

# Ministry of Attorney General

## Liquor & Cannabis Regulation Branch



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## Manufacturing Unit Arena of Focus

- Brewers – 214
- Distillers – 99
- **Wineries – 384**
- Co-Packers - 7
- Uvin/Ubrew – 181 (decline)
- Agents – 395

1280



# Manufacturing Unit – 2 Years in Public Safety ~~Operation~~ – Public Interest

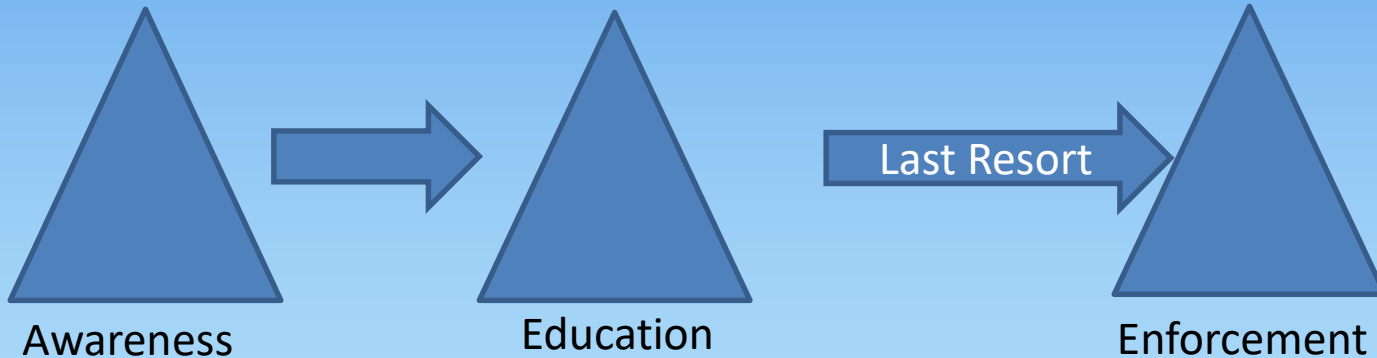
- *Ensure consistency in application of LCLA regulations and LCRB policies*
- *Engagement with stakeholders*
- *Provide real time information to Branch on trends and industry activities*
- *Ensure a fair playing field for all*



3 Regional Staff dedicated to the industry

# Provincial Manufacturing Unit Strategy

Consistent / proactive approach to voluntary compliance



# Keeping up to change

## Ongoing Action and Successes

- Working with our policy shop.
- Licensing collaboration and review to find improvements
- Connecting Wine industry associations
- Enhanced contact and liaison with LDB, CRA, WorkSafe BC, ALC, CFIA & Local Health authorities - working to find common solutions – bridging regulatory gaps.
- Building tools for licensees.

