

# MEMBER HANDBOOK

2017 / 2018



**ALLIANCE OF BEVERAGE LICENSEES**

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## About BC's Alliance of Beverage Licensees (ABLE BC)

### What is the role of ABLE BC?

BC's Alliance of Beverage Licensees (ABLE BC) is the advocacy organization representing British Columbia's private liquor industry.

Our membership includes: private liquor stores, pubs, bars, nightclubs, hotel liquor licensees, and various agents, industry suppliers, and benefit providers. On behalf of our over 1,000 members we advocate for a thriving and sustainable private liquor industry.

### Advocating on your behalf since 1975

In 2004, BC Liquor Licensees & Retailers Association, BC & Yukon Hotel Association, and BC Cabaret Owners Association joined together to create a province-wide organization that would unite BC's liquor licensees and effectively represent their interests: the Alliance of Beverage Licensees.

Prior to this, the BC Neighbourhood Pubs Association was formed in 1975. In 1999, it was renamed the BC Liquor Licensees & Retailers Association to include LRS operators.

## What does ABLE BC do?

1. Help build a thriving and sustainable private liquor industry in British Columbia
2. Provide expert advice and recommendations to government partners
3. Serve as a positive, proactive advocate to protect and expand business opportunities for the private liquor industry
4. Negotiate industry-leading benefit programs that save our members time and money
5. Act as a primary resource for information about liquor industry regulations, policies, and current issues





## \$17 billion industry

BC's hospitality industry creates \$17 billion in economic activity and 340,000 jobs

\$3.2 billion in annual liquor sales

50% of annual liquor sales are from the private sector

4th highest source of direct revenue for BC government

## How does ABLE BC work?

The association is governed by an elected Board of 12 regionally-based Directors. We employ a full-time Executive Director and staff in our Vancouver office.

**ABLE BC has two membership categories:** Liquor Licensee Member (Licensee Retail Store or Liquor Primary) and Associate Member (Industry Supplier or Service Provider).

**Membership fees:** \$675 per year for liquor licensees (each additional license is \$375 per year) and \$420 per year for associates.

**How to apply:** sign-up for a new membership online at [ABLEBC.ca](http://ABLEBC.ca) or contact Danielle Leroux.

### Contact our office

If you have questions about your membership, liquor policy changes, or any other issues, please don't hesitate to get in touch with us:

Phone: 604-688-5560

Toll Free: 1-800-663-4883

Fax: 604-688-8560

Email: [info@ablebc.ca](mailto:info@ablebc.ca)

Website: <https://ablebc.ca/>

Twitter: [@ABLEBC](https://twitter.com/ABLEBC)

Facebook: [@ABLEBC](https://www.facebook.com/ABLEBC)

LinkedIn: [@ABLEBC](https://www.linkedin.com/company/ABLEBC)

### Staff

Jeff Guignard, Executive Director

Cell: 604-499-2566

[jeff@ablebc.ca](mailto:jeff@ablebc.ca)

Danielle Leroux, Manager of Membership and Communications

[danielle@ablebc.ca](mailto:danielle@ablebc.ca)

### Mailing address

Alliance of Beverage Licensees

948 Howe Street, Suite 200

Vancouver, BC V6Z 1N9

# Get involved with ABLE BC

## Elections are held on an annual basis for our Board of Directors.

A call for Board of Director nominations is released prior to our fall Annual General Meeting. Director positions are for a two-year term. Members in good-standing who have a sincere desire to develop our industry and membership in their respective region are encouraged to apply.

Director Nominations are overseen by our Nominations Committee. To learn more about our Nominations process, please consult ABLE BC's Constitution and Bylaws (available for download on our [Members-Only website](#)).



### Participate in a committee

Help form ABLE BC's policy and government strategies, share your expertise, improve our group buying program, and support our annual conferences. Contact our office for more information.



### Don't miss our bi-annual conferences

The second annual [BC Liquor Conference](#) is on October 23, 2017 at the Sutton Place Hotel Vancouver. The third annual [BC Hospitality Summit](#) in partnership with the BC Hotel Association takes place April 22-24, 2018 at the Fairmont Chateau Whistler.



