

# **BC CANNABIS STORES**

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**LIQUOR  
DISTRIBUTION  
BRANCH**



**Professional.  
Experienced.  
Responsible.**

**With nearly 100 years of  
experience retailing regulated  
products, we know what it  
means to be a good neighbour.**



# Overview

## **RESPONSIBLE**

Every decision we make supports the social responsibility commitments we make to our communities.

## **ALIGNED**

We are experienced at meeting municipal requirements with transparent engagement every step of the way.

## **SAFE & SECURE**

Unprecedented safety and security measures are incorporated into our store design, to ensure a comfortable and modern experience for customers.

## **KNOWLEDGEABLE**

The in-store experience is designed around responsible messaging, education and awareness, delivered by trained and certified employees.

## **PROFESSIONAL**

We have a proven track record of successful retail operations, end-to-end, meeting the highest standards of professional public service and accountability.

A close-up photograph of a wooden puzzle piece standing out among several white puzzle pieces. The wooden piece is in the center-right, and the white pieces are surrounding it. The word "Purpose" is written in large, bold, black letters across the bottom left of the image.

# Purpose

**To make high-quality cannabis products and education available to all customers – from the discerning to the new – through responsible channels that provide expert and friendly service.**

# Our values guide our decision- making.

## SOCIAL RESPONSIBILITY

Every decision is made with a lens that prioritizes public health and safety.

## SERVICE

We know our customers intimately and we are highly knowledgeable about the products we sell.

## PEOPLE

We are intensely curious, deeply passionate about this space, and nimble, digital thinkers.

## INTEGRITY

We always do the right thing and live our values every day, in every role, in every situation.

## RESPECT

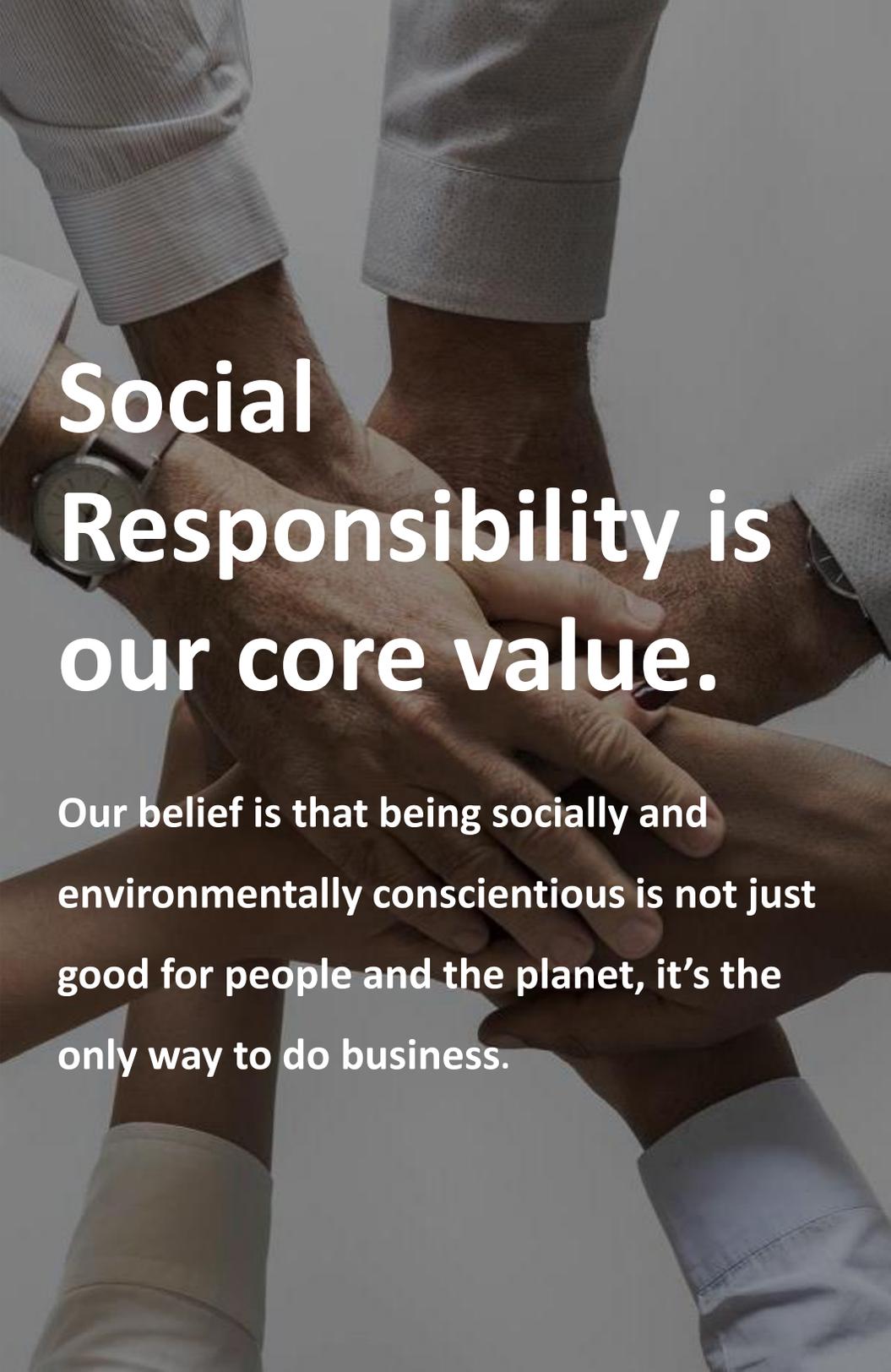
We work together as a cohesive team and recognize the unique talents of each individual.

