

COUNCIL MEMBERS' MOTIONS

3. **Updating Guidelines to Allow for Wine-on-Shelf Sales in Vancouver Grocery Stores**

Submitted by: Councillor Klassen

WHEREAS

1. The production, consumption, and sale of liquor in BC is governed by the provincial Liquor Control and Licencing Act (the “Act”);
2. Municipalities have no independent jurisdiction with respect to liquor and, in particular, the Vancouver Charter does not give the City any jurisdiction over liquor consumption or sales. The role that the City plays in the sale and consumption of alcohol is set out in the Liquor Control and Licensing Act. Municipalities set local by-laws and policies;
3. In 2015, the Province changed the Liquor Control and Licensing Board (LCLB) regulations to allow for the sale of liquor in grocery stores under one of two models: wine-on-shelf or store-in-store;
4. In December 2015, Vancouver City staff presented Council with a recommendation to pilot the wine-on-shelf model in five grocery stores. Council deferred this recommended action to solicit “feedback from the public, and consulted with key stakeholders”;
5. In June 2017, a city-wide liquor policy review culminated with a staff report to Council (i.e., June 14, 2017, *Liquor Policy Review – Recommended Actions*), which included consultation with key stakeholders such as Vancouver Coastal Health, Vancouver Police Department, Tourism Vancouver, and industry representatives. The policy review aimed to assess the existing by-laws, policies, and guidelines to reflect evolving needs and issues and to align City liquor policy with the recent changes to Provincial liquor policies;
6. At present, liquor retailing within grocery stores in the City of Vancouver remains limited to the “store-within-a-store” model, with “on-shelf” retailing in grocery stores not permitted by the municipality as per the regulations implemented in 2017;
7. Examples of municipalities that allow for wine-on-shelf sales include Kamloops, Kelowna, Langley, Maple Ridge, Mission, Abbotsford, Penticton, Pemberton, Parksville, Prince George, Richmond, Surrey, District of North Vancouver, Delta, White Rock, and recently the City of Coquitlam;
8. The current provincial liquor regulations allow retailers to support local farmers without harming the interests of existing liquor retailers. In fact, “mom and pop” liquor retailers often benefit from increased foot traffic as a result of their

proximity to grocery stores given the restrictions surrounding the products grocery stores are allowed to offer on sale; and

9. Given the non-problematic success of the wine-on-shelf model for grocery stores as seen across the province since the changes to regulations in 2015, along with the considerable change in the provincial retail landscape since that time, and the span of time since the City of Vancouver last addressed the question of wine sales in grocery stores, it is timely for Council to revisit the wine-on-shelf model for grocery stores in Vancouver and the policy implemented in 2017.

THEREFORE BE IT RESOLVED THAT Council direct staff to report back with updates to the City's grocery liquor retail store guidelines no later than the end of Q2 of 2023, including any by-law amendments that may be required, in order to allow for wine-on-shelf sales in Vancouver grocery stores to ensure greater consumer selection and convenience and to align with current policies, practices, and regulations already in place across the Metro Vancouver region and province-wide.

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