAG:EX" <James.Harvey@gov.bc.ca>, "Scott, Douglas S AG:EX" <Douglas.S.Scott@gov.bc.ca>
Subject: Re: Wine Industry List

Wes, this was provided yesterday to Mira Oreck in my office by Barinder Sall, who I believe works for one of the major wineries — although the impression was this was generated by BCWI — and effectively said this was the wish list. We understand it includes many long-standing issues. Thanks for ensuring we have the right priorities based on your checks with BCWI.

Geoff

Sent from my iPad

On Feb 8, 2018, at 9:28 AM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

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

****Please note: This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.****

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
250 812 9153

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

As discussed.

Wes

<Farm to Bottle February 7.pdf>

Pearson, Barbera JAG:EX

From: Shoemaker, Wes AGRI:EX
Sent: Thursday, February 8, 2018 9:59 AM
To: Scott, Douglas S AG:EX; Carr, Michelle LCLB:EX; Mack, James AGRI:EX
Subject: Fwd: Wine Industry List

Not sure this is totally accurate but sharing nonetheless.

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

****Please note:** This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.**

Sent from my iPhone

Begin forwarded message:

From: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Date: February 8, 2018 at 9:57:51 AM PST
To: "Yuma Morisho, Okenge PREM:EX" <Okenge.YumaMorisho@gov.bc.ca>, "Plecas, Bobbi ENV:EX" <Bobbi.Plecas@gov.bc.ca>, "Fyfe, Richard J JAG:EX" <Richard.Fyfe@gov.bc.ca>, "Mihlar, Fazil JTT:EX" <Fazil.Mihlar@gov.bc.ca>, "Harvey, James JAG:EX" <James.Harvey@gov.bc.ca>, "Meggs, Geoff PREM:EX" <Geoff.Meggs@gov.bc.ca>
Cc: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>
Subject: Re: Wine Industry List

s.13

Evan

On 2018-02-08, 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
250 812 9153

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

As discussed.

Wes

Pearson, Barbera JAG:EX

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 9:19 AM
To: Scott, Douglas S AG:EX; Shoemaker, Wes AGRI:EX
Cc: Carr, Michelle LCLB:EX
Subject: RE: BCWI Doc

Michelle and I spoke on this.

s.13

We have not received the list previously. Do you want an analysis done?

From: Scott, Douglas S AG:EX
Sent: Thursday, February 8, 2018 9:10 AM
To: Shoemaker, Wes AGRI:EX
Cc: Carr, Michelle LCLB:EX; Mack, James AGRI:EX
Subject: Re: BCWI Doc

I have not seen this specific one, however the requests are long standing. There may be opportunity here, however, many have complicating factors such as trade so need to be evaluated closely...

Doug

Douglas S. Scott
Associate Deputy Minister
Ministry of Attorney General
Government of British Columbia

On Feb 8, 2018, at 8:09 AM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

Have you guys seen? Sent to PO yesterday. Evan Lloyd was asking whether we were analyzing the feasibility of their requests.

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

****Please note: This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.****

Sent from my iPhone

Begin forwarded message:

From: "Beale, William AGRI:EX" <William.Beale@gov.bc.ca>
Date: February 7, 2018 at 8:21:07 PM PST
To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>
Subject: Doc

<Farm to Bottle February 7.pdf>

Pearson, Barbera JAG:EX

From: Shoemaker, Wes AGRI:EX
Sent: Wednesday, February 7, 2018 5:51 PM
To: Mack, James AGRI:EX; Carr, Michelle LCLB:EX; Smith, George AG:EX
Cc: Milne, Gala AG:EX; Scott, Douglas S AG:EX
Subject: RE: Bottles sold to Alberta

It's the bottle count we were trying to determine - there appears to be agreement on the overall value.

Wes

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

From: Mack, James AGRI:EX
Sent: February 7, 2018 5:37 PM
To: Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca>; Carr, Michelle LCLB:EX <Michelle.Carr@gov.bc.ca>; Smith, George AG:EX <George.Smith@gov.bc.ca>
Cc: Milne, Gala AG:EX <Gala.Milne@gov.bc.ca>; Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>
Subject: RE: Bottles sold to Alberta

This is the best we can do from our stats.

- Latest BC Stats estimates BC wine (and brandy) sales to Alberta worth \$60.7 million (2014) approximately estimated at 10 percent of total BC wineries shipment value.
- Alberta would have more current purchasing stats so their number of \$70M looks reasonable

I've also attached the BCWI release today which uses different stats (\$160M retail value of BC wines in Alberta and noting Alberta is our industry's #2 market after BC)

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

From: Shoemaker, Wes AGRI:EX
Sent: Wednesday, February 7, 2018 5:23 PM
To: Carr, Michelle LCLB:EX; Smith, George AG:EX; Mack, James AGRI:EX
Cc: Milne, Gala AG:EX; Scott, Douglas S AG:EX
Subject: RE: Bottles sold to Alberta

Sorry. Just seeing this now. Let me check. James, do we track/have access to this info?

Wes

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

From: Carr, Michelle LCLB:EX
Sent: February 7, 2018 1:19 PM
To: Smith, George AG:EX <George.Smith@gov.bc.ca>
Cc: Milne, Gala AG:EX <Gala.Milne@gov.bc.ca>; Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>; Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca>
Subject: Re: Bottles sold to Alberta

Hi,

I've confirmed the LDB does not track this figure.

Wes, not sure if your ministry may have further insight?

Sent from my iPhone

> On Feb 7, 2018, at 12:37 PM, Smith, George AG:EX <George.Smith@gov.bc.ca> wrote:

>

> Is it true that 17 million bottles are sold in Alberta for a total of \$70 million wholesale?

Pearson, Barbera JAG:EX

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 7:31 PM
To: Shoemaker, Wes AGRI:EX; Beale, William AGRI:EX; Smith, Jessica C AGRI:EX
Cc: Lalani, Arif AGRI:EX; Mack, James AGRI:EX
Subject: BCWI response to Alberta ban

WINES OF
BRITISH COLUMBIA

STATEMENT TO THE PRESS

Response to Alberta Premier's Boycott of BC Wine

For Immediate Release:

February 6, 2018

Copyright

Pearson, Barbera JAG:EX

From: Anderson, Steve JTT:EX
Sent: Wednesday, February 7, 2018 11:06 AM
To: Schollen, Tasha GCPE:EX
Cc: Mihlar, Fazil JTT:EX; Jessee, Janna L JTT:EX; Musgrave, Robert JTT:EX; Hammond, James JTT:EX; Perzoff, Lara GCPE:EX; Hickli, Hope A GCPE:EX; Shoemaker, Wes AGRI:EX; Carr, Michelle LCLB:EX; Carnaghan, Matthew JTT:EX; McColl, John-Michael JTT:EX; Scott, Douglas S AG:EX
Subject: RE: As Requested: More Q's about Wine

s.13,s.14,s.16,s.17

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 8:09 PM
To: Anderson, Steve JTT:EX
Cc: Mihlar, Fazil JTT:EX; Jessee, Janna L JTT:EX; Musgrave, Robert JTT:EX; Hammond, James JTT:EX; Perzoff, Lara

GCPE:EX; Hickli, Hope A GCPE:EX; Shoemaker, Wes AGRI:EX; Carr, Michelle LCLB:EX; Carnaghan, Matthew JTT:EX; McColl, John-Michael JTT:EX

Subject: Re: As Requested: More Q's about Wine

I will wait for your green light Steve.

Sent from my iPhone

On Feb 6, 2018, at 8:08 PM, Anderson, Steve JTT:EX <Steve.Anderson@gov.bc.ca> wrote:

Ok.

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On Feb 6, 2018, at 8:06 PM, Mihlar, Fazil JTT:EX <Fazil.Mihlar@gov.bc.ca> wrote:

Hi Steve^{s.14}
s.14

Fazil

Sent from my iPhone

On Feb 6, 2018, at 7:31 PM, Anderson, Steve JTT:EX <Steve.Anderson@gov.bc.ca> wrote:

Fazil

s.13,s.14,s.16,s.17

From: Mihlar, Fazil JTT:EX
Sent: Tuesday, February 6, 2018 5:56 PM
To: Anderson, Steve JTT:EX
Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Musgrave, Robert JTT:EX; Hammond, James JTT:EX; Perzoff, Lara GCPE:EX; Hickli, Hope A GCPE:EX
Subject: Re: More Q's about Wine

Hi Steve^{s.13}

s.13

s.13

Please include DM Wes Shoemaker in emails.

Tash should see it as well so that it can go to GCPE central.^{s.13}

s.13

s.13

Thx. Fazil

Sent from my iPhone

On Feb 6, 2018, at 5:34 PM, Anderson, Steve JTT:EX
<Steve.Anderson@gov.bc.ca> wrote:

Hi

s.13,s.16

Cheers

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 5:00 PM
To: Anderson, Steve JTT:EX; Jessee, Janna L JTT:EX;
Musgrave, Robert JTT:EX; Hammond, James JTT:EX

Cc: Perzoff, Lara GCPE:EX; Hickli, Hope A GCPE:EX;
Mihlar, Fazil JTT:EX
Subject: More Q's about Wine

Hi Steve et al,
PO issues mgmt. team has further questions they are
hoping to get answered. I am hopeful that you can
assist with some information.
They are looking to get the information as quickly as
you are able tomorrow morning.

Thanks,
Tasha

From: Matthen, Sheila GCPE:EX
Sent: Tuesday, February 6, 2018 4:58 PM
To: Schollen, Tasha GCPE:EX
Cc: McColl, John-Michael JTT:EX; Sali, Meghan JTT:EX;
Howlett, Tim GCPE:EX
Subject: Request for Info

Hi Tasha,

As discussed, I'm hoping to get more background
information on the dispute resolution processes in both
the NWPTA and the CFTA. With respect to the
consultation process for both agreements:
s.13,s.16

s.13,s.14,s.16

We're hoping to get this info ASAP – by tomorrow
morning would be great.

Thank you!

Sheila Matthen
Issues Management | 250-893-5218

From: Anderson, Steve JTT:EX
Sent: Tuesday, February 6, 2018 3:05 PM

To: Mihlar, Fazil JTT:EX
Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Hammond, James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX; Musgrave, Robert JTT:EX
Subject: RE: Heads Up:

s.13,s.16,s.17

These are our initial review and factual responses. Please do not hesitate to contact us^{s.13,s.16}

Steve

From: Mihlar, Fazil JTT:EX
Sent: Tuesday, February 6, 2018 2:28 PM
To: Anderson, Steve JTT:EX

Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Hammond, James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX
Subject: Re: Heads Up:

Please have some bullets. But MGH is the lead. And all comms on this should move through PO.

Sent from my iPhone

On Feb 6, 2018, at 2:24 PM, Anderson, Steve JTT:EX
<Steve.Anderson@gov.bc.ca> wrote:

Just spoke with Jamie. We are on it and will have some bullets shortly

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On Feb 6, 2018, at 2:17 PM, Schollen, Tasha GCPE:EX
<Tasha.Schollen@gov.bc.ca> wrote:

s.13,s.16,s.17

From: Schollen, Tasha
GCPE:EX
Sent: Tuesday,
February 6, 2018 2:14
PM
To: Jessee, Janna L
JTT:EX; Anderson,
Steve JTT:EX;
Hammond, James
JTT:EX; Sali, Meghan
JTT:EX; McColl, John-
Michael JTT:EX; Mihlar,
Fazil JTT:EX
Cc: Perzoff, Lara
GCPE:EX; Stewart,
Courtney GCPE:EX
Subject: Heads Up:

Hi we have two media
requests from CKNW
and CFAX on this. I'm
waiting to find out if
this is our lead or not.

