



## Generic Seasonal SKUs

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**Approved By:** Director, Wholesale Supply Chain

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**Date of Last Review:** October 2019

**Contact:** Manager, Vendor Relations

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### 1.0 Purpose

To clarify the Liquor Distribution Branch (LDB) rules around use of Generic Seasonal Stock Keeping Units (SKUs) for BC manufacturers.

### 2.0 Scope

This policy applies to all BC liquor manufacturers.

### 3.0 Definitions

**Generic Seasonal SKU** A SKU used for multiple product recipes (“seasonal” recipes) to test multiple small batches of product.

**Growlers** Sanitary glass, stainless steel or ceramic containers that are brought by customers or sold by manufacturers and filled by an employee in front of the customer for the customer to transport product off-site, with the intention that the Growler will be re-used multiple times.

### 4.0 Policy

- The *Liquor Distribution Act* requires that all liquor products sold in BC must be registered with the LDB.
- Each new recipe is considered a new product and must be registered under a unique SKU. However, BC manufacturers may use a single Generic Seasonal SKU to test multiple small batches of product.
- Products registered under the Generic Seasonal SKU can be sold for consumption on-site or Growler fills, including serving those products from a keg in the manufacturer’s lounge endorsement or from a pipeline to the manufacturer’s licensed establishment.
- Any products that are sold to customers that are pre-packaged for sale will need to be registered with a unique SKU and cannot be registered under a Generic Seasonal SKU, excluding Growlers that are filled in front of the customer from a keg, pipeline or tank (i.e., a tap connected directly to a tank in the manufacturing site).
  - Refer to the LDB’s *Registering Product in Growlers* policy for the rules around registering Growlers with the LDB.
- All products, including Growler refills, must comply with the Canadian Food Inspection Agency Labelling Requirements for Alcoholic Beverages, the *Safe Food for Canadians Regulations* as well as the LDB’s *Social Responsibility Criteria for Registration of Liquor Products* policy for brand



names, text, images, labels and packaging, and any other component of the product deemed relevant.

- If it is found that a Generic Seasonal SKU does not comply with this policy, the LDB may issue a Cease and Desist order as well as require the manufacturer registers all its products going forward.
- The LDB will allow any product registered under a Generic Seasonal SKU prior to October 1, 2019 to be sold under the Generic Seasonal SKU. Any product that has not been registered by October 1, 2019 must comply with this policy and either be limited to on-site consumption or be registered under a unique SKU.

#### **5.0 References**

[Canadian Food Inspection Agency Labelling Requirements for Alcoholic Beverages](#)

[Safe Food for Canadians Regulations](#)

[Social Responsibility Criteria for Registration of Liquor Products](#)