## CONTINUOUS IMPROVEMENT

We are agile and quick; we take initiative to fill gaps and propose solutions.

## Proven track record of public service, accountability will carry over to cannabis

- Our strict “ID Under 30” policy on the liquor side of our business is a strong contributing factor to our successful compliance record. On cannabis, our planned two ID-check procedure will keep regulated products out of the hands of minors.
- Effective responsible consumption awareness programs in stores and in our communities like **Dry Grad** and **Get Home Safe** protect young people and their community.
- Our at-the-till charitable collections and employee contributions raise nearly \$1 million for local communities annually.
- We thrive as an environmental leader in sustainable retailing by practicing energy and fuel efficiency, container recycling, plastic bag reduction and responsible waste management.



**Social  
Responsibility is  
our core value.**

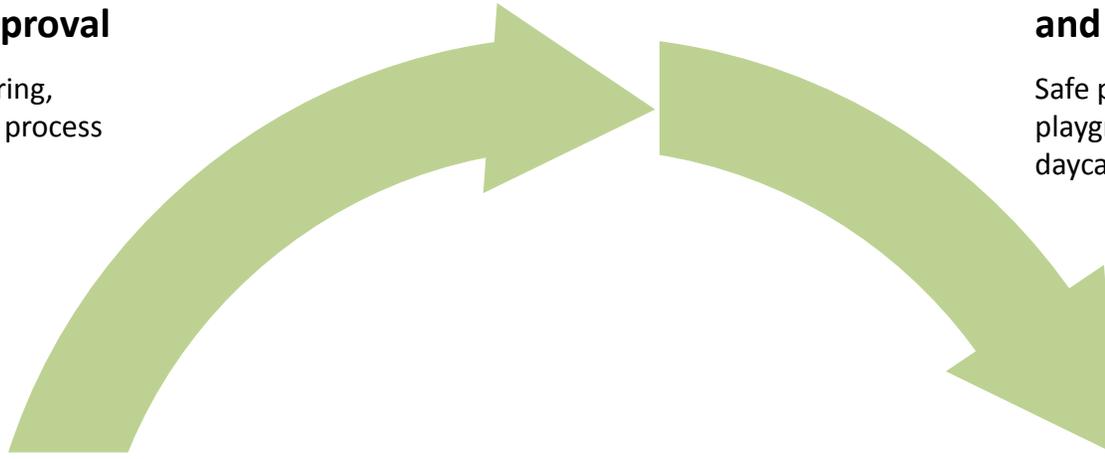
**Our belief is that being socially and environmentally conscientious is not just good for people and the planet, it's the only way to do business.**

## **Municipality zoning bylaw compliance and approval**

Council proposal and hearing, public notices, inspection process

## **Land use permitting and approval**

Safe proximity from schools, playgrounds, parks, community centres, daycares and other cannabis retailers



# **Responsible community engagement.**

Our approach to an open and transparent civic process has led to operating one of BC's largest retail networks.

