

Promotions Program

THE BEVERAGE ALCOHOL
PROMOTIONS PROGRAM
FOR BC LIQUOR STORES



THE BEVERAGE ALCOHOL PROMOTIONS PROGRAM FOR BC LIQUOR STORES

The Beverage Alcohol Promotions Program describes the rules that apply to all beverage alcohol retail promotional activity in BC Liquor Stores, including contests, coupons and value-added programs.

The Criteria for Labels, Packaging and Promotional Advertising contains the guidelines used to ensure that beverage alcohol products are presented to consumers in a socially responsible manner.

The Image Promotions Program outlines the various display opportunities, on-shelf and thematic programs available for suppliers and agents to access in BC Liquor Stores and Rural Agency Stores.

Promotional Activity in Rural Agency Stores and Licensee Retail Stores

Any promotional activity that is approved by the Promotions Manager for use during a specific period in BC Liquor Stores may also be offered to Rural Agency Stores during the same month. This is similar to the policies regarding Licensee Retail Stores as outlined in the publications from the Liquor Control and Licensing Branch, the "Guide for Liquor Manufacturers and Their Representatives" and "Terms and Conditions of Licence for Licensee Retail Stores".

OBJECTIVES

- 1) To provide suppliers and agents the opportunity to compete with each other in BC Liquor Stores.
- 2) To provide opportunities for product information and education as well as promotion of community events, seasonal celebrations, or theme programs.
- 3) To encourage the responsible use of beverage alcohol.



TABLE OF CONTENTS

- 6. Criteria for Labels, Packaging and Promotional Advertising of Beverage Alcohol
- 7. Additional Guidelines for Display Material
- 8. Contests
- 9. Coupons
- 10. Value-Added Programs
- 12. The Image Promotions Program
 - 12. Applications
 - 12. Eligibility of Product
 - 12. Selection Criteria
 - 13. Approved/Unaccepted Applications
 - 13. Design Roughs
 - 13. Display Material Options
 - 14. Display Opportunities
- 15. Shelf Labels – Policies
- 15. Social Responsibility
- 16. Shipping and Packaging
- 17. The BC Liquor Stores Taste Program
- 19. Insurance Requirements for Tastings in BC Liquor Stores

Appendices

- I Image Promotions Program Agreement
- II Image Promotions Program Schedule of Deadlines
- III Display Application Form
- IV On-Shelf Program Application Form
- V Value-Added Application Form
- VI Taste Application Form



CRITERIA FOR LABELS, PACKAGING AND PROMOTIONAL ADVERTISING OF BEVERAGE ALCOHOL

INTRODUCTION

The following criteria will be used to review labels, packaging and promotional advertising for beverage alcohol in BC Liquor Stores. These criteria have been developed in order to ensure as far as possible that beverage alcohol products are not presented to consumers in any manner deemed to be irresponsible or unacceptable and are not targeted to underage persons.

CRITERIA

Please note that the Canadian Food Inspection Agency – guide to Food Labelling and Advertising Section VIII Annex I provides information on labelling requirements specifically for Alcoholic Beverages.

These guidelines apply to product names as well as to labels, packages and promotional activity and any other media destined for use in BC Liquor Stores.

Labels, packages, brand names, descriptors and promotional items must ensure that:

- 1) there are no direct or indirect claims that:
 - the product has healthful, nutritive, curative, stimulative, sedative or medicinal qualities or properties
 - suggest sexual success or prowess
- 2) they do not use imperative language to urge people to purchase or consume product
- 3) they are not more likely to appeal to underage persons (under 19 years of age) by the use of techniques or images such as:
 - designs or promotional techniques based on or resembling existing characters that are popular with underage persons
 - any imagery that is established in the underage culture
 - portraying product in context of or in relation to an activity primarily attractive to underage persons
 - portraying persons under the legal drinking age
- 4) they do not attempt to establish the product as having attributes that may assist in achievement of a desired objective, such as: social status (or product portrayal as a status symbol); personal or business success; a necessity for the enjoyment of life or any activity; appropriate for every occasion; an escape from life's problems; or attempt to establish that consumption of product should take precedence over other activities or that any activity would be incomplete without the presence or consumption of alcohol
- 5) they avoid the use of language or graphics that suggests in any way product misuse, for example; immoderate, illegal or irresponsible consumption, product dependency, compulsive behaviors, urgency of need or urgency of use