Breaking

**Alberta
premier
announce
s
immediat
e boycott
on B.C.
wines**

Copyright

CBC News Posted:

Feb 06, 2018 2:52

PM MT Last

Updated: Feb 06,
2018 2:52 PM MT

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Page 165 to/à Page 166

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Copyright

Tasha Schollen |
Communications
Director
Ministry of Jobs, Trade
and Technology
Government
Communications and
Public Engagement
Cell: 250-889-1121

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Tuesday, February 6, 2018 8:35 PM
To: Carr, Michelle LCLB:EX
Subject: Re: As Requested: More Q's about Wine

Thanks

On Feb 6, 2018, at 7:52 PM, Carr, Michelle LCLB:EX <Michelle.Carr@gov.bc.ca> wrote:

Sent from my iPhone

Begin forwarded message:

From: "Anderson, Steve JTT:EX" <Steve.Anderson@gov.bc.ca>
Date: February 6, 2018 at 7:31:04 PM PST
To: "Mihlar, Fazil JTT:EX" <Fazil.Mihlar@gov.bc.ca>
Cc: "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>, "Jessee, Janna L JTT:EX" <Janna.Jessee@gov.bc.ca>, "Musgrave, Robert JTT:EX" <Robert.Musgrave@gov.bc.ca>, "Hammond, James JTT:EX" <James.Hammond@gov.bc.ca>, "Perzoff, Lara GCPE:EX" <Lara.Perzoff@gov.bc.ca>, "Hickli, Hope A GCPE:EX" <Hope.A.Hickli@gov.bc.ca>, "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>, "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>, "Carnaghan, Matthew JTT:EX" <Matthew.Carnaghan@gov.bc.ca>
Subject: As Requested: More Q's about Wine

Fazil

s.13,s.14,s.16,s.17

From: Mihlar, Fazil JTT:EX
Sent: Tuesday, February 6, 2018 5:56 PM
To: Anderson, Steve JTT:EX
Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Musgrave, Robert JTT:EX; Hammond, James JTT:EX; Perzoff, Lara GCPE:EX; Hickli, Hope A GCPE:EX
Subject: Re: More Q's about Wine

Hi Steve: s.13

s.13

Please include DM

Wes Shoemaker in emails. Tash should see it as well so that it can go to GCPE central.

s.13

s.13

. Thx. Fazil

Sent from my iPhone

On Feb 6, 2018, at 5:34 PM, Anderson, Steve JTT:EX <Steve.Anderson@gov.bc.ca> wrote:

Hi

Cheers

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 5:00 PM
To: Anderson, Steve JTT:EX; Jessee, Janna L JTT:EX; Musgrave, Robert JTT:EX; Hammond, James JTT:EX
Cc: Perzoff, Lara GCPE:EX; Hickli, Hope A GCPE:EX; Mihlar, Fazil JTT:EX
Subject: More Q's about Wine

Hi Steve et al,
PO issues mgmt. team has further questions they are hoping to get answered. I am hopeful that you can assist with some information. They are looking to get the information as quickly as you are able tomorrow morning.

Thanks,
Tasha

From: Matthen, Sheila GCPE:EX
Sent: Tuesday, February 6, 2018 4:58 PM
To: Schollen, Tasha GCPE:EX
Cc: McColl, John-Michael JTT:EX; Sali, Meghan JTT:EX; Howlett, Tim GCPE:EX
Subject: Request for Info

Hi Tasha,

As discussed, I'm hoping to get more background information on the dispute resolution processes in both the NWPTA and the CFTA. With respect to the consultation process for both agreements:

s.13,s.16

s.13,s.14,s.16

We're hoping to get this info ASAP – by tomorrow morning would be great.

Thank you!

Sheila Matthen
Issues Management | 250-893-5218

From: Anderson, Steve JTT:EX
Sent: Tuesday, February 6, 2018 3:05 PM
To: Mihlar, Fazil JTT:EX
Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Hammond, James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX; Musgrave, Robert JTT:EX
Subject: RE: Heads Up:

s.13,s.16,s.17

These are our initial review and factual responses. Please do not
hesitate to contact us ^{s.13,s.16}
s.13,s.16

Steve

From: Mihlar, Fazil JTT:EX
Sent: Tuesday, February 6, 2018 2:28 PM
To: Anderson, Steve JTT:EX
Cc: Schollen, Tasha GCPE:EX; Jessee, Janna L JTT:EX; Hammond,
James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX;
Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX
Subject: Re: Heads Up:

Please have some bullets. But MGH is the lead. And all comms on this
should move through PO.

Sent from my iPhone

On Feb 6, 2018, at 2:24 PM, Anderson, Steve JTT:EX
<Steve.Anderson@gov.bc.ca> wrote:

Just spoke with Jamie. We are on it and will have some
bullets shortly

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the sender immediately and delete the message.

On Feb 6, 2018, at 2:17 PM, Schollen, Tasha GCPE:EX
<Tasha.Schollen@gov.bc.ca> wrote:

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:14 PM
To: Jessee, Janna L JTT:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Mihlar, Fazil JTT:EX
Cc: Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX
Subject: Heads Up:

Hi we have two media requests from CKNW and CFAX on this. I'm waiting to find out if this is our lead or not.

Breaking

Alberta premier announces immediate boycott on B.C. wines

Copyright

CBC News Posted: Feb 06, 2018
2:52 PM MT Last Updated: Feb 06,
2018 2:52 PM MT

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Page 175

Withheld pursuant to/removed as

Copyright

Tasha Schollen | Communications
Director
Ministry of Jobs, Trade and Technology
Government Communications and
Public Engagement
Cell: 250-889-1121

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Tuesday, February 6, 2018 7:44 PM
To: Vance Campbell
Cc: Miles Prodan
Subject: Re: Alberta declares war on BC wine...

Sounds good Vance thanks.

On Feb 6, 2018, at 7:25 PM, Vance Campbell <vance@onehospitality.com> wrote:

Hi Doug:
Second thought. We will discuss with Michelle and Jamie Hammond and their teams sometime tomorrow.
Best
Vance

Sent from Vance's iPhone

On Feb 6, 2018, at 6:44 PM, Vance Campbell <vance@onehospitality.com> wrote:

Hi Doug:
Can we discuss this on a call?
Best
Vance

Sent from Vance's iPhone

Begin forwarded message:

From: Miles Prodan <MProdan@winebc.com>
Date: February 6, 2018 at 6:39:22 PM PST
To: Vance Campbell <vance@onehospitality.com>
Subject: Alberta declares war on BC wine...

Alberta declares war on BC wine

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Page 178

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Copyright

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Tuesday, February 6, 2018 6:21 PM
To: Milne, Gala AG:EX; Smith, George AG:EX
Subject: Fwd: Final statement - AB government boycotts BC Wine
Attachments: 2018 02 06 Statement to the press_AB government boycotts BC Wine (002).docx;
ATT00001.htm

FYI

February 6, 2018

STATEMENT TO THE PRESS:

BC Wine Institute responds to Alberta government's announcement to boycott BC Wine in response to Kinder Morgan pipeline.



Copyright

Pearson, Barbera JAG:EX

From: Miles Prodan <MProdan@winebc.com>
Sent: Tuesday, February 6, 2018 5:56 PM
To: Vance Campbell; Scott, Douglas S AG:EX
Subject: FW: Final statement - AB government boycotts BC Wine
Attachments: 2018 02 06 Statement to the press_AB government boycotts BC Wine (002).docx

FYI

From: Miles Prodan
Sent: Tuesday, February 6, 2018 5:07 PM
To: Christa-Lee McWatters Bond <christa-lee@encorevineyards.ca>; David Kozuki (GoldenRetreatVineyard@gmail.com) <GoldenRetreatVineyard@gmail.com>; David Wilson <dwilson@markanthony.com>; Douglas Friend <Doug@FriendMgt.com>; Erik Fisher <erik@montecreekbranch.com>; Ezra Cipes <ezra@summerhill.bc.ca>; Greg Berti <greg.berti@andrewpeller.com>; Ian MacDonald <ian@liquiditywines.com>; Josie Tyabji <Josie.Tyabji@ArterraCanada.com>; Leo Gebert <LGebert@St-Hubertus.bc.ca>; Miles Prodan <MProdan@winebc.com>; Tony Holler <aholler@crhmedcorp.com>; Traci Deman <TDeman@winebc.com>
Subject: Final statement - AB government boycotts BC Wine

FYI – Link to the BCWI statement online:

<http://www.winebc.org/news/view/182>

Miles Prodan | President & CEO | British Columbia Wine Institute
o: 250.762.9744 x101 | c: 250.863.9379

Pearson, Barbera JAG:EX

From: Scott, Douglas S AG:EX
Sent: Tuesday, February 6, 2018 3:13 PM
To: Shoemaker, Wes AGRI:EX
Subject: Re: Call me on cell 250.516.6892

s.16

On Feb 6, 2018, at 2:35 PM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

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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From: Turner, Caeli LDB:EX
To: Lawson, R. Blain LDB:EX
Cc: McEwan, Erin LDB:EX
Subject: FW: Social Media: Retaliatory BC wine ban considered
Date: Tuesday, February 06, 2018 2:09:54 PM

Just FYI... This just came through Twitter.

#BREAKING: Alberta Premier @RachelNotley says Alberta Gaming and Liquor Commission will stop importing #BC wine if @bcndp tries to thwart #KinderMorgan pipeline expansion [mjag, empr]

Tam, Dixon LDB:EX

From: Zanolco, Viviana LDB:EX
Sent: Tuesday, February 06, 2018 3:39 PM
To: Tam, Dixon LDB:EX
Cc: Turner, Caeli LDB:EX; Bilney, Kate LDB:EX
Subject: RE: Media request: CKNW, re: BC wine sales to Alberta

Good to go

From: Tam, Dixon LDB:EX
Sent: Tuesday, February 06, 2018 3:37 PM
To: Zanolco, Viviana LDB:EX
Cc: Turner, Caeli LDB:EX; Bilney, Kate LDB:EX
Subject: Media request: CKNW, re: BC wine sales to Alberta

Hi Viv,

Please review before we reply to the reporter.

Thanks.

Dixon

=====
Date/Time: 06/Feb/2:08 p.m.

Deadline @ 06/Feb/ ASAP

Media: CKNW

Reporter: Simon Little, simon@cknw.com

Topic: BC Wine Ban/War

Background: Brewing war between AB/BC over pipelines

Questions:

How much BC wine is sold to Alberta (would like dollar amount but will take Volume amount)?

Response:

The LDB does not track sales of BC wine to Alberta. Suggest you contact the BC Wine Institute for more information:
http://www.winebc.org/press_room/.

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3028 E: dixon.tam@bclddb.com

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Tam, Dixon LDB:EX

From: Tam, Dixon LDB:EX
Sent: Tuesday, February 06, 2018 2:21 PM
To: Jensen, Cindy LDB:EX; Zanolco, Viviana LDB:EX; Bilney, Kate LDB:EX
Cc: Aujla, Kam LDB:EX; Lowe, Levona LDB:EX; Shum, Karen LDB:EX; Tang, Melissa LDB:EX; Mlinar, Anita LDB:EX
Subject: RE: 2018-02-06-MR-BC Wine in AB - CKNW

I'm on this.