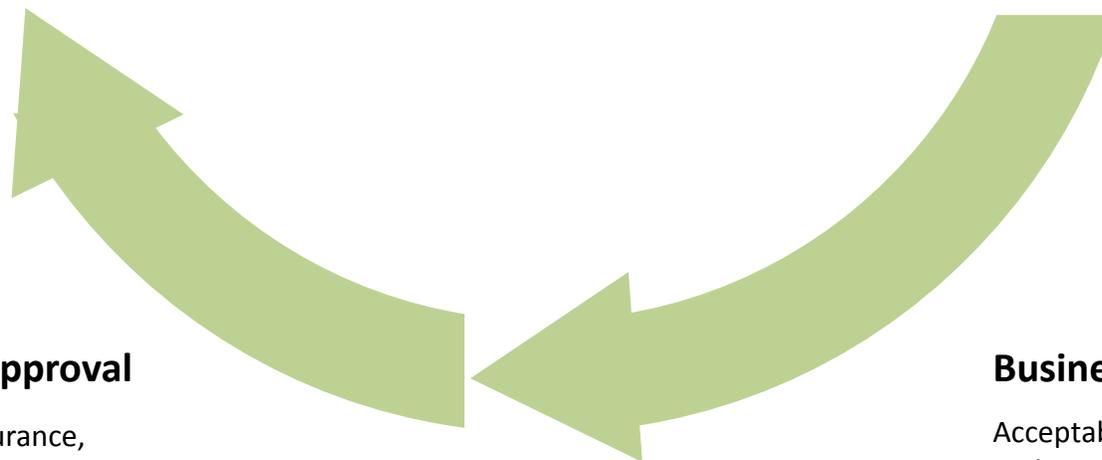
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## **Commercial leasing approval**

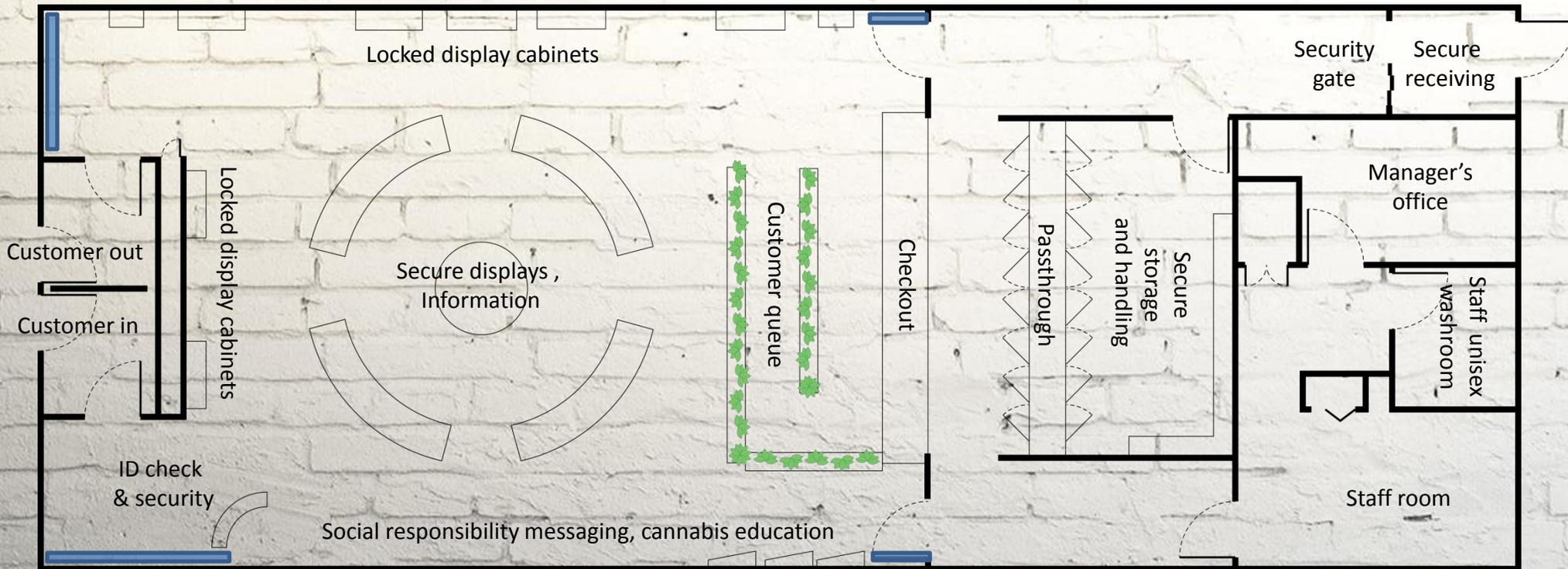
Tenant lease agreement, insurance, tenant building improvements

