

NOTICE

DATE: January 9, 2025

RE: **BC Wine Direct-to-Consumer (DTC) Sales**

Effective today, Alberta depots are allowed to refund deposit and process all wine containers originating from British Columbia (BC) wineries, irrespective of their registration status in Alberta.

This initiative is part of a one-year memorandum of understanding (MOU) between the Alberta and BC provincial governments. The MOU facilitates direct-to-consumer (DTC) sales from BC wineries to Albertans, across provincial borders.

Key Details

- Alberta Gaming, Liquor and Cannabis (AGLC) has been directed by Service Alberta and Red Tape Reduction to implement a DTC process for BC wine products.
- This change impacts wine products manufactured in BC.
- This is a "Pilot Phase": AGLC will use a one-year period to assess the materiality of DTC sales and determine whether adjustments to reporting processes are needed.
- Reporting & Remittance: BC wineries will self-report monthly DTC sales to AGLC, which will collect applicable fees (deposit and container recycling fee (CRF)) and remit them directly to ABCRC, as is the process for all liquor containers sold in Alberta.

Impact on Depots

- Subject to any red flags (eg. large quantities), Alberta Depots are to accept BC winery containers for refund, whether or not the container is registered with the Beverage Container Management Board (BCMB).
- While this deviates from the Beverage Container Recycling Regulation (BCRR)—which requires registration for acceptance--the Government of Alberta has directed AGLC and the BCMB to proceed in this manner.

Additional Information

- Containers from unregistered BC wineries are expected to be minimal; unregistered containers will likely come from small, niche vineyards.
- If unregistered wine containers from BC are being returned, check the container for a BC manufacturing address to confirm that the product has originated from a BC winery.
- If able, Depots that come across unregistered BC wine containers can submit a container registration QMS ticket along with a picture of the container. This will assist the BCMB with tracking and container registration follow-up.
- BCMB will work closely with AGLC and BC wineries to monitor materiality and explore the feasibility of a DTC container registration process.

The BCMB appreciates your cooperation as we implement this new initiative. Updates will be provided as further information becomes available.

For questions, please email registrations@bcmb.ab.ca, or submit a QMS ticket.

Thank you for your continued commitment to beverage container recycling in Alberta!