



Revised: January 25, 2017

RURAL AGENCY STORE PROGRAM

Information Package

**Liquor Distribution Branch
2625 Rupert Street
Vancouver, British Columbia V5M 3T5**



The *Rural Agency Store Program Information Package* provides interested parties with information about the Rural Agency Store Program, including the Program's Community and Business Criteria, General Operating Conditions, and *Authorization Terms and Conditions*.

If, after thoroughly reviewing the *Rural Agency Store Program Information Package*, you believe your community meets the Rural Agency Store Program criteria, please provide a written submission to the Manager, Store Operations - Corporate at the address noted below.

The submission should address the following points/questions:

- The driving distance from your business location to the nearest liquor outlet(s), including BC Liquor Stores, Licensee Retail Stores and Rural Agency Stores.
- Is there year round all weather road access to the community?
- What is the population of the trading area within 5 kilometres driving distance from the community?
- Can the residents do the majority of their shopping in the community?
- What is the percentage of linear feet of the proposed liquor area? Please provide a breakdown by product category of your store's area product mix (by percentage of linear feet).

Upon receipt of this information, the Liquor Distribution Branch will assess the community for eligibility for a Rural Agency Store.

Thank you for your interest in the Rural Agency Store Program. For more information about the program, please contact Store Operations - Corporate by telephone 604-252-3324 or toll free at 1-866-888-3324, facsimile 604-252-3016, or e-mail: ras@beliquorstores.com.

Store Operations - Corporate
Liquor Distribution Branch
2625 Rupert Street
Vancouver, BC
V5M 3T5



Table of Contents

Section I	<u>Background</u>	4
Section II	<u>Community and Business Criteria</u>	7
Section III	<u>Definitions</u>	11
Section IV	<u>RAS Authorization Terms and Conditions</u>	14



Section I

Background

BACKGROUND

The LDB established a program where an independently-owned full-service general grocery store may operate a Rural Agency Store (RAS) for the retail sale of liquor (spirits, wine, beer, cider and coolers) in a community that is not currently served by a BC Liquor Store (BCLS), Licensee Retail Store (LRS) or Rural Agency Store. Only one Rural Agency Store can operate in a community.

Rural Agency Stores are full-service general grocery stores authorized by the LDB to sell liquor in communities where liquor service is not readily available.

Generally, the physical location of a Rural Agency Store must be a minimum of 10 kilometres driving distance from the nearest existing BCLS, LRS or RAS, where access is by all-weather road. Once a LRS application or relocation application has reached the pre-clearance stage of the licensing process, a competing RAS application in any stage of the process will be turned down.

A RAS established prior to 2004 is considered to have “grandparent status”. Grandparent status allows RASs already in existence prior to 2004 to continue to operate, even though they may not meet the current program criteria. The grandparent status applies to the physical location of the RAS. Grandparent status will be terminated if the RAS moves to any other physical location. At the discretion of the General Manager of the LDB, a variance to the grandparent provision related to a relocation may be granted.

The RAS program is expected to deliver good customer service, economic benefits to the community, increased employment, overall broadening of the community's business base and promotion of small business in British Columbia.

The economic viability of a Rural Agency Store operation is secondary to its primary purpose as a full-service general grocery store. The policies and criteria of the Rural Agency Store program are designed to ensure that once a Rural Agency Store is authorized, liquor will be available, but it is not intended to be the core focus of the business.

The community is measured against the established Rural Agency Store criteria, as described below, to determine eligibility. If eligible, community support for a Rural Agency Store is determined in the following way:

- Placement of an advertisement in local newspapers inviting input from members of the community;
- Posting a notice in the proposed business in the area;
- Invitations for input are sent to local interest groups such as nearby First Nation Bands, local government and police.

The Liquor Distribution Branch will not consider written submissions for the establishment of a Rural Agency Store from business operators in other communities that are located within 10 kilometres of a community that is currently in the community input or applicant review stage.

- If there is evidence of community support, and there is no significant opposition to the establishment of a RAS, the Liquor Distribution Branch will provide an application package to potential businesses in the community. If significant opposition to the establishment of a RAS is expressed, the LDB will not proceed with the review further.