### Come out to a member meeting

ABLE BC hosts regular member meetings throughout the province. These meetings are a critical opportunity for ABLE BC to answer your questions directly, hear face-to-face about the issues that matter most to you, and connect with other members.

# Fighting for your interests

The Alliance of Beverage Licensees is the voice of British Columbia's private liquor industry. Our primary goal is to help build a thriving and sustainable liquor industry in BC by fighting for your interests, enhancing private sector opportunities, and proactively solving industry challenges.

We work behind-the-scenes with all levels of government and build partnerships across the industry so we can find common solutions to shared challenges.

## Some of the issues we have worked on in 2016-17 include:

- Limit number of licenses for 100% BC wine sales in grocery stores
- Improve in-stocks at LDB and reduce lead time on spec products
- Increase sampling sizes and allow retailers to charge for samples
- Remove restrictions on size of kegs of beer or cider sold by private retailers
- Flexibility to extend hours of liquor service at liquor primaries
- Allow licensees to infuse liquor and age cocktails
- Allow licensees to choose between a monetary penalty or license suspension and apply for reconsideration of enforcement decisions
- Allow liquor primaries to relocate anywhere in the province
- Liquor can be delivered to hotel guests by room service 24 hours a day
- Hotel guests can take unfinished alcoholic beverages from bar or restaurant to their room
- Hotels can serve one standard free alcoholic drink to guests at check-in

## New government, new opportunities

For the first time in 16 years, British Columbians have a new provincial government. Although this political change will mean a period of uncertainty for BC's private liquor industry, it also offers us considerable opportunities. ABLE BC has been working hard to ensure Premier Horgan, his Ministers, all MLAs, and senior government staff are aware of our industry's concerns and our vital contributions to BC's economic health.

## During this time of instability, it is vital that we work together

This spring, ABLE BC announced a new agreement with the BC Private Liquor Store Association (BCPLSA). The BCPLSA officially ceased operations and encouraged its members to join ABLE BC. This agreement means ABLE BC is now the sole voice of LRSs in British Columbia and it will allow us to represent our members' interests by articulating one vision for the private liquor industry.



## **ABLE BC is the province's largest liquor industry association**

400 Private Liquor Stores

600 Pubs, Bars, and Nightclubs

80 Associate Members

## **2017/18 Policy Priorities**

While the former government took positive steps to reduce red tape and modernize liquor laws in BC, there remains a tremendous amount of work to do.

In 2017/18, ABLE BC looks forward to working with the new government and advocating for key policy issues on behalf of our members.

### **Industry Issues**

- Ensure the new government understands our industry's concerns and our vital contributions to BC's economic health
- Help the new government succeed by responding to and supporting their political policy priorities, including participation in new liquor and minimum wage advisory groups
- Continue to work with our government partners to reduce red tape and promote logical business-friendly liquor policies
- Create a fixed and transparent markup policy for hospitality products sold through the LDB, but not carried in BC Liquor Stores
- Modernize inducement policy to better reflect business relationships with suppliers

- Grow our webinar and online training series. These tools help members find new ways to increase profitability and grow their businesses in BC's changing liquor landscape.

### **Licensee Retail Store Issues**

- Maintain LRS license moratorium and the 1 km distance separation rule
- Allow LRS to sell to restaurants, pubs, and other licensees
- Allow LRS to retail recreational cannabis when legalized by the federal government
- Allow LRS to sell and refill growlers

- Increase *buyABLE* product selection
- Improve wholesale pricing system to protect fragile profit margins
- Improve LDB wholesale operations: access to live online inventory visibility and order tracking, improve in-stocks, reduce lead time on spec products, and enhance private sector demand forecasting