CRITERIA FOR LABELS, PACKAGING AND PROMOTIONAL ADVERTISING OF BEVERAGE ALCOHOL

- 6) they do not portray product in association with (either before or during) any activity requiring skill, care, mental alertness or an element of danger, such as; operation of a vehicle, machinery, or other conveyance (i.e. sports or other physical activity); it is acceptable to portray product after all such activity depicted has been clearly completed for the day
- 7) there is no suggestion of any of the following:
 - the impression that product is being or has been consumed
 - reference to the feeling or effect caused by consumption of alcohol
 - the impression that the people depicted are under the influence of alcohol
 - portray persons with product in situations in which the consumption of alcohol is prohibited
 - the amount of product portrayed may not exceed or appear to exceed the number of standard servings for the number of individuals shown
- 8) they avoid representations of behavior that is determined as unacceptable in relationship to beverage alcohol such as; violent, aggressive, dangerous, anti-social or illicit acts or activities
- 9) they avoid the inappropriate use of sexuality
- 10) they do not degrade or depict in an undignified way the image or status of any individual or group in society
- 11) they can be considered to meet the community standards of public decency and good taste and not offensive to generally accepted social values.

ADDITIONAL GUIDELINES FOR DISPLAY MATERIAL

All printed display material must conform to the Guidelines for Labelling, Packaging and Advertising for Beverage Alcohol and must provide accurate details for any supporting assertions or attributes.

For example:

- use of quotations from wine writers or publications should use the name of the writer and/or publication and date of issue
- claims of winning medals should state where and when the medals were won
- if a review/rating is about a particular vintage, then the vintage date should be repeated on the shelf talker
- the vintage of the product that is the subject of the shelf talker should be the same as the vintage of the product on the shelf
- comparisons or comments about competitive products are not permitted.



CONTESTS

Suppliers and agents may offer contests as part of their promotion in BC Liquor Stores. Contest prizes may be anything that is typical for a national or provincial contest such as trips, cars or cash but may not include beverage alcohol products. Liquor Control and Licensing policies prohibit contests or coupons that include involvement between a supplier/agent and a B.C. liquor licensee.

The general rules and regulations regarding promotional contests are stated in section 74.06 of the Competitions Act. For your information, the areas covered include:

- Adequate and fair disclosure of the number and approximate value of prizes and odds of winning (by regional allocation if applicable)
- Disclosure is to be made in a reasonably conspicuous manner prior to the potential entrant being inconvenienced in some way or committed to the contest
- A skill testing question requirement
- The contest closing date

Section 206 (f) of the Criminal Code of Canada states that it is an offense to require a contestant to pay money or other valuable consideration to enter. This is the basis for the “no purchase necessary”

requirement. In order to comply with this, it is recommended that contest entry forms that are on-packed or in-case (attached to the selling unit) also be available through mail-in, a Web site or a 1-800 number.

Instant win or scratch and win contests or coupons are in violation of the skill testing question requirement. Scratch coupons that establish eligibility to win are acceptable. BC Liquor Stores’ participation in contests is limited to the placement of entry forms and promotional material on display at store level.

Contests sponsored by beverage alcohol companies must state “Must be of legal drinking age to participate” in the contest rules.

The following statements must also appear on all entry forms:

“The provincial liquor agencies are not connected with this contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter which relates to the contest.”

“Employees and contractors of the provincial liquor agencies, liquor licensees, their employees and members of their immediate families are not eligible.”



COUPONS

Third party coupons may be distributed in BC Liquor Stores as part of a supplier or agent's promotion. BC Liquor Stores will not be involved in the redemption of coupons in any way. Coupons may not be for a rebate or reduction on the purchase price of a liquor product, for a free liquor product of any kind, or for cash.

The purpose of coupons must be to assist in the promotion of a liquor company or its products, not to solely promote the third party. Coupons are redeemable only by individuals over the legal drinking age.

Coupons that are in-case or on-packed may not be described as "Free" if there is a purchase required. The words "Bonus" or "Special Offer" are acceptable.

THIRD PARTY COUPONS OF MINIMAL VALUE

Third Party Coupons of minimal value may be attached to a selling unit by a neck tag, back label or in-packed in the case of packaged goods. A definition of minimal value follows.

THIRD PARTY COUPONS OF SIGNIFICANT VALUE

May be for any liquor related or liquor branded item. Significant value coupons may not require a purchase.

