

## **LIQUOR SAMPLING**

(Effective January 1, 2007)

Liquor sampling is not permitted unless shown to be directly relevant to the nature of the event.

All liquor sampling requests must be approved in advance by the VCEC and must meet the requirements of the Liquor Control Licensing Board (LCLB).

The LCLB prohibits any third party from offering liquor samples, unless the products are purchased from the VCEC, holder of the liquor license. Regular retail VCEC prices will apply. In addition, LCLB requires that all liquor products be dispensed by VCEC staff, which is chargeable to the exhibitor or Show Management. The service or sampling of liquor not purchased from the VCEC i.e. donated or sponsored product, is strictly prohibited per LCLB regulations.

If liquor sampling is approved by the VCEC, Show Management may request to offer sampling under its own Special Occasion License (SOL). This request will require the approval and agreement of the facility and will require that the client submit an operation plan in advance to ensure that all sampling activities are in accordance with VCEC policies and in compliance with the rules and regulations of the Liquor Control & Licensing Act. Once the request and the operation plan are approved and agreed upon, the facility will make application to LCLB to de-license for the time period of liquor sampling under the SOL.

Under the SOL, only agents or manufacturers are permitted to supply and dispense their own liquor products for sampling, and they are required to have 'Serving it Right' certifications which must be on their person while at the event. Regular liquor licensees such as bar and pub operators are not eligible in this category. Under the SOL, the Show Management must bear all liabilities related to liquor service and the VCEC will be restricted from offering any alcoholic service during the event and may require additional insurance coverage.

Please note that it requires a minimum of two weeks' notice for application to the LCLB for the facility to de-license and an SOL to be issued.

Maximum sample sizes are:

- 1/3 ounce (10ml) for liquors or liqueurs;
- 1 ounce (30ml) for wine;
- 1 ounce (30ml) for beer, cider or coolers

For more information, please refer to website [www.gov.bc.ca/pssq](http://www.gov.bc.ca/pssq) (under Liquor Licensing) or contact Liquor Inspector, at telephone number 604 775-0100 or fax number 604 775-0044.