- The Liquor Distribution Branch will post an expression of interest in the local newspaper, and interested applicants will have 30 days to submit an application.
- Applications are evaluated against the Rural Agency Store criteria and must meet the minimum store standards as set out for the Rural Agency Store Program, to be considered for a Rural Agency Store.

Persons (Operators) granted an Authorization to operate a Rural Agency Store must comply with all applicable laws or by-laws affecting the Operator's business (see *Authorization Terms and Conditions*). This includes complying with all local zoning bylaws.

No Authorization will be granted until the applicant satisfies the LDB that there is in place the appropriate zoning to sell beverage alcohol from the applicant's designated premises.

Authorized RAS Operators have access to all products that are available for sale in the province, including wholesale products available from the LDB, product supplied directly by British Columbia manufacturers (e.g. wineries, authorized distilleries and breweries) and all beer supplied directly by beer suppliers.

Authorized Operators are required to comply with their *RAS Authorization Terms and Conditions* which constitute the operating procedures for a RAS.



Section II

Community and Business Criteria

I. COMMUNITY CRITERIA

The Rural Agency Store program is designed for two types of communities – rural communities and major tourist destination resorts.

Only one Rural Agency Store authorization in a community or tourist resort is permitted.

At the discretion of the General Manager, an exception to the community criteria may be granted in extenuating situations such as waterbound locations.

The Liquor Distribution Branch reserves the right to authorize the establishment of a Rural Agency Store in any community where a BC Liquor Store ceases to operate.

1. Criteria for Rural Communities:

Distance: The proposed location is a minimum of 10 kilometres driving distance from the nearest existing BC Liquor Store, Licensee Retail Store or Rural Agency Store, where access is by all-weather road.

At the discretion of the General Manager, an exception to the 10 kilometre distance criterion may be granted where the proposed location is less than 10 kilometres driving distance from the nearest existing BCLS, LRS or RAS, where access is by all-weather road, and the General Manager:

- Is satisfied the community being served by the proposed RAS is separate and distinct from the community served by the existing BCLS, LRS or RAS;
- Is satisfied the distance between the proposed RAS and the closest other existing liquor retailer(s) is sufficient to maintain the intent of the RAS Program; and
- Has received notice of resolution(s) in support of the RAS application passed by all local government(s) and/or First Nation(s) associated with the community in which the RAS is proposed to be located.

Size: The rural community is too small to warrant the establishment of a BC Liquor Store. The population being served by the trading area is a minimum of 200 persons [except for communities without all weather road access]. The trading area is defined as an area within 5 kilometres driving distance from the community.

Suitable business: There is a suitable business to accommodate a Rural Agency Store, that is an independently-owned full-service general grocery store, which has been in business for at least one year, not associated in any manner with a chain store operation, and that stocks a sufficient quantity and variety of food groups and staples to meet the basic shopping needs of the community.

Community support: The community must support the establishment of a Rural Agency Store.

2. Criteria for Major Tourist Destination Resorts:

Distance: The proposed location is a minimum of 10 kilometres driving distance from the nearest existing BC Liquor Store, Licensee Retail Store or Rural Agency Store, where access is by all-weather road.

At the discretion of the General Manager, an exception to the 10 kilometre distance criterion may be granted where the proposed location is less than 10 kilometres driving distance from the nearest existing BCLS, LRS or RAS, where access is by all-weather road, and the General Manager:

- Is satisfied the community being served by the proposed RAS is separate and distinct from the community served by the existing BCLS, LRS or RAS;
- Is satisfied the distance between the proposed RAS and the closest other existing liquor retailer(s) is sufficient to maintain the intent of the RAS Program; and
- Has received notice of resolution(s) in support of the RAS application passed by all local government(s) and/or First Nation(s) associated with the community in which the RAS is proposed to be located.

Size: The resort is too small to warrant the establishment of a BC Liquor Store.

Tourist services: The resort must have substantial accommodation for tourists.

Suitable business: There is a suitable business to accommodate a Rural Agency Store; i.e. an independently-owned full service general grocery store, which has been in business for at least one year, whose business is not associated in any manner with a chain store operation, and that stocks a sufficient quantity and variety of the basic food groups and staples to meet the basic shopping needs of the tourist destination resort.

Community support: The community must support the establishment of a Rural Agency Store.