## **Business licensing approval**

Acceptable operating hours, waste and recycling management, occupancy permits, security



# Concept Floorplan:

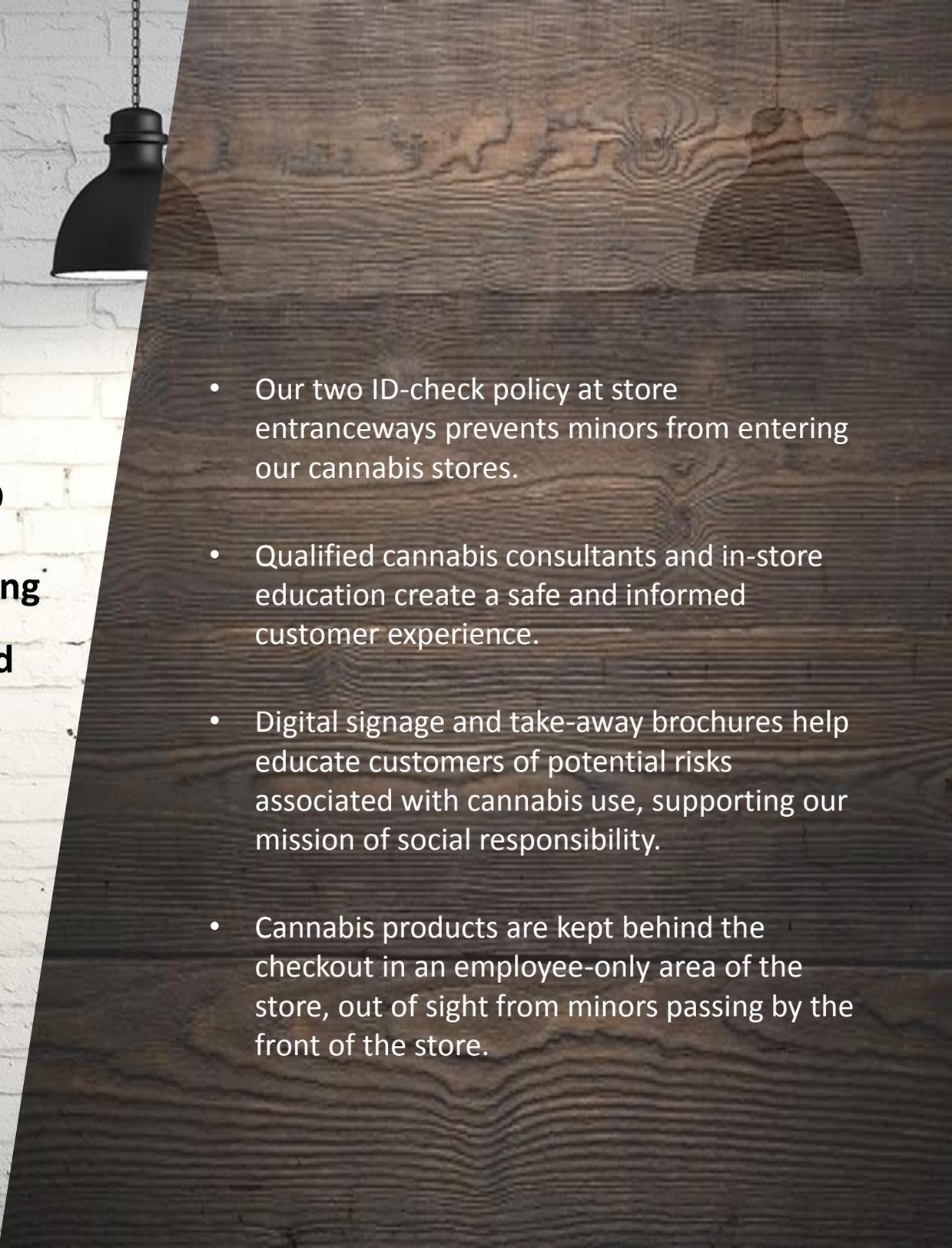


 = Social responsibility signage



# Storefronts

**Our stores are bright, clean, welcoming and professional – creating a safe and favourable alternative to purchasing non-medical cannabis from the illicit market.**

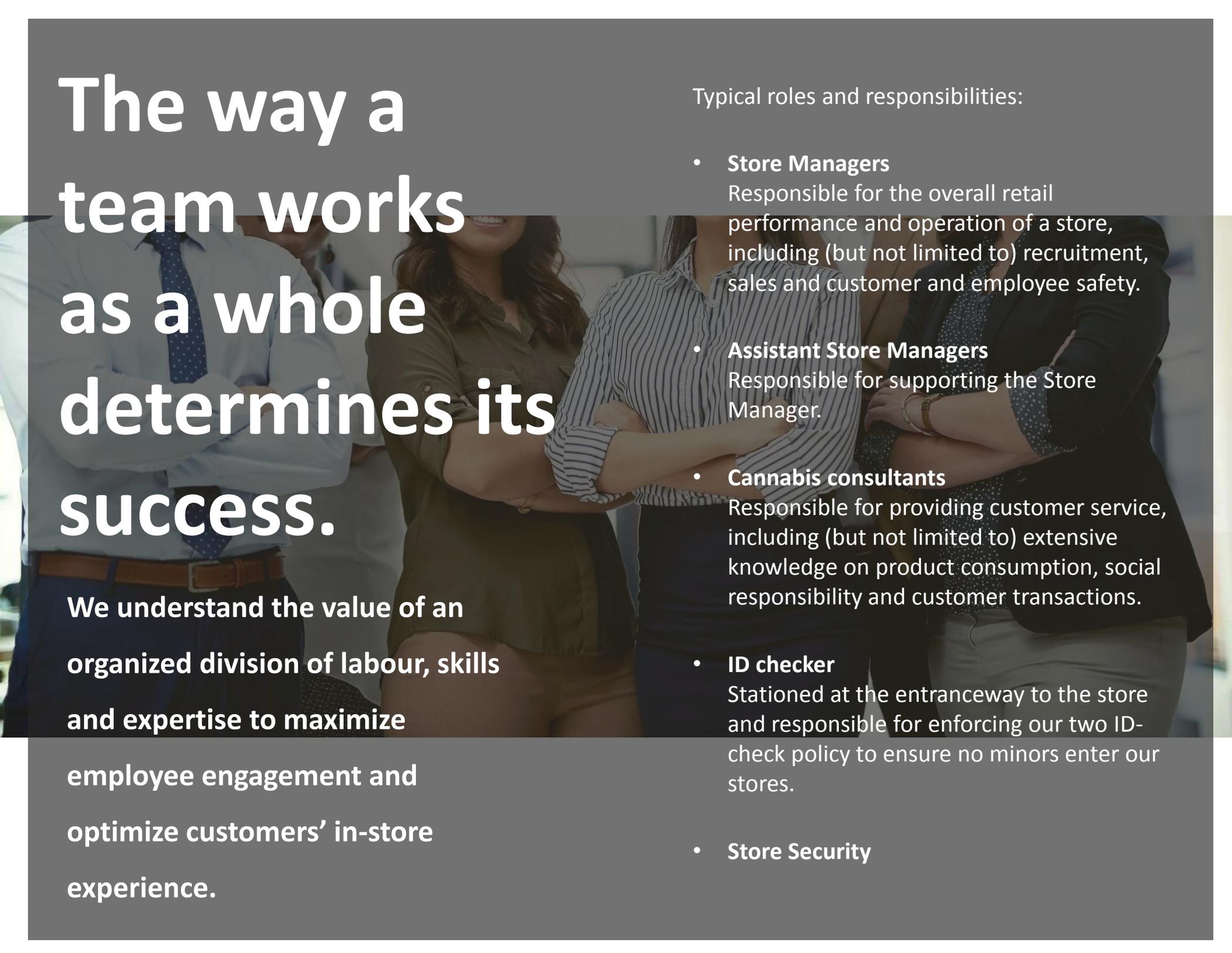
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- Our two ID-check policy at store entranceways prevents minors from entering our cannabis stores.
  - Qualified cannabis consultants and in-store education create a safe and informed customer experience.
  - Digital signage and take-away brochures help educate customers of potential risks associated with cannabis use, supporting our mission of social responsibility.
  - Cannabis products are kept behind the checkout in an employee-only area of the store, out of sight from minors passing by the front of the store.

