



Keep liquor under REAL CONTROL

KIDS AND LIQUOR DON'T MIX — on prom night or any other night. That's why we always check teenage IDs carefully. We're glad to be able to do it. Refusing to sell liquor to people who shouldn't have it is the most important part of our job.

If profit were all that mattered, it would be tempting to sell to anyone who has the money. We don't, because liquor is not a product to be sold like any other.

Our job includes giving British Columbians real control over who gets liquor. That's good for everyone, and especially for our kids.

Publicly-owned liquor stores benefit our communities in many other ways:

- The Liquor Distribution Branch contributed \$637 million in profits (over and above taxes) to

help pay for vital public services last year — that's like a \$326.17 tax break for every working man and woman in B.C. Over the last five years, the profits to taxpayers total \$3.1 billion.

- The LDB supports recycling, dry grad activities, and services to treat and prevent abuse.
- Through volume purchases and distribution, the LDB ensures that all British Columbians — regardless of where they live — have access to the same selection of beverages at the same price.

Talk to your MLA about alcohol

Write, telephone or e-mail your MLA today. Tell your MLA you want the Premier to maintain an efficient, province-wide system of publicly-owned and controlled liquor sales and distribution.

A message from the women and men who work for the
British Columbia Liquor Distribution Branch

A government service owned and operated by the people of British Columbia

OUR CONTINUING GOAL: Socially responsible, quality service

Social responsibility

Alcohol is not a product that can be sold like any other. We take extra care to check the IDs of young people. We also undertake many special programs to promote responsible use of alcohol, and to support our communities. These initiatives include:

Don't Buy for Minors. We remind customers that young people, cars and alcohol can be a deadly combination. Our goal is to keep alcohol out of the hands of minors.

Dry Grad Campaign. With the support of customers' purchase of bookmarks, more than \$110,000 was raised this year to support safe, alcohol-free grad celebrations at some 270 high schools.

Safe Ride Home. At beer and wine tasting festivals throughout the year, the LDB helped provide more than 2,000 transit tickets and taxi vouchers to festival patrons.

Anti-Drinking and Boating. The LDB and its employees remind customers that the dangers of drinking and boating are as great as the dangers of drinking and driving.

Preventing Fetal Alcohol Syndrome (FAS). LDB brochures and posters, widely distributed to the public and health care professionals, help inform women that drinking while pregnant can harm their baby.

Community Support. LDB employees contributed more than \$100,000 to community services last year through their donations to the Provincial Employees Community Services Fund.

24-Hour Relay for Kids. Every June for the last six years, the LDB "Beer-o-crats" have put on their running shoes to raise funds for kids. This year, they raised more than \$8,000 for the Lions Society's Easter Seal Camps which are specially equipped for children with disabilities.

Twin Bear Program. In November and December, customers are invited to buy twin grizzly bear stuffed animals for \$10. One twin went home with the customer, the other joined 22,000 bears given to needy children. Thanks to generous customers, more than 169,000 bears have been given to kids since 1989.

Protecting our environment. Last year, the LDB recycled about 90 million containers. This helps protect our environment by diverting more than 35 million kilograms of waste from B.C. landfills.

Customer service

We are proud to feature and support:

- The Buy BC program, which identifies and promotes B.C. products.
- Seasonal Stores offering a wide selection of gift ideas in large malls from mid-November through December.
- Matters of Taste – a magazine free to all customers, featuring food and drink recipes, entertainment suggestions and articles by expert product consultants.
- Matters of Taste on-line at www.bcliquorstores.com
- Special free Spice up Your Life recipes.
- Fine VQA products.
- Wine festivals.
- A wide assortment of products and special listings.
- Bonus packs and limited time offers.
- Knowledgeable staff.
- Special occasion permits.
- Product consultants at selected stores
- The BCLDB wine line: call 604.660.9463 (604.660.WINE) or toll free: 1.800.667.9463 (800.667.WINE).