

From: [Nelson, Tiffany AG:EX](#)
To: [Panton, Ryan GCPE:EX](#); [Harris, Megan AG:EX](#)
Subject: RE: URGENT: For your review: LCRB: Restaurant and Liquor
Date: Wednesday, May 13, 2020 1:58:00 PM

But no concerns with this if this is how you go forward. Good by Megan as well.

From: Nelson, Tiffany AG:EX
Sent: Wednesday, May 13, 2020 1:57 PM
To: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>; Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>
Subject: RE: URGENT: For your review: LCRB: Restaurant and Liquor

If the Minister declines the interview, he may ask that a quote be provided instead. Even if providing from the ministry, I would suggest the language better match his R. Shaw quotes and the urgency the Premier has placed on supporting restaurants and what they are aiming to accomplish.

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Sent: Wednesday, May 13, 2020 1:49 PM
To: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>; Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Subject: URGENT: For your review: LCRB: Restaurant and Liquor
Importance: High

Hi Megan and Tiffany,

Please see the below media request for your review and approval, noting the very compressed timeline. As mentioned before, we are checking with MO to see if the Minister is interested in doing an interview, but in the event he is unavailable, we'll provide the background instead. The three black bullets were approved yesterday, but the red one was created today.

Thanks,

Ryan

Ryan Panton
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
Email: ryan.panton@gov.bc.ca
Mobile: (250) 883-6157

Reporter
Bhinder Sajan, Reporter

CTV News (BC)
bhinder.sajan@bellmedia.ca
250-383-2480 c: 250-418-5207

Deadline Wednesday, May 13, 2020 3:30 PM

Request

From reporter:

The liberals have put out a press release today asking for the provisions allowing restaurants to sell liquor for takeout to continue even after re-opening. I wanna know if this is something the government is considering? The other thing they're asking for is for restaurants to be able to purchase Booze without markup. Again wondering if this is something the province is considering?

My deadline is 3:30 PM today.

Background

Recommendation – provide background

- These are especially challenging and uncertain times for businesses, families and indeed all British Columbians.
- Government has taken steps beyond the broad COVID-19 business supports to assist the hospitality sector as it adapts to the new normal; we have implemented temporary regulatory changes to authorize food-primary and liquor-primary establishments to sell and deliver sealed, packaged liquor products for off-site consumption alongside the purchase of meal, to help provide relief from significant revenue losses and support public health directives by decreasing trips out of the house for citizens.
- This temporary authorization is set to expire on July 15, 2020. However, as this is an developing situation, the Liquor and Cannabis Regulation Branch (LCRB) will be revisiting temporary authorizations as the pandemic continues to evolve.
- The Business Technical Advisory Panel has asked government to review the wholesale liquor pricing model. We continue to analyze the implications of this request and will consider this and all requests from the liquor industry in the context of overall provincial priorities at this time.

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Withheld pursuant to/removed as

s.12; s.13; s.17

Page 05 of 69

Withheld pursuant to/removed as

s.13; s.17; s.12

Page 06 of 69 to/à Page 13 of 69

Withheld pursuant to/removed as

s.12; s.13; s.17

From: [Nelson, Tiffany AG:EX](#)
To: [Panton, Ryan GCPE:EX](#); [Chu, Timothy GCPE:EX](#)
Subject: FYI: hospitality pricing KMs
Date: Friday, May 22, 2020 9:57:00 AM
Attachments: [571148-wholesale liquor pricing template.docx](#)

Hi – FYI and messaging use, attached is the final correspondence the Minister’s approved for send out to the (hundreds) who’ve written in re: hospitality pricing.

Thanks,

Tiffany
250 858-4680

David Eby, QC
Attorney General

pc: Jeff Guignard, Business Technical Advisory Panel

Megan Harris, Executive Director, Associate Deputy Minister's Office

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s.12; s.13; s.17

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Withheld pursuant to/removed as

s.13; s.12

Page 19 of 69 to/à Page 20 of 69

Withheld pursuant to/removed as

s.12; s.13; s.17

Sent: Wednesday, June 3, 2020 9:25 AM

To: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>; Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>

Subject: For your review: LDB IB: Hospitality Licensee Sales

Hi Megan and Tiffany,

Please see the attached IB for your review and approval. The release is scheduled for distribution at 8:00 a.m. on Friday, so if I could have this returned by EOD today or first-thing tomorrow, I would appreciate it. Please let me know ASAP if you have concerns about that deadline.

Thanks,

Ryan

Ryan Panton

Senior Public Affairs Officer

Ministry of Attorney General

Government Communications and Public Engagement

Email: ryan.panton@gov.bc.ca

Mobile: (250) 883-6157

From: [Nelson, Tiffany AG:EX](#)
To: [Panton, Ryan GCPE:EX](#)
Cc: [Harris, Megan AG:EX](#)
Subject: RE: LDB IB: Hospitality Licensee Sales
Date: Thursday, June 4, 2020 9:05:00 AM

Hi Ryan – I drafted an email to you yesterday but didn't send!

s.12; s.13; s.17

Thanks

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Sent: Thursday, June 4, 2020 9:00 AM
To: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>
Subject: RE: LDB IB: Hospitality Licensee Sales

Hi Megan,

Just following up on this, as we need to keep it moving through approvals in order to have it to the editors in time for an 8:00 a.m. release tomorrow.

Thanks,

Ryan

From: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Sent: June 3, 2020 10:36 AM
To: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Cc: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>
Subject: RE: LDB IB: Hospitality Licensee Sales

Hi Ryan – this is a nice IB. Clear and to the point. Megan will let us know once Jeff confirms the figures are up to date.

Thanks,

Tiffany

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>

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s.12; s.13; s.17

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Withheld pursuant to/removed as

s.13; s.17; s.12

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Withheld pursuant to/removed as

s.12; s.13; s.17

From: [AG WEBFEEDBACK AG:EX](#)
To: [XT:Tostenson, Ian LCRB:IN](#)
Cc: ["jeff@able.bc"; Harris, Megan AG:EX](#)
Subject: 571899
Date: Friday, June 5, 2020 12:03:19 PM
Importance: High

Ian Tostenson
President and CEO
BC Restaurant and Foodservices Association
Email: itostenson@bcrfa.com

Dear Ian:

Thank you and your members, along with many others, for sharing your concerns regarding the impact of COVID-19 on the hospitality and tourism sectors, and your perspectives on allowing for the purchase of liquor product at wholesale price.

