PROVINCE OF BRITISH COLUMBIA

Liquor Control and Licensing Branch

Ministry of Consumer and Corporate Affairs

LIQUOR CONTROL AND LICENSING ACT

Fifty-Ninth Annual Report

April 1, 1979, to March 31, 1980

LIQUOR CONTROL AND LICENSING BRANCH,
MINISTRY OF CONSUMER AND CORPORATE AFFAIRS,
VICTORIA, B.C., JANUARY 7, 1981

The Honourable P. S. Hyndman,
Minister of Consumer and Corporate Affairs,
Parliament Buildings, Victoria, B.C.

SIR: I have the honour to transmit herewith the Fifty-ninth Annual Report of the Liquor Control and Licensing Branch covering the fiscal year ended March 31, 1980.

I have the honour to be,

Sir,

Your obedient servant,

V. C. WOODLAND,
General Manager,
Liquor Control and Licensing Branch

Report of the Liquor Control and Licensing Branch

The Liquor Control and Licensing Branch presents the Fifty-ninth Annual Report covering operations for the period April 1, 1979 to March 31, 1980.

The related reports as required by Section 85 of the *Liquor Control and Licensing Act* follow.

STAFF

The Liquor Control and Licensing Branch acknowledges with pleasure the co-operation and loyalty of the members of the staff during the year under review.

The number of employees on the permanent staff of the Liquor Control and Licensing Branch as of March 31, 1980 was 49.

PERMITS AND SPECIAL OCCASION LICENCES

Pursuant to the provisions of regulation 1 (1) of the *Liquor Control and Licensing Act*, the revenue derived from the sale of special occasion licences during the period April 1, 1979 to March 31, 1980 amounted to $87,362.00. The total revenue from the sale of permits and special occasion licences has been transmitted to the Honourable Minister of Finance to be accounted for as part of the general revenue of the Province.

LICENCES

The following summary indicates the number of licences issued, the licences transferred, and the number of licences suspended or cancelled during the period April 1, 1979 to March 31, 1980.

	Licences Issued	Licences Transferred
A Licences	1,408	123
B Licences	2,721	353
C Licences	281	46
D Licences	149	20
E Licences	1	—
F Licences	3	—
Distillers Licences	7	—
Winery Licences	7	1
Brewers Licences	4	—
Totals	4,581	543

	Licences Suspended	Surrendered or Cancelled
A Licences	39	92
B Licences	26	73
C Licences	19	2
D Licences	7	—
Totals	91	167

PENALTIES AND PROCEDURES

Disposition of liquor seized and forefeited to the Crown was carried out in accordance with the provisions of Section 75 of the *Liquor Control and Licensing Act*.

INSPECTION DEPARTMENT

The following is an analysis of inspections, investigations, and interviews carried out by the Inspectors of the Liquor Control and Licensing Branch during the period under review:

Premises covered by Licences	19,833
Premises covered by B Licences	14,944
Premises covered by C Licences	1,813
Premises covered by D Licences	1,752
Premises covered by F Licences	9
Total number of investigations	5,788
Total number of interviews	10,784
Total number of kilometres travelled by various means of transportation	629,088

Improvements in existing hotels have continued throughout the Province, both in the hotels proper and licensed premises, involving an expenditure of $123,382,000.

New hotel construction, providing first class accommodation for the travelling public, totalled a capital outlay of $15,700,000. This was spent on 4 hotels with a total of 300 rooms. In each instance the hotels are a credit to the hotel industry.

This department has enjoyed the utmost co-operation from the various law enforcement bodies and all organizations associated with licensed premises throughout the Province, for which the Branch wishes to express its thanks.

SUMMARY OF PROSECUTIONS UNDER SECTION 91 OF THE LIQUOR CONTROL AND LICENSING ACT

	Number of Cases	Dismissed	Jailed	Fined	Probation Suspended
SECTION 018					
False Information in Application	1	1	—	—	—
SECTION 039					
Sale to Minors	16	10	—	6	—
SECTION 040					
Supplying Liquor to Minors	271	83	5	177	6
SECTION 041					
Prohibition as to Minors	6,278	808	54	5,131	285
SECTION 042					
Minors on Licensed Establishments	48	19	2	24	3
SECTION 043					
Prohibition against Gambling	17	3	—	14	—
SECTION 045					
Unlawful Sale of Liquor	36	12	3	20	1
SECTION 047					
Consumption of Liquor in Public Place	1,385	234	10	1,098	43
SECTION 048					
Drunkenness in Public Place	3	2	—	1	—
SECTION 049					
Consumption of Liquor in Government Liquor Store	2	—	—	2	—
SECTION 050					
Drunkenness	2	1	—	1	—
SECTION 052					
Request to leave Licensed Establishment	733	191	34	482	26
SECTION 071					
Obstruction of Peace Officer	1	—	—	1	—
Province total	8,793	1,364	108	6,957	364

LIQUOR CONTROL AND LICENSING REVENUE FOR THE YEAR ENDED MARCH 31, 1980

	$
Annual licence issuance fees	422,600.00
Distillers licence fees	7,000.00
Winery licence fees	3,500.00
Brewers licence fees	146,133.83
Liquor purchase assessment fees	8,782,578.51
Transfer fees	26,200.00
Transfer of shares and sundry receipts	8,930.00
Special occasion licences	87,362.00
Total	9,484,304.34

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Province of British Columbia

59th

ANNUAL REPORT

APRIL 1, 1979 - MARCH 31, 1980

LIQUOR DISTRIBUTION BRANCH

MINISTRY OF CONSUMER AND CORPORATE AFFAIRS

Queen's Printer for British Columbia
Victoria, 1981
By Authority of the Legislative Assembly

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qor Distribution Branch
istry of Consumer & Corporate Affairs
ɔcouver, British Columbia

eember 31, 1980

ɔourable James A. Nielsen
ɛster of Consumer & Corporate Affairs
ɜiament Buildings
koria, British Columbia

ve the honour to transmit herewith the Fifty-Nineth Annual Report of the
uor Distribution Branch, covering the year ended March 31, 1980.

ve the honour to be,

ur obedient servant,

A. Wallace
neral Manager

ORGANIZATION AND SCOPE

The Moderation Act of 1921 established the provincial government in liquor operations, as exclusive importer, shipper and seller of alcoholic beverages in British Columbia. In June of that year, the first liquor stores opened for business, under the Liquor Control Board.

The LCB continued to be responsible for all liquor activities under Government control until 1975, when the Board as such was abolished and government liquor operations reorganized. Two branches were created to handle the separate but closely related functional areas of Distribution and Control & Licensing.

The purpose of the Liquor Distribution Branch is, in accordance with the Liquor Distribution Act, to provide service acceptable to consumers of alcoholic beverages in British Columbia; to achieve established financial returns; and to provide suppliers with a controlled access to the marketplace on a fair and equitable basis.