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3028 E: dixon.tam@bclldb.com

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From: Jensen, Cindy LDB:EX
Sent: Tuesday, February 06, 2018 2:17 PM
To: Tam, Dixon LDB:EX; Zanolco, Viviana LDB:EX; Bilney, Kate LDB:EX
Cc: Aujla, Kam LDB:EX; Lowe, Levona LDB:EX; Shum, Karen LDB:EX; Tang, Melissa LDB:EX; Mlinar, Anita LDB:EX
Subject: 2018-02-06-MR-BC Wine in AB - CKNW
Importance: High

Hi team,

Just a head's up on a media request we've received – see attached. If you have any relevant information that might help us respond to the reporter, please let me know ASAP so we can incorporate that info into our response.

Thanks for your help.

(Sorry forgot to ask for his phone number)

Date/Time: 06/Feb/2:08 p.m.

Deadline @ 06/Feb/ ASAP

Media: CKNW

Reporter: Simon Little, simon@cknw.com

Topic: BC Wine Ban/War

Background: Brewing war between AB/BC over pipelines

Questions:

How much BC wine is sold in Alberta (would like dollar amount but will take Volume amount)

Response:

Tam, Dixon LDB:EX

From: Yee, Brent LDB:EX
Sent: Wednesday, February 07, 2018 11:26 AM
To: Bilney, Kate LDB:EX; Tam, Dixon LDB:EX
Cc: Reynolds, Dawn LDB:EX
Subject: RE: BC Wines and Alberta boycott

s.13 Sales are not that consistent on a daily basis as sales generally ramp up towards
the end of the week. s.13
s.13

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3233 E: brent.yee@bcldb.com

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From: Bilney, Kate LDB:EX
Sent: Wednesday, February 07, 2018 11:20 AM
To: Tam, Dixon LDB:EX; Yee, Brent LDB:EX
Cc: Reynolds, Dawn LDB:EX
Subject: RE: BC Wines and Alberta boycott

FYI - The reporter called a few moments ago to check in, and understood that it was too early to see if any trend had been recorded.

She said she will check back later today/tomorrow, and after the weekend, looking for the same information.

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bcldb.com

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From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 11:16 AM
To: Yee, Brent LDB:EX
Cc: Reynolds, Dawn LDB:EX; Bilney, Kate LDB:EX
Subject: Re: BC Wines and Alberta boycott

Reporter wants to know if we've seen an uptick in sales of B.C. wine since the ban was announced.

Since this was just yesterday, s.13 - can you run a query to see if sales of B.C. wine from BCLS locations have gone up from, say, a week ago during the same time period?

s.13

Sent from my iPhone

On Feb 7, 2018, at 10:53 AM, Yee, Brent LDB:EX <Brent.Yee@bclddb.com> wrote:

The impact was announced in the announcement 17 mil bottles or \$70 million. Based on our data I could not substantiate the figures as it included purchases by Alberta Liquor for distribution, direct purchases from the wineries and CAS by wholesale customers and direct purchases from wineries by public in which case they are just a counter customer and don't know where they are from.

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3233 E: brent.yee@bclddb.com

<image003.gif>

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<image004.gif>

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From: Reynolds, Dawn LDB:EX
Sent: Wednesday, February 07, 2018 10:31 AM
To: Yee, Brent LDB:EX
Cc: Bilney, Kate LDB:EX; Tam, Dixon LDB:EX
Subject: BC Wines and Alberta boycott

Hi Brent,

We've received a media request inquiring about any impact to BC wine sales since Alberta's announcement to boycott BC wines yesterday.

Please could you tell me how much time you recommend letting pass in order to be able to assess whether there is resulting impact or trend?

Thanks very much,
D

Dawn Reynolds

A/Senior Policy Analyst, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3275 E: dawn.reynolds@bclddb.com

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<image006.gif>

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Tam, Dixon LDB:EX

From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 10:11 AM
To: Tasovac, Roberta LDB:EX
Cc: Sharma, Arun LDB:EX; Castaneto, Jonathan LDB:EX
Subject: Re: Global TV at Alberni & Bute store this morning

Thanks, Roberta. I'm on my way downtown right now to meet the reporter. Should be there in about 10 minutes.

Sent from my iPhone

On Feb 7, 2018, at 10:05 AM, Tasovac, Roberta LDB:EX <Roberta.Tasovac@bcliquorstores.com> wrote:

Hi Dixon

I just spoke to Arun Sharma the Store Manager, he is aware you will be coming down to shoot some footage. I will be down there later this morning but I am not sure if you will still be there.

Cheers

Roberta Tasovac

Senior Manager, Retail Services - BCLS077
BC Liquor Distribution Branch
BCLS077, Northgate BCLS077 BC V3J 0A9
T: 604 664-0844 E: roberta.tasovac@bclddb.com

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From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 9:32 AM
To: Tasovac, Roberta LDB:EX
Subject: Global TV at Alberni & Bute store this morning
Importance: High

Hi Roberta,

Global TV is doing a story about Alberta banning BC wine as part of a trade dispute between the two provinces. They want to shoot some B-roll footage inside Alberni & Bute store this morning. Probably get some footage of the BC wine aisle – there will be no interviews with staff or customers inside the store.

I'll be there to manage the videographer. I'm going to recommend doing it at 10:30 am.

Can we make this happen?

Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3028 E: dixon.tam@bclddb.com

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Tam, Dixon LDB:EX

From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 12:35 PM
To: Tasovac, Roberta LDB:EX
Cc: Sharma, Arun LDB:EX; Castaneto, Jonathan LDB:EX
Subject: RE: Global TV at Alberni & Bute store this morning

Hi Roberta,

Update: Everything went well this morning. Global TV got what they needed and were out of there in about 30 minutes.

Arun: Thanks again for your assistance and under such short notice. What is the name of the employee with the sweater that was stocking the shelves for the cameraman?

Cheers,
Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3028 E: dixon.tam@bcldb.com

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From: Tasovac, Roberta LDB:EX
Sent: Wednesday, February 07, 2018 10:06 AM
To: Tam, Dixon LDB:EX
Cc: Sharma, Arun LDB:EX
Subject: RE: Global TV at Alberni & Bute store this morning

Hi Dixon

I just spoke to Arun Sharma the Store Manager, he is aware you will be coming down to shoot some footage. I will be down there later this morning but I am not sure if you will still be there.

Cheers

Roberta Tasovac

Senior Manager, Retail Services - BCLS077
BC Liquor Distribution Branch
BCLS077, Northgate BCLS077 BC V3J 0A9
T: 604 664-0844 E: roberta.tasovac@bclddb.com

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From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 9:32 AM
To: Tasovac, Roberta LDB:EX
Subject: Global TV at Alberni & Bute store this morning
Importance: High

Hi Roberta,

Global TV is doing a story about Alberta banning BC wine as part of a trade dispute between the two provinces. They want to shoot some B-roll footage inside Alberni & Bute store this morning. Probably get some footage of the BC wine aisle – there will be no interviews with staff or customers inside the store.

I'll be there to manage the videographer. I'm going to recommend doing it at 10:30 am.

Can we make this happen?

Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3028 E: dixon.tam@bclddb.com

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Tam, Dixon LDB:EX

From: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 4:24 PM
To: Mlinar, Anita LDB:EX
Subject: RE: LDB News Clippings - Wednesday, February 07, 2018

No, many hospitality customers are not happy. Now they will have a reduced wine list. And retail stores will lose revenue because they won't have any BC wine to sell.

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3028 E: dixon.tam@bclddb.com

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From: Mlinar, Anita LDB:EX
Sent: Wednesday, February 07, 2018 4:20 PM
To: Tam, Dixon LDB:EX
Subject: RE: LDB News Clippings - Wednesday, February 07, 2018

s.13

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: Tam, Dixon LDB:EX
Sent: Wednesday, February 07, 2018 4:16 PM
To: Mlinar, Anita LDB:EX
Cc: Tang, Melissa LDB:EX
Subject: RE: LDB News Clippings - Wednesday, February 07, 2018

Apparently, the \$70-million figure from Alberta is wholesale value. Retail value, released by BCWI, is closer to \$160 million. That's why there's such a huge discrepancy between the two figures.

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3028 E: dixon.tam@bcldb.com

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From: Mlinar, Anita LDB:EX
Sent: Wednesday, February 07, 2018 4:07 PM
To: Tam, Dixon LDB:EX
Cc: Tang, Melissa LDB:EX
Subject: FW: LDB News Clippings - Wednesday, February 07, 2018

What – is this real? 160 mill? Anyway... I thought 70 was a lot!

BC Update - Spill Restriction - ICBC Crisis - Airbnb Announcement

CP News

Wednesday, February 07, 2018

Copyright

Anita Mlinar

Senior Policy Analyst, Corporate Policy & Communications

BC Liquor Distribution Branch

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From: LDB Communications LDB:EX

Sent: Wednesday, February 07, 2018 10:12 AM

To: Alexander, Brendan LDB:EX; Aujla, Kam LDB:EX; Bains, Renu LDB:EX; Batishchev, Dmitry LDB:EX; Bawa, Dave LDB:EX; Bhala, Michael LDB:EX; Bissoondatt, Roger LDB:EX; Calvo, Manami LDB:EX; Castaneto, Jonathan LDB:EX; Cooper, Todd LDB:EX; Dahlke, Cindy LDB:EX; Farley, Don LDB:EX; Ferrara, Rita LDB:EX; Fisher, Sairose LDB:EX; Ford, Dale LDB:EX; Giesbrecht, Kimberley J LDB:EX; Haller, Allan LDB:EX; Ho, Jason LDB:EX; Kakoske, Mike LDB:EX; Kim, Louise AG:EX; Lagumbay, Carla LDB:EX; Larson, Lavaughn LDB:EX; Lawson, R. Blain LDB:EX; Low, Elaine LDB:EX; Lowe, Levona LDB:EX; Main, Tony LDB:EX; McAskile, Evan LDB:EX; McEwan, Erin LDB:EX; Michael, Bill LDB:EX; Mlinar, Anita LDB:EX; Morse, Carolina LDB:EX; Nanji, Amin LDB:EX; Northcote, Shellie LDB:EX; Pacheleh, Fariba LDB:EX; Parry, Paulette LDB:EX; Perlova, Elena LDB:EX; Procopio, Michael LDB:EX; Reynolds, Dawn LDB:EX; Sandhu, Deep LDB:EX; Schiedel, Stephen LDB:EX; Shaw, Adele LDB:EX; Shum, Karen LDB:EX; Smith, Sandra LDB:EX; Tam, Dixon LDB:EX; Tang, Melissa LDB:EX; Turner, Caeli LDB:EX; Tymo, Norm LDB:EX; Tyzuk, Boris LDB:EX; Zanolco, Viviana LDB:EX
Subject: LDB News Clippings - Wednesday, February 07, 2018