# A reputable place to work.

We take pride in being named one of BC's  
Top Employers time and time again.

- Mandatory criminal background checks are performed on all employees.
- Comprehensive product knowledge and customer service training are integral to the cannabis consultant onboarding experience.
- As with liquor, we mandate a Serving It Right equivalent certification for all cannabis consultants.





# The way a team works as a whole determines its success.

We understand the value of an organized division of labour, skills and expertise to maximize employee engagement and optimize customers' in-store experience.

Typical roles and responsibilities:

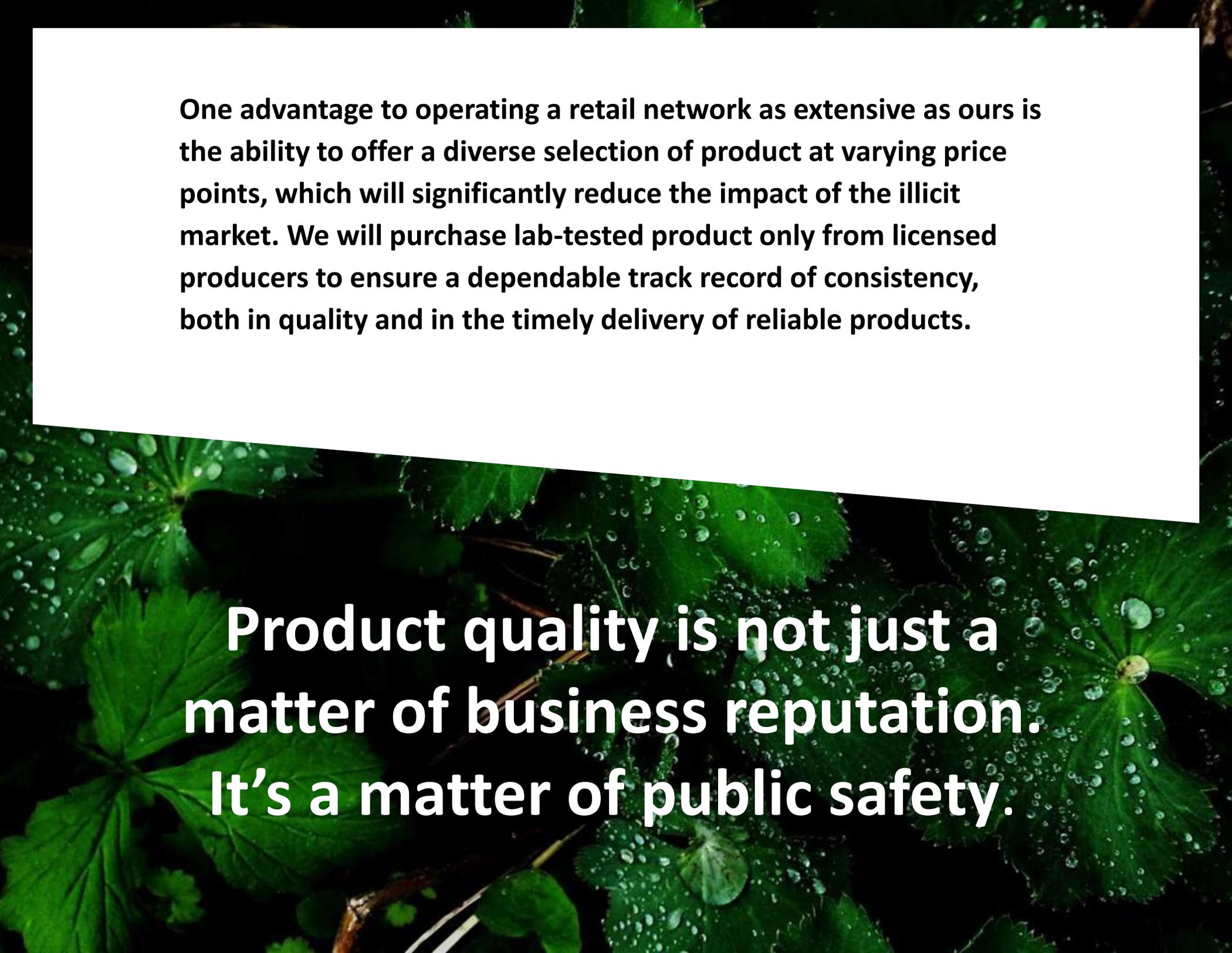
- **Store Managers**  
Responsible for the overall retail performance and operation of a store, including (but not limited to) recruitment, sales and customer and employee safety.
- **Assistant Store Managers**  
Responsible for supporting the Store Manager.
- **Cannabis consultants**  
Responsible for providing customer service, including (but not limited to) extensive knowledge on product consumption, social responsibility and customer transactions.
- **ID checker**  
Stationed at the entranceway to the store and responsible for enforcing our two ID-check policy to ensure no minors enter our stores.
- **Store Security**