II. BUSINESS ELIGIBILITY CRITERIA

Type of Business

In addition to meeting the community or tourist destination resort criteria, successful Rural Agency Store applicants must demonstrate that their business provides basic shopping services. An independently-owned full-service general grocery store would normally meet this condition, as residents can meet basic shopping needs without travelling outside their community.

A store that only stocks “convenience” type products (chips, pop, chocolate bars, etc.) would not be considered a suitable location for a Rural Agency Store.

Applications will not be accepted from any business presently listed for sale.

The criteria used to determine the suitability of a business for a Rural Agency Store Authorization include:

Groceries and Product Mix

- Dairy products
- Fresh/frozen meat/poultry/fish
- Fruits/Vegetables – fresh/frozen
- Grain products– bread/baked goods/pasta/rice

- Canned goods – soups, vegetables, etc.
- Household staples – flour, sugar, cleaning supplies, toiletries, pet food, etc.
- Frozen products
- Miscellaneous items

Additional Services

- Post office
- Lottery outlet
- Fishing/hunting licenses
- Propane/gas

Store Appearance and Layout

Interior

- Premises clean and well-maintained
- Fully stocked shelves
- Knowledgeable, helpful, courteous staff
- Store layout facilitates access to products
- Store hours posted at entrance
- Proposed area for liquor sales separate from other products sold and visible to customers
- Space and shelving adequate to display a suitable range of liquor products
- Refrigeration units available

Exterior

- Exterior of building in good condition
- Well-maintained/landscaped, free of debris
- Easy access to store
- On site parking

Business Location

- Facilitates one stop shopping
- Centrally located in the community



Section III

Definitions

Definitions

The following definitions apply to the terms and abbreviations used in this document:

<i>Applicant</i>	person, partnership or corporation applying for an Authorization
<i>Authorization</i>	an Authorization to operate a Rural Agency Store. An Authorization is personal in nature and cannot be sold, transferred or assigned by the Operator either directly or indirectly
<i>BCLS</i>	government liquor store
<i>BDL</i>	Brewers Distributor Ltd.
<i>Distribution Centre</i>	Vancouver Distribution Centre or Kamloops Distribution Centre
<i>general manager</i>	the General Manager of the Liquor Distribution Branch
<i>general grocery store</i>	commercial store offering basic food supplies to retail customers
<i>grandparent status</i>	a RAS established prior to the 2004 criteria is considered to have “grandparent status”. Grandparent status allows RASs already in existence prior to 2004 to continue to operate, even though they may not meet the current program criteria. The grandparent status applies to the physical location of the RAS. Grandparent status will be terminated if the RAS moves to any other physical location
<i>independently-owned</i>	businesses not associated in any manner with a chain store operation (for example, Safeway, IGA, Thrifty Foods, etc.)
<i>LCLB</i>	Liquor Control and Licensing Branch
<i>LDB</i>	Liquor Distribution Branch
<i>licensed establishment</i>	establishment licensed under the <i>Liquor Control and Licensing Act</i> , such as a pub or a restaurant
<i>liquor</i>	beverage alcohol - spirits, wine, beer, cider and coolers
<i>Liquor Control and Licensing Act</i>	<i>Liquor Control and Licensing Act</i> , R.S.B.C. 1996, c.267, as amended or replaced from time to time
<i>Liquor Distribution Act</i>	<i>Liquor Distribution Act</i> , R.S.B.C. 1996, c.268 as amended or replaced from time to time
<i>Licensee Retail Store (LRS)</i>	private liquor store licensed under the <i>Liquor Control and Licensing Act</i>
<i>operator</i>	the individual, partnership or corporation responsible for operating the RAS
<i>physical location of RAS</i>	the street address of the store that the RAS is operating from