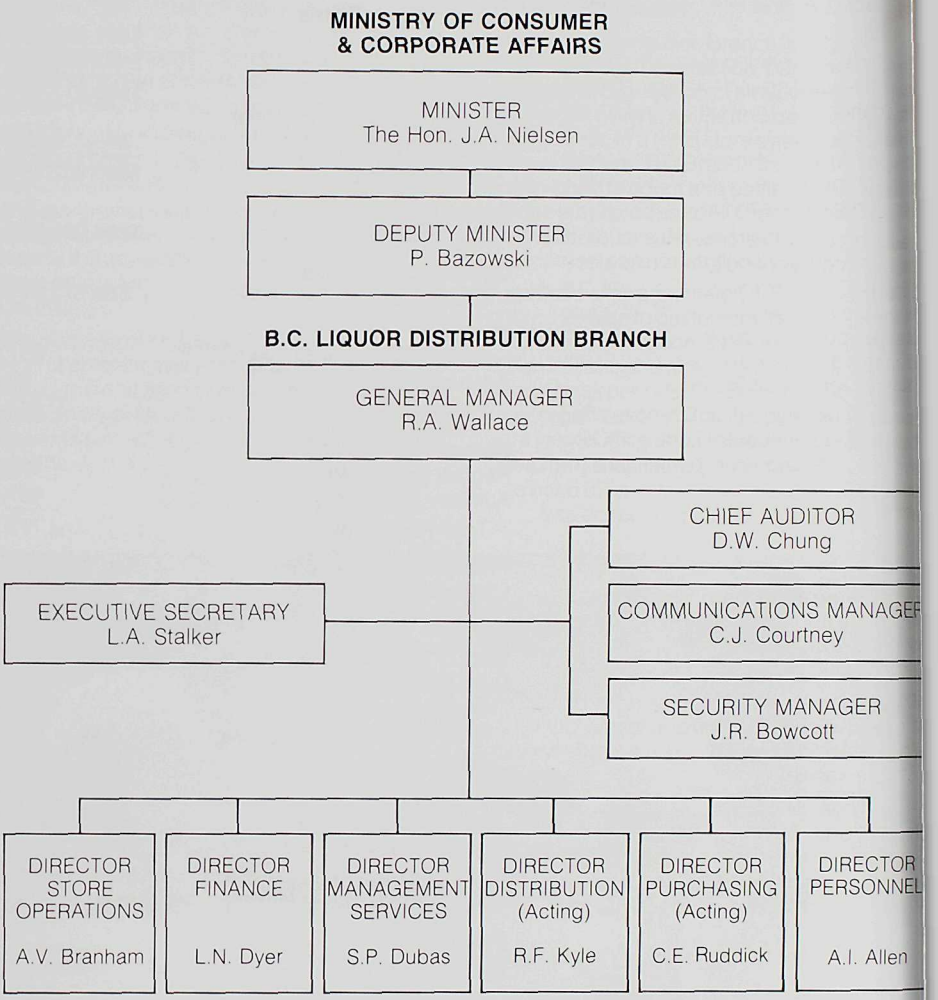
The Liquor Distribution Branch is solely responsible for the selection, purchase, pricing and distribution of all alcoholic beverages (wines, spirits and beer) throughout the Province, in a retail store system and to license holders. The Branch handles duty-free and in-bond product and bottles its own line of private label products. All financial returns from retail liquor sales and licensee assessments are controlled by the Branch.

A portfolio of approximately 1,500 products is offered for sale to customers. With over 200 outlets in the Province, sales exceeding half a billion dollars, and almost 3,000 employees during peak periods, the Branch is the largest retail organization in British Columbia. A ten acre Head Office and Distribution Centre complex is maintained in Vancouver.

THE YEAR AT A GLANCE

	Year Ending March 31, 1980
Sales	
Through Liquor Stores	
Retail	$481,670,284
Licensee	$ 83,946,820
	$565,617,104
Direct Deliveries to Licensees (Malt Liquor)	$95,315,359
All Sales Total	$660,932,463
Revenue	
Net Revenue	$224,073,996
Operating Expenses	
Total Operating Expenses	$69,272,673
Stores	
Government Liquor Stores	207
Agency Stores	46
Total Outlets	253
Personnel	
Regular Employees	1,775
Auxiliary Employees	997
Total Personnel	2,772
Products	
Cases Shipped From Distribution Centre	6,608,454
Cost of Merchandise Sold	$304,899,082
Products Carried	
General Listings	1,199
Specialty Listings	310
Total	1,509
Consumption	
Total Per Capita Consumption (gallons)	34.8
Largest Store–Sales	
Central Licensee	$28,223,072
Smallest Store–Sales	
Atlin	$165,163

ORGANIZATION CHART



E GENERAL
NAGER'S REPORT

OOK AT 1980
obert A. Wallace, General Manager

iscal year ending March 31, 1980 has n a rewarding one for me personally and Branch. Many new programs introduced in 9 were expanded or fine-tuned throughout period to achieve more efficient and ctive operations and better service to the sumers of British Columbia.

as through government liquor stores and ncy stores during the year totalled 5,617,104, an increase of 7.5% compared e previous year, while net revenue sferred to the Province of British Columbia unted to $224,073,996, up 8.2% over the r ending March 31, 1979.

phasis was placed on short-term and g-range corporate planning, as well as tems development to enable the Branch to o into the new decade with a solid base of ncial and operational information and trol.

h a further look to the future, eleven new lets were added to the store system with r more upgraded, and six new agencies ened up in isolated areas to provide better vice.

e Branch acknowledges and appreciates hard work of its 2,800 employees during the ar, which was one of relatively harmonious our relations.

most one hundred new products were ded to the Branch's listings throughout fiscal ar 1980, with more than half of them table nes, recognizing continuing interest in and mand for this product segment.

A further streamlining of the large Distribution Centre in Vancouver and the testing of a sophisticated Point-of-Sale system for liquor stores were further illustrations of the Branch's priorities to expand customer service throughout the Province.

Audited financial statements accompany highlights of the Branch's operational year which follow in this Annual Report.

BALANCE SHEET as at MARCH 31, 1980

ASSETS	1980	1979
CURRENT ASSETS		
Cash (note 2)	$ 1,576,061	$ 3,994,293
Accounts receivable	1,114,087	1,233,212
Inventories	26,244,301	26,391,338
	28,934,449	31,618,843
FIXED ASSETS, at cost (note 3)	11,608,624	9,499,363
Less accumulated depreciation	7,662,968	7,133,461
	3,945,656	2,365,902
	$32,880,105	$33,984,745

LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	$27,011,688	$27,183,136
PROVINCE OF BRITISH COLUMBIA		
Working capital advance	5,868,417	6,801,609
	$32,880,105	$33,984,745

Commitments (note 5)

The accompanying notes are an integral part of these financial statements.

R. A. Wallace
General Manager

L. N. Dyer
Director of Finance

TTEMENT OF INCOME FOR THE YEAR ENDED MARCH 31, 1980

	1980	1979
s (note 4)	**$565,617,104**	$526,198,275
o of merchandise sold	**304,899,082**	277,022,895
	260,718,022	249,175,380
incial Malt Levy (note 4)	**31,164,098**	19,955,196
	291,882,120	269,130,576
rating expenses (schedule)	**69,272,673**	63,944,151
	222,609,447	205,186,425
er income	**1,464,549**	1,822,494
Income	**$224,073,996**	$207,008,919

ATEMENT OF CHANGES IN PROVINCIAL ADVANCE R THE YEAR ENDED MARCH 31, 1980

	1980	1979
lance at beginning of period	**$ 6,801,609**	$ 4,030,606
t Income	**224,073,996**	207,008,919
sh payments to the Provincial Treasury	**(225,007,188)**	(204,237,916)
lance at end of period	**$ 5,868,417**	$ 6,801,609

STATEMENT OF CHANGES IN FINANCIAL POSITION FOR THE YEAR ENDED MARCH 31, 1980

	1980	1979
FUNDS DERIVED FROM OPERATIONS:		
Net income	**$224,073,996**	$207,008,919
Add charges not involving an outlay of funds		
Depreciation	**671,150**	508,774
Loss on disposal of fixed assets	**37,188**	14,344
	224,782,334	207,532,037
FUNDS APPLIED TO:		
Acquisition of fixed assets	**2,288,092**	1,354,716
Cash payments to the Provincial Treasury	**225,007,188**	204,237,916
	227,295,280	205,592,632
Increase/(Decrease) in working capital	**(2,512,946)**	1,939,405
Working capital at beginning of year	**4,435,707**	2,496,302
WORKING CAPITAL AT END OF YEAR	**$ 1,922,761**	$ 4,435,707

WORKING CAPITAL

Current assets	**$ 28,934,449**	$ 31,618,843
Current liabilities	**27,011,688**	27,183,136
WORKING CAPITAL AT END OF YEAR	**$ 1,922,761**	$ 4,435,707

TES TO FINANCIAL STATEMENTS
R THE YEAR ENDED MARCH 31, 1980

SIGNIFICANT ACCOUNTING POLICIES:

Revenues and expenses are reflected on an accrual basis.

