

LIQUOR SAMPLING GUIDELINES

The Vancouver Convention Centre holds the exclusive licence to provide and serve liquor in the facility. Liquor sampling is generally not permitted. However, certain exceptions may be granted for trade shows or conventions that are directly related to the food & beverage industry.

All liquor sampling requests must be approved in advance by the Vancouver Convention Centre and must meet the requirements of the British Columbia Liquor Control and Licensing Branch (LCLB).

The LCLB prohibits any third party from offering liquor samples, unless the products are purchased from the Vancouver Convention Centre, holder of the liquor licence. Vancouver Convention Centre's regular retail prices will apply. In addition, LCLB requires that all liquor products be dispensed by Vancouver Convention Centre staff, which is chargeable to the Exhibitor or Client. The service or sampling of liquor not purchased from the Vancouver Convention Centre (i.e. donated or sponsored product), is strictly prohibited per LCLB regulations.

If liquor sampling is approved by the Vancouver Convention Centre, the Client may request to offer sampling under its own LCLB Special Event Permit (SEP). This request will require the facility's approval and agreement, and the Client must submit an operation plan in advance to ensure that all sampling activities are in accordance with Vancouver Convention Centre policies and in compliance with the rules and regulations of the Liquor Control and 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 SEP.

Under the SEP, 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 SEP, the Client must bear all liabilities related to liquor service and the VCC will be restricted from offering any alcoholic service during the event and may require additional insurance coverage.

Please note that a minimum of 60 days will be required for Vancouver Convention Centre's LCLB de-licensing application and for an SEP to be issued.

Maximum sample sizes are:

- 1/3 ounce (10ml) for liquors or liqueurs
- 1 ounce (30ml) for wine
- 2 ounces (60ml) for beer, cider or coolers

For more information, please visit www.pssg.gov.bc.ca/lclb/ or contact:

British Columbia Liquor Control and Licensing Branch - Vancouver Office

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