



ALLIANCE OF BEVERAGE LICENSEES

FOR A RESPONSIBLE LIQUOR INDUSTRY

How and to whom the Olympics product exclusivity applies, as a result of the recently amended [Branch Policy Directive 09-04](#).

What organizations are eligible for an Olympics liquor licence (with the approval of the LCLB)?

- (1) the International Olympic Committee;
- (2) the International Paralympic Committee;
- (3) Vancouver Organizing Committee for the Olympic/Paralympic Games (VANOC);
- (4) a person who has a contract with VANOC to supply food or beverage services or a facility for the Games during the time when the services are to be provided;
- (5) an official Games sponsor;
- (6) a local government or first nation that is located within the areas where the Olympic/Paralympic licence is available;
- (7) a national, state or provincial government of an official participant country;
- (8) the national Olympic committee or the national Paralympic committee of an official participant country;
- (9) an international sports federation that is a member of the Association of International Olympic Winter Sports Federations.

Under what circumstances can you enter into an agreement for product exclusivity?

An organization that is **eligible for an Olympics liquor licence** may, with LCLB approval, enter into an agreement with a liquor supplier for their product to be sold exclusively during the term of the Olympics liquor licence. For example, VANOC may require that the licensee have an exclusive tie with Molson and/or Vincor.

Can I enter into an agreement using my existing Liquor Primary Licensee?

An organization that is **eligible for an Olympics liquor licence** and that has entered into an agreement with an existing liquor primary or food primary licensee (restaurant, pub, bar, etc) to rent the licensed establishment during the Olympics period may, with LCLB approval, enter into an agreement with a liquor supplier for their product to be served exclusively during the term of the rental agreement.

Only an organization that is eligible for an Olympics liquor licence can enter into an agreement with a licensee to serve exclusively a manufacturer's product. Licensees who do not have an agreement to rent their premises to an Olympics eligible organization (list above) **are not permitted** by the Liquor Control and Licensing Act and regulations to enter into an agreement or to feature one manufacturer's products exclusively.

Licensees are encouraged to consult with the LCLB **before they sign an agreement** to ensure that the organization is actually eligible for an Olympic liquor licence and to ensure that the licensee is in the geographic area eligible for an Olympic licence.

To apply for the exclusivity arrangement (or any other temporary change - e.g. to permit minors), a permanent licensee should complete the temporary change application form (available at: <http://www.hsd.gov.bc.ca/lclb/docs-forms/LCLB023.pdf>), attach a copy of the agreement with Olympic licence eligible organization for the use of the establishment and pay the required fee of \$110.