

NOTICE

TO: Depot Network

DATE: July 22, 2026

RE: **Expansion of Direct-to-Consumer (DTC) Alcohol Sales Across Canada**

Attention Depot Operators and Staff,

On July 21, 2026, premiers from nine provinces announced an [Operating Agreement](#) to permit Direct-to-Consumer (DTC) sales of alcoholic beverages between provinces. The agreement is intended to reduce barriers to interprovincial trade, strengthen Canada's internal market, and improve economic resilience in advance of new U.S. tariffs expected to take effect in mid-August.

Through this agreement, consumers in participating provinces will be able to purchase wine, beer, spirits, and other alcoholic beverages directly from licensed producers in participating jurisdictions and have those products shipped across provincial borders.

This initiative builds on the [one-year memorandum of understanding \(MOU\)](#) between the Alberta and British Columbia (BC) provincial governments, facilitating DTC sales from BC wineries to Albertans.

Key Details

- Alberta, BC, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island and Saskatchewan are implementing DTC sales of alcoholic beverages.
- The agreement does not explicitly prevent participating jurisdictions from applying fees, deposits, taxes, or other charges to alcoholic beverage products sold through DTC channels. Producers may be required to collect and remit applicable amounts to the destination province.
- Consumers in participating jurisdictions may order alcoholic beverages directly from licensed producers located in other participating provinces.
- The agreement applies to all categories of alcoholic beverages, including wine, beer, spirits, cider, coolers, and ready-to-drink products.

At this time, existing beverage container recycling system requirements, operational policies, and BCMB by-laws remain in effect.



Impact on Alberta's Beverage Container Recycling System

BCMB continues to review the agreement and is working with government and industry partners to better understand how it will be implemented in Alberta. While the agreement confirms that participating jurisdictions may continue to apply deposits, fees, taxes, and other charges to DTC for alcohol sales, additional details regarding administration and operational requirements are still emerging.

As this initiative was announced yesterday, BCMB is continuing to gather information and assess any potential impacts on Alberta's beverage container recycling system. We will keep depots and other stakeholders informed as additional details become available.

If you have questions or concerns, please contact info@bcmb.ab.ca.

