



NEWS RELEASE

October 20, 2022

Elsipogtog First Nation Opens ANBL Agency Store

Fredericton, NB – ANBL is pleased to launch the First Nations Agency Store Pilot Program in partnership with the community of Elsipogtog. The community opened its first ANBL agency store on Thursday, October 20 in the Elsipogtog commercial retail centre, located at 29 Big Cove Rd, Elsipogtog First Nation, NB.

“This pilot project compliments the existing products and services we offer in the Elsipogtog commercial retail centre, the Fire and Ice Inc. agency store will create employment and generate revenue as we strive to remedy the housing shortage”, said Lynn Francis, Director of the Economic Development Office of Elsipogtog Community.

“The launch of this pilot program represents a unique opportunity for Elsipogtog First Nation and our province as we look to develop our beverage alcohol industry responsibly,” said Aboriginal Affairs Minister Arlene Dunn. “I congratulate everyone involved as you begin this exciting venture.”

“I’m very pleased to see the launch of this pilot program within the community of Elsipogtog,” said Lori Stickles, President and CEO of ANBL. “This agency store has served to create jobs, improve convenience for the community, and continue to develop the beverage alcohol industry in a safe and responsible manner.”

The First Nations Agency Store Pilot Program is designed to create a partnership between ANBL and select First Nation communities through the provision of improved customer service and an enhanced shopping experience. After one year in operation, ANBL will assess the program and evaluate the possibility of expanding the program to other First Nation communities in the province.

Once fully operational, the store will be open from Monday to Saturday from 9 am to 9 pm and on Sundays from 10 am to 6 pm. More information about the store and its presence in the community can be found [here](#).

The Elsipogtog First Nation ANBL agency store follows the same guidelines, operational structure, retail standards and social responsibility requirements as existing ANBL agency stores across the province.

About ANBL

ANBL is a Provincial Crown Corporation responsible for the purchase, importation, distribution and retail activity for all alcoholic beverages in the province. It serves the public and over 1,100 licensees through 40 corporate retail outlets, 88 private agency store outlets, 89 local producer agency stores, and 67 grocery stores. ANBL carries 6,540 products across all retail channels, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages.

About Elsipogtog First Nation

Elsipogtog First Nation is a Mi'kmaq First Nation in eastern New Brunswick. Its' reserve lands include Richibucto Reserve #15, which is comprised of 4,120 acres lying off of Route 116 on the Richibucto River, southwest of Rexton, New Brunswick. There are currently 2,757 members living on-reserve in the community.

The commercial centre that will home the new agency store is a 17,500 square foot center that opened in October of 2016. It is owned by the Elsipogtog First Nation and is operated by the Mlsegnatigeoei Development Corporation. The commercial center is currently home to two community owned businesses: a Pharmasave, the first of its kind - owned and operated by a First Nation community, and River of Fire Market, a community grocery store. The retail center has plenty of parking and is accessible to all members of the public. It is highly visible and conveniently located off of the main Highway 116 that leads into the community.

Media Contact: Emilie Dow, Communications Specialist, media.relations@anbl.com