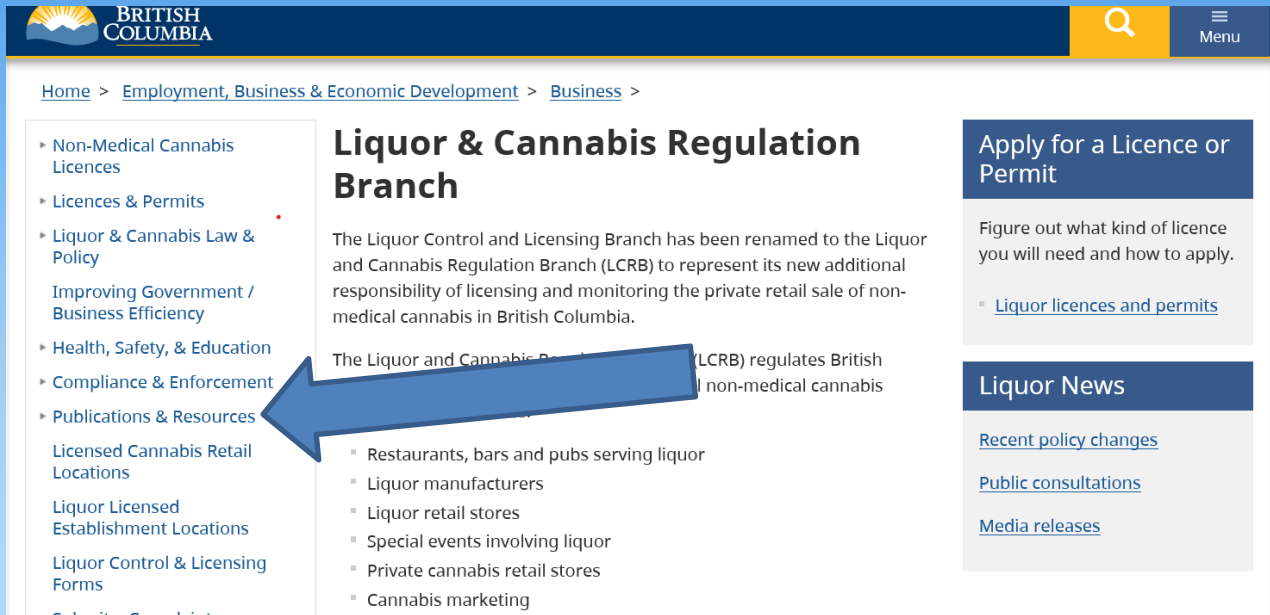
# Liquor & Cannabis Regulation Branch

## Manufacturing Issues



- Contract Manufacturing / Virtual Brands
- Endorsement violations
- Manufacturer Tasting events
- Agents
- Farmers Markets
- Inducements
- Advertising & Social Media



# Online Guidance



The screenshot shows the British Columbia government website's navigation and content for the Liquor & Cannabis Regulation Branch. The breadcrumb trail is: Home > Employment, Business & Economic Development > Business > Liquor & Cannabis Regulation Branch. A large blue arrow points from the 'Publications & Resources' menu item to the 'Liquor Control & Licensing Forms' link in the left sidebar.

**BRITISH COLUMBIA**  

[Home](#) > [Employment, Business & Economic Development](#) > [Business](#) > **Liquor & Cannabis Regulation Branch**

- Non-Medical Cannabis Licences
- Licences & Permits
- Liquor & Cannabis Law & Policy
  - [Improving Government / Business Efficiency](#)
- Health, Safety, & Education
- Compliance & Enforcement
- Publications & Resources
  - [Licensed Cannabis Retail Locations](#)
  - [Liquor Licensed Establishment Locations](#)
  - [Liquor Control & Licensing Forms](#)
  - [Submit a Complaint](#)

## Liquor & Cannabis Regulation Branch

The Liquor Control and Licensing Branch has been renamed to the Liquor and Cannabis Regulation Branch (LCRB) to represent its new additional responsibility of licensing and monitoring the private retail sale of non-medical cannabis in British Columbia.

The Liquor and Cannabis Regulation Branch (LCRB) regulates British Columbia's sale of liquor and non-medical cannabis.

- Restaurants, bars and pubs serving liquor
- Liquor manufacturers
- Liquor retail stores
- Special events involving liquor
- Private cannabis retail stores
- Cannabis marketing

### Apply for a Licence or Permit

Figure out what kind of licence you will need and how to apply.

- [Liquor licences and permits](#)

### Liquor News

- [Recent policy changes](#)
- [Public consultations](#)
- [Media releases](#)

