

NOTICE

TO: Depot Network

DATE: August 24, 2026

RE: **Update: 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 agreement to permit Direct-to-Consumer (DTC) sales of alcoholic beverages between participating provinces, including: Alberta, BC, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island and Saskatchewan.

This means consumers may purchase alcoholic beverages directly from licensed producers located in another participating jurisdiction and have those products shipped across provincial borders.

Since BCMB's [initial notice on July 22, 2026](#), BCMB has received additional information regarding implementation of the agreement.

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. Other provinces' producers or their agents selling alcoholic beverages directly to Albertans will be required to participate in Alberta's beverage container recycling system and comply with applicable system requirements, including registering their company with AGLC to allow for proper reporting and remitting, keeping Alberta's beverage container recycling system operating as intended.

As DTC alcohol sales expand across participating provinces, depots may encounter more unregistered or unfamiliar alcohol containers than they have in the past. Where a depot encounters questionable quantities, unusual loads, unfamiliar containers, or containers that cannot be readily verified, operators should continue to use existing system processes, including:

- Using the SIMS to verify container registrations where appropriate.
- Using QMS to document tickets, questions, or issues requiring BCMB review.
 - Where a container registration ticket has been submitted through QMS, depots may proceed with their existing operational procedures. Submitting these tickets



helps BCMB assess registration requirements, identify trends, and track occurrences for future analysis and reporting.

- Using the [Container Validation Request \(CVR\) process](#) when investigating suspicious activity, questionable quantities, or unusual loads.

Depot staff should continue to use their judgment and existing operational procedures when assessing unregistered or unfamiliar alcohol containers. Depots should not assume that an alcohol container originated outside Alberta solely because it is unregistered, unfamiliar, or not commonly encountered.

BCMB anticipates that the number of unregistered containers entering Alberta through DTC channels will be minimal and will most likely involve products from small or craft producers that are not currently available through Alberta retail channels.

BCMB will continue to monitor implementation of the agreement and provide additional information as required.

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