MINIMAL VALUE – DEFINITION

For on-packs, in-packs, near-packs and third party coupons, minimal value is defined as no more than 20% of the retail price of the product.



VALUE-ADDED PROGRAMS

Value-added activity includes on-pack, near-pack and in-case promotional items that are provided by the liquor supplier as an added value to the customer who purchases a particular brand of liquor.

Value-added items may not exceed 20% of the retail price of the liquor item being promoted. Cumulative or collectible value-added items for the same brand or promotional period are not permitted. There are two types of value-added items, liquor and non-liquor.

Suppliers/agents are encouraged to apply for value-added items as early as possible, however, applications will be accepted no later than the **15th of the month three (3) months** prior to implementation at store level.

LIQUOR PRODUCT

- Liquor value-added product must be attached to the base product that is being promoted prior to shipment to BC Liquor Stores
- Liquor on-pack programs are limited to four (4) times per fiscal year per brand
- On-pack product must not be the same brand as the host product
- Single on-packs up to 50 ml are permitted for spirit products
- On-packs of wine products must be less than or equal to 200 ml
- On-packs of beer, cider or cooler products are limited to a single 341 ml bottle or 355 ml can of product

NON-LIQUOR VALUE-ADDED ITEMS

Non-liquor value-added items may not exceed 20% of the retail price of the liquor item being promoted and must be beverage alcohol related or branded. Non-liquor value-added items may be presented in one of three ways.

1. On-Pack

Minimal-value on-packs are attached to the selling unit (with a plastic ring, shrink-wrap, etc.) prior to shipment to BC Liquor Stores or, with approval, may be applied by sales representatives to shelf and display stock.

2. In-Case

An in-case value-added item is placed within the packaging of the product prior to shipment to BC Liquor Stores.

3. Near-pack

A near-pack item is normally displayed adjacent to the product that is being promoted with signage that indicates the purchase required in order to obtain the item. Near-packs may be delivered to BC Liquor Stores by the supplier or a company contracted by the supplier.



VALUE-ADDED PROGRAMS

VALUE-ADDED APPLICATIONS

For your convenience, a value-added application form is included in the appendices of this document providing space for the inclusion of the appropriate SCC and UPC numbers. Suppliers/agents are encouraged to apply for value-added items as early as possible, however, applications will be accepted no later than the **15th of the month three (3) months** prior to implementation at store level.

The supplier must absorb the cost of added duties, freight and excise taxes in order that the regular price of a brand is maintained during a value-added

program. The Promotions Manager will determine the quantity of inventory to be purchased based on the supplier's request and previous sales of the product. You are reminded that the duration of a value-added program is one display period.

Value-added inventory orders are processed on separate Purchase Orders. If the on-pack creates a different shipping unit from the regular product, a new UPC and SCC are required. On-pack inventory may not be shipped directly to stores and are not to be removed from product at store level by staff or sales representatives.



THE IMAGE PROMOTIONS PROGRAM

The Image Promotions Program defines the procedures for suppliers and agents to access display space and other promotional opportunities in BC Liquor Stores.

APPLICATIONS

Your application should include full details regarding your marketing strategies for the brand(s) applied for as well as applicable product specifics and contact information. Details could include initiatives such as contests, coupons, media support, licensee activities, etc. Application deadline dates are included as an attachment to this manual. For your convenience, application forms are also enclosed or may be accessed electronically at www.vendor.bcliquorstores.com. If you require information about the Vendor Web site, please contact lynelle.lam@bcliquorstores.com.

PROMOTIONS INDEMNITY AGREEMENT

If you participate in the Image Promotions or BC Liquor Stores Taste Program, a Promotions Indemnity Agreement is required to be on file with the branch. A copy of the agreement is attached to this document.

ELIGIBILITY OF PRODUCT

Brands of product are not eligible for promotion of any kind two months in a row. A brand is determined as all sizes or varieties of the same product, i.e. Jackson Triggs is a brand, Molson Canadian is a brand, Crown Royal is a brand, Robert Mondavi Woodbridge is a brand, etc. Exceptions may be made at the discretion of the branch for national programs with extensive media coverage.

SELECTION CRITERIA

The selection criteria outlined below are a guideline only and not to be considered as a requirement or as a guarantee of approval or acceptance. Decisions on acceptance or denial of programs are made based on revenue potential, product mix, profitability, seasonality, and appropriateness of the proposals as determined by the selection committee.

