

corporate social responsibility



BC LIQUORSTORES
CELEBRATE LIFE...ENJOY RESPONSIBLY



introduction

BC Liquor Stores is a profitable retailer of beverage alcohol dedicated to innovation, exemplary customer service, range authority and promotion of social responsibility. With more than 200 stores across British Columbia, BC Liquor Stores is one of the largest retailers of beverage alcohol in North America. BC Liquor Stores sponsors a number of CSR initiatives and as a responsible retailer; we are dedicated to ensuring our customers are well educated about how to enjoy our products safely.

To create awareness, we have a social responsibility program that addresses all the major areas considered to present risk to our customers – namely, alcohol and pregnancy, drinking and driving and over consumption. We take steps to ensure that alcohol is kept out of the hands of those who should not drink at all – including minors, intoxicated persons and unborn children and offer a number of programs, such as Get Home Safe, to discourage drinking and driving. Following is a summary of the responsible use programs offered by BC Liquor Stores.



RCC The Retail Council of Canada

2007
Excellence
in Retailing Awards



for
*Retail Corporate
Social Responsibility*

presented to
B.C. Liquor Stores

bc liquor stores takes top honours at retail council awards

On June 4, 2007 BC Liquor Stores received the top award in the category of Retail Corporate Social Responsibility Initiative for the Support Dry Grad and Share-a-Bear programs at the Retail Council of Canada's (RCC's) Excellence in Retailing awards dinner.

The RCC Excellence in Retailing Awards recognizes the retail industry's top achievers each year. The submission was for the Retail Corporate Social Responsibility Initiative Award that is given to a retailer who develops a new, or advances its current, corporate social responsibility (CSR) initiative, and demonstrates innovative and proactive solutions to societal and environmental challenges.

BC Liquor Stores won the award for the successful Share a Bear program, providing 27,000 teddy bears to needy children and families during the holiday season and for the Dry Grad campaign that has provided 1.67 million dollars in funds for public secondary school Dry Grad activities. Both programs generate tremendous support from the public as well as BC Liquor Stores staff.

GET HOME SAFE



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get home safe

At BC Liquor Stores, we take the subject of drinking and driving seriously. Many car crashes occur as a result of driving while intoxicated. For this reason, advertising in BC Liquor Stores and at wine and beer tasting events reminds customers not to drink and drive, but to plan ahead and use alternate methods of travel after drinking – a taxi, public transit or have a friend or family act as a designated driver.

At wine and beer festivals, BC Liquor Stores offers complimentary transit or taxi tickets to encourage people not to get behind the wheel of their car.

The bottom line is, if you plan to drink alcohol, make sure you have a plan to get home safe!

FEBRUARY 26 - MARCH 31

SUPPORT
DRY
GRAD

\$1.00

DONATE

BOTTICELLI



100% of donations go to
Dry Grad celebrations in
public schools in your
community

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dry grad

Since BC Liquor Stores' first annual Support Dry Grad campaign in 2001, \$1.67 million has been raised by BC Liquor Store customers and staff for alcohol-free events in communities across British Columbia.

From February 26 to March 31, customers across British Columbia were encouraged to donate one dollar to support dry grad celebrations in their communities. All donations are given to the local school district in which the store is located, to be distributed to public high schools planning alcohol-free graduations.

BC Liquor Stores are proud of the commitment of our staff to this program and the contributions from our customers to support British Columbia's graduating students.

IT'S NOT KID STUFF



**DON'T
BUY FOR
MINORS**

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don't buy for minors

The legal drinking age in British Columbia is 19 years and it is illegal to supply alcohol to youth below that age. Equally important though, are the risks involved when under-age youth drink alcohol, as their lack of maturity makes them vulnerable to the changes that take place when alcohol is consumed. We remind our customers that they shouldn't intentionally place our young people at risk, and encourage them to not buy for minors.

One too many?

slurred speech

bloodshot eyes

dizziness

vomiting

double vision

memory loss

confusion

black out

stomach pumped

liver damage

Way too many.

Don't binge. Excessive alcohol consumption can cause serious health problems.

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binge drinking

Excessive alcohol consumption can have disastrous results and cause permanent health problems. At BC Liquor Stores, we ask that our customers be aware of the risks and not only avoid binge drinking themselves, but discourage their friends and loved ones from doing so.



Don't go overboard.

Many boating accidents
involve the excessive
consumption of
alcohol.



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drinking and boating

Many boating accidents involve the excessive consumption of alcohol. BC Liquor Stores reminds customers that a boat, like a car, is a vehicle and should not be operated while intoxicated. Often we forget the rules of the road when we move to watercraft – perhaps because boating is a recreational activity. However, drinking and boating can be every bit as dangerous as drinking and driving. We encourage customers to remember to wait until boating activity is over for the day before drinking alcohol.

**On the road
this summer,
put safety first**



h Columbia
BNN

**Don't drink
and drive**



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summer road safety

During summer, traffic on BC roads increases significantly with holiday travellers and visitors. This means increased risk, as everyone seems to be heading somewhere, often in a hurry and often distracted. BC Liquor Stores would like to see everyone arrive at their destinations safely, and remind customers not to add further risk by drinking and driving.

**ALCOHOL &
PREGNANCY
DON'T
MIX**



Alcohol can hurt
your baby. It is
safest not to drink
when pregnant.

For more information
call the BC Nurseline
1.866.215.4700

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www.bcliqorstores.com

alcohol & pregnancy

At BC Liquor Stores, we believe in educating our customers about how to enjoy our products safely. For certain groups, that means not drinking at all. Under-age youth fall into that category, and of course, an unborn baby.

Recent research has shown that there is no known safe amount of alcohol that can be consumed while pregnant. To protect your unborn baby, the best choice, therefore, is not to drink alcohol at all during pregnancy.

For more information on this subject, our booklet – Alcohol and Pregnancy Don't Mix is available from BC Liquor Stores retail outlets and through our website at <http://www.bcliquorstores.com/en/about/socialresponsibility/pregnancy>. We also have available a selection of posters on this subject.

A GLOWING REMINDER



DON'T DRINK AND DRIVE



1-888-TAXIGUY

MOLSON



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a glowing reminder

Our Social Responsibility messaging takes on a Halloween theme for October to remind customers not to drink and drive. The objective is to encourage customers to think about how to get home and to offer taxi vouchers to customers in key stores during the traditional timing for Halloween celebrations. BC Liquor Stores partners with Molson Breweries to deliver this campaign.

I-888-TAXIGUY \$5.00 vouchers (totaling \$9,000) will be handed out to customers by Molson representatives in key stores on the Saturday before Halloween and on Halloween night. Molson has also arranged for a local “stunt” company to manufacture 8 foot glowing pumpkins to be situated outside of the key stores while handing out the vouchers.

SHARE A BEAR

For each bear sold, store staff will donate its twin to a shelter, hospital or other worthwhile charity to brighten the holiday season for a child.

AVAILABLE AT BC LIQUOR STORES PROVINCE WIDE

\$10
a pair
tax included



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share-a-bear

Since 1989, BC Liquor Stores have offered plush bears for sale to customers in November and December. For every bear purchased by a customer, its “twin” is donated by BC Liquor Stores to a children’s charity. Program success is driven by the stores, with individual stores selecting a local charity to support. Beneficiaries include Christmas stocking funds, police and ambulance services, hospitals and other community charities.



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