Merchandise inventory is valued at its latest landed cost. Customs and excise taxes are not included in the value of inventory where payment is due upon shipment from the bonded warehouse.

Expenditures for buildings, leasehold improvements, furniture, fixtures and equipment are capitalized and are subject to depreciation on a straight line basis as follows:

Buildings	— 7½% per annum
Leasehold Improvements	— a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.
Furniture, fixtures and equipment	— 25% per annum

CASH:

	1980	1979
Cash on hand and in banks (overdraft)	**(2,491,860)**	(2,147,439)
Cash in transit	**4,067,921**	5,986,184
Funds on deposit	**—**	155,548
	$1,576,061	$3,994,293

FIXED ASSETS:

	1980		1979	
	Cost	Accumulated Depreciation	Cost	Accumulated Depreciation
Land	**$ 450,752**	**$ —**	$ 450,752	$ —
Buildings	**5,734,951**	**4,043,623**	4,898,377	3,958,224
Leasehold improvements	**35,734**	**15,343**	35,734	10,647
Furniture, fixtures and equipment	**5,387,187**	**3,604,002**	4,114,500	3,164,590
	11,608,624	**7,662,968**	9,499,363	7,133,461
NET BOOK VALUE	**$ 3,945,656**		$ 2,365,902	

NOTES TO FINANCIAL STATEMENTS FOR THE YEAR ENDED MARCH 31, 1980

4. SALES:

Included in sales are non-alcoholic items amounting to $872,710 (1979 — $913,184).

Sales made directly to Licensed Establishments by authorized Brewers' agents on behalf of the Liquor Distribution Branch totalling $95,315,359 (1979 — $60,829,434) are not included in the sales reported by the Branch. The Provincial Malt Levy reported on the Income Statement represents the margin on these sales.

5. COMMITMENTS:

Employees of the Branch contribute to the Public Service Superannuation Fund 6% of their salaries for basic pension purposes, plus ½% of salaries for cost-of-living indexed increases in pension benefits. The contributions shown in the Schedule include, in addition to matching employee contributions, supplementary assessments paid by the Branch to fund any deficiency in pensions for employees who retired during the year. This supplementary assessment was $1,958,813 in 1980 ($1,711,235 — 1979).

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1977. Details of the unfunded liability are described in the Public Accounts of British Columbia. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

The Branch maintains inventory in its bonded warehouse for which Customs and Excise tax has neither been paid nor recorded. As at March 31, 1980 the future liability for these taxes approximates $3,100,000.

In 1979, a new procedure to warehouse imported stocks by Suppliers' Agents was implemented. Under this new concept, the Branch has a contractual obligation to purchase all inventories held by the agent should he opt out of the program. The obligation of the Branch, should all agents choose to terminate their contracts, totals approximately $24,000,000 as at March 31, 1980.

Total commitments to March 31, 1980 for lease of premises amount to $21,700,000. Of this $3,600,000 becomes payable during the year ending March 31, 1981.

6. COMPARATIVE FIGURES:

Certain of the 1979 figures provided for purposes of comparison have been restated to conform with the classifications used in the current year. These changes have had no effect on the net earnings.

OPERATING EXPENSES FOR THE YEAR ENDED MARCH 31, 1980

	Warehouse	Retail Store	Administrative	1980 Total	1979 Total
Salaries and Wages	$2,511,197	$37,563,110	$ 4,700,046	**$44,774,353**	$40,814,744
Superannuation Fund	111,899	1,676,489	2,168,624	**3,957,012**	3,549,201
Canada Pension	29,059	435,361	54,485	**518,905**	462,074
Unemployment Insurance	28,030	419,963	52,559	**500,552**	521,094
Dental and Extended Health	26,554	397,844	49,790	**474,188**	528,221
B.C. Medical	23,324	349,438	43,732	**416,494**	339,542
Long-Term Disability	18,264	273,635	34,245	**326,144**	230,805
Workers' Compensation Board	17,538	262,753	32,883	**313,174**	207,978
Group Insurance	8,444	126,515	15,834	**150,793**	157,714
Rents	160,149	3,786,971	—	**3,947,120**	3,447,498
Freight to Stores	—	3,159,281	—	**3,159,281**	5,048,098
Sundries	542,855	693,160	938,427	**2,174,442**	1,980,823
Data Processing	—	—	1,585,141	**1,585,141**	1,086,126
Litter Act — Container Disposal Cost	—	—	1,247,641	**1,247,641**	313,045
Light, Water and Fuel	144,370	853,725	—	**998,095**	851,174
Depreciation	272,197	230,850	168,103	**671,150**	508,774
Store Wrapping Supplies	—	649,120	—	**649,120**	523,256
Agency Commissions	—	480,006	—	**480,006**	254,502
Mechanical Maintenance	69,946	312,047	52,262	**434,255**	251,710
Printing and Stationery	—	—	375,133	**375,133**	262,529
Alterations and Repairs	77,820	157,712	98,481	**334,013**	151,488
Bank Charges	—	—	299,456	**299,456**	274,427
Travelling	—	—	297,929	**297,929**	232,116
Property Charges	216,107	48,336	—	**264,443**	262,871
Telephone and Telegraph	618	107,660	136,679	**244,957**	184,349
Municipal Business Taxes	—	—	178,103	**178,103**	—
Relief Expenses	—	170,649	—	**170,649**	130,645
Employee Transfer Expenses	—	—	161,742	**161,742**	204,293
Staff Benefits	—	—	78,111	**78,111**	80,836
Postage and Express	—	54,345	—	**54,345**	41,009
Insurance and Fidelity	—	—	35,926	**35,926**	39,698
Liquor Moderation Campaign	—	—	—	**—**	665,196
Contract Warehousing	—	—	—	**—**	338,315
	$4,258,371	$52,208,970	$12,805,332	**$69,272,673**	$63,944,151

AUDIT

The annual audit of the accounts of the British Columbia Liquor Distribution Branch was completed by the Auditor General for the fiscal year ended March 31, 1980. The Auditor General's Report on the audit is incorporated in her report to the Legislative Assembly for this fiscal year.