## Liquor Primary Issues

- Implement LDB discount for hospitality customers
- Allow LP to purchase product from LDB Wholesale Customer Centre and get product delivered directly
- Allow LP to sell and refill growlers
- Allow Video Lottery Terminals (VLT) in LP
- Expand eligibility for flexible hours of liquor service
- Allow LP to legally offer table bottle service

## Hotel Liquor Licensees

ABLE BC is proud to represent the liquor policy interests of the BC Hotel Association. On their behalf, we have recently advocated for the following positive policy changes:

- Guests at a hotel or resort can take unfinished alcoholic beverages from the hotel bar or restaurant to their room
- Hotels and resorts can serve one standard free alcoholic drink to guests in lobby or reception area at check-in
- New streamlined application process allows golf courses and ski hills to temporarily extend licensed area
- Liquor can now be delivered to hotel guests by room service 24 hours a day
- Licensees have additional flexibility in liquor licensing for special events

## How you can help

**ABLE BC Members are strongly encouraged to meet with their MLAs to ensure they understand your concerns and the vital contributions our industry makes to BC's economic health.**

Speaking with your MLA guarantees your voice will be heard by decision-makers in Victoria. MLAs are in a direct position to influence policy and budget decisions that can ultimately affect our industry. The more an MLA gets to know you and your business, the more likely he or she will take your concerns to the legislature when it matters most. For assistance in setting up a meeting with your MLA and speaking points, please contact ABLE BC at 604-688-5560 or [info@ablebc.ca](mailto:info@ablebc.ca).

# Member Benefit Programs

Saving your business time and money: use our member benefit programs and discounts and more than cover the cost of your annual membership fee.

## 10% savings

Save on insurance costs with **Western Financial Group Hospitality Insurance Program**. Initial premium savings, long-term stability.

## Custom benefits

**Johnstone's Benefits** offers comprehensive and customizable group benefit programs no matter how many employees you have.

## No extra fees

Enjoy our preferential rates with **Desjardins** for processing credit and debit card payments. No additional fees to bloat your bill.

## Make \$2700

Sign up your LRS for **BDL Bottle Return Program**. Make an average of \$2700 in annual handling commissions.

## Monthly rebates

Receive monthly rebate cheques from **Foodbuy** for manufacturer products your operation is already buying, with no changes.

## Earn \$1000

Our exclusive ATM agreement with **VI Banking** is no-risk and high-profit. Earn an extra \$1000 monthly. Keep 100% of surcharge. Free maintenance.

## Recycle waste

**Revolution Resource Recovery** recycles food waste into 100% organic soils and fertilizers. Get special pricing, free training, and more.

## Serve better beer

The average bar spills \$12K per year in draught beer. Pints get returned by angry guests. **BetterBeer.com** can help and members get special pricing.

## Avoid \$7500 fine

Do your due diligence. Ensure your staff is in compliance. Set up monthly compliance checks with **Sting Investigations** at a discount.

## Office supplies

**Mills Basics** provides members with competitive pricing on hospitality products and supplies, and personalized service.

## 10% discount

Save on liquor licensing consulting with **Rising Tide Consultants**. Services include: buying and selling licenses, license applications, staff training, and more.

## Offsite storage

Take advantage of LTOs and volume purchases. **ContainerWorld** has developed a special offsite premise storage warehouse exclusively for LRS.

## **Additional Member Benefits**

### ***buyABLE*: online purchasing portal for private retailers**

*buyABLE* gives private retailers the group buying power necessary to thrive in today's retail climate. Use our online marketplace to order exclusive products, access better deals and offers, shorten your buying cycle, and increase profit margins, all at zero additional cost.

### **Free Monthly Liquor Price Guide: How to download**

ABLE BC has worked with our Associate Member Barnet Group to develop a free monthly price guide for members. This online guide contains a full list of government liquor store retail prices in an easy-to-use format. Use the Liquor Guide to review monthly LDB price changes, compare current retail pricing to wholesale pricing, and track wholesale markup and retail margin.