Please know that government recognizes the impact that the COVID-19 pandemic is having on all British Columbians, including the hospitality sector. Together, we have worked to respond swiftly to support the Provincial Health Officer and Minister of Health in the sustained and effective response to this global pandemic. I know British Columbians—myself and my colleagues included—recognize restaurants and businesses for their contributions to this effort and are well prepared to support our local establishments in the economic re-start and recovery ahead.

As a result of our collaboration with the Business Technical Advisory Panel (BTAP) as industry advisors, our government was able to move quickly to support the hospitality sector as it worked to adapt to the parameters set out by the Provincial Health Officer. Among other measures, we introduced a regulatory change to temporarily allow all food-primary and most liquor-primary licensees to deliver sealed, packaged liquor products alongside the purchase of a meal.

Prior to the pandemic, government had been carefully considering and prioritizing recommendations made by BTAP, including potential changes to the wholesale liquor pricing model. The BC Liquor Distribution Branch (LDB) and ministry staff have worked as quickly as possible to prepare a plan, and work is ongoing. The implications of any and all BTAP recommendations must be, and will continue to be, considered in the context of overall provincial priorities including public health and safety.

I appreciate your taking the time to write, and invite you to share this letter with your members if you feel it would be helpful. Please let them know that government will do as much as we can to support the hospitality and tourism industries that have been so impacted by this crisis. We will be sure to notify BTAP, industry, and indeed all British Columbians of any additional relief measures made during this challenging time on an urgent basis.

Yours truly,

From: [Harris, Megan AG:EX](#)
To: [Jeff Guignard](#)
Cc: [Miles Prodan](#); [Nelson, Tiffany AG:EX](#)
Subject: RE: BTAP
Date: Monday, June 8, 2020 3:30:00 PM

Many thanks Jeff for letting me know. **s.13**

On a separate matter, I am wondering if you can let me know if this item was brought forward to the BTAP group and where it was left. If we discussed this already, my apologies, I can't recall. This is the email from Josh to Tiffany following their conversation.

From: Josh Stewart <josh.stewart@arterracanada.com>
Sent: Thursday, May 21, 2020 8:17 AM
To: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Subject: As discussed

s.12; s.13; s.17

Megan Harris

Executive Director, Corporate Priorities & Strategic Engagement
Associate Deputy Minister's Office | Ministry of Attorney General

Phone: 778.974.5965 | Mobile: 250.893.3900

From: Jeff Guignard <jeff@ablebc.ca>

Sent: Monday, June 8, 2020 2:33 PM

To: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>

Cc: Josh Stewart <josh.stewart@arterracanada.com>; Miles Prodan <mprodan@winebc.com>

Subject: BTAP

Megan,

I trust you had an excellent weekend.

I wanted to bring to your attention two items:

s.12; s.13; s.17; s.22

s.12; s.13; s.17

Feel free to give me a shout if you have any questions or concerns.

Chat soon,

Jeff Guignard

Executive Director

The Alliance of Beverage Licensees (ABLE BC)

E: jeff@ablebc.ca | Ph: 604-688-5560 | Cell: 604-499-2566

200-948 Howe St. Vancouver BC V6Z 1N9

Website: <http://ablebc.ca/> - Twitter: [@ABLEBC](https://twitter.com/ABLEBC) - Facebook: [@ABLEBC](https://www.facebook.com/ABLEBC)

From: [Harris, Megan AG:EX](#)
To: [Scott, Douglas S AG:EX](#)
Subject: Timeline for Hosp pricing
Date: Wednesday, June 10, 2020 9:25:00 AM

Doug, rough estimates:

July 20 – ability to sell at wholesale price

Aug. 31 – user experience (ability for hospitality to access wholesale price list)

On July 20 it will be functional but rough. Hospitality will have to do rough math [s.13; s.17](#) but also they are trying to figure out how to let BCLS employees access the list to support the customers before point of sale.

They will know more info and exact dates by end of this week. Erin is pushing her team hard on this.

Megan

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Withheld pursuant to/removed as

s.12; s.13; s.17

From: [Harris, Megan AG:EX](#)
To: [Eso, Mike](#); simon.kelly@bcgeu.ca
Cc: [Nelson, Tiffany AG:EX](#); [Gardiner, Brian](#)
Subject: EMBARGOED AND CONFIDENTIAL: Deloitte BTAP report release
Date: Monday, June 15, 2020 7:42:00 PM
Attachments: [BCLDB Final Report BTAP 1 3 Deloitte Proprietary and Confidential TR2020 .pdf](#)

Good evening Mike and Simon,

Thank you for the discussion earlier this evening. [s.12](#); [s.13](#); [s.17](#)
[s.12](#); [s.13](#); [s.17](#)

Please let me know if you have any questions.

Cheers,
Megan

Megan Harris

Executive Director, Corporate Priorities & Strategic Engagement
Associate Deputy Minister's Office | Ministry of Attorney General
Phone: 778.974.5965 | Mobile: 250.893.3900

From: [Harris, Megan AG:EX](#)
To: [Miles Prodan](#); [McEwan, Erin LDB:EX](#)
Cc: [Jeff Guignard](#)
Subject: RE: Direct Delivery SKUs
Date: Tuesday, June 16, 2020 11:08:00 AM

Erin/Miles, I'm going to chime in if that is okay.

s.12; s.13; s.17

We will update both you and BTAP following these internal discussions.

Megan

Megan Harris

Executive Director, Corporate Priorities & Strategic Engagement
Associate Deputy Minister's Office | Ministry of Attorney General
Phone: 778.974.5965 | Mobile: 250.893.3900

From: Miles Prodan <MProdan@winebc.com>
Sent: Tuesday, June 16, 2020 11:00 AM
To: McEwan, Erin LDB:EX <Erin.McEwan@bcldb.com>
Cc: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>
Subject: Direct Delivery SKUs

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Erin:

Appreciate your very busy but can you confirm how DD SKUs will be effected by wholesale hospitality specifically our request to exempt the already determined and mutually agreed upon pricing between wine manufacturers and bars and restaurants. These are negotiated direct delivery SKUs that are currently not available through the BCLS channel?