Wednesday, February 07, 2018

Table of Contents

- **British Columbia**

- [Wine boycott heats up pipeline war - Nick Eagland - Vancouver Sun - 07-Feb-2018](#)
- [Premier Scott Moe says Saskatchewan will not ban B.C. wines in pipeline dispute \(Spill-Restriction-Sas\) - CP News - 07-Feb-2018](#)
- [Manitoba premier calls for 'de escalation' in Alberta B.C. pipeline dispute - CP News - 07-Feb-2018](#)
- [BC Update - Spill Restriction - ICBC Crisis - Airbnb Announcement - CP News - 07-Feb-2018](#)
- [Trudeau says he is talking to premiers about Trans Mountain pipeline battle \(Liberals-Pipelines\) - CP News - 07-Feb-2018](#)
- [Notley/Wilkinson - Trans Mountain wine boycott - CBC News Vancouver - CBUT - 06-Feb-2018](#)
- [Macarenko/Brown - Trans Mountain wine boycott - CBC On the Coast - CBU - 06-Feb-2018](#)
- [Yap - ICBC reform - CBC On the Coast - CBU - 06-Feb-2018](#)
- [Blair - Trans Mountain wine boycott - CBC Early Edition - CBU - 07-Feb-2018](#)
- [Notley/Scheetz - Trans Mountain wine boycott - CKNW - CKNW - 06-Feb-2018](#)
- [Notley/Judas/Litwin - Trans Mountain wine boycott - CKNW - CKNW - 06-Feb-2018](#)
- [Notley - Trans Mountain wine boycott - CBYG - CBYG - 06-Feb-2018](#)
- [Notley/Telford - TMP wine boycott - CBYG - CBYG - 07-Feb-2018](#)
- [Trudeau - TMP tussle - CHNL - CHNL - 07-Feb-2018](#)
- [Telford - TMP wine boycott - CBYG - CBYG - 07-Feb-2018](#)
- [Echino/Scheetz/Von Schellwitz - TMP wine boycott - CKNW - CKNW - 07-Feb-2018](#)
- [Alberta moves to block B.C.'s wine imports - Carrie Tait, Justine Hunter - Globe and Mail - 07-Feb-2018](#)
- [Amid pipeline debate, Ottawa amends Fisheries Act - Ian Bailey - Globe and Mail - 07-Feb-2018](#)
- [Notley corks B.C. wine imports in pipeline dispute - Dean Bennett - Prince George Citizen - 07-Feb-2018](#)
- [Alberta moves to block B.C. wine imports - Carrie Tait & Justine Hunter - Globe and Mail - 07-Feb-2018](#)
- [Alberta declares war on B.C. wine - Nick Eagland - The Province - 07-Feb-2018](#)
- [Alberta ban on B.C. wine 'devastating' for Okanagan - Ron Seymour - The Daily Courier \(Kelowna\) - 07-Feb-2018](#)
- [Notley stopping B.C. wine at border - Emma Graney - National Post - 07-Feb-2018](#)
- [Liquor store tug of war hinges on Langley council decision - Matthew Claxton - Langley Advance - 06-Feb-2018](#)

- **Cannabis**

- Cannabis legalization might slow traffic at border, U.S. fears - Staff - Times Colonist (Victoria) - 07-Feb-2018
- Pot legalization: Americans raise questions about potential border impact - Alexander Panetta - CP News - 06-Feb-2018
- Legal pot on track for July but actual retail sales may take longer - CP News - 06-Feb-2018
- Province's new pot strategy expected to help out Victoria - Tim Collins - Victoria News - 07-Feb-2018
- Wilkinson - cannabis unreadiness - CHNL - CHNL - 07-Feb-2018
- Lee - drug-impaired driving challenges - CHNL - CHNL - 07-Feb-2018
- Weed shops welcome new pot laws - Jane Seyd - North Shore News - 07-Feb-2018
- Gov't says city gets final say over pot stores - Tereza Verenca - Burnaby Now - 07-Feb-2018
- Feds say legal pot on track for July - Joan Bryden - Prince George Citizen - 07-Feb-2018
- Legalization will make illegal dispensaries easier to close, architect of Vancouver marijuana bylaw says - Mike Hager - Globe and Mail - 07-Feb-2018
- The plight of the dispensaries - Darrin Lr Fiddler - The Daily Courier (Kelowna) - 07-Feb-2018
- Regulatory lag to push legal marijuana to late summer - Daniel LeBlanc & Christina Pellegrini - Globe and Mail - 07-Feb-2018
- B.C. cannabis regulations miss the mark and the opportunity - Ian Mulgrew - Vancouver Sun - 07-Feb-2018
- Expect delays in sales of pot - Staff - The Province - 07-Feb-2018

• Product News

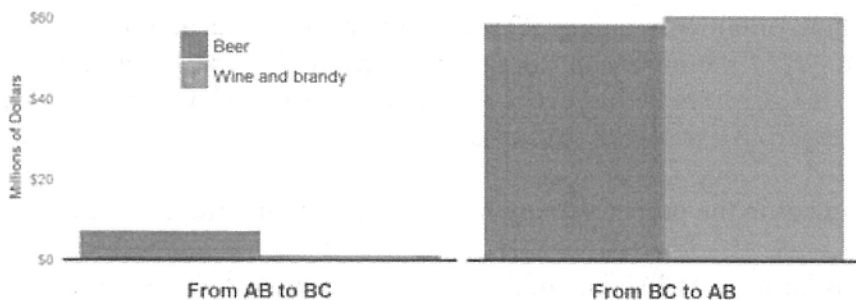
- WHET YOUR APPETITE - Allan Lynch - Globe and Mail - 07-Feb-2018
- SAMPLING THE CITY - Allan Lynch - Globe and Mail - 07-Feb-2018

• Social Media

- #BCWine country will be saying a big thank you to Rachel Notley for all the free publicity. Wine is .4% of BC expor& <https://t.co/zbs246jllx> - Peter Louwe - Social Media - 07-Feb-2018
- BCWine BCBud - Social media - 07-Feb-2018
- No problem - Social media - 07-Feb-2018
- Today's data - Social media - 07-Feb-2018

Beer and Wine Exports Trade Between Alberta and BC (2014)

Source: CANSIM 386-0005



- B.C. rules for recreational cannabis - The Georgia Straight - Social Media - 07-Feb-2018
- Cannabis regulations - The Vancouver Sun - Social Media - 07-Feb-2018
- Quebec groups join B.C - Alberta wine brawl - Ethan Cox - Richochet - 07-Feb-2018
- BCWine - Social media - 07-Feb-2018

British Columbia

[top](#) [next](#)

Wine boycott heats up pipeline war

Vancouver Sun

Wednesday, February 07, 2018

Page A01

By Nick Eagland

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Premier Scott Moe says Saskatchewan will not ban B.C. wines in pipeline dispute (Spill-Restriction-Sas)

CP News

Wednesday, February 07, 2018

Manitoba premier calls for 'de escalation' in Alberta B.C. pipeline dispute

CP News

Wednesday, February 07, 2018

BC Update - Spill Restriction - ICBC Crisis - Airbnb Announcement

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Wednesday, February 07, 2018

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Page 204

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Trudeau says he is talking to premiers about Trans Mountain pipeline battle (Liberals-Pipelines)

CP News

Wednesday, February 07, 2018

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Notley/Wilkinson - Trans Mountain wine boycott

CBUT

Tuesday, February 06, 2018, 18:00

By CBC News Vancouver

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Macarenko/Brown - Trans Mountain wine boycott

CBU

Tuesday, February 06, 2018, 16:37

By CBC On the Coast

Page 208 to/à Page 212

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Yap - ICBC reform

CBU

Tuesday, February 06, 2018, 17:16

By CBC On the Coast

Page 214 to/à Page 215

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Blair - Trans Mountain wine boycott

CBU

Wednesday, February 07, 2018, 06:26

By CBC Early Edition

Notley/Scheetz - Trans Mountain wine boycott
CKNW
Tuesday, February 06, 2018, 20:00
By CKNW

Notley/Judas/Litwin - Trans Mountain wine boycott

CKNW

Tuesday, February 06, 2018, 17:00

By CKNW

Notley - Trans Mountain wine boycott

CBYG

Tuesday, February 06, 2018, 17:30

By CBYG

Notley/Telford - TMP wine boycott

CBYG

Wednesday, February 07, 2018, 07:32

By CBYG

Trudeau - TMP tussle

CHNL

Wednesday, February 07, 2018, 07:05

By CHNL

Telford - TMP wine boycott

CBYG

Wednesday, February 07, 2018, 06:31

By CBYG

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Echino/Scheetz/Von Schellwitz - TMP wine boycott

CKNW

Wednesday, February 07, 2018, 06:00

By CKNW

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Alberta moves to block B.C.'s wine imports

Globe and Mail

Wednesday, February 07, 2018

Page A07

By Carrie Tait, Justine Hunter

Copyright

Page 223

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Amid pipeline debate, Ottawa amends Fisheries Act

Globe and Mail

Wednesday, February 07, 2018

Page A11

By Ian Bailey

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Notley corks B.C. wine imports in pipeline dispute

Prince George Citizen

Wednesday, February 07, 2018

Page A16

By Dean Bennett

Page 226

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Copyright

Alberta moves to block B.C. wine imports

Globe and Mail

Wednesday, February 07, 2018

Page A01

By Carrie Tait & Justine Hunter

Copyright

Page 228

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Alberta declares war on B.C. wine

The Province

Wednesday, February 07, 2018

Page A08

By Nick Eagland

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Alberta ban on B.C. wine 'devastating' for Okanagan

The Daily Courier (Kelowna)

Wednesday, February 07, 2018

Page A01

By Ron Seymour

Copyright

Page 231

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Copyright

Notley stopping B.C. wine at border

National Post

Wednesday, February 07, 2018

Page A01

By Emma Graney

Copyright

Liquor store tug of war hinges on Langley council decision

Langley Advance

Tuesday, February 06, 2018

By Matthew Claxton

Copyright

Cannabis legalization might slow traffic at border, U.S. fears

Times Colonist (Victoria)

Wednesday, February 07, 2018

Page A06

By Staff

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Pot legalization: Americans raise questions about potential border impact

CP News

Tuesday, February 06, 2018

By Alexander Panetta

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Legal pot on track for July but actual retail sales may take longer

CP News

Tuesday, February 06, 2018

By Joan Bryden

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Province's new pot strategy expected to help out Victoria
Victoria News

Wednesday, February 07, 2018

By Tim Collins

Copyright

[top](#) [previous](#) [next](#)

Wilkinson - cannabis unreadiness

CHNL

Wednesday, February 07, 2018, 07:00

By CHNL

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Lee - drug-impaired driving challenges

CHNL

Wednesday, February 07, 2018, 07:01

By CHNL

Copyright

Weed shops welcome new pot laws

North Shore News

Wednesday, February 07, 2018

Page A01

By Jane Seyd

Copyright

Gov't says city gets final say over pot stores

Burnaby Now

Wednesday, February 07, 2018

Page A03

By Tereza Verenca

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Feds say legal pot on track for July

Prince George Citizen

Wednesday, February 07, 2018

Page A04

By Joan Bryden

Page 243

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Legalization will make illegal dispensaries easier to close, architect of Vancouver marijuana bylaw says

Globe and Mail

Wednesday, February 07, 2018

Page A10

By Mike Hager

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The plight of the dispensaries
The Daily Courier (Kelowna)
Wednesday, February 07, 2018
Page A07
By Darrin Lr Fiddler

Copyright

Regulatory lag to push legal marijuana to late summer

Globe and Mail

Wednesday, February 07, 2018

Page A01

By Daniel LeBlanc & Christina Pellegrini

Page 247

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B.C. cannabis regulations miss the mark and the opportunity

Vancouver Sun

Wednesday, February 07, 2018

Page A04

By Ian Mulgrew

Page 249

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Expect delays in sales of pot

The Province

Wednesday, February 07, 2018

Page A13

By Staff

WHET YOUR APPETITE

Globe and Mail

Wednesday, February 07, 2018

Page A16

By Allan Lynch

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SAMPLING THE CITY

Globe and Mail

Wednesday, February 07, 2018

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By Allan Lynch

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#BCWine country will be saying a big thank you to Rachel Notley for all the free publicity. Wine is .4% of BC expor& <https://t.co/zbs246jllx>

Social Media

Wednesday, February 07, 2018

By Peter Louwe

B.C. rules for recreational cannabis

Social Media

Wednesday, February 07, 2018

By The Georgia Straight

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Cannabis regulations

Social Media

Wednesday, February 07, 2018

By The Vancouver Sun

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Page 255 to/à Page 256

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Tam, Dixon LDB:EX

From: Zanocco, Viviana LDB:EX
Sent: Tuesday, February 13, 2018 4:59 PM
To: Bilney, Kate LDB:EX; Tam, Dixon LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Good call. I reviewed the numbers with Caeli and she noted that wineries sell directly, and are supposed to report their sales figures on a weekly basis, but sometimes bundle 2-3 weeks worth of numbers. Also restaurants have stock on hand, and haven't had to replace the volume of BC wine that's been sold/drunk due to support of the campaign.