**How to download:** first create a free account at [www.barnetnetwork.com](http://www.barnetnetwork.com). Select your account type when prompted. On the next page, enter ABLE BC code ABLEBC953 to access the guide free of charge and create your account. Download the Liquor Guide in Excel format by clicking on "Export to Excel" button and select Liquor Guide-GLS-ABLEBC format.

### **Online training tools and education: webinar series**

Get online access to webinars and training guides produced by ABLE BC and designed with the liquor store and pub owner or manager in mind. Adopt industry best practices and adapt to today's changing business environment with advice from our guest experts.

### **Due diligence materials**

Purchase "2 Pieces of ID Required" signage and "I ask for 2 pieces of ID" buttons in our online store at [ABLEBC.ca](http://ABLEBC.ca). On an annual basis, members can order North American and International ID Checking Guide Books through the ABLE BC office at a discounted group rate.

### **Additional discounts from preferred suppliers**

ABLE BC Members also receive discounts from over 25 industry suppliers and service providers. [Download our Annual Buyers Guide](#) to learn more at [ABLEBC.ca](http://ABLEBC.ca).

# Associate Member Benefits

Helping grow your business: our benefits will help you increase sales to pubs and liquor stores, connect with the right people, and position your company as a supplier of choice.

## 10% savings

Receive a 10% discount on all **ad rates in *The Publican***, our industry magazine published quarterly and distributed province-wide.

## Member list

Get access to our online Member Directory or request a **copy of our Member List** by contacting our office.

## 10% discount

Receive a 10% discount on all **digital advertising** in our biweekly *Industry Update* e-newsletter and on the ABLE BC website.

## Free profile

Position your company as a supplier of choice with a free profile in our **Annual Buyers Guide**. Online and print resource used province-wide.

## Price guide

Stay competitive by getting access to BC Liquor Store retail prices on the day they are released. Download our **free monthly price guide**.

## Reach 700 buyers

Post unlimited product listings at no cost on **buyABLE**. Get instant access to buyers, save time on order processing, and reduce risk by quantifying demand of 700 licensees.

## Email campaigns

Partner with ABLE BC by offering a member benefit or preferred pricing for **additional promotional opportunities**, including direct emails to our members.

## Meet licensees

Attend our regular member meetings, networking events, and industry receptions to meet licensees, build relationships, and connect with prospective buyers.

## Sponsor

Custom sponsorship opportunities available for **BC Liquor Conference** and **BC Hospitality Summit**. Feature your brand, connect with top clients, build lasting relationships.

## Custom benefits

**Johnstone's Benefits** offers comprehensive and customizable group benefit programs no matter how many employees you have.

## Office supplies

**Mills Basics** provides members with competitive pricing on hospitality products and supplies, and personalized service.

## Webinars

Sign-up for our online webinars to learn more about the issues that matter most to licensees. Be a webinar presenter, share your expertise, reach new clients.

## Find out more about our benefit programs

Download more information about all of our member benefit programs on our Members-Only Website. Login to your member profile at [ABLEBC.ca/login](https://ABLEBC.ca/login) and visit the [Documents section](#) (under the Member-Only tab).

If you have any questions or would like to sign-up for a program, please contact Danielle Leroux (Manager of Membership and Communications) at 604-688-5560 or [danielle@ablebc.ca](mailto:danielle@ablebc.ca).



### Member Communications

We send regular communications to keep you updated on current industry issues, policy changes, and events. Includes: biweekly *Industry Update* e-newsletter, email updates, surveys, social media, *Publican* magazine.



### Member Directory

Contact other licensees and industry suppliers that are members of ABLE BC. Access our online Member Directory by logging into your account at [ABLEBC.ca/login](https://ABLEBC.ca/login). Find the directories under the Member Only tab. Contact our office for a copy of our member list.



### Members-Only Website

In addition to our Member Directory, our Members-Only website offers a variety of helpful resources, downloadable documents and signage, factsheets, information about benefit programs, and more. Login at [ABLEBC.ca/login](https://ABLEBC.ca/login).