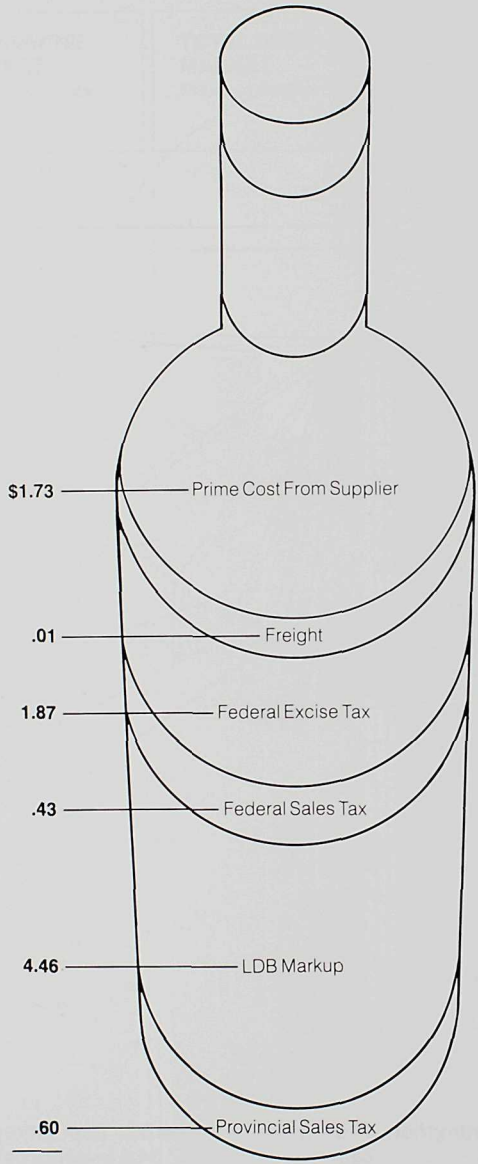
COMPARATIVE CLASSIFICATION OF SALES

	1980	1979
Spirits		
Canadian	**$230,297,622**	$219,048,490
Imported	**85,392,102**	80,719,662
	$315,689,724	$299,768,152
Wines		
British Columbia	**$ 47,782,859**	$ 45,461,963
Other Canadian	**1,616,234**	1,522,524
	49,399,093	46,984,487
Imported Wines	**68,687,243**	58,458,861
	$118,086,336	$105,443,348
Malt Liquor (Beer)		
Canadian	**$213,424,362**	$127,186,865
Imported	**9,273,314**	50,110,522
	$222,697,676	$177,297,387
Cider		
Canadian	**$ 3,486,266**	$ 3,441,534
Imported	**99,751**	164,104
	$ 3,586,017	$ 3,605,638
TOTAL LIQUOR SALES	**$660,059,753**	$586,114,525
Non-Alcoholic Sales	**872,710**	913,184
ALL SALES — TOTAL	**$660,932,463**	$587,027,709
Less Direct Deliveries to Licensees (Malt Liquor)		
Canadian	**$ 95,315,359**	$ 60,829,434
LIQUOR DISTRIBUTION BRANCH SALES	**$565,617,104**	$526,198,275

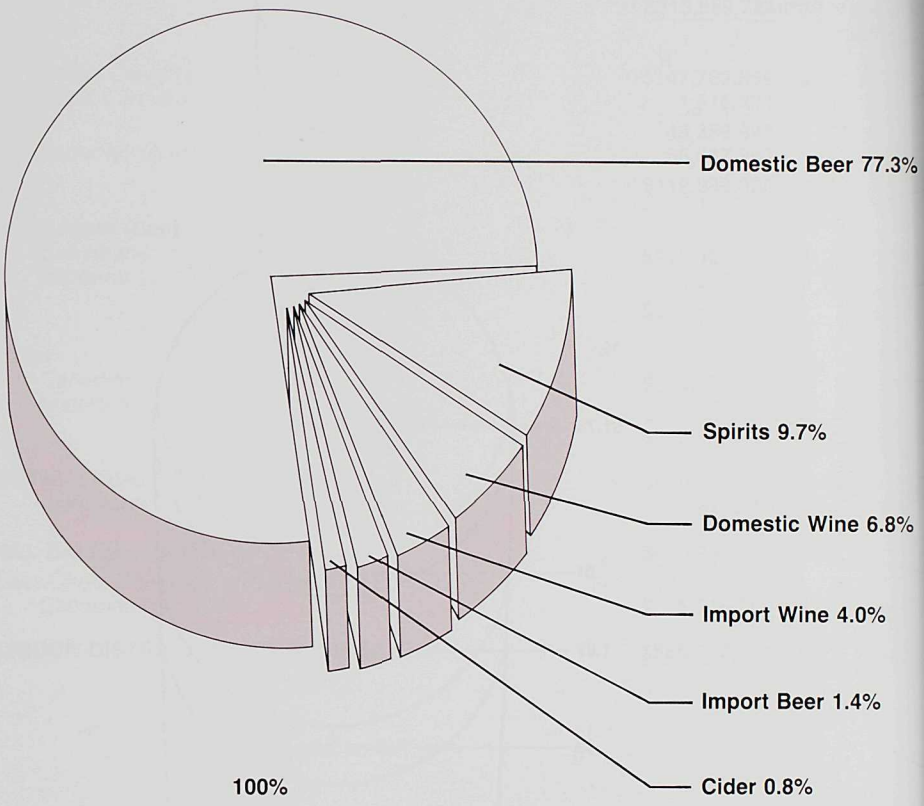
RTAIL PRICE
EAKDOWN

mple 750 ml bottle of Domestic Spirits
at March 31, 1980

ste: Breakdown will
y across product
egories.



TOTAL LIQUOR CONSUMPTION
YEAR ENDING MARCH 31, 1980
(Based on Imperial Gallons)