Products and programs may be approved in one month when considered in relation to the applications received for that period and be denied in another month because of the different applicant mix. The decisions of the selection committee are final and there is no appeal process.

Criteria for selection may include the following (not in order of importance):

- added-value (contests, coupons, on-packs, etc.)
- focus (clear message)
- external support such as licensee activity
- media support
- point of difference, unique opportunity
- pricing and/or profitability
- quality of promotional material
- rate of sale
- revenue potential
- seasonality



THE IMAGE PROMOTIONS PROGRAM

APPROVED or UNACCEPTED APPLICATIONS

The supplier/agent will be notified by telephone, fax or e-mail of approved programs. Modifications to your application may be requested or details required such as amount or size of display material, etc. All applicants are informed of acceptance or non-acceptance of programs in writing. Suppliers wishing to discuss their applications are invited to meet with the Promotions Manager.

DESIGN ROUGHS

Exact examples or detailed design roughs of all printed material must be submitted to the Promotions Manager for approval prior to any material being shipped or delivered to the retail system.

DISPLAY MATERIAL OPTIONS

Promotional material that is submitted for use in BC Liquor Stores will need to fit in the overall space available at store level. Some examples of what options are available for the supplier/agent to consider are detailed below.

- Brochures, recipe pads or pamphlets
- Coupons or entry forms
- Single sided cut case cards (approx. 12" x 18") for use at checkout locations
- Double sided dangles with two holes in the top corners (approx. 24" x 30")
- Display racks or dump bins
- Display glorifiers or pricer cards (approx. 5" x 8")
- Double sided header or backer cards with cardboard inserts
- Shelf talkers (approx. 3" x 5")
- Starbursts (approx. 8" diameter)



DISPLAY OPPORTUNITIES

COMMUNITY EVENTS

A beverage alcohol sponsor of a community event may make application for display support for events such as the Okanagan Wine Festival, the Cloverdale Rodeo, the Abbotsford Air Show, etc.

END DISPLAYS

End displays are displays of product in high profile, high traffic areas of the stores with danglers, shelf talkers or other appropriate pre-approved signage.

CHECKOUT DISPLAYS

Checkout displays are cut cases placed immediately in front of the cash desks. The maximum height allowable for a checkout display is 60 inches and a maximum width of 24 inches. Products for checkout displays are those priced for impulse buying, with incremental purchase appeal and with strong turnover expectations.

FREESTANDING DISPLAYS

Freestanding displays are cut case displays of five to 40 cases of product, or displays on uncommitted end units supported by signage, props, or other support material. Stores participating in each freestanding display are chosen on a monthly basis and are not a set group of stores. The freestanding lists for each month are available from Promotions approximately two months prior to implementation at store level.

MANAGER'S CHOICE DISPLAYS

Manager's Choice displays are either end unit locations or freestanding areas not committed to the official Image Program. Store managers will only display products from a predetermined list of

Manager Choice programs for any given month or any of the other products listed in the monthly Image Promotions package. Implementation of Manager's Choice approvals is solely at the store manager's discretion. Proof of authorization to participate in the Image Promotions Program will assist store managers in making a speedy decision. Solicitation by sales representatives for space without the necessary approvals is not permitted.

THEME PROMOTIONS

Every fall, industry and trade associations are invited to submit applications for Theme Promotions. Theme Promotions often feature countries, categories, regions, or types of products. The Promotions Manager, in conjunction with the Portfolio Group will determine the most desirable programs for the following fiscal year.

ON-SHELF MATERIAL

On-shelf printed promotional items such as shelf talkers, starbursts, neck tags, brochures, etc. may be applied for by the 10th of the month, two months prior to implementation in the case where the supplier/agent is going to deliver the material directly to stores. Shelf talkers or starbursts that advertise a price reduction or limited time offer are only permitted in the first month of the reduction.

PRODUCT INFORMATION

SHELF TALKERS

Shelf talkers containing product information do not require pre-approval from the Promotions department. Store managers will use their own discretion in the approval of informational shelf talkers.



SHELF LABELS - POLICIES

“REDUCED BY” SHELF LABELS

Products that are price reduced by 5% or greater or \$1.00 or greater are identified in the first month of the reduction with a branch produced “REDUCED BY” shelf label. All “reduced by” labels or shelf talkers will be removed at the end of each period.

NEW PRODUCT SHELF LABELS

New products are identified at shelf level with a New Product vinyl shelf label for the first 3 months that they are listed. After the 3 month period, a regular shelf label is produced automatically without a “New” designation.