- Handbooks

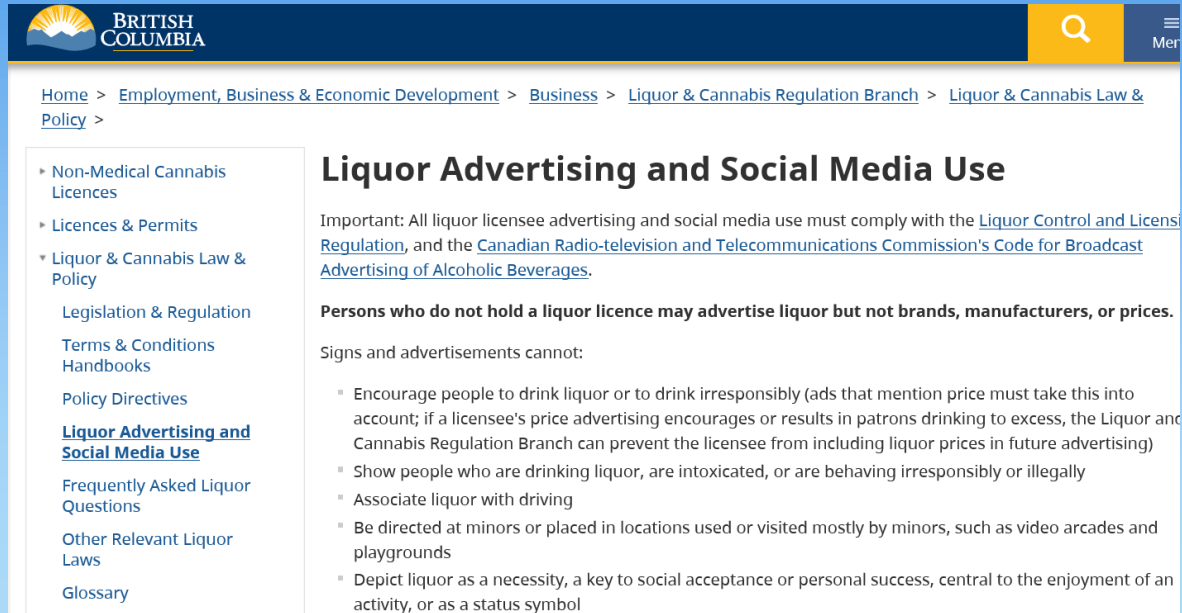


### Update Summary

Date	Update Description (Click on blue link to jump to section)	Updated Pages
December 2017	<b>Manufacturer Licence</b> <a href="#">Sampling allowed on guided tours</a>	10
September 2017	<b>Your Facility</b> <a href="#">Samples</a>	10
August 2017	<b>Providing Safe and Responsible Service</b> <a href="#">Minors</a>	7
	<b>Your Facility</b> <a href="#">Unlawful or Private Liquor</a>	12
	<a href="#">Liquor Register</a>	12
	<a href="#">Where Customers May Consume Liquor</a>	13
July 2017	<b>Providing Safe and Responsible Service</b> <a href="#">Serving It Right™: B.C.'s Responsible Beverage Service Program</a>	6



# Tools - Social Media & Advertising



The screenshot shows a web page from the British Columbia government website. The header includes the British Columbia logo and a search bar. The breadcrumb trail is: Home > Employment, Business & Economic Development > Business > Liquor & Cannabis Regulation Branch > Liquor & Cannabis Law & Policy >. The main content area is titled "Liquor Advertising and Social Media Use". It contains a paragraph of important information, a bolded statement about advertising restrictions, and a list of prohibited signs and advertisements.

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COLUMBIA**

Home > [Employment, Business & Economic Development](#) > [Business](#) > [Liquor & Cannabis Regulation Branch](#) > [Liquor & Cannabis Law & Policy](#) >

- Non-Medical Cannabis Licences
- Licences & Permits
- **Liquor & Cannabis Law & Policy**
  - Legislation & Regulation
  - Terms & Conditions Handbooks
  - Policy Directives
  - [Liquor Advertising and Social Media Use](#)**
  - Frequently Asked Liquor Questions
  - Other Relevant Liquor Laws
  - Glossary

## Liquor Advertising and Social Media Use

Important: All liquor licensee advertising and social media use must comply with the [Liquor Control and Licensing Regulation](#), and the [Canadian Radio-television and Telecommunications Commission's Code for Broadcast Advertising of Alcoholic Beverages](#).

**Persons who do not hold a liquor licence may advertise liquor but not brands, manufacturers, or prices.**

Signs and advertisements cannot:

- Encourage people to drink liquor or to drink irresponsibly (ads that mention price must take this into account; if a licensee's price advertising encourages or results in patrons drinking to excess, the Liquor and Cannabis Regulation Branch can prevent the licensee from including liquor prices in future advertising)
- Show people who are drinking liquor, are intoxicated, or are behaving irresponsibly or illegally
- Associate liquor with driving
- Be directed at minors or placed in locations used or visited mostly by minors, such as video arcades and playgrounds
- Depict liquor as a necessity, a key to social acceptance or personal success, central to the enjoyment of an activity, or as a status symbol



Liquor and Cannabis  
Regulation Branch

## Legal use of Social Media Advertising and Marketing in B.C.'s Liquor Industry

Last Updated: 12 December 2019

### Introduction

When a liquor licensee, or someone representing a liquor licensee, uses an online platform such as Facebook, Pinterest, Instagram, business websites and others – including blog posts – to promote, advertise or market the liquor products they make or sell, they must follow the advertising rules that apply to more ‘traditional’ platforms, such as newspapers, magazines, bus shelters, television, radio, etc. Social media has become another way for businesses to reach customers and all advertising and marketing must comply with provincial and federal law and policy.

[https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/documents/social\\_media\\_advertising\\_and\\_responsibility.pdf](https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/documents/social_media_advertising_and_responsibility.pdf)

# Liquor Manufacturing in BC

## Building more tools:

- Future projects include - Enhance Web access and assist with one stop shopping for information.
- 2020 Liquor Transformation project – online application.