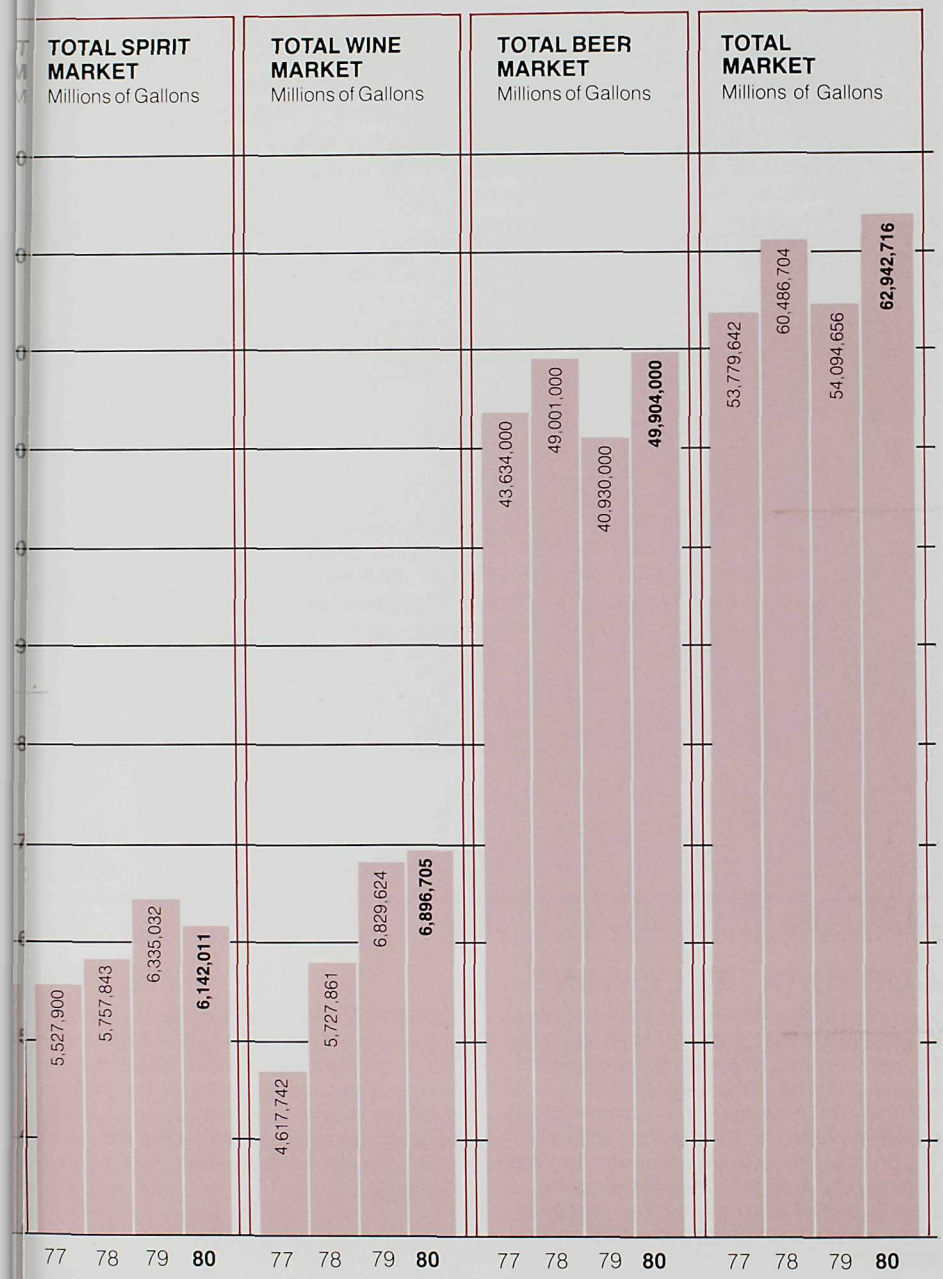


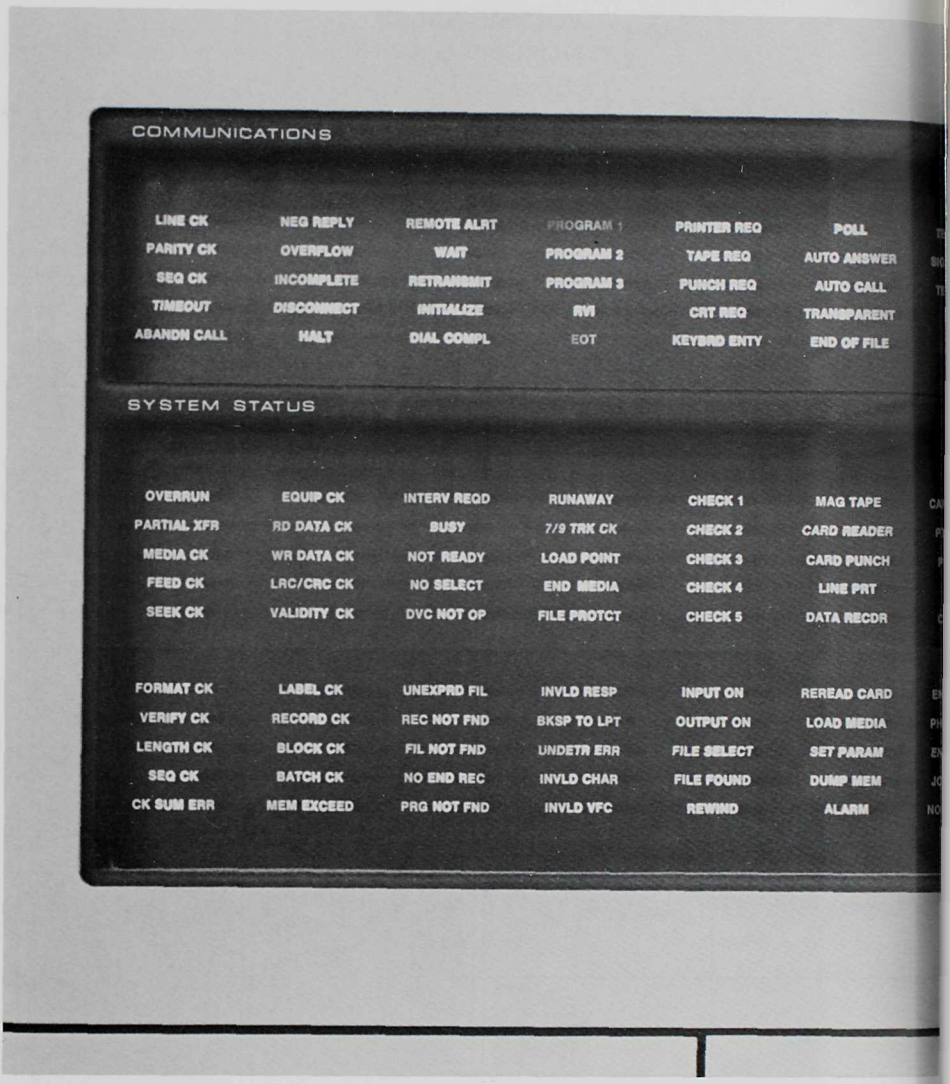
Total Consumption, all products based on B.C. population 19 years and over, for 1979 calendar year . . . . . 34.8 imperial gallons.

VOLUME SALES

YEAR ENDING MARCH 31

(Based on Imperial Gallons)





CORPORATE PLANNING

In an effort to place a higher priority on overall corporate planning, in March, 1980, the Liquor Distribution Branch held its first Business Planning Seminar. This seminar was conducted over two and one-half days with all senior management in the Branch attending. The primary aims of this planning session were to clarify and determine the direction of the Branch, as well as to develop the conceptual framework for an ongoing business planning system.

During the last quarter of the fiscal year, with the advent of the Marketing Research and Corporate Planning Division, formal market research was conducted for the first time by the Branch. Initial focus of this work was on store location research with some additional emphasis placed upon customer attitudes and opinions.

SYSTEMS

Several major systems development projects were initiated during 1979/80 by the Management Services Department.

A Financial Information and Control System (FICS) was designed to automate the capture and control of Branch operating/financial data and to provide vital management information. By the year-end, over one third of the liquor stores had converted to FICS.

An on-line order entry system was implemented at Licensee Store #100 in Vancouver to provide an improved level of service to licensees and to enhance operating efficiency and effectiveness. The new system will be fully operational in the next fiscal year.

An on-line Liquor Import System was developed for customs processing, inventory control and document tracking to enhance the Agent Stocking Program.

PERSONNEL

As of March 31, 1980, the Branch staff establishment consisted of 1,775 regular, full-time employees and 997 auxiliary employees, for a total of 2,772. The number of regular positions filled as at the end of the fiscal year varied slightly from the allowed staffing figures.

Staff Development

Over 2,000 employees received training within the Branch during the fiscal year. Development programs included first-line supervisory to mid-management staff courses, Public Service Commission (P.S.C.) courses at the Executive/Administrative/Clerical levels, safety and first-aid, new employee orientation, job training for Distribution Centre, Financial and Information Control System procedures training, and outside job-related courses taken.

Recruitment/Selection

Positions filled during this period totalled 1,545, thirteen of which were appealed on LDB-chaired panels. Promotional competitions aligned with P.S.C. regulations.

Occupational Health

Referrals for the year amounted to 253. The Community Nurse from Occupational Health began attending, on a half-day per month basis, the Head Office Administration and Distribution Centre.

Labour Relations

A new Collective Agreement with the British Columbia Government Employees Union was signed on September 25, 1979. Two arbitrations relating to Branch matters took place, with one sustained. In general, there was notable progress in the overall climate of Labour Management relations, with sustaining of this advancement an objective for the next fiscal year.

Safety

The Distribution Centre recorded 47% fewer days lost during this period, attributable in part to the introduction of safety oriented first-aid training programs in the Warehouse. There was an increase overall of 17% in Workers Compensation Board compensable accidents.

Manual

A new Personnel Policy and Procedures Manual was developed. The loose-leaf binder, which will be distributed early in the next fiscal year to all stores and departments at Head Office, is designed to guide employees through the many and often complex matters pertaining to Personnel Administration.

