

MOTION ON NOTICE

5. A Fair and Level Playing Field for Vancouver Distilleries, Wineries, Cideries and Breweries

MOVER: Councillor Affleck

SECONDER:

WHEREAS

1. Supporting Vancouver businesses, and making them more competitive, efficient, and ready to benefit from emerging opportunities is essential to a healthy and sustainable economic future;
2. Allowing the sampling and vending of craft beer, wine, and liquor supports local products and the local economy;
3. The Province of British Columbia has updated B.C.'s outdated liquor rules and cut red tape to support and promote the industry and create more selection for consumers;
4. Recommendation 28 in the B.C. Liquor Policy Review, Final Report (January 2014), states that manufacturers should be allowed to offer patrons liquor that was not produced on site;
5. On July 28, 2015, the Province of British Columbia announced that distilleries, wineries, cideries and breweries with licensed lounges or special event areas can now sell liquor they do not produce - up to 20 per cent of their sales each quarter - for customers to enjoy during their visit;
6. The City of Vancouver currently has a number of By-Laws that prohibit distilleries, wineries, cideries and breweries from selling liquor they do not produce, preventing local manufacturers from participating in the new sales channels and expanded market opportunities allowed by the Province;
7. A City of Vancouver liquor strategy review is pending but may not be ready for Council to consider until next spring, effectively preventing Vancouver distilleries, wineries, cideries and breweries from availing themselves of the opportunity to sell liquor they do not produce prior to that time;
8. Manufacturers based outside Vancouver currently have a significant business advantage over manufacturers based in Vancouver and are more likely to be able to host special events (e.g., weddings, movie release events, product launch events, etc.) owing to the wider assortment of products they can carry - products that would not be available if the event were to take place in Vancouver;

9. Allowing Vancouver distilleries, wineries, cideries and breweries to sell liquor they do not produce - up to 20 per cent of their sales each quarter - would ensure a fair and level playing field between manufacturers based in the city of Vancouver and those based outside the city who are already enjoying the sales and market benefits of the new Provincial policy.

THEREFORE BE IT RESOLVED THAT Council direct staff to fast-track a policy to allow Vancouver distilleries, wineries, cideries and breweries to sell liquor they do not produce - up to 20 per cent of their sales each quarter - in accordance with new Provincial regulations.

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