Essentially the huge surge in interest we've seen is not reflected in sales figures yet. We just need to provide that context to reporters.

Talk tomorrow!

Viv

From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 4:22 PM
To: Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX
Subject: FW: Media request: Vancouver Sun/Province

Hi Viviana/Dixon,
Please see attached the stats for the BC wine media requests.

Interestingly enough there was actually a decrease in sales from the observed period (the same week, Tuesday to Monday 2017 and 2018), but an increase in dollar value.

I have started drafting a response, but want to discuss it with you both first, so will touch base tomorrow morning. None of the media outlets that requested this information have followed up asking for it today, so it should be okay to send out tomorrow?

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bclddb.com

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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 4:02 PM
To: Bilney, Kate LDB:EX
Cc: Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate,

See attached. The wholesale sales Feb6, - 12, 2018 is incomplete as these are only for WCC. The Private Distributors have not reported the sales for the period yet as they do not report daily. I ran the query to only include WCC sales which is more comparable.

Brent Yee
Senior BI Analyst Corporate, Information Technology
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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 11:55 AM
To: Yee, Brent LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent,
That's fantastic, thank you for that!

Sorry to be a pain, but just to provide a better comparison, could you please also provide me with the figures for the following:

- Wholesale figures of BC wine from Feb 7, 2017 to Feb 13, 2017
- BCLS sales of BC wine to counter from Feb 7, 2017 to Feb 13, 2017

Sorry about the back and forth, just trying to figure out how we can present these figures to the media in the best possible way.

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 11:12 AM
To: Bilney, Kate LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate

See attached for Wholesale sales of BC wine Feb 6 – 12, 2018. Also included are the BCLS Retail BC Wine sales with the date extended to Feb 12, 2018

Brent Yee

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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 10:15 AM
To: Yee, Brent LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent,
Fantastic, thanks for getting back to me so quickly.

Blain is also curious about the wholesale figures related to this matter.
Is it possible to pull the wholesale figures of BC wine to our (in litres and dollar amounts) from Tuesday, February 6 to Tuesday, February 13 (or at least to Monday, February 12)?

Thanks,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 9:10 AM
To: Bilney, Kate LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate,

See attached for the updated sales figures.

s.13

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 8:41 AM
To: Cheung, Joseph LDB:EX; Yee, Brent LDB:EX
Cc: Tam, Dixon LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent/Joseph,

Now that it's been a week since the Alberta Government announced its 'ban' on BC wines, could you please run the numbers again to see whether we can identify any sort of trend in sales since the announcement?

Could you please pull data for sales of BC wine through BC Liquor Stores (in litres and dollar amounts) from Tuesday, February 6 to Tuesday, February 13 (or at least to Monday, February 12).

If you have any questions, please do not hesitate to contact me.

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bcldb.com

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From: Cheung, Joseph LDB:EX
Sent: Friday, February 09, 2018 9:30 AM
To: Yee, Brent LDB:EX; Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Team,

See attached. Updated with yesterday's (Feb 8) BCLS Sales.

Note: 4 stores didn't report yesterday including BCLS 160. Usually it comes in the follow day.

Outstanding BCLS Sales Data (Last 7 Days)

Date	Status
Feb 8, 2018 (Thu)	4 stores missing
Feb 7, 2018 (Wed)	OK
Feb 6, 2018 (Tue)	OK
Feb 5, 2018 (Mon)	OK
Feb 4, 2018 (Sun)	OK
Feb 3, 2018 (Sat)	OK
Feb 2, 2018 (Fri)	OK

Sales Date	Store No.	Store Name
Feb 8, 2018 (Thu)	89	BCLS #089 NICOLA STATION
	94	BCLS #094 BUTE STREET
	148	BCLS #148 KELOWNA MISSION PARK
	160	BCLS #160 39TH & CAMBIE
		4 Outstanding

Joseph Cheung

Manager, Business Analytics, Information Technology

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3211 E: joseph.cheung@bclldb.com

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From: Yee, Brent LDB:EX

Sent: Thursday, February 08, 2018 5:32 PM

To: Tam, Dixon LDB:EX

Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX

Subject: RE: Media request: Vancouver Sun/Province

OK, here's the attachment

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
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From: Yee, Brent LDB:EX
Sent: Thursday, February 08, 2018 5:29 PM
To: Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

See attached for BCLS BC Wine sales to Retail customers (counter).

Only have sales to Feb 7. Feb 7 sales incomplete as there were 2 stores missing in the job last night so it will change.

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3233 E: brent.yee@bclddb.com

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From: Tam, Dixon LDB:EX
Sent: Thursday, February 08, 2018 4:06 PM
To: Yee, Brent LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: Media request: Vancouver Sun/Province

Hi Brent,

We're continuing to get media calls for sales data regarding BC wine sales. The Vancouver Sun/Province has submitted specific dates to look at.

Could you please pull some data to find out:

- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 10-12, 2017, and Feb. 7-9, 2017
- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 9-11, 2018, and Feb. 6-8, 2018

I told them we'd get back to them next Tuesday.

Thanks.

Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3028 E: dixon.tam@bclddb.com

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Tam, Dixon LDB:EX

From: Zanolco, 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@bclldb.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

Tam, Dixon LDB:EX

From: Bilney, Kate LDB:EX
Sent: Wednesday, February 21, 2018 9:10 AM
To: Aujla, Kam LDB:EX; Bilney, Kate LDB:EX; Jensen, Cindy LDB:EX; Lowe, Levona LDB:EX; Mlinar, Anita LDB:EX; Reynolds, Dawn LDB:EX; Roy, James LDB:EX; Shum, Karen LDB:EX; Tam, Dixon LDB:EX; Tang, Melissa LDB:EX; Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX
Subject: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

Hi all,
FYI – News release from BC Wine Institute issued this morning: <http://www.winebc.org/news/view/184>

Thanks,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bclddb.com

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Tam, Dixon LDB:EX

From: Aujla, Kam LDB:EX
Sent: Thursday, February 22, 2018 3:57 PM
To: Tam, Dixon LDB:EX
Subject: RE: Alberta lifts BC wine ban

She's so nice, I knew she would come around <3

Kam Aujla

Senior Policy Analyst, Corporate Policy & Communications
BC Liquor Distribution Branch
2250 Boundary Road, Burnaby BC V5M 3Z3
T: 604-252-3000 ext. 3846 E: kam.ujla@bcldb.com

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From: Tam, Dixon LDB:EX
Sent: Thursday, February 22, 2018 3:45 PM
To: Aujla, Kam LDB:EX; Bilney, Kate LDB:EX; Jensen, Cindy LDB:EX; Lowe, Levona LDB:EX; Mlinar, Anita LDB:EX; Reynolds, Dawn LDB:EX; Roy, James LDB:EX; Shum, Karen LDB:EX; Tam, Dixon LDB:EX; Tang, Melissa LDB:EX; Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX
Subject: Alberta lifts BC wine ban

Media on Twitter are reporting Alberta premier is lifting the ban on BC wine. BC Premier Horgan to address media shortly.

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
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Tam, Dixon LDB:EX

From: Turner, Caeli LDB:EX
Sent: Thursday, February 22, 2018 4:32 PM
To: Nelson, Tiffany GCPE:EX
Cc: Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: Two Qs: BC Wine Month

We contacted the BCWI and asked them to put forward names to us of any wineries that wanted to be included, but they haven't provided any names. As we've chatted about ^{s.13}
s.13

Our category manager for BC wine has been in touch with a few of the wineries that have independently been reaching out to him, but there really isn't a ton of interest.

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: Turner, Caeli LDB:EX
Sent: Thursday, February 22, 2018 1:52 PM
To: Nelson, Tiffany GCPE:EX
Cc: Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: Two Qs: BC Wine Month

Hi Tiffany,

Attached is Retail's Buy Local collateral for April for all stores. They also provide planograms to the stores (basically, maps of where the promotional materials should go) and they're asking the stores to have their "best end" (i.e. the aisle that is the most valuable 'real estate' space in the store) dedicated to featuring VQA products. This is in addition to the regular VQA sections that our stores have.

They're planning to also include VQA promotion on the website and mobile app, and inclusion of VQA and the Buy Local campaign in their monthly flyer. BC VQA wines will also be included in their direct-mail advertising (those flyers that

show up on peoples' doorsteps). Their product ads in the Vancouver Sun and Province will also include BC VQA wine (among other products though, not just VQA).

They also have standing banners and 'shelf talkers' prepared with ""Salute Spring with BC VQA wines". (See attached).

I haven't been able to confirm with our Merchandising department whether they have done a proactive reach-out to the wineries yet in terms of shelf space. Stay tuned.

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: Nelson, Tiffany GCPE:EX
Sent: Thursday, February 22, 2018 1:08 PM
To: Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX
Subject: Two Qs: BC Wine Month

Hi – couple follow-up questions on wine month (as I sit in a CD meeting about it). is LDB promoting to wineries the increased shelf space? Does the existing marketing material use the "Buy B.C." logo?

Thanks,

Tiffany
250 858-4680

From: noreply.newsondemand@gov.bc.ca [<mailto:noreply.newsondemand@gov.bc.ca>]
Sent: Wednesday, February 14, 2018 4:07 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: BC Gov News - Province supports local wine industry, proclaims April B.C. Wine Month

For Immediate Release
2018AGRI0010-000209
Feb. 14, 2018

Ministry of Agriculture

NEWS YOU CAN USE

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

VICTORIA - On the heels of Alberta's boycott of B.C. wines, the B.C. government is ramping up its support for the industry by proclaiming April as B.C. Wine Month, including a special month-long promotion at all public liquor stores.

"B.C.'s wine industry is made up of family-run vineyards and wineries that have chosen farming and wine-making as their passion and their profession," said Minister of Agriculture Lana Popham. "In addition to delivering fantastic wine, they also provide good jobs in communities throughout the province, and we are proud to shine a spotlight on the work they do and the wine they make. 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:

- * Increased opportunities to have B.C. wines in local BC Liquor Stores, including local wines from small and medium producers that are not typically available outside of the wineries.
- * Promotion throughout the month with storefront 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 British Columbia Restaurant and Food Services Association.
- * Funding to support the marketing of 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. and Canada in response to Alberta's announcement to boycott B.C. wine," said Miles Prodan, president and CEO of the BC Wine Institute. "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.

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.

* In 2016, B.C. wine exports increased 4% over the previous year 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 United States (11%).

* These initiatives in support of B.C.'s wine industry will be developed in the context of B.C.'s existing trade obligations.

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
250 356-7098

► **READ MORE**

Agriculture, Government Operations

McLelland, Robert LDB:EX

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.

s.13,s.16

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 275

Withheld pursuant to/removed as

s.13;s.17

McLelland, Robert LDB:EX

From: Mlinar, Anita LDB:EX
Sent: Tuesday, February 13, 2018 1:37 PM
To: Turner, Caeli LDB:EX
Subject: FW: follow up to today's call - wine proposals
Attachments: BCWI Potential Options to Support BC Wine Industry_feb 9 18.docx

FYI - more on wine and the proposed approach to addressing the BCWI's requests.