STAFFING SUMMARY

Establishment by Classification

A Administration and Warehouse

1	General Manager
1	Director of Store Operations
1	Director of Finance
1	Director of Management Services
1	Director of Distribution
1	Director of Purchasing
1	Assistant Director of Store Operations
1	Director of Personnel
1	Manager, Property Planning & Development
1	Accounting Manager
1	Manager/Budgets & Financial Analysis
1	Chief Auditor
1	Security Manager
8	Area Manager — 3 Lower Mainland — North Vancouver Island — South Vancouver Island — Prince George, Northern B.C. — Northern Okanagan/Cariboo — Southern Okanagan/Kootenays
1	Operations Manager (Distribution)
1	Personnel Officer (Labour Relations)
1	Systems Manager
1	Traffic Manager
1	Administration Manager (Distribution)
1	Manager, Industrial Engineering Services Division
4	Personnel Officer — 1 Selection/Recruitment — 1 Employees Services/Safety Co-ordinator — 1 Classification/Reclassification — 1 Staff Development/Training

2	Shift Manager
2	Field Investigator
1	Administration Officer 4
2	Audit Account 4
1	Foreman — Electrician 2
1	Architect 3
1	Research Officer 3
3	Administration Officer 3
1	Engineer — Building Maintenance
3	Senior Auditor (Audit Accountant 3)
1	Communications Manager
6	Administration Officer 2
1	Technician 2
1	Operator — Data Processing 6
7	Administration Officer 1
1	Foreman — Distribution
6	Auditor (Audit Accountant 2)
8	Shipper
1	Systems Analyst 4
2	Clerk 6
1	Operator — Data Processing 4
6	Building Maintenance Man
7	Assistant Shipper
11	Warehouseman 3
1	Executive Secretary 1
3	Clerk 5
1	Supplies & Equipment Officer
11	Building Security Officer 1
49	Warehouseman 2
38	Warehouseman 1
17	Clerk 4
1	Operator — Keypunch 4
3	Stationery Clerk
4	Clerk/Steno 4
19	Clerk 3
3	Operator — Keypunch 3
4	Clerk/Steno 3
1	Operator — Keypunch 2
44	Office Assistant 2
306	Positions in 60 Classifications

B. *Store System*

18	Manager 5
27	Manager 4
62	Manager 3
48	Manager 2
53	Manager 1
31	Assistant Manager 5
34	Assistant Manager 4
84	Assistant Manager 3
74	Assistant Manager 2
52	Assistant Manager 1
957	*Merchandise Clerk*
25	Concession Clerk
4	Building Maintenance Worker
1,469	Positions in 13 Classifications

STORE OPERATIONS

Reorganization

During the year, a reorganization of the Store Operations Department took place. The number of Areas was increased by one for a total of 8, and an Area Manager was added to direct and manage this new section. A resultant redistribution of existing Areas took place, to achieve a better balance of urban, suburban and rural stores in each Area.

Mid-way through the year, an Assistant Director of Store Operations was appointed adding depth to the supervision of this large operational area.

Point-of-Sale

The program of cash register replacement, known as the Point-of-Sale Project, which was begun in the previous fiscal year, progressed from the "user requirements" phase to the definition and design phase. Alternate designs of electronic cash registers were identified and analyzed to determine relative costs and anticipated benefits. For three months, pilot/benchmark testing of the favoured design was conducted at two Vancouver stores. Test results were documented and analyzed to finalize the detailed design of the proposed new P.O.S. system for the Branch. A formal tender for the purchase of P.O.S. equipment was issued with the intent to begin implementation of the new system in the stores by the Fall of 1980.

Government Liquor Stores

Ten Largest Stores (by item volume, beginning with the highest ranked as at March 31, 1980)

1. Central Licensee
2. Broadway & Maple
3. Fort Street
4. Victoria Drive
5. Westview
6. Robson Street
7. Nanaimo Terminal Park
8. Richmond Brighouse
9. Kingsgate Mall
10. Park Royal

Ten Smallest Stores (by item volume, beginning with the lowest ranked as at March 31, 1980)

1. Pender Island
2. Atlin
3. Logan Lake
4. Texada Island
5. New Denver
6. Port Edward
7. Greenwood
8. Stewart
9. Gabriola Island
10. Granisle

The total number of government liquor stores at year-end stood at 207, consisting of 133 self-serve and 74 conventional (counter) stores.

Agency Stores

The Agency store program continued to provide service in remote communities. A total of six agencies were appointed during the year bringing the total to 46.

Agency Stores Opened
April 1, 1979 to March 31, 1980

Sayward	April, 1979
Namu	July, 1979
70 Mile House	July, 1979
Upper Fraser	December, 1979
Quadra Island	December, 1979
Vananda (Texada Is.)	January, 1980

TABLE WINE
Data Terminal Systems
SERIES 600
FLEURICA
480
H

LIGHT BEER
TRILIGHT
Vienna

INDUSTRIAL ENGINEERING

The Industrial Engineering Division provided the Branch with a multidisciplinary service and expertise in such areas as construction, space planning, materials handling, productivity systems, and cost analysis. During this period, the division undertook the development of an on-line order entry and flowrack system for licensees, a complete Head Office renovation program, implemented a Records Management and Forms Control Program, and completed a variety of other Branch projects.

PROPERTY PLANNING AND DEVELOPMENT

The planning, design, renovation and construction of Branch property, including stores and other facilities, was carried on throughout the fiscal year to provide better service to consumers. In the Branch's continuing program to upgrade its overall store system, three liquor stores were renovated through such measures as improved loading/unloading facilities, installation of wire queue islands, and continuous flow beer racks. One store in B.C.'s capital city was converted from conventional to self-serve.

After taking the lead among Canadian liquor authorities by opening the first self-serve store in the country (Brentwood Mall, 1962), the Branch was conducting over 80% of its business through self-serve outlets by year-end.

UPGRADING AND CONVERSION TO SELF-SERVE

Year Ending March 31, 1980

Store Location		Completion Date
Kaslo (Crown owned) Box 460 Kaslo, B.C. V0G 1M0	Renovation	September 1, 1979
Langley 5280 Fraser Way Langley, B.C. V3A 4E6	Renovation	November 1, 1979
Harpole 6495 Granville Street Vancouver, B.C. V6B 4J2	Renovation	November 1, 1979
Esquimalt (Crown owned) 7310 Esquimalt Road Victoria, B.C. V9A 3P6	Converted to Self-Serve	December 15, 1979

NEW PREMISES

Year Ending March 31, 1980

Name and Address of Store		Opening Date
Lillooet Box 429 Old Mill Shopping Centre 111 Main Street Lillooet, B.C. V0K 1V0	Replacement	May 31, 1979
Lytton Box 130 Fourth Street Lytton, B.C. V0K 1Z0	Replacement	June 1, 1979

ıe and Address of Store		Opening Date
nedy Heights - 120th Street th Delta, B.C. 6R6	Replacement	July 7, 1979
mmerland 129 oria Square Mall mmerland, B.C. 1Z0	Replacement	July 27, 1979
svville North Box 129 svville, B.C. 2S0	New	August 18, 1979
helt 458 l Bay Shopping Centre helt, B.C. 2A0	Replacement	November 23, 1979
aimo Harewood ewood Mall - 530 Fifth Street aimo, B.C. 1P2	New	November 22, 1979
ney eyfair Shopping Centre - 22791 Lougheed Highway ble Ridge, B.C. 2V5	Replacement	November 30, 1979
bour Centre 12057 West Hastings Street ncouver, B.C. 3 4N5	Replacement	January 11, 1980
rth Burnaby 50 East Hastings Street rnaby, B.C. 2K2	Replacement	January 18, 1980
t Hardy x 228 rth Island Mall t Hardy, B.C. N 2P0	Replacement	January 24, 1980
re Equipment Warehouse 45 East Second Avenue rnaby, B.C. C 3X1	New	April 1, 1979

DISTRIBUTION

The name of the Department handling the physical distribution functions within the Branch was changed during the year from "Warehousing" to "Distribution" to more accurately reflect the activities through the Distribution Centre in Vancouver.

