



BRITISH COLUMBIA

VIA EMAIL

Reference: 661563

February 14, 2024

Alliance of Beverage Licensees
200 - 948 Howe Street
Vancouver BC V6Z 1N9
Email: Info@ablebc.ca; jeff@ablebc.ca; bo@ablebc.ca

Dear Alliance of Beverage Licensees:

To support the legal cannabis market in BC, Government is now moving forward with gradual changes to improve hospitality and tourism opportunities for the cannabis industry and consumers alike.

This work will take time, but as a first step the BC Government has removed the prohibition on promoting places to consume cannabis and equalized smoking and vaping cannabis on public patios where smoking or vaping tobacco is already allowed. You would have seen this announcement in the LCRB's [Bulletin 24-01](#).

It is important to note that smoking and vaping cannabis on public patios will remain subject to Indigenous and local government bylaws and rules and other existing laws, such as the [Tobacco and Vapour Products Control Act](#) and [Regulation](#). Section 5.1.7 of the Cannabis Retail Store and Producer Retail Store Licence Handbooks will also be removed to ensure licensed and non-licensed businesses have equal opportunity to participate in cannabis advertising, including allowing licensees to promote an outdoor consumption space (e.g., patio) at another business.

In addition, Government is actively looking at how to enable cannabis sales at special events in the future, with the aim of establishing new avenues for cannabis consumption in locations where consumption commonly occurs, such as music festivals, and enhancing sales opportunities for licensed cannabis retailers.

In addition, we will be looking into licensed consumption spaces as a new avenue for generating income in the legal cannabis market and offering safe cannabis hospitality and tourism experiences for consumers in BC.

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We understand these are challenging times for the cannabis industry. A fundamental issue remains the excise tax and we will continue to advocate on this issue in the future. We know we have more to do here in BC to set the table to support the success of this sector.

On behalf of the Ministry of Public Safety and Solicitor General, and the Ministry of Tourism, Arts, Culture, and Sport, we thank you for your ongoing collaboration and commitment to the growth of the legal cannabis industry in BC. Together, we eagerly anticipate the future strides we will make as partners in this dynamic and evolving sector.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mike Farnworth".

Mike Farnworth
Minister of Public Safety and Solicitor General
and Deputy Premier

A handwritten signature in black ink, appearing to read "Brittney Anderson".

Brittney Anderson
Parliamentary Secretary for Tourism to the Minister of Tourism, Arts, Culture and Sport
and the Premier's Special Advisor on Youth