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September 23, 2008

To: All LCLB staff  
All Industry Associations  
All Local Government, First Nations, and Police Agencies  
VANOC  
Vincor Canada  
Vancouver Airport Authority

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**Re: LCLB Temporary Olympic Retail Store Appointments**

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The purpose of this directive is to announce that government has approved a temporary retail liquor store appointment in support of the 2010 Olympic and Paralympic Winter Games. Details are set out below:

**A temporary appointment is being introduced to allow sales of Vincor's four Jackson-Triggs Esprit wines at official Olympic Stores.**

The new Olympic Store Appointment will allow for the sale of Vincor Canada's four Jackson-Triggs Esprit wines (two red wines and two white wines) at official Olympic Stores under contract with VANOC (Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games). VANOC proposes to establish approximately 10 Olympic Stores in the Vancouver, Vancouver Airport (YVR), and Whistler areas to sell a variety of Games-related merchandise. Liquor sales at Olympic Stores are restricted to the four Olympic-branded Esprit wines. Vincor Canada is an official sponsor for the 2010 Games.

**Licensing Eligibility**

Eligibility for an Olympic Store Appointment is limited to individuals, partnerships or corporations under contract with VANOC for the purpose of operating a retail store selling Games-related merchandise for the Olympic/Paralympic Games. Local government zoning of the site must permit the sale of wine by the bottle.

**Licensing Process**

Applicants are required to complete the appropriate application form for the LCLB Temporary Olympic Retail Store Appointment and meet eligibility requirements. The completed application form and supporting documents must be submitted to the LCLB Head Office in Victoria.

## Appointment Requirements

Requirements applicable to the appointments include the following:

- Retail store hours of liquor sales are limited to between 9 a.m. and 11 p.m.;
- Retail liquor sales are restricted to Vincor Canada's four Jackson-Triggs Esprit wines;
- Appointments are non-renewable and non transferable;
- Appointments expire no later than March 31, 2010;
- No liquor consumption or sampling on the premises is permitted;
- Unaccompanied minors (under age 19) are permitted in the store;
- Staff who are minors are not permitted to handle liquor or conduct sales of liquor;
- Successful completion of the Serving It Right (SIR) program is mandatory for store appointment holders, resident managers, third party operators and staff selling liquor;
- Stores may not advertise the availability of wine;
- Stores must display signage indicating that two pieces of identification are required for age verification in order to purchase liquor;
- Signage placed outside the store or within the store that is clearly visible to persons outside the store may not refer to the availability of wine;
- The store appointment certificate and floor plan must be available for inspection at all times; and
- Proper care and control of liquor must be maintained at all times.

## Enforcement of Store Appointments

Stores will be subject to final inspection by a liquor inspector prior to issuance of a store appointment certificate.

Olympic Store Appointees are responsible for ensuring their businesses comply with the law and with the above requirements and any terms and conditions that might be printed on the face of the Certificate of Appointment or contained in letters issued by the general manager of the Liquor Control and Licensing Branch or the general manager of the Liquor Distribution Branch.

Where appointees do not comply with the Liquor Control and Licensing Act and the terms and conditions of their appointment, the general manager of the Liquor Control and Licensing Branch may impose additional terms and conditions, or suspend or revoke the appointment. If the appointment is suspended or revoked, the retail store will not be able to sell wine.

## Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at [www.hsd.gov.bc.ca/lclb](http://www.hsd.gov.bc.ca/lclb). If you have any questions regarding this policy directive, please contact the Liquor Control and Licensing Branch toll free at 1-866-209-2111 or 387-1254 if calling from the Victoria area.



Karen Ayers  
General Manager  
Liquor Control and Licensing Branch