# Safety and security is our top priority.

Customer, employee and community safety is paramount.

- Superior intruder and fire monitoring systems maximize response time and minimize losses.
- Interior and exterior camera surveillance used to deter theft.
- Locking valuable accessories in tempered glass display cases prevents shoplifting and creates an added barrier for burglars.
- A secure storage room keeps regulated product out of sight from minors and out of reach from shoplifters.
- Durable and reliable commercial-grade doors and locks secure our store premises.
- Smash-resistant windows obstruct vandalism and break-ins.
- Attractive and visible on-premise signage of security measures deter would-be thieves and criminals.



**One advantage to operating a retail network as extensive as ours is the ability to offer a diverse selection of product at varying price points, which will significantly reduce the impact of the illicit market. We will purchase lab-tested product only from licensed producers to ensure a dependable track record of consistency, both in quality and in the timely delivery of reliable products.**

**Product quality is not just a matter of business reputation. It's a matter of public safety.**

# MYTHS

*Myth:* Government cannabis stores will overrun existing retailers and small-business owners.

*Myth:* A combination of on-premise incineration and back alley dumpsters will be used to dispose of cannabis.

*Myth:* As with liquor, minors will be permitted to enter cannabis stores when accompanied by an adult.

*Myth:* Cannabis stores are a community eyesore and attract criminals.

*Myth:* Customers will consume cannabis on-premise.

# TRUTHS

*Truth:* We are committed to working with municipal zoning bylaws and licensing requirements to ensure fairness for all in the communities we do business in.

