

**Event Proposal – Sample Size Increase**  
**Ministry of Small Business, Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch**

**Event Title: Changes to Liquor Sampling**

<b>Date:</b> Thursday June 23, 2016 <b>Time:</b> TBD	<b>Media Market:</b> business media, mainland media
<b>Location:</b> TBD Vancouver	<b>English Media Spokesperson:</b> PS John Yap <b>Multicultural Media Spokesperson:</b> PS John Yap
<b>Author/Ministry:</b> SBRT	

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive GCPE event

### EVENT

- Announcing changes to samples size regulations and implement Liquor Policy Review recommendation 59: *Any establishment that sells liquor should be able to provide samples in a socially responsible manner.*
- The photo op event will take place at a supportive Independent Wine Store or private liquor store in Vancouver and feature Parliamentary Secretary John Yap interacting with the business owner who will validate the changes. The group will take part in a testing featuring the new sample sizes.

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- No significant funding element to this announcement.

### WHO'S ORGANIZING?

- GCPE

### STRATEGIC CONSIDERATIONS

- Independent Wine Stores specifically asked government for the ability to sell samples while the Import Vintner and Spirits Association requested a sample size increase.
- The sample size increase and ability to sell samples will positively affect independent wine stores, private liquor retail stores, liquor and food primaries, agents that represent B.C. products and members of the Import Vintner and Spirits Association whose agents represent international products and rely on providing samples to promote their products in B.C.
- Previously:
  - Samples sizes were small limited to very amounts and varied in size depending on circumstances, providing difficulty for tastings. s.13
  - Licensee retail stores and, wine stores ~~Manufacturers and agents~~ were not permitted to sell samples in retail stores, making it costly to promote more expensive products.
  - Only one manufacturer or agent was able to provide samples in a retail store at a time.
- Now:
  - Sample sizes are increased to ½ of a standard drink, total per person, per day - 75 ml wine, 175 ml beer, 20 ml spirits. This total amount can be divided as the licensee chooses.
  - Licensee retail stores and, wine stores ~~Manufacturers and agents~~ are now permitted to sell samples in retail stores.
  - Retail stores can have up to two manufacturers/agents providing samples at one time.
- These change allows the retail stores, manufacturers or agents providing samples to recover the cost of products they are sampling, provide a portion large enough to give the customer a good idea of the product, and maintain a safe and responsible approach to tastings in retail stores.
- Restaurants and bars will now be able to hold more substantial consumer tasting events with up to two manufacturers or agents at once and larger sample sizes – creating more attractive opportunities for agents and manufacturers to participate in events at food and liquor primary establishments.
- BC Liquor Stores have provided samples from up to two manufacturers at once in Signature Stores in the past, and although they usually do not sell samples, they have on occasion. This change will provide those same opportunities to private liquor and independent wine stores.
- The larger size of samples could be misconstrued as promoting more alcohol consumption therefore communication materials will emphasize the importance of the province's robust social responsibility program.
  - The new sample size is still limited in the amount per person, per day.
  - The new sample size is large enough to allow consumers to get a real taste of a variety of products before they purchase them while still small enough to protect public health and safety.

### VENUE DESCRIPTION

- Independent wine store or private liquor store

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#### EVENT PARTICIPANTS (SPEAKERS)

- Parliamentary Secretary John Yap
- Independent Wine Store or private liquor store owner

#### KEY VALIDATORS & STAKEHOLDERS

- Potential validators: BC Restaurant Association
- ABLE BC – Jeff Guinard – improves sampling inside of bars and private liquor stores
- Import Vintners and Spirits Association
- Independent Wine Stores

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#### TARGET AUDIENCE

- Import Vintners, independent wine store and licenced retail stores
- Small businesses, liquor manufacturers, liquor primaries, food primaries
- Industry associations – BC Wine Institute, Craft Distillers Association, Import Vintner and Spirits Association, etc.
- Consumers
- Food and beverage publications

### VISUAL MESSAGE(S)

#### DESIRED PICTURE (STILL)

- PS Yap with an independent wine store operator or private liquor retailer at a sample table set up with new sample size of a product.

#### DESIRED PICTURE (VIDEO)

- PS Yap visits sampling table of two different products in the same store – showing that stores can now have two agents representing products giving samples concurrently.

#### ACTUAL SPEAKING BACKDROP

- Inside the wine or private liquor store flanked by two agents sampling products.

### WRITTEN MESSAGE(S)

#### DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- "Now consumers can more easily access product samples before making decisions while retailers can financially manage the sampling of more expensive products by charging. This is the result of listening to and acting on industry input."
- "Throughout our consultation with industry and the public, it was clear that reforming B.C.'s liquor policy would require some large sweeping changes as well as smaller changes like this one that make a huge difference for businesses. Today's announcement is another example of the continuous work going into making liquor laws that make sense for consumers, retailers, and manufacturers."

#### KEY MESSAGES

- Wine stores and private liquor retailers can now more effectively use samples to market products in their stores.
- While the new sample sizes remain limited in amount, we've relaxed our sample size restrictions to allow for a larger portion to give customers a better experience of the products they are considering.
- We're providing the ability to sell samples to help recoup the costs of expensive products if they choose, and enable two manufacturers or liquor agents to provide samples in a liquor retail store at one time.
- These adjustments allow greater flexibility for businesses in terms of marketing and product promotions.
- Modernizing liquor policies benefits both consumers and industry while helping ensure British Columbians enjoy alcohol safely and responsibly.

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## NEWS RELEASE

For Immediate Release  
[release number]  
June 23, 2016

Ministry of Small Business and Red Tape  
Reduction and Responsible for the Liquor  
Distribution Branch

### **Not sure you want it? Sample it!**

VANCOUVER – The Province has made it easier and more cost-effective for liquor licensees to offer samples to customers as it continues to modernize liquor regulations in British Columbia and implement changes from the 2013 liquor policy review.

Liquor and wine stores in B.C., ~~working with agents and manufacturers,~~ can now offer customers larger product samples of wine, beer, and spirits, giving them a better opportunity to decide if they wish to purchase it, and have the option to charge for samples in order to recoup some of the costs, particularly with more expensive items.

The new maximum sample size has increased to one half of a full serving – 75ml for wine, 175ml for beer, and 20ml for spirits – per person, per day and divided if the licensee chooses. These new sizes, while still a limited serving of alcohol, allows customers to better experience the taste and aroma of a new product.

Additionally, liquor stores, wine stores, ~~bars and restaurants~~ can have two manufacturers sampling products in their establishments concurrently, creating more opportunities for local and international vintners and spirits vendors alike to showcase their products to B.C. consumers. This is another step forwarding in modernizing B.C.'s liquor policy and implementing industry-driven change that addresses customer convenience and small business growth while continuing to consider public health and safety.

### **Quotes:**

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**Quick facts:**

- B.C.'s Liquor Policy Review makes 73 common-sense recommendations to change B.C.'s liquor laws so that they reflect current lifestyles, encourage the growth of small businesses and our economy, address calls for consumer convenience and continue to safeguard health and public safety.
- Today's changes implement Liquor Policy Review recommendation #59.
- To date, 42 of the 73 recommendations have been implemented. Work to continue implementing additional recommendations is ongoing.
- Read the full list of Liquor Policy Review recommendations:  
[www2.gov.bc.ca/local/haveyoursay/Docs/liquor\\_policy\\_review\\_report.pdf](http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf)

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