

British Columbia Liquor Laws

The following disclaimer must be added to the Terms & Conditions of every offer containing liquor.

“Must be of legal drinking age. Valid ID is required upon purchase. The establishment reserves the right to refuse service at any time. Additional offer restrictions may apply in-store. Please drink responsibly. See your local liquor laws for further information.”

- *The GetintheLoop liquor law advertising documents provide you with reference information about the liquor laws in your province.*
- *They may not be an exhaustive list of all the rules, regulations and laws to be followed.*
- *Consider them to be a guide to ensure offers are within the liquor laws for your province.*
- *Where you cannot find the information you seek, please err on the side of caution.*

When creating offers or doing quality checks for partners primarily in the ‘Food + Drink’ loop, it is important to align the offers to the BC Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, http://www.bclaws.ca/civix/document/id/complete/statreg/241_2016,
- **the Canadian Radio-television and Telecommunications Commission's Code for Broadcast Advertising of Alcoholic Beverages** <http://www.crtc.gc.ca/eng/television/publicit/codesalco.htm>, and the **BC Liquor Advertising and Online Promotions Regulations**,
<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/liquor-licence-permits/liquor-resources-information/liquor-advertising-online-promotions>,
- https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/policy-directives/14_-_15_amended_minimum_pricing_replaces_14-07.pdf.

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.

In addition, ads for

- bars and winery lounges cannot use pictures of minors (anyone under the age of 19) or of personalities, images or activities that may appeal to minors
- bars, winery lounges and restaurants cannot show people with liquor unless there is also food in front of them
- restaurants must make clear that serving food is the restaurant's primary purpose.
- companies that make beer, wine or spirits cannot be shown on a theatre screen before a movie with a young target audience.

Online Advertising and Social Media

- Licensed establishments may use the internet as part of their advertising and sales strategy.
- Read the rules for advertising on social media platforms such as Facebook, Instagram, and business websites:
- Legal Use of Social Media Advertising and Marketing in B.C.'s Liquor Industry (PDF, 196KB).
- Internet-based retail liquor sales without a licence are not allowed. These are often called “virtual liquor stores.”

Contests and giveaways

- Liquor and gift-cards for liquor must not be offered as a prize in contests and giveaways.
- For more information about this policy, contact the Gaming Policy and Enforcement Branch at Gaming.Branch@gov.bc.ca

Liquor Store Minimum Pricing

- All liquor stores & wine stores must adhere to minimum pricing for all beverages as outlined in the Liquor Control and Licensing branch Policy #16-4

Beverage Category Minimum Pricing

- Draught beer or cider if serving is less than 50 oz.: \$3.00 per 12 oz. (341 ml)
- Draught beer or cider if serving size is 50 oz. or greater: \$12 per 60 oz. pitcher
- Bottles or cans of beer, cider or coolers: \$3.00 per 341 ml bottle or 355 ml can
- Wine: \$3.00 per 5 oz. glass (142 ml)
- Spirits and Liqueurs: \$3.00 per oz. (28.4 ml)