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



LIQUOR DISTRIBUTION BRANCH

Good day,

In an effort to support industry recover from the COVID-19 pandemic, the Provincial government has approved a temporary pricing model for hospitality licensees to purchase liquor at the LDB wholesale price until March 31, 2021.

The LDB is following a two-phased approach to quickly implement the required systems changes; the first phase of the systems change will be delivered by July 20, 2020, when hospitality customers will be able to purchase liquor at wholesale price.

Please note that hospitality customers will continue to pay retail price on their orders until July 20, 2020. There will be no changes to the current returns policy – all sales are considered final. Details on return guidelines can be found on the Wholesale website.

The second phase will be completed by September 1, 2020 and will provide hospitality customers access to the wholesale price list online via the hospitality portal.

Details explaining the onboarding process for the portal will be distributed shortly. LDB is also working on an interim solution to provide wholesale price lists to hospitality customers who don't have access to the hospitality portal.

This initiative was recommended by the Business Technical Advisory Panel (BTAP) and expedited to provide much needed support to the hospitality industry and broader tourism sector that has been greatly impacted by COVID-19.

Government also released the results of Deloitte Canada's assessment of the LDB's liquor distribution in Delta. Among other changes to improve operations at the Delta Distribution Centre, the report recommended the addition of an order management system that will provide wholesale customers with greater visibility into the status of orders and a transportation management system to optimize transportation efficiency.

The LDB will begin work on the initiatives identified by Deloitte after the temporary hospitality pricing model is operational. Deloitte also presented Government with options to replace the current system for the delivery of non-stocked wholesale product, identifying four possible scenarios that will be re-evaluated once the recommended changes to the distribution centre are finalized. Deloitte's final report can be found here:

http://news.gov.bc.ca/files/6-16-20_BCLDB_FinalReport.pdf



LIQUOR DISTRIBUTION BRANCH

The reviews were ordered as the result of recommendations made by the Business Technical Advisory Panel in 2018. Its report can be found here:

<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/liquor-panel>

The LDB is grateful to those customers and stakeholders who contributed input and feedback as part of this review.

If you have any questions about the review or these changes, please contact the Stakeholder Relations team at communications@bclddb.com.

Regards,

BC Liquor Distribution Branch



June 16, 2020

To: Hospitality customers served by WCC Vancouver

From: Blain Lawson, General Manager and CEO

Re: Temporary hospitality pricing model changes, review of LDB distribution centre complete

Good afternoon,

In an effort to support industry recover from the COVID-19 pandemic, the Provincial government has approved a temporary hospitality pricing model for hospitality licensees to purchase liquor at the Liquor Distribution Branch (LDB) wholesale price until March 31, 2021.

The LDB is following a two phased approach to quickly implement the required systems changes; the first phase of the systems change will be delivered by July 20, 2020, when hospitality customers will be able to purchase liquor at wholesale price.

Please note that hospitality customers served by WCC Vancouver will continue to pay retail price on their orders until July 20, 2020.

Hospitality customers with Web Store accounts will have automatic access to wholesale pricelists when they become available.

Hospitality customers that do not have Web Store accounts will be provided access to the wholesale price list online via the hospitality portal as part of the second phase by September 1, 2020.

Details explaining the onboarding process for the hospitality portal will be made available shortly. LDB is also working on an interim solution to provide wholesale price lists to hospitality customers who don't have access to the hospitality portal.

There will be no changes to the current returns policy – all sales are considered final. Details on return guidelines can be referenced [here](#).

This initiative was recommended by the Business Technical Advisory Panel (BTAP) and expedited to provide much needed support to the hospitality industry and broader tourism sector that has been greatly impacted by COVID-19.

Government also released the results of Deloitte Canada's assessment of the LDB's liquor distribution in Delta. Among other changes to improve operations at the Delta Distribution Centre, the report recommended the addition of an order management system that will provide wholesale customers with greater visibility into the status of orders and a transportation management system to optimize transportation efficiency.

The LDB will begin working on the Deloitte recommendations after the temporary hospitality pricing model is operational. Deloitte also presented Government with options to replace the current system for the delivery of non-stocked wholesale product, identifying four possible scenarios that will be re-



LIQUOR DISTRIBUTION BRANCH

evaluated once the recommended changes to the distribution centre are finalized. Deloitte's final report can be found [here](#).

The reviews were ordered as the result of recommendations made by the Business Technical Advisory Panel in 2018. Its report can be found [here](#).

The LDB is grateful to those customers and stakeholders who contributed input and feedback as part of this review.

If you have any questions about the review or these changes, please contact the Stakeholder Relations team at communications@bclddb.com.

Regards,

R. Blain Lawson
General Manager and Chief Executive Officer



June 16, 2020

To: Manufacturers, agents, suppliers and third-party warehouses
From: Blain Lawson, General Manager and CEO
Re: Temporary hospitality pricing model changes

Good afternoon,

Over the past several weeks, the LDB has supported the Provincial government in enacting policy and regulatory changes to support the liquor and hospitality sector, which has been significantly impacted by the COVID-19 pandemic.

Today Government announced it has approved a temporary pricing model for hospitality licensees that will allow them to purchase liquor at the wholesale price until March 31, 2021.

The first phase of the systems changes will be delivered by July 20, 2020 when hospitality customers will be able to buy liquor at wholesale price. By September 1, 2020 we will have registered our hospitality customers in the hospitality portal where they will have access to the wholesale price list.

Suppliers, manufacturers and agents that direct deliver to hospitality customers will also have to change their pricing model to sell to hospitality customers at wholesale price.

Government also released the results of Deloitte Canada's assessment of the LDB's liquor distribution in Delta. Among other changes to improve operations at the Delta Distribution Centre, the report recommended the addition of an order management system that will provide wholesale customers with greater visibility into the status of orders and a transportation management system to optimize transportation efficiency.