SOCIAL RESPONSIBILITY

As part of the branch’s commitment to promoting social responsibility, key areas within BC Liquor Stores are reserved for messages that are typically alcohol awareness related. The areas reserved are usually the space above each checkout location for danglers hanging from the ceiling, counter decals on the checkout, and occasionally areas over product sections, e.g. beer boards.

Suppliers are encouraged to incorporate a social responsibility message in all of their promotional material. Suppliers, industry groups, or others who are interested in working with the branch on social responsibility projects are encouraged to contact the branch’s communications department.



SHIPPING AND PACKAGING

SHIPPING AND PACKAGING

All costs of shipping display material to the following address will be borne by the supplier or agent:

LIQUOR DISTRIBUTION BRANCH
RECEIVING /Image Assembly Office
3200 EAST BROADWAY
VANCOUVER, BC V5M 1Z6

To ensure appropriate allocation of shipments, it is recommended that Image shipments have an accompanying packing slip (attached to one of the packages) with the following information: Image Program, month of display, supplier name, product name, size, quantities and exact description of display material.

The hours of operation for receiving are **Monday to Friday 7:00 a.m. to 2:00 p.m.** The receiving office is closed daily for breaks from 9:00 a.m. to 9:15 a.m., 11:00 a.m. to 11:30 a.m. and from 1:00 p.m. to 1:15 p.m. Please see the schedule of deadlines for the Image Program for warehouse shipping dates.

PACKAGING CONSIDERATIONS

Suppliers and agents are reminded that display material moves from the warehouse to stores with regular liquor loads. Please take this into consideration when packaging material for shipment in order to reduce potential damage.

HANDLING CHARGES FOR SHIPMENT OF DISPLAY MATERIAL

The branch charges a shipping and handling fee for delivery of display material to the stores. Effective April 1, 2003 there are new simplified rates. The

supplier will be invoiced monthly for the shipments and the amount will be deducted from the next payment from the branch to the supplier. The charges are as follows:

LARGE KIT:

over 39" x 31" and/or over 1" width
\$12.00 per store

MEDIUM KIT:

no larger than 39" x 31", 1" or under in width
\$7.50 per store

SMALL KIT:

no larger than 8½" x 14" x 2" or minimum charge
\$2.50 per store

As noted above, there is now a minimum charge of \$2.50 per store for a small kit or any other material not considered a medium or large kit. If you anticipate late shipments or unusual handling requirements please contact our Image Distribution Coordinator at 604-252-3481. Additional charges for late or special handling may apply depending on the circumstances.

RETURN OF MATERIALS TO THE SUPPLIER

Display material will not be shipped back to suppliers at period end but will be held for pick-up if the supplier makes a request in the original application. The maximum hold time is 14 days (two weeks) after display removal.



THE BC LIQUOR STORES TASTE PROGRAM

OBJECTIVES of In-Store Tastings

To provide customers an opportunity to taste products without having to make a purchase.

To provide suppliers an opportunity to provide taste samples to potential customers.

QUANTITIES OF PRODUCT OFFERED

The following quantities are the allowable maximum to be offered to customers:

PRODUCT TYPE	TOTAL SERVING SIZE (single or multiple products)
Spirits/Liqueurs	total of 20 ml
Wines	total of 30 ml
Beer/Cider/Cooler	total of 45 ml

Strict adherence to the quantities listed above is required.

PRODUCT SELECTION PROCESS

Products for the Taste Program in BC Liquor Stores are chosen in the following manner:

- Products supporting an approved thematic program or Promotions display program
- Seasonal products i.e. refreshment beverages/beer in summer, spiced rum in winter
- Revenue potential, rate of sale or trade-up opportunities

CENTRAL BOOKINGS

The Promotions Division must receive applications for Taste events by the 10th of each month falling approximately seven weeks prior to the desired tasting month; e.g. applications for any days in April must be applied for by February 10th. A copy of an application form is attached in the appendices for your convenience or available on line at www.bliquorstores.com/vendor.

NOTIFICATION

Suppliers will be notified by the first of the month prior to the tasting month which stores and dates they have been scheduled for. Store Managers will be notified of scheduled tastings no later than the 10th of the month prior to the tasting month, i.e. September 10 for October tastings.

AD HOC BOOKINGS

Suppliers may contact stores directly to book ad hoc tastings after the 10th of the month prior to the month they are interested in having the tasting. In the unfortunate event that there is a double booking at a store, the taste event that has been booked through head office will take precedence.