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: Mack, James AGRI:EX
Sent: Friday, February 09, 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 ^{s.13,s.16}
s.13,s.16

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 ^{s.13,s.16}
s.13,s.16

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: 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: 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,s.16

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

McLelland, Robert LDB:EX

From: Dahlke, Cindy LDB:EX
Sent: Thursday, February 08, 2018 3:29 PM
To: Mlinar, Anita LDB:EX
Subject: FW: updated ABBCWI CLIFF 139852 (2)
Attachments: updated ABBCWI CLIFF 139852 (2).docx; ATT00001.htm

Anita,

In case you need this...

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: Lawson, R. Blain LDB:EX
Sent: Thursday, February 08, 2018 3:18 PM
To: Dahlke, Cindy LDB:EX
Subject: Fwd: updated ABBCWI CLIFF 139852 (2)

Two copies please.
Thanks
Sent from my iPhone

Begin forwarded message:

From: "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>
Date: February 8, 2018 at 3:09:34 PM PST
To: "Lawson, R. Blain LDB:EX" <Blain.Lawson@bcldb.com>
Subject: updated ABBCWI CLIFF 139852 (2)

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 280 to/à Page 286

Withheld pursuant to/removed as

s.16;s.13;s.17

McLelland, Robert LDB:EX

From: Turner, Caeli LDB:EX
Sent: Friday, February 09, 2018 6:24 AM
To: Mlinar, Anita LDB:EX
Subject: Fwd: URGENT: DM review and briefing MDE re - wine proposals

Just FYI

Sent from my iPhone

Begin forwarded message:

From: "Scott, Douglas S AG:EX" <Douglas.S.Scott@gov.bc.ca>
Date: February 9, 2018 at 9:21:27 AM GMT-5
To: "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>
Cc: "Pearson, Barbera JAG:EX" <Barbera.Pearson@gov.bc.ca>, "Lawson, R. Blain LDB:EX" <Blain.Lawson@bcldb.com>, "Vale, Elaine LCLB:EX" <Elaine.Vale@gov.bc.ca>, "Scott, Pamela LCLB:EX" <Pamela.Scott@gov.bc.ca>, "Bates, Julia LCLB:EX" <Julia.Bates@gov.bc.ca>, "Turner, Caeli LDB:EX" <caeli.turner@bcldb.com>
Subject: RE: URGENT: DM review and briefing MDE re - wine proposals

Good morning^{s.13}
s.13

Doug

From: Carr, Michelle LCLB:EX
Sent: Thursday, February 8, 2018 10:29 PM
To: Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>
Cc: Pearson, Barbera JAG:EX <Barbera.Pearson@gov.bc.ca>; Lawson, R. Blain LDB:EX <Blain.Lawson@bcldb.com>; Vale, Elaine LCLB:EX <Elaine.Vale@gov.bc.ca>; Scott, Pamela LCLB:EX <Pamela.Scott@gov.bc.ca>; Bates, Julia LCLB:EX <Julia.Bates@gov.bc.ca>; Turner, Caeli LDB:EX <caeli.turner@bcldb.com>
Subject: URGENT: DM review and briefing MDE re - wine proposals
Importance: High

Hi, Doug.
s.13

Please let us know as soon as possible if you have any comments or concerns. We are happy to brief MDE or you if needed on this tomorrow morning.

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 10:24 PM
To: Mack, James AGRI:EX; Hryciuk, Lorie AGRI:EX; Anslow, Martha AGRI:EX; Cushing, Jackie AGRI: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; 'jsthomas@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

Hi,

Comments from LCLB in the attached version sent earlier this evening in both comments and track changes.

I will alert Doug Scott re briefing up.

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 7:37 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; 'jsthomas@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

s.13,s.16,s.17

Page 289

Withheld pursuant to/removed as

s.16;s.13;s.17

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
Attachments: Mitigation measures recommended to The Government of BC (LDB Comments).pdf

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@bclldb.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

匱剝偉 勢澁 牯捡敬獠灭损犖湯獠潔憊次彥消彰档涪潮 獠牖 穿鑿呐

Page 293

Withheld pursuant to/removed as

s.16;s.13;s.17

Page 294

Withheld pursuant to/removed as

s.13

From: Mlinar, Anita LDB:EX
Sent: Friday, February 09, 2018 12:53 PM
To: Scott, Pamela LCLB:EX
Cc: McEwan, Erin LDB:EX; Procopio, Michael LDB:EX; Turner, Caeli LDB:EX
Subject: RE: Mitigation measures recommended to The Government of BC
Attachments: Potential options to support BC wine industry JTT comments feb9 (DS comments) (LDB comments).docx

Hi Pamela,

Here are the additional comments from the LDB – they are the same as the ones I sent in the earlier PDF version. Blain has already seen this document.

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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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@bcldb.com

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Sent: Friday, February 09, 2018 10:02 AM
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Cc: Vale, Elaine LCLB:EX
Subject: Fwd: Mitigation measures recommended to The Government of BC

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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

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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

匱剝偉 勢澁 牯撿敬獍灭损抗湯獾潔備次彥消彰档涸潮 獐牖 罉鑒呐

From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 4:22 PM
To: Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX
Subject: FW: Media request: Vancouver Sun/Province
Attachments: 2018.02.13 LDB Wholesale Sales of BC Wine v2.xlsx

Hi Viviana/Dixon,
Please see attached the stats for the BC wine media requests.

Interestingly enough there was actually a decrease in sales from the observed period (the same week, Tuesday to Monday 2017 and 2018), but an increase in dollar value.

I have started drafting a response, but want to discuss it with you both first, so will touch base tomorrow morning. None of the media outlets that requested this information have followed up asking for it today, so it should be okay to send out tomorrow?

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bclldb.com

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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 4:02 PM
To: Bilney, Kate LDB:EX
Cc: Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate,

See attached. The wholesale sales Feb6, - 12, 2018 is incomplete as these are only for WCC. The Private Distributors have not reported the sales for the period yet as they do not report daily. I ran the query to only include WCC sales which is more comparable.

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3233 E: brent.yee@bclddb.com

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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 11:55 AM
To: Yee, Brent LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent,
That's fantastic, thank you for that!

Sorry to be a pain, but just to provide a better comparison, could you please also provide me with the figures for the following:

- Wholesale figures of BC wine from Feb 7, 2017 to Feb 13, 2017
- BCLS sales of BC wine to counter from Feb 7, 2017 to Feb 13, 2017

Sorry about the back and forth, just trying to figure out how we can present these figures to the media in the best possible way.

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3118 E: kate.bilney@bclddb.com

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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 11:12 AM
To: Bilney, Kate LDB:EX

Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate

See attached for Wholesale sales of BC wine Feb 6 – 12, 2018. Also included are the BCLS Retail BC Wine sales with the date extended to Feb 12, 2018

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3233 E: brent.yee@bclddb.com

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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 10:15 AM
To: Yee, Brent LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent,
Fantastic, thanks for getting back to me so quickly.

Blain is also curious about the wholesale figures related to this matter.
Is it possible to pull the wholesale figures of BC wine to our (in litres and dollar amounts) from Tuesday, February 6 to Tuesday, February 13 (or at least to Monday, February 12)?

Thanks,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bclddb.com

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From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 9:10 AM
To: Bilney, Kate LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Kate,

See attached for the updated sales figures.

s.13

Brent Yee

Senior BI Analyst Corporate, Information Technology
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3233 E: brent.yee@bcldb.com

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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 8:41 AM
To: Cheung, Joseph LDB:EX; Yee, Brent LDB:EX
Cc: Tam, Dixon LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent/Joseph,

Now that it's been a week since the Alberta Government announced its 'ban' on BC wines, could you please run the numbers again to see whether we can identify any sort of trend in sales since the announcement?

Could you please pull data for sales of BC wine through BC Liquor Stores (in litres and dollar amounts) from Tuesday, February 6 to Tuesday, February 13 (or at least to Monday, February 12).

If you have any questions, please do not hesitate to contact me.

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3118 E: kate.bilney@bclddb.com

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From: Cheung, Joseph LDB:EX
Sent: Friday, February 09, 2018 9:30 AM
To: Yee, Brent LDB:EX; Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Team,

See attached. Updated with yesterday's (Feb 8) BCLS Sales.

Note: 4 stores didn't report yesterday including BCLS 160. Usually it comes in the follow day.

Outstanding BCLS Sales Data (Last 7 Days)

Date	Status
Feb 8, 2018 (Thu)	4 stores missing
Feb 7, 2018 (Wed)	OK
Feb 6, 2018 (Tue)	OK
Feb 5, 2018 (Mon)	OK
Feb 4, 2018 (Sun)	OK
Feb 3, 2018 (Sat)	OK
Feb 2, 2018 (Fri)	OK

Sales Date	Store No.	Store Name
Feb 8, 2018 (Thu)	89	BCLS #089 NICOLA STATION
	94	BCLS #094 BUTE STREET
	148	BCLS #148 KELOWNA MISSION PARK
	160	BCLS #160 39TH & CAMBIE
		4 Outstanding

Joseph Cheung

Manager, Business Analytics, Information Technology

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3211 E: joseph.cheung@bcldb.com

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From: Yee, Brent LDB:EX
Sent: Thursday, February 08, 2018 5:32 PM
To: Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

OK, here's the attachment

Brent Yee

Senior BI Analyst Corporate, Information Technology

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3233 E: brent.yee@bclldb.com

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From: Yee, Brent LDB:EX
Sent: Thursday, February 08, 2018 5:29 PM
To: Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

See attached for BCLS BC Wine sales to Retail customers (counter).

Only have sales to Feb 7. Feb 7 sales incomplete as there were 2 stores missing in the job last night so it will change.

Brent Yee

Senior BI Analyst Corporate, Information Technology

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3233 E: brent.yee@bclldb.com

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From: Tam, Dixon LDB:EX
Sent: Thursday, February 08, 2018 4:06 PM
To: Yee, Brent LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: Media request: Vancouver Sun/Province

Hi Brent,

We're continuing to get media calls for sales data regarding BC wine sales. The Vancouver Sun/Province has submitted specific dates to look at.

Could you please pull some data to find out:

- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 10-12, 2017, and Feb. 7-9, 2017
- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 9-11, 2018, and Feb. 6-8, 2018

I told them we'd get back to them next Tuesday.

Thanks.

Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications

BC Liquor Distribution Branch

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LDB Wholesale Sales of BC Wine

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 6, 2018	69,146	663,477
Feb 7, 2018	63,945	583,628
Feb 8, 2018	56,264	515,373
Feb 9, 2018	57,428	525,334
Feb 10, 2018	0	0
Feb 11, 2018	2,375	23,372
Feb 12, 2018	54,591	509,688
Summary	303,748	2,820,872

Perspective: Provincial
LOB: Wholesale
Source: Daily Sales
Period: Feb 6-12, 2018
Channel Type: PD, WCC
Customer Type: All
Product: Wine
Additional: Import/Domestic indicator = Domestic
Additional: Bottle Location = Bottled in BC

BCLS Sales of BC Wine to Counter

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 6, 2018	34,414	395,876
Feb 7, 2018	35,931	428,651
Feb 8, 2018	44,106	537,695
Feb 9, 2018	62,772	789,195
Feb 10, 2018	51,177	666,982
Feb 11, 2018	28,602	370,999
Feb 12, 2018	21,973	271,724
Summary	278,977	3,461,122

Perspective: LDB
LOB: Retail
Source: Daily Sales
Period: Feb 6-12, 2018
Channel Type: BCLS
Customer Type: BLK, COU, FTN
Product: Wine
Additional: Import/Domestic indicator = Domestic
Additional: Bottle Location = Bottled in BC

LDB Wholesale Sales of BC Wine

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 7, 2017	144,551	1,530,166
Feb 8, 2017	124,261	1,309,068
Feb 9, 2017	103,165	1,143,502
Feb 10, 2017	109,683	1,131,244
Feb 11, 2017	3,051	80,505
Feb 12, 2017	3,364	73,813
Feb 13, 2017	22,414	267,027
Summary	510,488	5,535,323

Perspective: Provincial
LOB: Wholesale
Source: Daily Sales
Period: Feb 7-13, 2018
Channel Type: PD, WCC
Customer Type: All
Product: Wine
Additional: Import/Domestic indicator = Domestic
Additional: Bottle Location = Bottled in BC

BCLS Sales of BC Wine to Counter

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 7, 2017	38,030	413,056
Feb 8, 2017	40,781	455,523
Feb 9, 2017	35,826	417,453
Feb 10, 2017	65,732	773,290
Feb 11, 2017	54,430	661,824
Feb 12, 2017	28,201	341,097
Feb 13, 2017	23,505	273,798
Summary	286,504	3,336,041

Perspective: LDB
LOB: Retail
Source: Daily Sales
Period: Feb 7-13, 2017
Channel Type: BCLS
Customer Type: BLK, COU, FTN
Product: Wine
Additional: Import/Domestic indicator = Domestic
Additional: Bottle Location = Bottled in BC

WCC Wholesale Sales of BC Wine

CALENDAR_DATE: Between Feb 7, 2017 12:00:00 AM and Feb 13, 2017 12:00:00 AM

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 7, 2017	69,022	669,589
Feb 8, 2017	78,843	688,264
Feb 9, 2017	69,486	614,601
Feb 10, 2017	58,178	534,682
Feb 11, 2017	0	0
Feb 12, 2017	0	0
Feb 13, 2017	1,251	16,045
Summary	276,780	2,523,181

Perspective: LDB
LOB: Wholesale
Source: Daily Sales
Period: Feb 7-13, 2018
Channel Type: WCC
Customer Type: All
Product: Wine
Additional: Import/Domestic indicator = Domestic
Additional: Bottle Location = Bottled in BC

From: Zanolco, Viviana LDB:EX
Sent: Wednesday, February 14, 2018 11:06 AM
To: Turner, Caeli LDB:EX; Lawson, R. Blain LDB:EX
Cc: Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: BC wine stat response
Attachments: BC Wine stats response - Feb 13.docx

Revised as per our discussion re the wine festival. We're circling back to reporters who contacted us last week, as we committed to doing.

Viv

From: Bilney, Kate LDB:EX
Sent: Wednesday, February 14, 2018 10:40 AM
To: Turner, Caeli LDB:EX; Lawson, R. Blain LDB:EX
Cc: Tam, Dixon LDB:EX; Zanolco, Viviana LDB:EX
Subject: BC wine stat response

Hi all,
Please see attached a draft response for the many media enquiries we've received about BC wine stats since the Alberta Government's announcement to boycott BC wine last week.
Could you please advise of any necessary changes, before we send out to media.

Kind regards,

Kate Bilney

Communications Coordinator, Corporate Strategic Services - Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3118 E: kate.bilney@bcldb.com

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- 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 are 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
- 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.

From: Yee, Brent LDB:EX
Sent: Tuesday, February 13, 2018 9:10 AM
To: Bilney, Kate LDB:EX
Cc: Tam, Dixon LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province
Attachments: 2018.02.13 BCLS BC Wine Sales to Counter.xlsx

Hi Kate,

See attached for the updated sales figures.

s.13

Brent Yee

Senior BI Analyst Corporate, Information Technology
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From: Bilney, Kate LDB:EX
Sent: Tuesday, February 13, 2018 8:41 AM
To: Cheung, Joseph LDB:EX; Yee, Brent LDB:EX
Cc: Tam, Dixon LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Brent/Joseph,

Now that it's been a week since the Alberta Government announced its 'ban' on BC wines, could you please run the numbers again to see whether we can identify any sort of trend in sales since the announcement?

Could you please pull data for sales of BC wine through BC Liquor Stores (in litres and dollar amounts) from Tuesday, February 6 to Tuesday, February 13 (or at least to Monday, February 12).

If you have any questions, please do not hesitate to contact me.

Kind regards,

Kate Bilney

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From: Cheung, Joseph LDB:EX
Sent: Friday, February 09, 2018 9:30 AM
To: Yee, Brent LDB:EX; Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

Hi Team,

See attached. Updated with yesterday's (Feb 8) BCLS Sales.

Note: 4 stores didn't report yesterday including BCLS 160. Usually it comes in the follow day.

Outstanding BCLS Sales Data (Last 7 Days)

Date	Status
Feb 8, 2018 (Thu)	4 stores missing
Feb 7, 2018 (Wed)	OK
Feb 6, 2018 (Tue)	OK
Feb 5, 2018 (Mon)	OK
Feb 4, 2018 (Sun)	OK
Feb 3, 2018 (Sat)	OK
Feb 2, 2018 (Fri)	OK

Sales Date	Store No.	Store Name
Feb 8, 2018 (Thu)	89	BCLS #089 NICOLA STATION
	94	BCLS #094 BUTE STREET
	148	BCLS #148 KELOWNA MISSION PARK
	160	BCLS #160 39TH & CAMBIE
		4 Outstanding

Joseph Cheung

Manager, Business Analytics, Information Technology

BC Liquor Distribution Branch

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From: Yee, Brent LDB:EX
Sent: Thursday, February 08, 2018 5:32 PM
To: Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

OK, here's the attachment

Brent Yee

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From: Yee, Brent LDB:EX
Sent: Thursday, February 08, 2018 5:29 PM
To: Tam, Dixon LDB:EX
Cc: Bilney, Kate LDB:EX; Cheung, Joseph LDB:EX
Subject: RE: Media request: Vancouver Sun/Province

See attached for BCLS BC Wine sales to Retail customers (counter).

Only have sales to Feb 7. Feb 7 sales incomplete as there were 2 stores missing in the job last night so it will change.

Brent Yee

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From: Tam, Dixon LDB:EX
Sent: Thursday, February 08, 2018 4:06 PM
To: Yee, Brent LDB:EX
Cc: Bilney, Kate LDB:EX
Subject: Media request: Vancouver Sun/Province

Hi Brent,

We're continuing to get media calls for sales data regarding BC wine sales. The Vancouver Sun/Province has submitted specific dates to look at.

Could you please pull some data to find out:

- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 10-12, 2017, and Feb. 7-9, 2017
- Sales of BC wine through BC Liquor Stores (in litres and dollar amounts) for Jan. 9-11, 2018, and Feb. 6-8, 2018

I told them we'd get back to them next Tuesday.

Thanks.

Dixon

Dixon Tam

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BCLS - BC Wine Sales

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Jan 10, 2017	33,153	354,841
Jan 11, 2017	34,040	367,927
Jan 12, 2017	39,013	430,278
Summary	106,206	1,153,045

BCLS - BC Wine Sales

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 7, 2017	38,030	413,056
Feb 8, 2017	40,780	455,523
Feb 9, 2017	35,826	417,453
Summary	114,636	1,286,032

BCLS - BC Wine Sales

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Jan 9, 2018	30,787	344,937
Jan 10, 2018	32,515	367,209
Jan 11, 2018	34,373	395,420
Summary	97,675	1,107,567

BCLS - BC Wine Sales

CALENDAR_DATE	SALE_VOLUME_LITRE	SALE_NET_AMT
Feb 6, 2018	34,414	395,876
Feb 7, 2018	35,931	428,651
Feb 8, 2018	44,106	537,695
Summary	114,452	1,362,223

Perspective: LDB

LOB: Retail

Source: Daily Sales

Period: Jan 10-12, 2017; Feb 7-9, 2017; Jan 9-11, 2018; Feb 6-8, 2018

Channel Type: GLS

Customer Type: BLK, COU, FTN

Product: Wine

Additional: Import/Domestic indicator = Domestic

Additional: Bottle Location = Bottled in BC

From: Turner, Caeli LDB:EX
Sent: Thursday, February 22, 2018 1:52 PM
To: Nelson, Tiffany GCPE:EX
Cc: Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX
Subject: RE: Two Qs: BC Wine Month
Attachments: Buy-Local-Support-BC-VQA-Wines Overview.pdf; Buy Local Salute Spring Pages from March ISM-print.pdf

Hi Tiffany,

Attached is Retail's Buy Local collateral for April for all stores. They also provide planograms to the stores (basically, maps of where the promotional materials should go) and they're asking the stores to have their "best end" (i.e. the aisle that is the most valuable 'real estate' space in the store) dedicated to featuring VQA products. This is in addition to the regular VQA sections that our stores have.

They're planning to also include VQA promotion on the website and mobile app, and inclusion of VQA and the Buy Local campaign in their monthly flyer. BC VQA wines will also be included in their direct-mail advertising (those flyers that show up on peoples' doorsteps). Their product ads in the Vancouver Sun and Province will also include BC VQA wine (among other products though, not just VQA).

They also have standing banners and 'shelf talkers' prepared with ""Salute Spring with BC VQA wines". (See attached).

I haven't been able to confirm with our Merchandising department whether they have done a proactive reach-out to the wineries yet in terms of shelf space. Stay tuned.

Caeli

Caeli Turner

Director, Corporate Policy & Communications
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From: Nelson, Tiffany GCPE:EX
Sent: Thursday, February 22, 2018 1:08 PM
To: Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX
Subject: Two Qs: BC Wine Month

Hi – couple follow-up questions on wine month (as I sit in a CD meeting about it). is LDB promoting to wineries the increased shelf space? Does the existing marketing material use the “Buy B.C.” logo?

Thanks,

Tiffany
250 858-4680

From: noreply.newsondemand@gov.bc.ca [<mailto:noreply.newsondemand@gov.bc.ca>]
Sent: Wednesday, February 14, 2018 4:07 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: BC Gov News - Province supports local wine industry, proclaims April B.C. Wine Month

For Immediate Release
2018AGRI0010-000209
Feb. 14, 2018

Ministry of Agriculture

NEWS YOU CAN USE

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

VICTORIA - On the heels of Alberta's boycott of B.C. wines, the B.C. government is ramping up its support for the industry by proclaiming April as B.C. Wine Month, including a special month-long promotion at all public liquor stores.

"B.C.'s wine industry is made up of family-run vineyards and wineries that have chosen farming and wine-making as their passion and their profession," said Minister of Agriculture Lana Popham. "In addition to delivering fantastic wine, they also provide good jobs in communities throughout the province, and we are proud to shine a spotlight on the work they do and the wine they make. 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:

- * Increased opportunities to have B.C. wines in local BC Liquor Stores, including local wines from small and medium producers that are not typically available outside of the wineries.
- * Promotion throughout the month with storefront 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 British Columbia Restaurant and Food Services Association.
- * Funding to support the marketing of 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. and Canada in response to Alberta's announcement to boycott B.C. wine," said Miles Prodan, president and CEO of the BC Wine Institute.

"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.

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.
- * In 2016, B.C. wine exports increased 4% over the previous year 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 United States (11%).
- * These initiatives in support of B.C.'s wine industry will be developed in the context of B.C.'s existing trade obligations.

