



April 7, 2020

Dear BC Beverage Alcohol producer

We are facing serious hardships that could, if we don't act, continue long after the current crisis is resolved. We employ thousands of British Columbians, and we are now challenged with workforce layoffs or, for some, even closures. When BC emerges from the pandemic, British Columbians will want to return to normal lives, and we will want to rehire them and to rebuild business!

We believe most people would willingly support BC businesses over others, and we need now to give them an informed choice so that when they select local craft beer, cider, wine, distilled spirits or refreshment beverage they can do just that.

We are imploring all BC Business Beverage Alcohol companies to adopt the **Time to Buy British Columbia** initiative.

- This initiative is offered to all BC businesses that produce local BC craft beer, cider, wine, distilled spirits and refreshment beverages.
- The program is non-political, not sector specific and will not favour any manufacturer, big or small, over another.

Over the next days, months - perhaps years - we ask you to promote "Time to Buy British Columbia" in as many ways as possible. Through your Association you will be receiving instructions on how to engage your customers, consumers and community. We ask you to:

- Include the **Time to Buy British Columbia** logo and messaging on your social media, website and emails  
Help create the buzz - Please do that now!
- Apply logo stickers to current packaging and point of sale materials
- Consider printing the **Time to Buy British Columbia** logo to new POS and trade marketing materials
- Talk with your Municipal and Provincial representatives to support and actively promote this initiative

Please act now to do as much of these things as you can. The sooner we act, the sooner informed British Columbians will support us.

We will be working with your Associations to drive this program to TV, Print and Radio media, as well as to Private and BC Liquor Stores, the Liquor Distribution Branch and to our Provincial Government. And we're pleased to announce that major retail and on-premise associations have also lined up to proactively support this initiative.

It is time for every stakeholder to step up – it is **Time to Buy British Columbia**.

For more information speak to your Association representative or visit us at [www.TimetoBuyBC.ca](http://www.TimetoBuyBC.ca)

Instagram: [@timetobuybc](https://www.instagram.com/timetobuybc) Facebook: [/timetobuybc](https://www.facebook.com/timetobuybc) [www.timetobuybc.ca](http://www.timetobuybc.ca) [#timetobuybc](https://www.facebook.com/timetobuybc)

Thanks in advance for your active support!

The Time to Buy BC Team!

