



ALLIANCE OF BEVERAGE LICENSEES FOR A RESPONSIBLE LIQUOR INDUSTRY

MEDIA RELEASE

FOR IMMEDIATE RELEASE

June 16, 2020

A historic announcement: pubs, bars, and restaurants able to purchase liquor at discounted wholesale price as of July 20th

VANCOUVER – Attorney General David Eby announced today that, effective July 20th, hospitality licensees will temporarily be able to purchase liquor products at a discounted wholesale price.

According to BC's Alliance of Beverage Licensees (ABLE BC)—the industry association that advocates on behalf of BC's private liquor industry—this is the most important and significant liquor policy change in a generation.

“This is monumental. This will help thousands of neighbourhood pubs and restaurants walk back from the brink of bankruptcy and give them a legitimate chance at surviving the COVID-19 crisis,” said Jeff Guignard, Executive Director of ABLE BC.

Over 10 per cent of BC's pubs and restaurants have already closed permanently and up to 50 per cent are at risk of closing in the next few months due to the financial impacts of COVID-19. According to Guignard, “This pricing change will have a direct, meaningful impact on the bottom lines of BC's 8500 pubs and restaurants—and the 190,000 workers we employ—at the exact moment when we need it most.”

ABLE BC estimates that this new pricing structure will reduce the cost of liquor products for pubs and restaurants by up to 20 per cent, which could translate into about five per cent savings that goes directly to their bottom line.

“COVID has cut revenues in half, and costs like rent, insurance, and wage rates keep going up year after year. Most of our industry is on the brink of insolvency right now, but today's announcement gives us a glimmer of hope that maybe some of those businesses can survive after all,” said Guignard.

Positive change through partnership

Although industry has been seeking this change since wholesale pricing for liquor retailers was introduced in 2015, today's announcement comes as a direct result of ongoing advocacy efforts

by ABLE BC and the Business Technical Advisory Panel ([BTAP](#)). ABLE BC has been proud to work alongside the BC [Restaurants and Foodservices Association](#), BC Craft Brewers Guild, and others as part of BTAP, which has been advising the Attorney General on liquor policy reforms since 2018 and throughout this COVID crisis.

According to Guignard, “We deeply appreciate how hard the Attorney General worked personally to make this happen. Many politicians of different governments have talked about this change for years, and they all agreed it needed to be done. But Minister Eby put this on his back and got it over the line. Our industry is immensely grateful to him and his team for being our industry’s champion when we need it most.”

As a show of appreciation, ABLE BC is asking all members to reach out directly to the Attorney General to let him know what this change will mean to your business. You may reach him at AG.Minister@gov.bc.ca.

A copy of government’s release is available [here](#).

MEDIA CONTACT

Jeff Guignard, Executive Director
604-499-2566
jeff@ablebc.ca