<i>product</i>	all products that are available for sale in the province, including wholesale products available from the LDB, product supplied directly by British Columbia manufacturers (e.g. wineries, authorized distilleries and breweries) and all beer supplied directly by beer suppliers
<i>relocation</i>	at the discretion of the General Manager, a variance to the grandparent provision related to a relocation may be granted
<i>rural agency store (RAS)</i>	the business of selling liquor in conjunction with an independently owned full service general grocery store
<i>rural community</i>	a community that is generally 10 kilometres driving distance from the nearest existing BCLS, LRS or RAS, where access is by all weather road; the population being served by the trading area is a minimum of 200 persons (except for communities without all weather road access) and it is too small to warrant the establishment of a BCLS
<i>signage</i>	any publicly displayed information that is presented in the form of words, symbols and/or pictures
<i>site</i>	legal description of the Operator's physical location
<i>special event permit (SEP)</i>	authorization permitting the applicant to serve, sell and consume alcohol at a special event, celebration, or community festival
<i>special orders</i>	liquor product orders not sold in BCLSs and ordered through LDB permitted channels
<i>store</i>	the building, business, fixtures, machinery, equipment, materials, goods and chattels or part thereof at the site, owned or leased and used by the Operator for the retail sale of liquor as governed by the Authorization Terms and Conditions
<i>supplier</i>	a manufacturer (brewer, vintner or distiller), importer, distributor or bottler of liquor
<i>10 per cent shareholder</i>	a shareholder holding 10 per cent or more of the shares of a corporate applicant
<i>trading area</i>	an area within five kilometres driving distance from the community



Section IV

Rural Agency Store Authorization Terms and Conditions

RAS AUTHORIZATION TERMS AND CONDITIONS

The *Authorization Terms and Conditions* describe the manner in which you (as an Operator) must conduct your Rural Agency Store (“RAS”) business. Notwithstanding the lack of execution by you of this document or the date it was sent to you, these RAS Authorization Terms and Conditions will be effective as of April 1, 2015 and will replace any existing terms and conditions. By continuing to do business after April 1st you will be deemed to have accepted and have agreed to comply with the following terms and conditions:

Premises

1. The Authorization Certificate must be publicly displayed at all times in the retail store premises.
2. According to the Liquor Distribution Act, all employees involved in the sale of liquor in the RAS must be at least nineteen (19) years of age (**NO EXCEPTIONS**).
3. Liquor inventory and/or displays cannot be co-mingled with any other products available for sale. The Operator must display liquor products for sale in a separate area of the store premises.
4. According to the Liquor Distribution Act, the Operator's hours of sale of liquor in the RAS must be set between 9:00 a.m. and 11:00 p.m. The RAS may be open for business any day of the year (subject to municipal, regional or district bylaws).
5. Operators must comply with all federal, provincial, municipal or regional requirements; the *Liquor Distribution Act* and *Liquor Control and Licensing Act*, including the prohibition against sales to minors or intoxicated persons.

Product Ordering and Payment

6. Operators have access to all products that are available for sale in the province, including wholesale products available from the LDB, product supplied directly by British Columbia manufacturers (e.g. wineries, authorized distilleries and breweries) and all beer supplied directly by beer suppliers.
7. Brewers Distributor Ltd. ("BDL") is able to service all customers in the Province of British Columbia that meet their minimum purchasing order requirement. This service is provided free of charge to the customers. To set up your BDL direct delivery account, contact:

BDL Contacts – Customer Service

Maya Saouma, Customer Service Liaison

o. 604-927-4093 c. 604-329-2455 e. Maya.Saouma@bdl.ca

8. All products must be paid for prior to taking possession of the product. The method of payment for purchases and ordering terms and conditions, and transportation if provided, should be arranged with the LDB, the manufacturer and BDL.

9. Subject to paragraph 10, Operators must purchase liquor at the LDB's established wholesale prices. The Operator must pay applicable taxes on all purchases.
10. Operators may buy from BCLSs at LDB established retail prices.
11. For RAS guidelines on product payment, pick-up from LDB Distribution Centre, delivery, breakage, returns and refunds, refer to the *Product Ordering Guide for Rural Agency Stores*.

Freight

12. Operators have access to one liquor delivery supplied by LDB weekly, or biweekly depending on volume, at a fee as set out in the *Product Ordering Guide for Rural Agency Stores*. The Operator will transport or arrange for the transportation of liquor to the RAS and his/her sole cost and risk for any deliveries exceeding this one delivery. Operators may opt to pick up their order from an LDB Distribution Centre but no reimbursement will be issued. Specific details are provided to each Operator. This will not affect the direct beer service you may currently be receiving from manufacturers, BDL or other beer suppliers.

