

Date: October 1, 2009

To: All LCLB staff
All Industry Associations
All Local Government, First Nations, and Police Agencies

Re: Amended Policy Directives 09-01 & 09-04, attached

Policy Directives 09-01 and 09-04 deal with various aspects of the temporary Olympic/Paralympic ("O/P") licence and its impact on food and liquor primary licences.

The following list summarizes the key changes to Policy Directive 09-01:

1. Hours of Liquor Service
All O/P and existing licensees in the O/P eligible areas are now able to apply to be open until 4 a.m. (instead of 2 a.m. which the previous policy allowed) but only during the period of the Olympic Games, subject to local government support and LCLB approval.
2. Exclusivity
Changes have been made to allow exclusivity in O/P licensed establishments and existing establishments under contract with O/P eligible organizations.

The following list summarizes the key change to Policy Directive 09-04:

1. Hours of Liquor Service
Same as # 1 above.
2. Exclusivity
Changes have been made to allow exclusivity in O/P licensed establishments and existing establishments under contract with O/P eligible organizations. (Item #2 above.)

Changes have also been made to the process for applying for these exemptions which reduces the amount of information that needs to be submitted with the application.

3. Sponsorships
Changes have been made to the terms and conditions of sponsorships which allow for the exclusive sale of a manufacturer's products. The requirements for giving the Branch notice of a sponsorship have been reduced.