



Liquor Control and Licensing Branch  
4th Floor, 3350 Douglas St. Victoria, BC V8W 9J8  
Mail: PO Box 9292 Stn Provincial Govt, Victoria, BC V8W 9J8  
Phone: 1-866-209-2111 Fax: 250-952-7055

## COMPLAINT RELATED TO AN ESTABLISHMENT OR EVENT

Liquor Control and Licensing Form LCLB127

### INSTRUCTIONS:

Complete all applicable fields then submit this form to [complaints.lclb@gov.bc.ca](mailto:complaints.lclb@gov.bc.ca). Your complaint will be forwarded to the compliance and enforcement division and a liquor inspector will be investigating this concern. Your name and contact information will be withheld from the licensee and its staff. If the inspector requires more information, you may be contacted at the below email/phone number.

### Part 1: Complainant Contact Information

Complainant's Name: s.22

Complainant's  
address: s.22

s.22

s.22

s.22

Street

City

Province

Postal Code

Contact Phone: s.22

Email: s.22

Date (day/month/year): 24/11/2017

If you are a licensee, please provide your licence number: s.22

If we have trouble reaching you, may we leave a message at the above phone number? ☒ Yes ☐ No

**Note:** If more details are required to properly investigate this complaint and the branch is unable to contact you within a month of filing, the complaint will be considered closed and no further action will be taken.

### Part 2: Complaint

1) Please provide the name and address of the establishment or the event you are submitting a complaint about.

Name of establishment or event: TAG Liquor Store Brookwood

Address: 4070 200th Street

Langley

Street

City

2) Please provide as much detail about the incident as possible, including any witness information, and action you may have already taken. Attach another page if necessary.

Date of incident (day/month/year): 24/11/2017

Time of Incident: 9:00

☒ a.m. ☐ p.m.

A customer came in with an ad from the Brookwood Liquor Store facebook page with their Black Friday Sales. We currently have signs posted that we match competitors pricing. In the Ad it shows that Stolli 750ml is on for \$18.99, Bacardi 750ml @ \$18.99 and Forty Creek Whiskey 750ml's @ \$19.99 excluding taxes which are all below the minimum retail prices. I had to explain to the customer that I can not match that price because it was too low. I do not think it is fair and how can we compete if all stores do not follow the minimum price.

The information requested on this form is collected by the Liquor Control and Licensing Branch under Section 26 (b) and (c) of the Freedom of Information and Protection of Privacy Act and will be used for the purpose of liquor licensing and compliance and enforcement matters in accordance with the Liquor Control and Licensing Act. Should you have any questions about the collection, use, or disclosure of personal information, please contact the Freedom of Information Officer at PO Box 9292 STN PROV GOVT, Victoria, BC V8W 9J8 or by phone toll free at 1-866-209-2111

Limited time offer!

**BLOWOUT**

Rock bottom pricing!

**Molson Canadian Lager**

24 Cans

was \$35.99  
Save \$5.00

**Now \$29.99**



**Miller High Life**

15 Cans

was \$19.99  
Save \$4.00

**Now \$15.99**



**Okanagan Vineyards**

Red Blend  
VQA  
750ml

was \$10.99  
Save \$2.51

**Now \$7.99**



**Okanagan Vineyards**

White Blend  
VQA  
750ml

was \$10.99  
Save \$2.51

**Now \$7.99**



**Bundertown Estate**

Living Desert  
White  
750ml

was \$15.99  
Save \$8.00

**Now \$7.99**



**Masi**

Paisa del Masi  
Rosa  
1.5L

was \$34.99  
Save \$10.00

**Now \$24.99**



**14 Hands**

Columbia Valley  
White Blend  
750ml

was \$16.99  
Save \$9.00

**Now \$7.99**



**Stoli**  
Vodka  
750ml

was \$23.99  
Save \$5.00

**Now \$18.99**



**Bacardi Superior**  
White Rum  
750ml

was \$22.99  
Save \$4.00

**Now \$18.99**



**Forty Creek Barrel Select**  
Canadian Whiskey  
750ml

was \$23.99  
Save \$3.99

**Now \$19.99**



Gift \$100  
CARD

Win a \$100  
Gift Card to  
our liquor store!

