



## BRITISH COLUMBIA

VIA EMAIL

Ref. 678508

June 27, 2025

His Worship Victor I. Cumming  
Mayor of the City of Vernon  
3400 – 30<sup>th</sup> Street  
Vernon BC V1T 5E6  
Email: [mayor@vernon.ca](mailto:mayor@vernon.ca); [SSmith@vernon.ca](mailto:SSmith@vernon.ca)

Dear Mayor Cumming:

Thank your April 28, 2025 letter, addressed to Premier David Eby and Harwinder Sandhu, MLA for Vernon-Monashee, regarding the BC Liquor Distribution Branch's (LDB) supports for British Columbia's craft distillers. As Minister responsible for the LDB, I am pleased to respond.

I recognize the recent removal of U.S. made liquor products from BCLIQUOR (BCL) stores has created new opportunities for local producers. I recently met with the Craft Distillers Guild of British Columbia, who represents the interests of the craft distilling industry and is a member of the government's Business Technical Advisory Panel (BTAP) that focuses on liquor policy. Please be assured that the concerns and perspectives shared by the craft distilling sector are being heard and carefully considered.

The LDB is a strong supporter and advocate for British Columbia's liquor manufacturers, and continues to implement programs to support local industries, including stocking and promoting BC and Canadian-made products and through initiatives such as dedicated "Buy Local" months, which feature BC craft products. BCL also regularly includes regional producer profiles in BCL's *taste* magazine, as well as in traditional and digital advertising and through social media channels with dedicated marketing campaigns.

To further enhance its support of BC and Canadian manufacturers, BCL has taken immediate action to add more locally produced products in its stores, including 10 more BC craft spirits, and will continue to do so over the coming weeks and months. Given these extraordinary times, I have directed the LDB to explore further ways to reduce barriers for local producers seeking shelf space in BCL stores following the removal of US-made products. The LDB is taking progressive steps in line with this directive.

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In our province, different liquor manufacturers operate under distinct sales agreements, each with specific eligibility criteria and requirements. The LDB provides additional benefits to manufacturers that meet these high standards for local input use and production quality. For example, to be classified as a BC craft distillery, a distillery must meet various criteria, including using 100 per cent BC agricultural inputs and producing no more than 100,000 L of spirits annually.

It is worth highlighting that the majority of craft distillers in British Columbia produce under 5,000 L annually with the largest annual production volume being under 30,000 L. This benefit is intended to support the growth and sustainability of the craft distilling sector by providing distilleries with lower production volumes greater market access and opportunities to sell directly to licensed customers.

In recognition of their investment, BC craft distillers can direct deliver their products to thousands of private liquor stores, licensed restaurants, pubs, and bars across the province, and are subject to a reduced graduated mark-up depending on their annual production volume on those products they direct deliver. This benefit is intended to support the growth and sustainability of the craft distilling sector by providing greater market access and opportunities for small producers.

As you may know, in January 2024, the LDB began a review of its sales agreements relating to the direct sale and delivery liquor products manufactured in British Columbia. The purpose of this review is to ensure the sales agreements, which outline the requirements, restrictions, and many of the benefits for BC manufacturers, continue to align with government policy objectives. As part of this process, the LDB conducted extensive consultations with BC's distilling sector in Fall 2024. Distillers were invited to complete a survey and participate in a roundtable session to share their perspectives on the most significant challenges facing the industry. This included valuable input from the Craft Distillers Guild of British Columbia.


The LDB will review the feedback provided by the Guild and other stakeholders within the context of broader government policy objectives such as promoting BC agricultural inputs, supporting agri-tourism, encouraging the growth of small BC businesses, fostering employment and economic activity.

As government continues to work with BC's craft distilleries, any new or enhanced requests for support must be carefully balanced with broader government policy objectives and public funding priorities, ensuring that essential services remain properly funded. In 2023/2024 alone, the LDB contributed just over \$1 billion to the Government of British Columbia. These funds – generated in large part through the liquor industry – help fund vital public services, including health care, social services, and public education, which benefit all British Columbians.

His Worship Victor I. Cumming  
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I appreciate your writing.

Sincerely,

A handwritten signature in cursive script that reads "Garry Begg". The ink is light grey or blue, and the signature is written in a fluid, connected style.

Garry Begg  
Minister of Public Safety and Solicitor General

pc: The Honourable David Eby, KC  
Harwinder Sandhu, MLA