Sale of Product

13. Operators may sell liquor at the prices set out in paragraphs 15 and 18 to:
 - retail customers;
 - establishments licensed under the *Liquor Control and Licensing Act* ("licensed establishments") with the prior written approval of the LDB;
 - special event permittees upon presentation of the permit with the prior written approval of the LDB.
14. All products must be paid for by cash, debit, or credit card prior to the customer taking possession of the product. No other forms of payment are accepted.
15. Operators may price the liquor according to the marketplace for retail customers and special event permittees subject to any minimum pricing rules that may be provided to the Operators by the Liquor Control and Licensing Branch. Prices must be posted in a visible location in the RAS.
16. Operators will be provided with wholesale pricing set by the LDB in accordance with the *Product Ordering Guide for Rural Agency Stores*.
17. As per the [Liquor Control and Licensing Branch](#) liquor delivery terms and conditions, Operators may deliver any liquor product to their retail customers.
18. Operators authorized to sell liquor to licensed establishments must sell at the LDB established retail price. Each order of liquor sold to a licensed establishment must be recorded on a "Licensee Agency Order Form" and sent to Finance Data Management at the end of each financial period or submitted online using the LDB Direct Sales Web Reporting System (the training documentation for online reporting and downloadable forms for paper submissions are available here: www.bcldb.com/direct-sales-web-reporting-user-guides). The Operator must maintain records and other reporting requirements to ensure sales to licensed establishments are properly accounted for.

If you sell liquor to a licensed establishment without the prior written consent of the LDB, your RAS Authorization will be suspended for 30 business days (first unauthorized sale) and 60 business days (second unauthorized sale). A third sale to a licensed establishment without prior written permission of the LDB will result in the termination of this Authorization.

19. In accordance with LCLB regulations, any RASs that supply liquor for a SEP event are required to accept returns of any unopened liquor left over after the special event ends.

Providing Safe and Responsible Service

20. It is against the law to sell, serve or supply liquor to a minor. It is expected that you and your staff will put in place effective systems to meet this objective. If you or an employee allows a minor to purchase liquor, your RAS Authorization privileges could be jeopardized. Operators must ensure all employees who are involved in the sale of liquor have taken all Serving It Right training required to be compliant with the *Liquor Control and Licensing Act*.
21. When you verify a customer's age, you and your employees must ask for **two** pieces of identification.

The first piece of identification must:

- be issued by a government agency (e.g. a passport or driver's license), and
- include the person's name, signature, birth date and picture.

The second piece must:

- include an imprint of the holder's name (e.g. a credit card or Care Card), and
- include the person's signature and/or picture.

If the person cannot produce two pieces of acceptable identification that proves they are 19 or older, you must refuse them service.

22. You must not let a person who is intoxicated or apparently under the influence of alcohol or drugs enter or remain in your store. You must refuse the person service, have the person removed and see that he or she departs safely.
23. You must not allow violent, quarrelsome, riotous or disorderly conduct or unlawful activities take place in your store. This includes behaviour that might cause a reasonable person to believe his or her safety is threatened.

If you know or suspect that this kind of behaviour has taken place, is currently taking place, or may take place, then you must notify the police immediately.

Consumer Tastings

24. You and a liquor manufacturer or agent may agree to conduct tastings of products that are available for sale in your store.

When a consumer tasting event will take place, and how long it will run, is up to you and the manufacturer or agent. However, all tastings must end 30 minutes before your store closes, and you can only have one consumer tasting event going on in your store at a time.

You and the liquor manufacturer or agent may advertise the tasting within or outside the store, using promotional materials supplied by the liquor manufacturer or agent.

Maximum quantities that may be offered to customers:

	Single Product	Multiple Product
Wines	20 ml	30 ml
Spirits	10 ml	20 ml
Beer/cider/coolers	30 ml	45 ml

The quantities for multiple product tastings apply only where you are presenting more than one product at a single tasting. The quantity for multiple products is a total of all products offered. For example, if you present three kinds of wine, you may offer a maximum quantity of 10 ml of each wine to taste.

You may not charge the manufacturer or agent a rental fee for demonstration space.

Servers and/or employees conducting tastings must be at least 19 years of age.