More than 6.6 million cases of alcoholic beverages (excluding domestic beer) were shipped from 3200 East Broadway during the year to the 207 retail outlets in the Province. Beer bottled in British Columbia continued to be shipped directly from the breweries to liquor stores and licensees.

Increased store delivery frequency was implemented to provide better customer service, especially in major areas of B.C., and at year-end more than half of the store system was on a delivery frequency of once a week or more often.

Telephone ordering service for stores was introduced to speed up the processing of orders by Distribution administration staff.

Changes were seen in the Branch's bottling activities centred in the Distribution Centre. A new 40 ounce package was introduced for the "BCL" line of bottled products, which at year-end included 2 Ryes (Light and Fine Old), 3 Scotches (1 Crown, 2 Crown, 3 Crown), 3 Rums (Jamaican, White and Demerara — 3 strengths), and 1 Brandy. The BCL Scotch and Brandy continued to hold a significant share of their respective markets in the Province.

Source coding of the BCL line was introduced by the bottling division on labels during this year. New stainless steel tankage was installed to handle the receipt of bulk shipments via tanker, as barrel handling was all but eliminated from the bottling process.

The utilization and effectiveness of the LDB truck fleet was assessed during the fiscal year and a decision made to begin acquisition of larger power-tailgated equipped vehicles. With powerpallet movers complementing other standard features, the trucks further expedited store deliveries in a safe and economical manner, providing a higher level of service to Vancouver area stores. A total fleet of 5 trucks is planned by next fiscal year.

CODUCTS

March 31, 1980, the Branch carried a of 1,509 listings.

eral Listings

	Domestic	Import	Total
ts and ueurs	330	166	496
s	321	321	642
r and er	40	21	61
	691	508	1199

general listings are broken down further as ws:

estic	
adian Rye Whisky	112
adian Rum	67
adian Gin	32
adian Vodka	45
tch Whisky (Canadian bottled cluding BCL labels)	8
rbon (Canadian Bottled)	1
ndy (Canadian Bottled)	7
uila (Canadian Bottled)	1
ueurs	55
e Grain Alcohol	2
. Wines	303
er Canadian Wines	18
. Cider	4
. Beer ottles — 28 ans — 8	36
al	691

Imported	
Scotch Whisky	58
Irish Whisky	2
Bourbon	2
Gin	8
Gin (Flavoured)	1
Rum (Dark)	6
Rum (Light)	6
Vodka	5
Sherry	22
Port	8
Vermouth	10
Dessert Wines	20
Sparkling Wines & Champagne	38
Red Table Wine	107
White Table Wine	116
Liqueurs	49
Tequila	5
Miscellaneous Liquor	2
Brandy	22
Cider	1
Beer	20
Total	508

ecialty Products

ecialty products include items such as rare premium wines, unique products or ducts with unique packaging.

hat March 31, 1980, the Branch offered 100 rits and 210 Wines for a total of 310 ecialty Listings.

PURCHASING

The name of the former "Stocks" Department was also changed during the year to "Purchasing", to give a more accurate picture of overall functions, with respect to both liquor and dry supplies.

Special Orders

A Special Order routine continued to be available to purchase products which are not listed for sale by the Branch. Special Order requests were received from private individuals, wine clubs, commercial transport accounts and a restricted number of licensees. The majority of orders were received from private individuals for French, German, Italian and Californian table wines. Importations of wines represented 70% with the balance of 30% being for various alcoholic beverages.

The average selling value of wines being imported was $4.70 per bottle. Approximately 150 Special Order requests were filled on a monthly basis during the year.

Agent Stocking Program

The Branch completed a full year of operation with the new Agent Stocking Program. Implemented during the previous fiscal year, the Agent Stocking Program in effect transferred the responsibility of importing and warehousing of products from the Branch to the private sector. At year-end, a total of 49 Agents held inventories of over 500 imported products in 8 privately operated bonded warehouses.

Listings

A Purchasing and Marketing Policy Manual was published in mid-year, outlining LDB listing policies and procedures and specified sales quotas for listed products.

Two sessions of the Listing Committee were held, in the Spring and Fall, to review all listings being offered for sale as well as all applications tendered for general listing. As a result, a total of 94 new listings were added to the Branch's portfolio, including over 50 table wines.

ECURITY

ing the fiscal year, a number of major grams were completed to support the nch Security theme of "Total Security olvement by all Employees".

ew Security Control Centre was developed e Head Office to more effectively serve the ble Branch system and accommodate the ange from private security offices to an house security staff. A major closed circuit system was installed in the 10 acre complex outinely monitor the facility during erational and silent hours.

e perimeter fencing at the Vancouver adway Complex was replaced with new h quality fencing and lockable gates. erior lighting was also replaced with new ergy efficient, high pressure sodium odlights.

w burglar alarm systems were installed in 15 res throughout the Province, as part of anch policy to alarm the majority of stores. w emergency lighting systems were put in ace in 11 stores to improve safety and bolster re security.

e Branch produced a professional 18 minute n on Shoplifting prevention, which outlined plicitly how staff should handle attempted opliftings and shoplifting suspects. The film egan touring the Province as a training aid for re employees.

INTERNAL AUDIT

During the year, considerable progress was made in increasing and upgrading the Audit staff complement. This progress substantially increased the capacity of the Audit Division to carry out its internal audit responsibilities which extend beyond the traditional financial matters to include operational controls.

The objective of the Audit Division continued to be to transfer operational responsibilities and maintain its independence. This goal was met in the fiscal year and the Chief Auditor and his staff operated free from all line functions.

COMMUNICATIONS

Continuing high priority was placed on internal and external public relations and information programs. The Communications Division produced the 'Weekly News' administrative newsletter, 6 issues of the 'GrapeVine' staff publication, participated in supervisory training, and visited stores throughout B.C. to foster positive and open employee communications. Industry and customer information was addressed through a new Agent Stocking Program Bulletin and comprehensive Product Catalog (both for implementation in the next fiscal year), special brochures and price lists, and ongoing press releases and ads on operations and policies. To meet legislative requirements, the Financial Statements and an expanded Annual Report were published.

SUMMARY OF STORE SALES FOR THE YEAR ENDED MARCH 31, 1980
by Electoral District

Store #	Government Liquor Store	Total Sales
	Alberni Electoral District	
157	Parksville North	$ 861,549
34	Qualicum	1,183,393
40	Port Alberni — 10th	3,283,800
42	Parksville	2,140,911
55	Gold River	610,346
56	Tahsis	476,333
104	Port Alberni — Northport	2,491,534
118	Tofino	527,637
216	Ucluelet	667,356
	Atlin Electoral District	
4	Atlin	165,163
47	Stewart	300,915
84	Cassiar	722,650
	Boundary Similkameen Electoral District	
14	Greenwood	255,055
15	Grand Forks	1,495,673
19	Keremeos	538,879
39	Penticton	3,320,466
69	Oliver	1,067,246
83	Osoyoos	1,384,949
130	Penticton Plaza	3,237,838
	Burnaby Electoral District	
224	Brentwood	3,994,947
220	Middlegate	5,979,812
217	North Burnaby	5,775,457
203	South Burnaby	3,827,936
121	Royal Oak	2,391,720
137	Kensington	2,689,884
	Cariboo Electoral District	
221	100 Mile House	2,555,080
43	Quesnel	3,098,192
63	Williams Lake	4,772,157
60	Cache Creek	667,564
201	Clinton	417,439
156	Quesnel West	1,201,347