The LDB will begin work on the initiatives identified by Deloitte after the temporary hospitality pricing model is operational. Deloitte also presented Government with options to replace the current system for the delivery of non-stocked wholesale product, identifying four possible scenarios that will be re-evaluated once the recommended changes to the distribution centre are finalized. Deloitte's final report can be found [here](#).

The reviews were ordered as the result of recommendations made by the Business Technical Advisory Panel in 2018. Its report can be found [here](#).

The LDB is grateful to those customers and stakeholders who contributed input and feedback as part of this review.

Please contact the LDB Stakeholder Relations team at communications@bclddb.com if you have questions.

R. Blain Lawson
General Manager and Chief Executive Officer



LIQUOR DISTRIBUTION BRANCH

June 16, 2020

To: Private retailers served by WCC Vancouver

From: Blain Lawson, General Manager and CEO

Re: Temporary hospitality pricing model changes, review of LDB distribution centre complete

Good afternoon,

In an effort to support industry recover from the COVID-19 pandemic, the Provincial government has approved a temporary hospitality pricing model for hospitality licensees to purchase liquor at the Liquor Distribution Branch (LDB) wholesale price until March 31, 2021. The LDB is working to quickly implement the required systems change that will allow hospitality licensees to purchase liquor at wholesale prices starting July 20, 2020.

This initiative was recommended by the Business Technical Advisory Panel (BTAP) and expedited to provide much needed support to the hospitality industry and broader tourism sector that has been greatly impacted by COVID-19.

Government also released the results of Deloitte Canada's assessment of the LDB's liquor distribution in Delta. Among other changes to improve operations at the Delta Distribution Centre, the report recommended the addition of an order management system that will provide wholesale customers with greater visibility into the status of orders and a transportation management system to optimize transportation efficiency.

The LDB will begin working on the Deloitte recommendations after the temporary hospitality pricing model is operational. Deloitte also presented Government with options to replace the current system for the delivery of non-stocked wholesale product, identifying four possible scenarios that will be re-evaluated once the recommended changes to the distribution centre are finalized. Deloitte's final report can be found [here](#).

The reviews were ordered as the result of recommendations made by the Business Technical Advisory Panel in 2018. Its report can be found [here](#).

The LDB is grateful to those customers and stakeholders who contributed input and feedback as part of this review.

If you have any questions about the review or these changes, please contact the Stakeholder Relations team at communications@bclldb.com.

Regards,

R. Blain Lawson
General Manager and Chief Executive Officer

From: [Harris, Megan AG:EX](#)
To: [Maloughney, Mary Sue LCRB:EX](#); [Rousselle, Jillian LCRB:EX](#); [Cournoyer, Vince AG:EX](#); [McEwan, Erin LDB:EX](#); [Jones, Candace LDB:EX](#); [Lore, Kerri LDB:EX](#)
Subject: FW: The final - FW: Province expands measures to support restaurant, tourism industries
Date: Tuesday, June 16, 2020 9:29:00 AM
Attachments: [2020AG0042-001075.pdf](#)
Importance: High

Not sure if GCPE sent this updated version to you... here it is... DONE! Will be out at 10 am.

s.13

Megan

Megan Harris
Executive Director, Corporate Priorities & Strategic Engagement
Associate Deputy Minister's Office | Ministry of Attorney General
Phone: 778.974.5965 | Mobile: 250.893.3900

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

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Sent: Tuesday, June 16, 2020 9:17 AM
To: Harder, Derrick AG:EX <Derrick.Harder@gov.bc.ca>; Milne, Gala AG:EX <Gala.Milne@gov.bc.ca>; Dowler, Thea AG:EX <Thea.Dowler@gov.bc.ca>; Bernard, Tabitha AG:EX <Tabitha.Bernard@gov.bc.ca>; Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>; Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>; Roberts, Michelle J LCRB:EX <Michelle.Roberts@gov.bc.ca>; Jones, Candace LDB:EX <Candace.Jones@bcldb.com>; Cascaden, Lori R GCPE:EX <Lori.Cascaden@gov.bc.ca>; Spencer, Brad GCPE:EX <Brad.Spencer@gov.bc.ca>; Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>; McEwan, Erin LDB:EX <Erin.McEwan@bcldb.com>; Harbord, Chris GCPE:EX <Chris.Harbord@gov.bc.ca>
Cc: Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>; Duffus, Robert GCPE:EX <Robert.Duffus@gov.bc.ca>; Schollen, Tasha GCPE:EX <Tasha.Schollen@gov.bc.ca>
Subject: The final - FW: Province expands measures to support restaurant, tourism industries
Importance: High

Hi all,

Please see the attached final draft, set for province-wide distribution at 10:00 a.m.

Thanks,

Ryan

Ryan Panton
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
Email: ryan.panton@gov.bc.ca
Mobile: (250) 883-6157

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/22410>

News ID: NEWS-22410

NR Number: 2020AG0042-001075

NR Type: News Release

State: Planned

Planned Release Date: June 16, 2020 at 10:00 am

Media Distribution Lists: 000.0 - Victoria, BUSIN_BUSINESS, CCM_ALL CULTURAL COMMUNITY, LEGIS_PRESS GALLERY, MEDIA, PROVI_PROVINCE WIDE

Lead Organization: Ministry of Attorney General

Headline: Province expands measures to support restaurant, tourism industries

This email was auto-generated.

For Immediate Release

2020AG0042-001075

June 16, 2020

Ministry of Attorney General

NEWS RELEASE

Province expands measures to support restaurant, tourism industries

VICTORIA - The Province has approved a temporary wholesale pricing model that will allow liquor licensees to purchase beer, wine and spirits at reduced cost.

This measure will provide much-needed financial support for businesses like restaurants, bars and tourism operators with liquor licences. It will be in place from the end of July 2020 until March 31, 2021, when the program will be reviewed.

"The hospitality industry has been one of the hardest hit during the pandemic, badly hurting the more than 190,000 British Columbians who work within the sector," said David Eby, Attorney General. "Offering a wholesale discount for licensees was something we were exploring before COVID-19, but after the onset of the pandemic we accelerated efforts in order to support these community businesses as they try to find their feet."

