



## **Social Responsibility Criteria for Registration of Liquor Products**

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<b>Approved By:</b>	Director, Wholesale Supply Chain
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### **1.0 Purpose**

To clarify the social responsibility criteria to be applied to all Products to determine whether or not a Product will be registered for sale in British Columbia.

### **2.0 Scope**

This policy applies to all Products pending registration for sale in British Columbia.

### **3.0 Definitions**

Product                      This refers to liquor products and includes brand names, text, images, labels, packaging and any other component of the product deemed relevant.

### **4.0 Policy**

- A Product will not be registered for sale in British Columbia if it does any of the following:
    1. Claims it has healthful, nutritive, curative, stimulative, sedative or medicinal qualities or properties.
    2. Is likely to appeal to minors (under 19 years of age) by the use of:
      - likenesses of well-known personalities, cartoon characters, etc. with appeal to minors;
      - designs, images, packages/ containers or promotional techniques resembling those which are popular with or effective on minors;
      - any imagery that is established in the underage culture;
      - Product portrayed in context of or in relation to an activity primarily attractive to minors;
      - portraying minors or persons who may reasonably be mistaken for minors.
    3. Presents itself in a manner that could lead to confusion with soft drinks, or energy or sports drinks, etc.
    4. Attempts to establish itself as having attributes that may assist in achieving a desired objective, such as:
      - social status (or Product portrayal as a status symbol);
      - sexual success or prowess;
      - personal or business success.
- Or presents itself as:
- a necessity for the enjoyment of life or any activity;
  - appropriate for every occasion;

- an escape from life's problems.

Or attempts to:

- establish that consumption of the Product should take precedence over other activities or that any activity would be incomplete without the presence or consumption of alcohol.
5. Presents representations of behaviour that is determined as unacceptable in relationship to beverage alcohol such as; violent, aggressive, dangerous, anti-social or illicit acts or activities.
  6. Imitates in any manner items associated with anti-social or dangerous behaviour (e.g., hypodermic needles, explosive devices, weapons, etc.).
  7. Degrades or depicts in an undignified way the image or status of any individual or group in society, past or present.
  8. Uses imperative language or graphics to urge people to purchase or consume the Product, or suggests in any way Product misuse, for example, immoderate, illegal or irresponsible consumption, Product dependency, compulsive behaviours, urgency of need, or urgency of use.
  9. Portrays its use in association with (either before or during) any activity requiring skill, care, mental alertness or which contains an element of danger, such as: operating a vehicle, machinery, or other conveyance, or sporting or other activity.
  10. Suggests or does any of the following:
    - that the Product is being or has been consumed;
    - refers to the feeling or effect caused by consumption of alcohol;
    - depicts people under the influence of alcohol;
    - portrays persons with the Product in situations in which the consumption of alcohol is prohibited;
    - shows the amount of Product portrayed as exceeding or appearing to exceed the number of standard servings for the number of individuals shown.
  11. Uses sexuality inappropriately, including provocative or suggestive imagery, text, graphics, etc.
  12. Does not meet the community standards of public decency and good taste and can be considered offensive to generally accepted social values.
  13. Encourages or promotes the excessive consumption of alcohol by consumers.
- Products which are not denied registration based on the above criteria may still be denied registration by the General Manager, LDB, if in his or her opinion it is in the public's best interest to do so.