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
250 356-7098

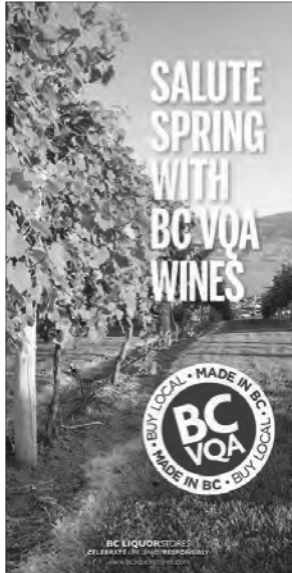
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匱剝偉 勢澁 牯捡敬獠灭损抗湯獠潔懣次彦消彰档稍潮 獠牖 罍鑒呐

FREESTANDING K

Buy Local Salute spring with BC VQA wines



FLOOR STAND DANGLER



DOUBLE BACKER CARD



4-UP SHELF TALKER



SINGLE BACKER CARD



SLT

DISTRIBUTION

All Stores

- 1 floor stand dangler
- 1 double backer card
- 2 single backer cards
- 4up shelf talkers
- SLTs

BC VQA PRODUCT (FSK)

Signature Plus Stores Products

- 18812 Mission Hill - Reserve Chardonnay 2016**
- 78915 Road 13 - Seventy-Four K 2016
- 343103 Osoyoos Larose - Petales d'Osoyoos 2014
- 530725 Tinhorn Creek - Merlot 2015
- 593038 Black Sage Vineyard - Cabernet Franc 2015
- 772244 Mission Hill - Reserve Merlot 2015**

A & B Store Products

- 71142 Diabolica - Red 2015
- 118893 Mission Hill - Five Vineyards Sauvignon Blanc 2016**
- 142893 Sumac Ridge - Private Reserve Gewurztraminer 2016**
- 168641 Sandhill - Cabernet Merlot Similkameen 2015
- 734475 Blasted Church - Hatfield's Fuse 2016
- 850487 Church & State - Lost Inhibitions Red 2016

BC VQA STORES (FSK)

Signature Plus Stores

76 Richmond Brighthouse
77 Northgate
79 Kam. Columbia Pl
82 Hillside
89 Nicola Station
98 Tsawwassen
102 Dunbar
120 Richmond Ironwood
125 Victoria Westshore
129 Alberni & Bute
130 Penticton Plaza
143 West Kelowna
148 Kel. Mission Park
149 Abbotsford
158 Langley
160 39th & Cambie
163 Westwood Centre
165 Meadowtown
167 Kel. Orchard Park
175 Caulfeild
177 8th & Cambie
182 Fleetwood
183 Peninsula Village
189 Abbotsford Village
218 Fort Street
220 Highgate Village
223 Kamloops North
224 Solo
228 Park Royal
241 Nordel Crossing

A & B Stores

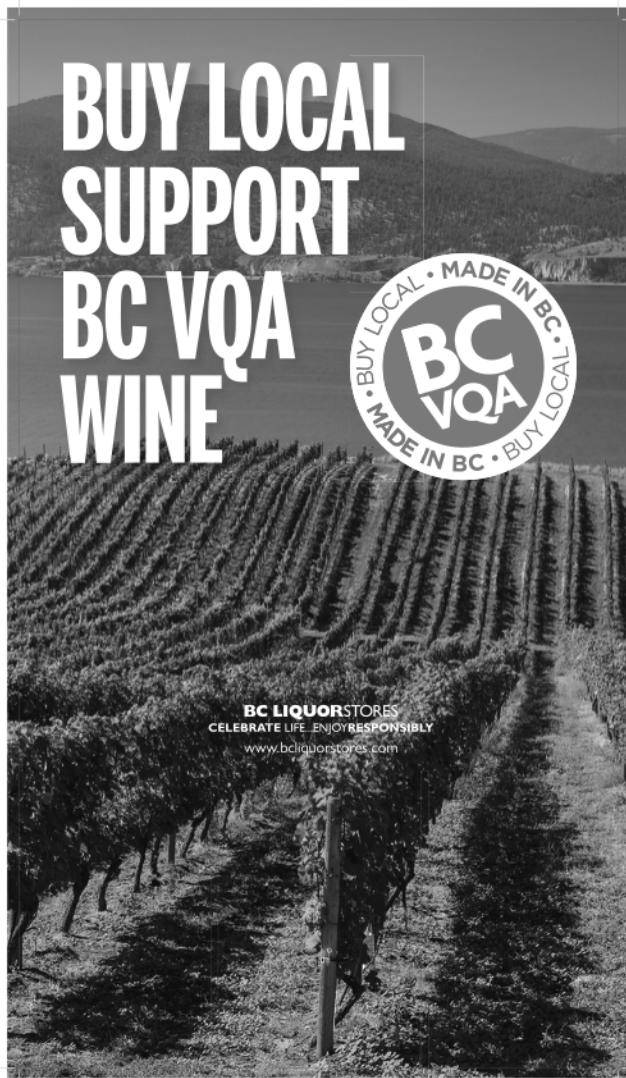
3 Fort St. John
5 Campbell River
6 Semiahmoo
7 Chilliwack
9 Cranbrook
10 Courtenay
12 Duncan
13 Fernie
15 Grand Forks
16 Golden
17 Invermere
24 Ladysmith
25 Ladner
27 Mission
29 Merritt
31 New Westminster
32 Nelson
33 Nanaimo Port Place
34 Qualicum
35 Prince Rupert
37 Princeton
38 Marpole
40 Port Alberni
41 Powell River
42 Parksville
45 Revelstoke
46 Smithers
48 Salmon Arm
50 Sidney
51 Trail
52 Terrace
53 Harbour Centre
59 Brentwood Crossing
63 Williams Lake
65 Haney
66 Kimberley
67 Lake Cowichan
69 Oliver
70 Cloverdale
71 Hope
72 Ambleside
75 Creston
78 Castlegar
80 Gibsons
81 Vanderhoof
83 Osoyoos

86 Summerland
90 Jericho Village
94 Bute Street
97 Royal Square
101 Pemberton
107 Westview
109 Aldergrove
110 Ocean Park
111 Commercial Drive
113 Collingwood
114 P.G. Hart
117 Broadway & Maple
118 Tofino
122 Whalley
123 Kingsgate Mall
124 Gorge & Tillicum
127 Fort Langley
133 Dollarton Village
135 Vernon
136 Arbutus
137 Kensington
140 Cedar Hill
145 Scottsdale
150 James Bay
152 Capilano Mall
153 Como Lake
154 PG College Heights
157 Parksville North
161 Blanshard Square
166 Winfield
170 Sardis
172 Kings Cross
173 Mill Bay
178 Fairfield
179 Whistler Market Pl
181 Broadmead Village
185 Willow Point
186 Walnut Grove
188 Nanaimo Longwood
191 Yaletown
192 UBC Westbrook
193 Byrne Road
194 Champlain Square
195 Whistler Creekside
196 Esplanade
203 South Burnaby
204 Ganges
205 Port Moody
208 Squamish
210 Kerrisdale
212 Dawson Creek
213 Kitimat
217 North Burnaby
221 100 Mile House
229 Sooke
230 Sechelt
233 Robson Street
235 Comox
236 Port Hardy
237 28th & Main
239 SFU
240 Guildford
242 Saanich
243 Nanaimo Term. Pk
244 Richmond Seafair
247 Lynn Valley
300 Broadway Lillooet
302 Whistler Village

VDC count: 105

KDC count: 39

Total Stores: 144



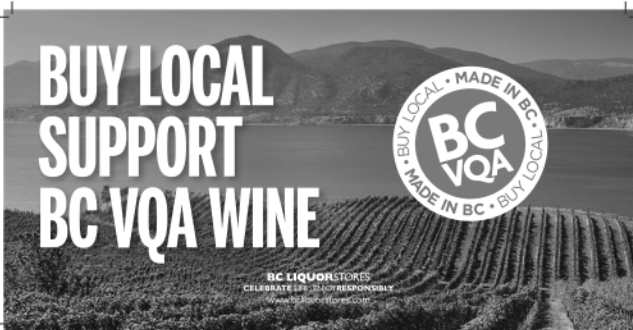
Single Backer Card



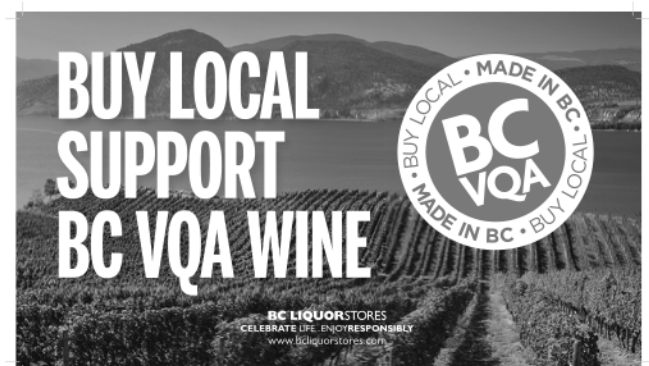
Double Backer Card



Monitor Sign



Door Cling



COM Sign

From: Zanolco, 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: Zanolco, 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

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 325

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

Page 330 to/à Page 331

Withheld pursuant to/removed as

s.13

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,s.16

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>

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

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
250 812 9153

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彥消彰档稍潮 獠牖 罉鑒呐

Page 341

Withheld pursuant to/removed as

s.16;s.13;s.17

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.15,s.17 ID s.15,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.15.s.17 · ID s.15,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:

- 1) Analysis of proposals from individual wineries (attached)
- 2) Other provincial measures that could support the industry
- 3) Next steps in briefing DMs/Ministers

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

Page 347

Withheld pursuant to/removed as

s.16;s.13;s.17

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,s.16

y

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.

s.13,s.16

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: 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.

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@bclldb.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

Tam, Dixon LDB:EX

From: Turner, Caeli LDB:EX
Sent: Tuesday, February 27, 2018 10:01 AM
To: LDB Info Privacy and Access Services LDB:EX; Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX; McGauley, Anne LDB:EX
Subject: RE: MAG-2018-81065 Due March 6, 2018 - Should LDB file be open?

Hi Robert – yes, there would likely be records at LDB regarding BC Wine Month.

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: LDB Info Privacy and Access Services LDB:EX
Sent: Tuesday, February 27, 2018 8:50 AM
To: Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX; McGauley, Anne LDB:EX
Subject: FW: MAG-2018-81065 Due March 6, 2018 - Should LDB file be open?

Hi all,

See the email below. The IAO is working on a request for BC Wine Month and they want to know if the LDB would have any records. Please let me know if we hold records related to this request by end of day today. There is no need to produce the records yet, they are just informally inquiring whether we should be included or not.

Please let me know if I have missed anyone.

Thanks,

Robert McLelland

FOI & Privacy Analyst, Information, Privacy, and Access - Corporate Strategic Services
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3081 E: robert.mclelland@bclldb.com

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From: Foster, Anita CITZ:EX
Sent: Monday, February 26, 2018 1:53 PM
To: LDB Info Privacy and Access Services LDB:EX
Subject: MAG-2018-81065 Due March 6, 2018 - Should LDB file be open?

Good Afternoon:

Our office is processing a request for the following:

All documents related to BC Wine Month. (Date Range for Record Search: From 01/30/2018 To 02/16/2018).

(Background Information: <https://globalnews.ca/news/4026879/b-c-government-announces-april-will-be-b-c-wine-month/>)

*- Currently there is a ban on imports of B.C. wine from Alberta. "The industry has found itself caught in the middle of a provincial trade war, and it all has to do with opposing positions on the Trans Mountain pipeline."
<https://globalnews.ca/news/4022050/bc-buy-local-wine-alberta-boycott/>*

Please note that this is a cross-government request, received by the following public bodies:

- Agriculture
- Attorney General
- Environment and Climate Change Strategy
- Government Communications and Public Engagement
- Office of the Premier

We were told that LDB might have some of the requested records. Please let us know if we should open a file for your office.

Anita Foster, Team Lead
Justice/Social Team