Currently, hospitality licensees, including restaurants, bars and pubs pay full retail price - wholesale price, plus a retail mark-up set by the Liquor Distribution Branch (LDB) - on all liquor purchases. The new model will have licensees pay only the wholesale price of the products they order.

"The people working in the hospitality industry are a major driver of B.C.'s economy," said Lisa Beare, Minister of Tourism, Arts and Culture. "This change recognizes the restaurant sector's important role in supporting tourism activity throughout the province."

In addition to changes to the hospitality pricing model, work is underway by government on several other measures identified within a report created by the Business Technical Advisory Panel (BTAP). This includes the adoption of several recommendations contained in a third-party assessment by Deloitte of the LDB's liquor distribution centre in Delta, and conversion of all rural agency store authorizations currently administered by the LDB to a new form of rural liquor licence regulated under the Liquor and Cannabis Regulation Branch by the end of 2020.

Learn More:

View the Business Technical Advisory Panel (BTAP) report here: https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/documents/business_technical_advisory_panel_report_and_recommendations.pdf

View the Deloitte report on BTAP's original recommendations one and three here: http://news.gov.bc.ca/files/6-16-20_BCLDB_FinalReport.pdf

2019 news release regarding the Deloitte review commissioned by the government:

<https://news.gov.bc.ca/releases/2019AG0047-000935>

A backgrounder follows.

Contact:

Ministry of Attorney General
Media Relations
778 678-1572

BACKGROUNDER

Policy changes made during COVID-19

Additional policy changes already made to support the hospitality sector during COVID 19:

* LCRB:

* Authorized liquor primary and food primary establishments to sell packaged liquor for offsite consumption with the order of a meal.

* Authorized BC liquor manufacturers to use their licenced facility to produce sanitizer and hand sanitizer.

* Extended the allowable hours of operation of retail liquor stores to allow an earlier opening to coincide with early grocery store hours reserved for elderly and more vulnerable customers.

* Introduced expedited approval for expansion of the service areas, such as patios, of a licenced establishment.

* LDB:

* Introduced a process to enable licenced establishments closed due to COVID 19 to sell their liquor inventory to another licenced establishment or to a licenced liquor retail store.

* Amended LDB's current wholesale price change policy to allow liquor suppliers to request greater price reductions, in order to support suppliers' efforts to sell slow moving products and generate better cash flow.

Contact:

Ministry of Attorney General
Media Relations
778 678-1572

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

NEWS RELEASE

For Immediate Release

Ministry of Attorney General

2020AG0042-001075

June 16, 2020

Province expands measures to support restaurant, tourism industries

VICTORIA – The Province has approved a temporary wholesale pricing model that will allow liquor licensees to purchase beer, wine and spirits at reduced cost.

This measure will provide much-needed financial support for businesses like restaurants, bars and tourism operators with liquor licences. It will be in place from the end of July 2020 until March 31, 2021, when the program will be reviewed.

“The hospitality industry has been one of the hardest hit during the pandemic, badly hurting the more than 190,000 British Columbians who work within the sector,” said David Eby, Attorney General. “Offering a wholesale discount for licensees was something we were exploring before COVID-19, but after the onset of the pandemic we accelerated efforts in order to support these community businesses as they try to find their feet.”

Currently, hospitality licensees, including restaurants, bars and pubs pay full retail price – wholesale price, plus a retail mark-up set by the Liquor Distribution Branch (LDB) – on all liquor purchases. The new model will have licensees pay only the wholesale price of the products they order.

“The people working in the hospitality industry are a major driver of B.C.’s economy,” said Lisa Beare, Minister of Tourism, Arts and Culture. “This change recognizes the restaurant sector’s important role in supporting tourism activity throughout the province.”

In addition to changes to the hospitality pricing model, work is underway by government on several other measures identified within a report created by the Business Technical Advisory Panel (BTAP). This includes the adoption of several recommendations contained in a third-party assessment by Deloitte of the LDB’s liquor distribution centre in Delta, and conversion of all rural agency store authorizations currently administered by the LDB to a new form of rural liquor licence regulated under the Liquor and Cannabis Regulation Branch by the end of 2020.

Learn More:

View the Business Technical Advisory Panel (BTAP) report here:

https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/documents/business_technical_advisory_panel_report_and_recommendations.pdf

View the Deloitte report on BTAP’s original recommendations one and three here: http://news.gov.bc.ca/files/6-16-20_BCLDB_FinalReport.pdf

2019 news release regarding the Deloitte review commissioned by the government:

<https://news.gov.bc.ca/releases/2019AG0047-000935>

A backgrounder follows.

Contact:

Ministry of Attorney General
Media Relations
778 678-1572

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

BACKGROUNDER

For Immediate Release
2020AG0042-001075
June 16, 2020

Ministry of Attorney General

Policy changes made during COVID-19

Additional policy changes already made to support the hospitality sector during COVID 19:

- **LCRB:**
 - Authorized liquor primary and food primary establishments to sell packaged liquor for offsite consumption with the order of a meal.
 - Authorized BC liquor manufacturers to use their licenced facility to produce sanitizer and hand sanitizer.
 - Extended the allowable hours of operation of retail liquor stores to allow an earlier opening to coincide with early grocery store hours reserved for elderly and more vulnerable customers.
 - Introduced expedited approval for expansion of the service areas, such as patios, of a licenced establishment.
- **LDB:**
 - Introduced a process to enable licenced establishments closed due to COVID 19 to sell their liquor inventory to another licenced establishment or to a licenced liquor retail store.
 - Amended LDB's current wholesale price change policy to allow liquor suppliers to request greater price reductions, in order to support suppliers' efforts to sell slow moving products and generate better cash flow.