# FAQ

## Frequently asked questions about ABLE BC and our membership program:

### 1. Membership Payment Options

- **Can I pay by credit card?** Yes, ABLE BC accepts MasterCard and Visa. Pay with credit card online or by calling in your credit card information (604-688-5560).
- **Can I pay online?** Yes, pay your membership online by logging into your Members-Only account at <https://ablebc.ca/login/>. Select Membership Account from the Member Only drop down menu.
- **Can I pay by cheque?** Yes, please make your cheque payable to the Alliance of Beverage Licensees and mail to our office (948 Howe Street, Suite 200, Vancouver BC V6Z 1N9).

### 2. Approval process

- **Will my membership application need to be approved before joining?** Applications for membership shall be considered promptly and the credentials ruled upon by the Board of Directors. The Board of Directors have the full power to accept or reject candidates for memberships. If accepted by the Board of Directors, the applicant will then become a member of the Alliance of Beverage Licensees with all rights, duties, and obligations pertaining hereto.

### 3. Multi-license membership structure

- **If I have several licenses, does each license need to become a member?** When a multiple-license company wishes to become a member of ABLE BC, a single establishment name can be registered as the primary member. All affiliated licenses sign-up as additional locations. The membership fee is reduced from \$675 per year to \$375 per year for each additional location.

### 4. Membership renewal

- **Will you invoice me?** Yes, we will mail you a renewal invoice and follow-up by email. If your membership expires in March, you will receive your renewal invoice by March 15. If your membership expires in August, you will receive your renewal invoice by August 15.
- **Will my payment be pro-rated?** Convenient payment plans are available upon request. Please contact our office for more information.
- **When do I have to pay my renewal fees?** Your renewal payment is due within 30 days of your membership expiry (i.e. April 30 or September 30).
- **Why do I have to pay a membership renewal fee?** When you pay your membership fees, you purchase one year of ABLE BC membership. Each year you need to renew your membership because membership fees are a main source of revenue which funds the advocacy work ABLE BC does on your behalf as well as operational costs.

- **How does renewal affect my employee benefits, insurance, and other ABLE BC benefit programs?** If you do not pay your annual membership renewal fee and your membership lapses, you will be removed from the ABLE BC membership list and will no longer receive ABLE BC membership services. This includes access to ABLE BC health benefits and insurance.

## 5. Member contact information

- **Why do you need my email address?** ABLE BC will send you most of our information via email because it is the quickest and most cost-efficient and method. We send out a biweekly *Industry Update* e-newsletter and regular email updates about industry issues and policy changes, new member benefits, surveys, upcoming events, and more.
- **Who should I send my updated address and contact changes to?** You can make changes to your contact information yourself by logging into your Members-Only account at <https://ablebc.ca/login/>. Select Edit Your Profile from the Member Only drop down menu. Alternatively, send changes to [danielle@ablebc.ca](mailto:danielle@ablebc.ca). Accurate contact information ensures timely communication.

## 6. Member companies and employees

- **Are my employees considered ABLE BC members?** Yes, when an establishment becomes an ABLE BC member, all staff become members of the association.
- **Do I need to give you my employees' contact information?** No. However, if you would like your employees to receive a copy of our *Industry Update* e-newsletter, policy change updates, invites to events, etc. then providing their mailing and email addresses allows them to keep up-to-date as well.

## 7. Membership changes

- **How do I cancel my membership?** You can cancel your membership by contacting ABLE BC by phone or email and requesting to end your membership. The cancellation will take effect after your next membership expiry date.
- **What happens if my membership lapses?** If you do not pay your annual membership renewal fee and your membership lapses, you will be removed from the ABLE BC membership list and no longer receive ABLE BC membership services. This includes access to ABLE BC benefits and insurance.
- **What if my establishment changes ownership?** If your establishment changes ownership, the establishment remains a member for the remainder of the membership year. The new owner should update their contact information with ABLE BC and is responsible for renewing membership on September 1 (or April 1) so membership renewal is seamless.



## **ALLIANCE OF BEVERAGE LICENSEES**

*Helping build a thriving and sustainable private liquor industry*