You must make sure all servers are familiar with the rules governing consumer tastings at rural agency stores. Servers may not serve minors or anyone who is apparently under the influence of alcohol, and may not leave open containers unattended.

The liquor manufacturer or agent must purchase all products to be tasted from you. The price you charge must be no less than what you paid for the product and no more than the price you normally charge your retail customers.

You must issue (and the liquor manufacturer or agent must retain) a countersigned receipt for the dollar value of sampled product.

At the end of the consumer tasting:

- You or the liquor manufacturer/agent must destroy any poured samples
- Unfinished and unopened bottles of liquor may be removed from the store after a tasting has been completed. The unfinished and unopened bottles may be used at another tasting event, subject to approval of the store in which the tasting is occurring.

Promotional items

25. You may accept promotional items of nominal value, such as posters, from a liquor manufacturer or agent, provided it does not appear that you are promoting a particular liquor product or the products of a particular manufacturer (brand-identified or corporately identified items of a particular liquor manufacturer must not predominate).

You may buy clothing and novelties – such as shirts, caps, key chains, etc. – with the name or brand of a particular liquor or liquor manufacturer at fair market value, and re-sell them to your customers or employees. These items may display the name of your Rural Agency Store.

Value-added promotional items approved for BC Liquor Stores

26. If a liquor manufacturer or agent has received approval from the Liquor Distribution Branch to offer value-added promotional items in BC Liquor Stores, he or she may also provide those same promotional items to your store for the same promotion period.

All liquor on-packs must be attached to the base product that is being promoted prior to shipment to the Rural Agency Store. Liquor suppliers are not permitted to on-pack products in the Rural Agency Store.

All value-added promotions must follow the Liquor Distribution Branch guidelines outlined in the booklet, *In-Store Marketing Programs*.

Under the Liquor Distribution Branch guidelines, value-added promotional items must be of nominal value (they may not exceed 20 per cent of the retail price of the base product), and must be liquor or liquor-related or branded. Items may include:

- "on-packs," where a small bottle of liquor or an item such as a corkscrew is attached to a bottle or case of liquor
- "in-packs," where an item, such as a T-shirt, is included inside a case of liquor, and
- "near-packs," where an item, such as a bag of chips with a manufacturer's brand, is placed near or alongside a liquor product and is given away whenever that product is purchased.

Value-added promotions may also include third-party coupons attached to a liquor product by a neck tag or back label, or placed inside a case. These coupons may not be for a rebate or reduction on the purchase price of a liquor product, for a free liquor product of any kind, or for cash.

You may keep any leftover items at the end of the promotional period and continue to offer them to your customers until they are gone; however, you may not take any promotional items for personal use or future promotions.

Promotional items are not transferable. You may not transfer items to another Rural Agency Store, even if you own it.

You and the manufacturer or agent may advertise these promotions.

Please note:

Other promotions that require the purchase of a liquor product as a condition of participation are not allowed. For example, you may not offer cigarettes at a reduced price when a customer buys a certain quantity of liquor.

Empty Containers Deposit and Refund

27. All brands of spirits, wines, beer, cider and coolers are sold in containers where a deposit fee must be charged at the time of sale, as per the regulations of the [Environment Management Act](#).
28. The Operator must refund to customers the deposit fee upon return of any empty containers of products that they sell. Operators are required to accept up to two dozen empties, per customer, per day of the brands of products that they sell. Operators must arrange, at their cost, for the delivery/collection and redemption of all other empty liquor containers, to a designated bottle depot or with authorization, to their local BCLS if there is no local bottle depot.

Records and Reports

29. The Operator must keep accurate financial records, prepared in accordance with generally accepted accounting principles, relative to the purchase and sale of liquor that are necessary, customary and appropriate for a like-sized retail business. All sales to licensed establishments must be recorded and documented as required by the LDB. Upon request, the Operator must be able to provide financial records to the LDB for inspection or audit to ensure compliance with these *Authorization Terms and Conditions*.
30. The Operator must separate and identify the sales of liquor (including empty container refunds) from the other sales of the business. The applicant must describe the method proposed to accomplish this separation.