Contact:

Ministry of Attorney General
Media Relations
778 678-1572

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

From: [Harris, Megan AG:EX](#)
To: [Miles Prodan](#)
Cc: [Jeff Guignard](#); [Nelson, Tiffany AG:EX](#); mark@winelaw.ca
Subject: FW: BCWI CEO Update. June 16, 2020
Date: Thursday, June 18, 2020 8:33:00 AM

Morning Miles,

We noticed in your note below this one line.

s.12; s.13; s.17

Thanks,
Megan

Megan Harris

Executive Director, Corporate Priorities & Strategic Engagement
Associate Deputy Minister's Office | Ministry of Attorney General
Phone: 778.974.5965 | Mobile: 250.893.3900



BCWI CEO Update

Hospitality Wholesale Update

The Province has announced temporary wholesale pricing allowing hospitality liquor licensees (e.g. restaurants, bars and licensed tourism operators) to

purchase beer, wine and spirits at BC Liquor Stores (BCLS) and pay only the wholesale price – not the current wholesale price, plus a retail mark-up (estimated to be approx. 20%) set by the BC Liquor Distribution Branch (BCLDB).

The measure is meant to provide financial support for hospitality businesses in their COVID-19 recovery and will be in place from the end of July 2020 until March 31, 2021, when the program will be reviewed. See [official announcement](#).

The BCLDB has [confirmed](#) the changes will take six to 12 weeks to complete, in two phases:

- By July 20, hospitality customers will be able to buy liquor through the BCLS at the wholesale price.
- Suppliers, manufacturers and agents that direct deliver to hospitality customers will also have to change their pricing model to sell at wholesale price.
- By September 1, hospitality customers will have access to the wholesale price list made available via an online hospitality portal.

IMPORTANT: Manufacturers deadline for making August (Period 5) wholesale price changes is this **Friday, June 19th**.

s.12; s.13; s.17

BC Wine Authority (BCWA) Plebiscite Survey

The BCWA is asking for feedback from members on issues brought forward from the Wine Industry Advisory Committee ([WIAC](#)), specifically:

- Alternative Packaging for BC VQA (e.g. kegs, bag-in-box, cans, etc.)
- Updates to Permitted Grape Varieties
- Permitted Grape Varieties for BC VQA Aromatic Sparkling Wines
- Update Definitions / Methods for Sparkling Wines

Recognizing the new competitive environment, the BC Wine Institute (BCWI) recently updated the BCWI Wine Store agreements (purchase model) to allow the sale of limited quantities of non-BC VQA 100% BC wine that could include alternative packaging. Updating the Wines of Marked Quality Regulation to allow for BC VQA in alternative packaging would recognize the evolution in packaging and changes in consumer demand.

For more background please see [briefing document](#). To receive a link to the BCWA Plebiscite Survey, please [email](#) the BCWA directly.



Miles Prodan
President & CEO
BC Wine Institute
mprodan@winebc.com
1 (250) 762 - 9744



WineBC.com

Wines of British Columbia
Suite 470 - 1726 Dolphin Ave
Kelowna, British Columbia V1Y 9R9
Canada
(250) 762-9744

To unsubscribe, please [email us](#) and we will update your preferences.

From: [Scott, Douglas S AG:EX](#)
To: [Pearson, Barbera AG:EX](#); [Harris, Megan AG:EX](#)
Subject: Fwd: BC wine industry jobs and COVID
Date: Thursday, June 18, 2020 9:08:34 PM
Attachments: [image001.png](#)

Barb - our records

Megan - FYI

Douglas S. Scott
Associate Deputy Minister
Ministry of Attorney General

Begin forwarded message:

From: "Scott, Douglas S AG:EX" <Douglas.S.Scott@gov.bc.ca>
Date: June 18, 2020 at 9:07:34 PM PDT
To: Vance Campbell <vance@onehospitality.com>
Cc: Barinder Singh Sall <bsall@markanthony.com>
Subject: Re: BC wine industry jobs and COVID

Thanks Vance,

I believe we have a call on this tomorrow.

I will seek clarification tomorrow, [s.12; s.13; s.17](#)
[s.12; s.13; s.17](#)

As I said, I will look to better understand the issue tomorrow.

Best,

Doug

Douglas S. Scott
Associate Deputy Minister
Ministry of Attorney General

On Jun 18, 2020, at 12:28 PM, Vance Campbell
<vance@onehospitality.com> wrote:

CAUTION: This email originated from outside of the organization. Do not

click links or open attachments unless you recognize the sender and know the content is safe.

Hi Doug:
Pursuant to our call last night, s.12; s.13; s.17
s.12; s.13; s.17

Happy to help wherever I can Doug, and thanks again for the call.
Best regards
Vance

Vance Campbell
One Hospitality Inc.
Vance@onehospitality.com
604-788-6353

From: Barinder Singh Sall <bsall@markanthony.com>
Date: Thursday, June 18, 2020 at 11:26 AM
To: Vance Campbell <vance@onehospitality.com>
Subject: Fw: BC wine industry jobs

Can Doug Scott help with this? As should we be sharing this with him.

Barinder

Sent from my BlackBerry

From: bsall@markanthony.com
Sent: June 18, 2020 11:15 AM
To: itostenson@bcrfa.com
Subject: BC wine industry jobs

Hi Ian,

Great speaking with you just now. I was under the illusion this was being communicated with you.

s.12; s.13; s.17

Page 55 of 69

Withheld pursuant to/removed as

s.13; s.17; s.12

Page 56 of 69 to/à Page 58 of 69

Withheld pursuant to/removed as

s.12; s.13; s.17

From: [Nelson, Tiffany AG:EX](#)
To: [Panton, Ryan GCPE:EX](#)
Cc: [Chu, Timothy GCPE:EX](#); [Harris, Megan AG:EX](#)
Subject: FW: For your review: LDB: Stakeholder queries and replies
Date: Thursday, June 18, 2020 3:30:00 PM
Attachments: [Draft replies to stakeholders.docx](#)

Hi Ryan – Megan’s corrections are included. Can you please ask that they add “temporary” to all references of the new wholesale pricing model?

s.12; s.13; s.17

Thanks

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Sent: Thursday, June 18, 2020 1:00 PM
To: Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>; Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>
Subject: For your review: LDB: Stakeholder queries and replies

Hi Megan and Tiffany,

Please see the attached document of stakeholder queries and proposed responses from LDB. Noting that we’ve been instructed to run external comms through TB on this issue, can you please review and let me know if you have any concerns?