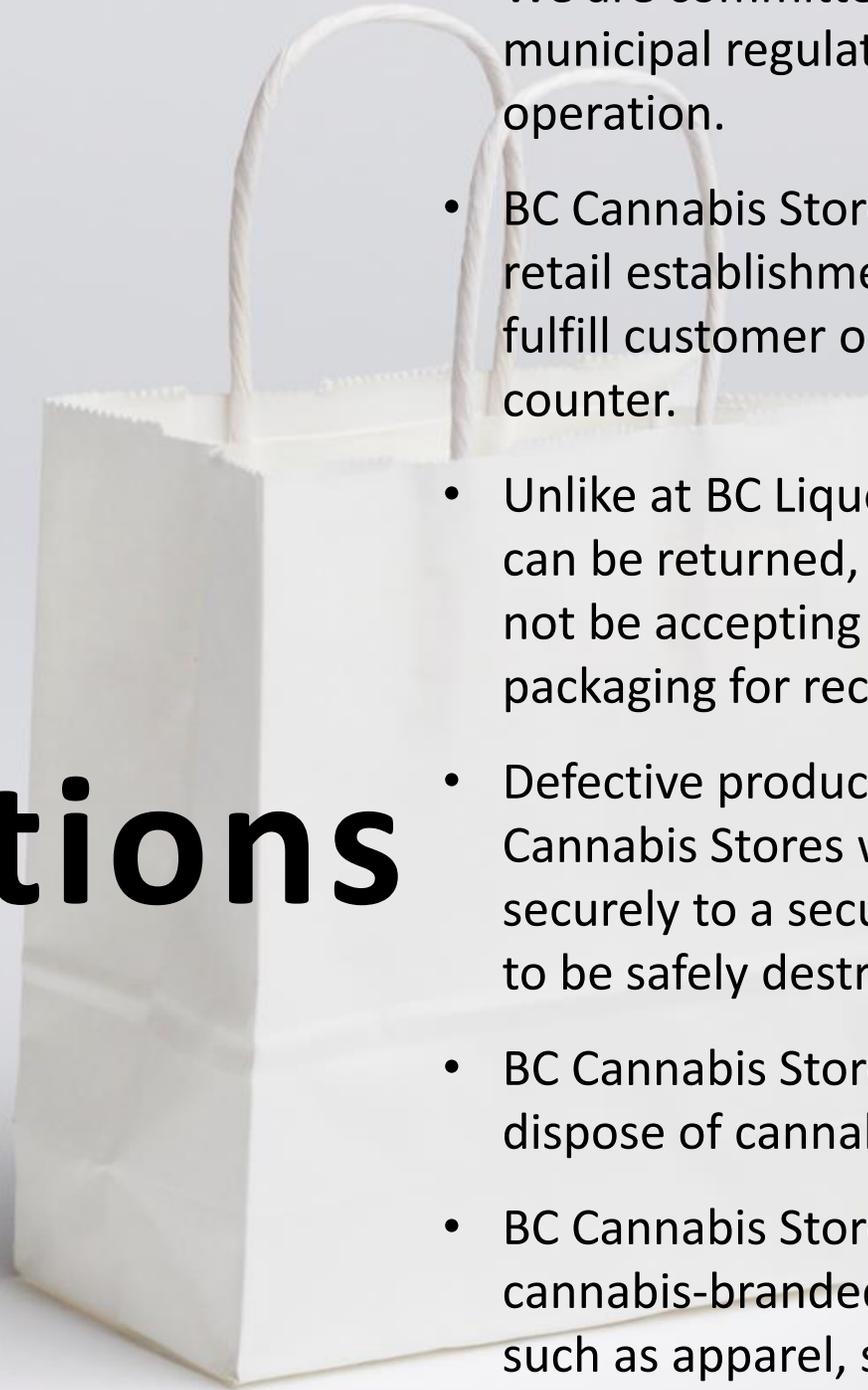
*Truth:* We stand by our commitment of responsible waste management by safely destroying cannabis products off-premise.

*Truth:* Minors are not permitted to enter cannabis stores, even if accompanied by an adult. Our two ID-check policy at store entranceways ensures we comply with the law.

*Truth:* Clean, bright white walls, natural wood textures and timeless accents create a professional environment and comfortable shopping experience for our customers.

*Truth:* The Cannabis Control and Licensing Act prohibits cannabis consumption of any kind in cannabis stores, and providing samples will not be permitted.

# Store Operations



- We are committed to working with municipal regulations around hours of operation.
- BC Cannabis Stores will be full-service retail establishments, where employees fulfill customer orders from behind-the-counter.
- Unlike at BC Liquor Stores where empties can be returned, BC Cannabis Stores will not be accepting cannabis product packaging for recycling.
- Defective product that is returned to BC Cannabis Stores will be transported securely to a secure, off-premise location to be safely destroyed.
- BC Cannabis Stores will not incinerate or dispose of cannabis products on-premise.
- BC Cannabis Stores will not carry cannabis-branded promotional wares such as apparel, stationary and novelty giftware.



# Accountable. Partners.



**LIQUOR  
DISTRIBUTION  
BRANCH**

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