Store #	Government Liquor Store	Total Sales
	Chilliwack Electoral District	
1	Abbotsford	$3,216,251
7	Chilliwack	4,570,502
57	Vedder Crossing	2,132,781
	Columbia River Electoral District	
16	Golden	1,538,781
17	Invermere	1,561,006
245	Radium	621,856
	Comox Electoral District	
225	Alert Bay	440,132
5	Campbell River	7,274,554
235	Comox	1,793,587
10	Courtenay	4,495,957
8	Cumberland	462,888
128	Port Alice	433,663
236	Port Hardy	2,113,323
115	Port McNeill	1,121,293
301	Sayward	25,140
	Coquitlam Electoral District	
200	Austin Road	4,972,466
11	Port Coquitlam	3,624,914
205	Port Moody	2,976,796
89	Prairie Mall	2,074,060
153	Como Lake	3,461,109
	Cowichan Electoral District	
206	Chemainus	1,097,826
12	Duncan	5,878,650
67	Lake Cowichan	1,042,971
134	Gabriola Island	333,337
24	Ladysmith	1,388,832
	Delta Electoral District	
145	Scottsdale	3,480,549
25	Ladner	2,419,402
110	Ocean Park	2,232,197
241	Kennedy Heights	6,142,170
98	Tsawwassen	3,193,284
6	White Rock	2,969,037

Store #	Government Liquor Store	Total Sales
	Dewdney Electoral District	
54	Agassiz	$1,137,230
65	Haney	5,234,455
27	Mission	2,970,085
	Esquimalt Electoral District	
19	Colwood	2,011,011
68	Esquimalt	2,357,520
25	Langford	2,594,317
29	Sooke	1,180,759
	Fort George Electoral District	
106	Mackenzie	1,271,152
126	McBride	331,577
14	Prince George — Hart	1,365,762
136	Prince George — 6th	3,138,700
126	Prince George — 10th	5,546,066
139	Prince George — 20th	5,304,383
196	Valemount	467,277
154	Prince George — College Heights	1,041,881
	Kamloops Electoral District	
38	Barriere	459,054
88	Clearwater	1,001,992
21	Kamloops	4,929,388
223	North Kamloops	3,782,679
39	Logan Lake	240,050
79	Sahali	1,772,625
108	Valleyview	2,153,519
147	Westsyde	739,182
	Kootenay Electoral District	
9	Cranbrook	2,908,752
151	Tamarack	1,287,311
131	Elkford	425,230
13	Fernie	1,257,676
66	Kimberley	1,632,008
28	Sparwood	684,154
	Langley Electoral District	
109	Aldergrove	2,104,872
70	Cloverdale	3,088,804
127	Fort Langley	1,312,944
22	Langley	5,902,787
149	Clearbrook	2,417,687

Store #	Government Liquor Store	Total Sales
	Mackenzie Electoral District	
232	Bella Coola	$ 615,521
80	Gibsons	1,835,498
93	Madeira Park	780,912
82	Ocean Falls	579,094
41	Powell River	3,849,224
230	Sechelt	1,565,949
249	Texada Island	228,094
	Nanaimo Electoral District	
33	Cavan Street	3,880,638
243	Terminal Park	7,207,808
159	Harewood	610,173
	Nelson — Creston Electoral District	
75	Creston	1,589,912
32	Nelson	3,424,165
207	Salmo	453,056
	New Westminster Electoral District	
97	8th & McBride	4,241,799
31	10th Street	5,887,300
	North Okanagan Electoral District	
214	Lumby	695,248
62	Vernon	5,092,046
135	Polson Place	2,647,424
	North Peace River Electoral District	
222	Fort Nelson	1,767,687
3	Fort St. John	5,143,427
234	Hudson Hope	603,057
	North Vancouver — Seymour Electoral District	
133	Dollarton	1,572,319
30	North Vancouver — 2nd	4,218,232
107	Westview	6,901,088
247	Lynn Valley	4,567,500

Store #	Government Liquor Store	Total Sales
	Omineca Electoral District	
73	Burns Lake	$1,093,414
248	Fort St. James	942,020
91	Fraser Lake	521,143
119	Granisle	361,805
99	Houston	1,125,402
81	Vanderhoof	1,020,498
	Prince Rupert Electoral District	
105	Masset	852,795
132	Port Edward	163,396
35	Prince Rupert	4,742,925
211	Queen Charlotte City	1,114,285
	Revelstoke — Slocan Electoral District	
18	Kaslo	446,220
202	Nakusp	745,600
74	New Denver	255,583
45	Revelstoke	2,624,880
	Richmond Electoral District	
76	Brighouse	6,829,745
244	Seafair	2,789,100
120	Shellmont	2,483,894
85	Lansdowne	4,153,326
	Rossland — Trail Electoral District	
78	Castlegar	2,188,075
95	Fruitvale	493,260
44	Rossland	692,459
51	Trail	3,006,221
	Saanich & The Islands Electoral District	
140	Cedar Hill	4,045,251
204	Ganges	1,329,211
242	Saanich	6,741,732
50	Sidney	3,576,170
59	Trafalgar Square	1,504,949
155	Pender Island	254,107
	Shuswap Electoral District	
215	Armstrong	836,556
226	Chase	1,125,087
49	Enderby	833,403
48	Salmon Arm	2,383,529
92	Sicamous	927,196

Store #	Government Liquor Store	Total Sales
	Skeena Electoral District	
227	Hazelton	$ 544,400
213	Kitimat	2,263,584
46	Smithers	1,789,417
52	Terrace	3,972,149
	South Okanagan Electoral District	
20	Kelowna — Leon	2,915,842
103	Kelowna — Capri	4,716,049
148	Kelowna South	2,635,459
246	Rutland	3,031,867
86	Summerland	1,069,866
143	Westbank	1,639,864
	South Peace River Electoral District	
238	Chetwynd	1,140,210
212	Dawson Creek	3,513,828
	Surrey Electoral District	
240	Guildford	4,270,757
116	North Surrey	3,634,891
122	Whalley	4,262,247
	Vancouver Electoral District	
136	Arbutus	2,643,516
90	4th & Alma	5,411,496
117	Broadway & Maple	8,384,439
94	Bute Street	3,419,726
112	Cardero	3,550,254
100	Central Licensee	28,223,072
111	Commercial	5,451,317
102	Dunbar	2,762,120
146	18th & Cambie	2,727,357
54	Hastings Street	3,480,301
58	Hastings & Slocan	5,189,279
210	Kerrisdale	3,735,880
123	Kingsgate	6,347,534
38	Marpole	5,677,965
53	West Pender	2,267,080
233	Robson	6,455,482
113	Senlac	6,177,257
129	Thurlow	5,811,702
237	28th & Main	4,747,944
87	Victoria Drive	7,444,765
141	13th & Granville	1,982,206
144	Mandarin Centre	942,195
160	Christmas Delivery Service Distribution	661,225

Store #	Government Liquor Store	Total Sales
	Victoria Electoral District	
8	Fort Street	$7,932,585
4	Gorge & Tillicum	6,337,818
1	Government Street	6,882,572
0	James Bay	2,046,381
1	Nootka Court	3,069,819
2	Yates Street	2,868,481
	West Vancouver Electoral District	
8	Park Royal	6,135,089
1	Pemberton	425,456
8	Squamish	2,549,160
2	West Vancouver	5,044,904
2	Whistler	590,201
2	Capilano Mall	3,078,508
	Yale — Lillooet Electoral District	
2	Ashcroft	490,144
71	Hope	1,661,791
23	Lillooet	1,026,244
37	Princeton	1,107,291
209	Lytton	273,499
29	Merritt	1,796,800
	TOTAL SALES	$565,617,104

PROVINCE OF BRITISH COLUMBIA
LIQUOR DISTRIBUTION BRANCH

Head Office & Distribution Centre
3200 East Broadway, Vancouver, B.C. V5M 1Z6
Phone (604) 254-5711
Telex 04-53470