Thanks,

Ryan

Ryan Panton
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
Email: ryan.panton@gov.bc.ca
Mobile: (250) 883-6157

From: Zanolco, Viviana LDB:EX <viviana.zanolco@bcladb.com>
Sent: June 18, 2020 12:56 PM
To: Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>; Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Cc: Jones, Candace LDB:EX <Candace.Jones@bcladb.com>
Subject: Stakeholder queries and replies

Hi Tim, Ryan:

We are getting a few queries about the hospitality pricing model from manufacturers, ^{s.12; s.13;}
^{s.12; s.13; s.17}

Please see attached some of the incoming messages and our draft replies – does TB have to review?
Now that information has been confirmed (all manufacturers must sell at wholesale price, no one
exempted) we'd like to get replies out.

Viv

Viviana Zanolco

Manager, Corporate Communications

BC Liquor Distribution Branch

T: 604-252-7481 viviana.zanolco@bcldb.com

From: [Nelson, Tiffany AG:EX](#)
To: [Panton, Ryan GCPE:EX](#)
Cc: [Chu, Timothy GCPE:EX](#); [Harris, Megan AG:EX](#)
Subject: RE: RUSH: For review: LDB: Message to supplier re hospitality pricing
Date: Wednesday, June 24, 2020 10:25:00 AM
Attachments: [image001.gif](#)
[image002.gif](#)

Hi Ryan – no concerns on the response and our understanding is that [s.12](#); [s.13](#); [s.17](#)
[s.12](#); [s.13](#); [s.17](#)

Thanks,

Tiffany

From: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>
Sent: Wednesday, June 24, 2020 10:07 AM
To: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>; Harris, Megan AG:EX <Megan.Harris@gov.bc.ca>
Cc: Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>
Subject: RUSH: For review: LDB: Message to supplier re hospitality pricing
Importance: High

Hi Tiffany and Megan,

Please see the below email from LDB re: a stakeholder email. Can you please let me know if you have any concerns, [s.12](#); [s.13](#); [s.17](#)
[s.12](#); [s.13](#); [s.17](#)

Many thanks in advance for your prompt attention as the response is time-sensitive.

Ryan

Ryan Panton
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
Email: ryan.panton@gov.bc.ca
Mobile: (250) 883-6157

From: Zanocco, Viviana LDB:EX <viviana.zanocco@bcladb.com>
Sent: June 23, 2020 3:58 PM
To: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>; Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>
Cc: Jones, Candace LDB:EX <Candace.Jones@bcladb.com>

Subject: For review - message to supplier re hospitality pricing

Hi Ryan, Timothy:

s.12; s.13; s.17

Viv

Good afternoon,

Thank you for your email.

As announced last week, hospitality customers will be able to purchase liquor at the LDB Wholesale price beginning July 20, 2020. This temporary regulatory change – which will be in effect until March 31, 2021 – was approved to provide support to the hospitality operators (bars, restaurants, hotels, etc.) significantly impacted by the COVID-19 pandemic.

To implement this change, the hospitality price, also known as LDB Established Retail price, will be updated with the new price equal to the LDB Wholesale Price effective July 20th in all systems and LDB pricelists. The Direct Sales Web Reporting application (DSWR) will also start using the new price for all hospitality sales effective July 20, 2020 to ensure consistency, accurate reporting and compliance in sales pricing in the industry.

If by your manufacturing agreement you can free-price some of your sales to hospitality customers, you will continue to be able to do so and override the pricing in DSWR.

All suppliers who sell directly to hospitality customers will now be able to control their hospitality price by adjusting the wholesale price. However the earliest price change can be in effect on August 2nd, 2020.

Vendors, agents and manufacturers now have until 5 p.m. on June 24th, 2020 to make any changes to their wholesale price for Period 5, which begins August 2nd.

For more information on price change schedules please contact wholesalepricing@bclddb.com

Regards,

Viviana Zanolco

Manager, Corporate Communications & Stakeholder Relations, Corporate Strategic Services -
Corporate Communications & Stakeh

BC Liquor Distribution Branch

3383 Gilmore Way, Burnaby BC V5G 4S1

T: 604 252-7481 E: viviana.zanolco@bcldb.com



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From: [Nelson, Tiffany AG:EX](#)
To: [Duffus, Robert GCPE:EX](#)
Cc: [Harris, Megan AG:EX](#)
Subject: FW: Hosp Pricing communications
Date: Monday, June 29, 2020 12:58:06 PM
Attachments: [image001.gif](#)
[image002.gif](#)
[Hospitality Pricing Onboarding Communications Plan June 26 - clean version for GCPE.docx](#)
Importance: High

Hi Rob – I don't have any questions or concerns to point out and agree with your TBS assessment.

Copying Megan for information as our holidays overlap ahead.

Thanks,

Tiffany

From: Duffus, Robert GCPE:EX <Robert.Duffus@gov.bc.ca>
Sent: Monday, June 29, 2020 10:26 AM
To: Nelson, Tiffany AG:EX <Tiffany.Nelson@gov.bc.ca>
Subject: FW: Hosp Pricing communications
Importance: High

Hi Tiffany,

We have reviewed and don't think this needs to go to TB because its mostly operational and all of the comms mentioned that this will end March 2021. Do you have any concerns? (See p.10 and beyond for the comms stuff.)

Thanks!

r.

From: Jones, Candace LDB:EX <Candace.Jones@bcldb.com>
Sent: June 26, 2020 2:37 PM
To: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>; Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>; Duffus, Robert GCPE:EX <Robert.Duffus@gov.bc.ca>
Cc: Zanolocco, Viviana LDB:EX <viviana.zanolocco@bcldb.com>; Brown, Natalie LDB:EX <Natalie.Brown@bcldb.com>
Subject: RE: Hosp Pricing communications
Importance: High

Hi all,

Attached is our Hospitality Pricing Communications Plan for the next stage of this project (onboarding customers to the Hospitality Product Catalogue to receive wholesale price lists). Apologies for the delay in getting this over to you but there have been a few moving pieces.

I've included the full, detailed plan for context and background; however, the Communications Materials for your review start on page 10. Please let us know if there are any glaring issues.

As noted, our plan is to start communicating with all stakeholders on Monday.

If you have any questions, please let me know.