**SOCIAL MEDIA CONTEST**

Like our facebook page, Brookhaven Liquor Store and  
SHARE our Black Friday Offer post in the comments. Draw  
winners will be announced on our facebook page on NOV  
25 2017 at 9:00pm.

[Facebook](#) [Twitter](#) [Instagram](#)

DRINK RESPONSIBLY. NO PURCHASE NECESSARY. PRIZES ARE LIMITED TO ONE PER PERSON.

POSSE

To Do List    Licensing

## Advanced Licensing Job Search

Criteria

Job Number:

Licence Number:

Licence Type:

Mfg Licence Type:

Status:

Change Type

Wine Store Sub type:

Expiry Date:

Created Date:

Issue Date:

Location Address:

Keywords:

Result

Search

Clear

## Manufacturer Endorsements:

Lounge:

All

Picnic Area:

All

Special Event:

All

On-Site:

All

## Other Endorsements:

Off Premise Sales:

All

Catering:

All

Temporary Store:

All

TUA Endorsement:

All

Save

Retrieve

Add

New Request

Delete

Reports

Remember

Licencee: Brookwood Liquor Store Lic #: 195333

Job Nu

Received: 24-NOV-2017 Type: Advertising Liquor Status: Complaint Complete

Details    Alleged Contr.    Processes    Lic. Summary    Docs

None

Process Type	Complete	Assigned To	Outcome	Scheduled Start Date	Date Completed
Receive Complaint/...		Janeane Levasseur	Complaint Recei...	Nov 24, 2017	Nov 24, 2017 13:53:37
Review Complaint		Rupit Gill, Stephen Hitchcock	Investigation R...	Dec 8, 2017	Dec 8, 2017 15:10:31
Send Complaint Email		Rupit Gill	Email Sent	Dec 8, 2017	Dec 11, 2017 10:21:14
Send Complaint Email		Rupit Gill	Email Sent	Nov 24, 2017	Dec 11, 2017 10:21:42
Close Out Complaint		Rupit Gill	Complete (No A...	Dec 12, 2017	Dec 12, 2017 14:03:25

1 of 1 Text Search...

Licence Name: Brookwood Liquor Store

LAS Job #: 002299392-001 Lic#:195333 Status: Licenses Approved Issued: 2004-12-17

POSSE

To Do List    Licenses    Licensing

## Establishment Search

## Criteria

Type: Establishment

Name: Hops A Northwest

Establishment Type:

City:

Address:

Inspector:

Keywords:

Active: All

Result

Hops! A Northwest Pub [Public House - Neighbourhood] Active: Y  
 48 Eighth Street, NEW WESTMINSTER Last Routine Inspection: 2017-11-17

Search    Clear

Save    Retrieve    Print    Download    Update    Reports    Remember

## Inspections on:

LP Lic #166566

## Conduct Inspection

Overview    Check    Details    Reports

Outcome: Compliance Defects    Completed By: Mike Matheson

Assigned To    Description  
 Mike Matheson    Hops! A Northwest Pub  
 LP Lic #166566

Scheduled Start: Jul 10, 2017    Actual Start: mm:dd, yyyy hh:mm:ss

Scheduled Complete: mm:dd, yyyy    Actual Completed: Jul 10, 2017 15:28:23

Details    Additional Details    Schedule Inspections

Inspection Type: Routine

Inspection Date: Jun 28, 2017

Time In: Hr: 1    Min: 55    PM

Time Out: Hr: 4    Min: 10    PM

Notes

Inspection Checklist	Compliant?
Alcohol Sense Material	Yes
Discussed MAP Program	Yes
Drink Sizes/Min Pricing	No
Liquor Licence	Yes
Liquor Register	Yes
Red Line Floor Plan	Yes
Serving it Right	Yes

Number of Patrons: 0

Comments:  
 s.22