



NEWS RELEASE

March 24, 2022

ANBL announces pilot program agency store with Elsipogtog First Nation

Fredericton, NB – ANBL leadership is pleased to be launching a First Nations Agency Store Pilot Program in partnership with the community of Elsipogtog. The community will be working towards opening its first ANBL agency store later in 2022 in the Elsipogtog Commercial Centre, located off of Route 116.

“I am excited to be sharing the news about the creation of this unique agency pilot program – the first of its kind for ANBL,” said John Correia, chairman of ANBL’s Board of Directors. “We have been working closely with the Economic Development Department of the community of Elsipogtog for some time, since they submitted a business plan to have an ANBL agency store in their community. Chief Arren James Sock and his team were very good to work with on the development of this proposal and their passion for the potential for this project was apparent.” Mr. Correia also acknowledged Arlene Dunn, Minister of Aboriginal Affairs, as instrumental in advancing this project without whose support this may not have happened.

The First Nations Agency Store Pilot Program is designed to create a partnership between ANBL and select First Nations 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.

“I’m very pleased to be moving this pilot program forward with the community of Elsipogtog,” said Lori Stickles, President and CEO of ANBL. “It will serve as means to create job opportunities, improve convenience to the community and to continue to develop the beverage alcohol industry in a safe and responsible manner.”

Much like other agency stores, this store will follow the same guidelines, operational structure, retail standards and social responsibility requirements as existing ANBL agency stores across the province.

“We are pleased to announce a partnership with ANBL to establish an Agency Store in the community of Elsipogtog,” said Chief Arren Sock. “Discussions on this project had begun years back as a result of a survey that was sent out to the community, whereby community members shared that “having an agency store would greatly improve customer service and enhance their shopping experience.” Chief Arren Sock continued on to say, “As our community and infrastructure continue to grow, so too does the opportunities for employment growth, revenue generations and the expansion of much needed social programs. Oelalin, Thank you, Elsipogtog Economic Development, ANBL and all partners involved for making this project possible.”

More information about the program is available in the [infographic here](#).

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 licensees through 40 corporate retail outlets, 88 private agency store outlets, 87 local producer agency stores, and 67 grocery stores. Its product portfolio comprises more than 2,491 products, 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 Mlsegatigeoei 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.

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