Enforcement

31. Failure to:
 - (a) comply with these *Authorization Terms and Conditions*, or
 - (b) comply with any general provincial requirements concerning the sale of alcohol, including the sale of alcohol to minors or intoxicated persons, may result in any one or more of the following at the discretion of the General Manager, Liquor Distribution Branch:
 - (i) the LDB may give you reasonable notice to remedy the non-compliance;
 - (ii) the imposition of additional conditions for the operation for your RAS;
 - (iii) the suspension or termination of all or any part of these *Authorization Terms and Conditions*.

Failure to meet any requirement imposed under (i) and (ii) may result in the suspension or termination of your Authorization. Any costs associated with any investigation into compliance with these terms and conditions or any provincial requirements, as reasonably determined by the LDB, will be payable by you.

Advertising

32. As per the [Liquor Control and Licensing Branch](#) liquor advertising rules, the Operator may advertise:
 - the name and location of the store;
 - hours of sale;

- names of liquor manufacturers or brands;
- liquor prices.

Advertisements may not:

- encourage people to drink liquor or drink irresponsibly;
- show people drinking liquor, or anyone who is either intoxicated or behaving irresponsibly or illegally;
- associate liquor with driving;
- be directed at minors or placed in locations used or visited mostly by minors, such as video arcades and playgrounds;
- depict liquor as:
 - one of life's necessities;
 - key to social acceptance or personal success;
 - central to the enjoyment of an activity;
 - a status symbol.

As indicated in the [Liquor Control and Licensing Branch](#) liquor advertising rules, advertisements may be placed in newspapers, magazines and periodicals, or on television, radio, or the Internet, and published in pamphlets and brochures.

Signage

33. Any signs, including the sign bearing the name of the business, must comply with local by-laws. Signs are considered to be advertisements and must comply with the advertising terms and conditions outlined in the [Liquor Control and Licensing Act](#).

All signs, whether inside or outside the RAS, must be approved by the LDB prior to use.

Authorization - Sale of RAS/Termination

34. The Authorization to sell liquor is personal in nature and cannot be sold, assigned, or transferred by the Operator, either directly or indirectly. A RAS Authorization will terminate upon the sale of the business, the change in partners, or the sale of 10 per cent of the shares of any company running the business. The purchaser may be granted a temporary Authorization to operate the RAS business upon the completion of the sale of the business.
35. A RAS Authorization will be terminated on the sale of the business conducted from the store premises. The LDB must be advised of any proposed sale as soon as a purchaser has been identified.
36. Operators must advise the LDB of any change(s) in their shareholders or partners.
37. Should a RAS Authorization be terminated for any reason, the Operator must sell to the LDB all the liquor inventory that the LDB considers in a saleable condition.
38. If a RAS Authorization terminates due to the closure of a business, any future requests for the establishment of a RAS in the community will be subject to the RAS criteria applicable at the time. If a BCLS or LRS is located in the community, the LDB will not consider a temporary or permanent RAS Authorization.

Grandparent Status

39. A RAS established prior to 2004 is considered to have “grandparent status.” Grandparent status allows RASs already in existence prior to 2004 to continue to operate, even though they may not meet the current program criteria. The grandparent status applies to the physical location of the RAS. Grandparent status will be terminated if the RAS moves to any other physical location. At the discretion of the General Manager of the LDB, a variance to the grandparent provision related to a relocation may be granted. For further clarity, grandparent status applies to the establishment of a RAS but does not allow a RAS to depart from these *Authorization Terms and Conditions*.

General

40. These *Authorization Terms and Conditions* do not create a partnership or joint venture with the LDB. The LDB is:
- limited to acting as a supplier of liquor, and
 - responsible for establishing these Terms and Conditions and ensuring compliance with the Terms and Conditions, and is responsible for ensuring the public interest is served.



I acknowledge that I fully understand the responsibilities and obligations with respect to the operation of the Rural Agency Store and agree to abide by these terms and conditions.

AGREED TO on this _____ day of _____ 20____ by the

Applicant (person, partnership, corporation in
whose name the authorization is to be issued)

Signature (authorized signatory of
company)

(please print)

Applicant (person, partnership, corporation in
whose name the authorization is to be issued)

Signature (authorized signatory of
company)

(please print)

Applicant (person, partnership, corporation in
whose name the authorization is to be issued)

Signature (authorized signatory of
company)

(please print)

Business Name: _____

Business Address: _____

For Example Only - Do Not Complete