NUMBER OF TASTINGS and HOURS OF TASTINGS

There are four stores in the system that may have two tastings occur at the same time. They are 218 Fort Street, 163 Westwood Centre, 160 39th and Cambie and 228 Park Royal. All other stores may have only one tasting at a time except for de-alcoholized product. Hours of tasting will be determined between the supplier/agent and the store manager.

PLACEMENT OF TASTINGS IN THE STORE

Where possible, store managers will place the tasting towards the back of the store, not immediately at the front of the store. This will encourage customers to enter areas of the store in which they may not normally shop.



THE BC LIQUOR STORES TASTE PROGRAM

NO SHOWS

Once a tasting is confirmed with a supplier, either through the Promotions Division or ad hoc through the store manager, there is an expectation that the supplier's representative or designated tasting company attend at the appropriate time and conduct the tasting. If a supplier or designate does not show up to conduct the tasting it will be reported to the Promotions Division as a "no show". In cases where a supplier or agent (including tasting company) does not show on two occasions, the supplier/agent will be excluded from participation in the Taste Program for six months. Stores are reminded to call or fax the Promotions Division with any problems or concerns about tastings or tasters and particularly with "NO SHOWS".

METHOD OF PAYMENT

The product used for the tasting must be purchased by the supplier/agent from the store at which the tasting will take place. Sampling product may be purchased at a 30% discount from retail in BC Liquor Stores.

The supplier or agent conducting the tasting must pay for the product used for the tasting at the completion of the taste event. Method of payment options are: Visa, American Express, Master Card, debit card, cash, supplier/agent company cheque or sales representatives' personal cheque.

CONDUCT AND RESPONSIBILITIES

I. Personnel conducting the tasting are reminded that Liquor Control and Licensing rules state that minors and inebriated persons are not to be served.

2. Opened liquor may not be left unattended at any time.
3. Opened product must remain in the store at the end of a tasting session and must be paid for by the supplier/agent. The product will be disposed of (dumped) in the store.
4. Supplier personnel or store staff may not sample any of the products being served while on duty.
5. The supplier/agent is responsible to ensure that all tasters, either representatives or contractors, know the rules and responsibilities regarding the Taste Program in BC Liquor Stores.
6. The store manager has the authority to ensure that a tasting event in the store is conducted in a professional and responsible manner. If a representative or contractor is not behaving in a business-like or responsible manner, the store manager or designate may close down the tasting booth IMMEDIATELY and ask that the representative or contractor leave the store (after paying for any product sampled or opened).
7. The supplier must provide the required tasting equipment, such as, table (if needed), paper napkins, disposable tasting glasses, buckets, etc.
8. The supplier's representative is responsible for contacting the Promotions Division and the store manager in the event of a cancellation.



INSURANCE FOR TASTINGS

INSURANCE REQUIREMENTS

The participant in the Taste Program in BC Liquor Stores shall take out and pay for General Liability insurance. Such insurance shall be against claims for bodily injury (including death) and property loss or damage arising from premises, operations, products and completed operations, contractual liability, personal and advertising injury, independent contractors and non-owned automobile liability in an amount no less than \$5,000,000 (or such other amounts as may reasonably be required by the Province from time to time) for occurrences that may arise from the tasting.

Her Majesty the Queen in Right of the Province of British Columbia as represented by the General Manager of the Liquor Distribution Branch of the Ministry of Competition, Science and Enterprise shall be an additional insured, to the extent of her vicarious interest arising from this event, and the

policy extended to include a severability of interests (cross liability) provision so that the Province will be treated as if a separate policy were in existence, without increasing the policy limits of liability.

The policy of insurance shall not be affected or invalidated by any act, omission or negligence of any third party that is not within the knowledge or control of the insured. The required insurance limit of liability may be provided in part by an umbrella policy provided such coverage is not more restrictive than the underlying General Liability policy.

The participant will furnish satisfactory evidence of compliance with the required insurance specifications on an approved Certificate of Insurance format prior to any scheduled event. Please contact the Promotions Division for a sample of the approved format. Certificates of Insurance are renewable on a yearly basis.



Liquor Distribution Branch
Merchandise Services, Promotions Division
2625 Rupert Street
Vancouver, BC
V5M 3T5
tel: 604-252-3091
fax: 604-252-3099

www.bliquorstores.com

