



NEWS RELEASE

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ANBL Holds First Local Producer Advisory Committee Meeting

FREDERICTON, NB – As part of its multi-year Local Producer Strategy, ANBL held its first Local Producer Advisory Committee meeting on June 27, 2022. This committee, comprised of ANBL and representatives from all categories of local alcohol producers in the province, was established as a collaborative forum to share information, hear feedback from producers, and share industry best practices.

“We’re pleased to be working side-by-side with this niche industry to identify opportunities to grow the economic impact of New Brunswick’s local alcohol sector,” said Lori Stuckles, ANBL President and CEO. “It was a positive inaugural meeting, and we look forward to our next meeting, along with all the progress that is sure to happen in between.”

As New Brunswick’s major liquor retailer, ANBL supports the continued growth of the craft alcohol industry while being focused on sector-wide sustainability that brings the greatest value to all New Brunswickers. The creation of the Local Producer Advisory Committee marks the start of a new relationship based on clear communication, collaboration, and mutual respect.

“This meeting was an important first step toward enhancing communication and collaboration between the local craft alcohol producers and ANBL, the largest strategic partner within our industry,” said Lloyd Chambers, President of Craft Alcohol NB. “We look forward to making progress while continuing to collaborate and share industry best practices amongst all categories of producers.”

Topics for discussion during the meeting included events impacting local alcohol producers, like the launch of ANBL’s multi-year Local Producer Strategy, changes to ANBL’s support program and policies, market shares, quality assurance and export opportunities.

Membership of the Local Producer Advisory Committee was chosen through an application process held in the spring of 2022. The membership includes ANBL, along with representatives from three New Brunswick craft brewers, a macro brewer and one representative each from distilleries, wineries, cideries, cooler producers, and Craft Alcohol NB.

- 3 + representatives from ANBL
- 3 NB Craft Brewers (various production sizes)
 - Pump House Brewery
 - Graystone Brewing
 - Les Brasseurs Petit- Sault

- 1 NB Craft Distiller
 - Ole Foggy Distillery
- 1 NB Craft Winery
 - Magnetic Hill Winery
- 1 NB Craft Cider Producer
 - Red Rover Craft Cider
- 1 NB Craft Cooler Producer
 - Blue Roof Distillers
- 1 NB Macro Brewer
 - Moosehead
- 2 Craft Alcohol NB
 - President
 - Executive Director

The committee meets on a quarterly basis.

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, 87 local producer agency stores, and 70 grocery stores. Its product portfolio comprises more than 3,200 SKUs across all retail channels, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages.

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