Thanks,

Candace Jones

Director, Corporate Communications & Stakeholder Relations, Corporate Services
BC Liquor Distribution Branch
3383 Gilmore Way, Burnaby BC V5G 4S1
T: 604 252-7460 E: candace.jones@bclddb.com



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From: Panton, Ryan GCPE:EX

Sent: Wednesday, June 24, 2020 2:33 PM

To: Jones, Candace LDB:EX <Candace.Jones@bclddb.com>; Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>

Cc: Zanolco, Viviana LDB:EX <viviana.zanolco@bclddb.com>; Brown, Natalie LDB:EX <Natalie.Brown@bclddb.com>

Subject: RE: Hosp Pricing communications

Hi Candace,

I will give a heads-up to FIN/TBS and ADMO to expect drafts on Friday morning and emphasize the tight timeline. We'll do everything we can to expedite to the greatest extent possible.

Thanks,

Ryan

Ryan Panton
Senior Public Affairs Officer
Ministry of Attorney General

Government Communications and Public Engagement

Email: ryan.panton@gov.bc.ca

Mobile: (250) 883-6157

From: Jones, Candace LDB:EX <Candace.Jones@bcldb.com>

Sent: June 24, 2020 2:32 PM

To: Panton, Ryan GCPE:EX <Ryan.Panton@gov.bc.ca>; Chu, Timothy GCPE:EX <Timothy.Chu@gov.bc.ca>

Cc: Zanolco, Viviana LDB:EX <viviana.zanolco@bcldb.com>; Brown, Natalie LDB:EX <Natalie.Brown@bcldb.com>

Subject: Hosp Pricing communications

Hi both,

So you are aware, we are preparing our next round of hospitality pricing communications to go out, internal and externally, this coming Monday. We need tomorrow (Thurs) to complete our drafts and complete internal reviews but hope to have all drafts to you early Friday morning. Will you be able to work through your / TB reviews by end of day Friday?

Sorry, we're all working with really tight timelines on this one.

Thanks,

Candace Jones

Director, Corporate Communications & Stakeholder Relations, Corporate Services

BC Liquor Distribution Branch

3383 Gilmore Way, Burnaby BC V5G 4S1

T: 604 252-7460 E: candace.jones@bcldb.com



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From: [Pearson, Barbera AG:EX](#)
To: [Woywada, Candace AG:EX](#); [Di Georgio, Alexis AG:EX](#); [Concepcion, Sheng AG:EX](#)
Subject: RE: Estimates Notes & TOC
Date: Friday, July 17, 2020 10:57:32 AM
Attachments: [Binder 1 - DRAFT July 15 2020.pdf](#)
[Binder 2 - DRAFT July 15 2020.pdf](#)
[2020 Table of Contents - Assoc DM Consolidated - Final - July 15, 2020.docx](#)

"Be Kind, Be Calm & Stay Safe"

Barbera Pearson
Manager, Business Operations
Ministry of Attorney General
Associate Deputy Minister's Office
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PO Box 9263 Stn Prov Govt, Victoria BC V8W 9J4
Phone: 778-698-0402 / Cellular: 250-216-7983
<mailto:barbera.pearson@gov.bc.ca>

From: [AG WEBFEEDBACK AG:EX](#)
To: ["mprodan@winebc.com"](mailto:mprodan@winebc.com)
Cc: [Scott, Douglas S AG:EX](#); [Lawson, R. Blain LDB:EX](#); [Harris, Megan AG:EX](#); [McEwan, Erin LDB:CA](#); [Jones, Candace LDB:EX](#); ["erik@montecreekcranch.com"](mailto:erik@montecreekcranch.com)
Subject: AG File No. 573567
Date: Wednesday, August 12, 2020 8:50:58 AM

Miles Prodan
President and CEO
British Columbia Wine Institute
Email: mprodan@winebc.com

Dear Miles Prodan:

Thank you for your email of July 14, 2020, sharing your perspective on government's decision to allow hospitality licensees to temporarily purchase liquor products at wholesale price.

Our government recognizes that the hospitality industry has been one of the hardest hit during the pandemic; more than 190,000 British Columbians who rely on this sector, directly or indirectly, have been impacted by the measures introduced to limit the spread of COVID-19.

Allowing hospitality licensees to purchase beer, wine and spirits at reduced cost will provide much needed financial support for businesses like restaurants, bars and tourism operators. This temporary measure will be in place from the end of July 2020 until March 31, 2021. During this time, government staff will conduct a thorough review of hospitality pricing to determine efficacy of the program, and will engage industry members such as yourself in the process.

In making this change, the BC Liquor Distribution Branch (LDB) considered the potential implications of publishing the prices of exclusive, direct-delivered products in the LDB Wholesale hospitality price list. After consulting with the British Columbia Wine Institute (BCWI) and other members of the Business and Technical Advisory Panel (BTAP), LDB Wholesale omitted these items from the Hospitality Product Catalogue that went live on July 20, 2020.

The new temporary pricing model is just one of several changes introduced by government to help the liquor industry, which includes permitting wineries and other manufacturers to directly deliver to retail customers from their off-site storage locations, until October 31, 2020. This temporary measure aims to assist BC manufacturers to mitigate the negative economic impact of COVID-19.

Accelerated work continues on several other important BTAP recommendations that could also have positive impacts on businesses affected by the pandemic. The valuable collaboration of the BCWI will be sought and considered during these deliberations. The implications of any and all recommendations must be, and will continue to be, considered in the context of overall provincial priorities and impacts to the industry as a whole.

I appreciate your taking the time to write, and your continued engagement on BTAP.

I do understand that this hospitality price reform was not in the direct interest of the BCWI membership given a number of the concerns you have outlined in your correspondence;

however, I was very grateful to see BCWI support for this BTAP endorsed COVID-19 initiative regardless. I am sure that the BCWI realized, as government does, that BC wines and our tourism industry alike depend on a vibrant restaurant and hospitality sector. This sector desperately needs support right now. Thank you again for taking this global perspective and directly supporting our hospitality industry by doing so.

Yours truly,

David Eby, QC
Attorney General

pc: Doug Scott
Blain Lawson
Megan Harris
Erin McEwan
Candace Jones
Erik Fisher