



NEWS RELEASE

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ANBL inviting local craft alcohol producers to be part of new advisory committee

Fredericton, NB – ANBL is inviting New Brunswick’s craft brewers, distillers, winemakers, cider and cooler producers to join a new advisory committee intended to help the industry realize its full potential.

“Our province is home to a talented cluster of award-winning craft alcohol producers whose dreams and passion have lifted the industry to new heights in recent years,” said Lori Stickles, ANBL President and CEO. “As New Brunswick’s major liquor retailer, we support this continued growth while being focused on sector-wide sustainability that brings the greatest value to all New Brunswickers. We hope this advisory group will be the start of a new relationship based on clear communication, collaboration and mutual respect.”

New Brunswick’s craft alcohol sector has seen a significant increase in producers in the last five years. This growth has been supported by ANBL through investments up to \$8.7 million annually through waived fees, reduced markups, free product quality testing, marketing and promotion and other specialized services for producers.

Between 2017 and 2022 the sector grew from 53 to 105 active producers now representing a 4.3 per cent revenue share within ANBL corporate and agency stores. The province is home to the most craft brewers per capita in the country, with one brewer per 10,000 New Brunswickers who are drinking age, more than twice the national average.

This advisory committee, chaired by ANBL, will provide a forum to share information and hear feedback from producers, government departments and industry interest groups. Members will be able to share best practices, collaborate on opportunities, identify trends, as well as identify strategies for sustainability and barriers to growth.

Membership will include ANBL, along with representatives from New Brunswick craft brewers (3) a macro brewer, along with one representative each from distillers, wineries, cideries, cooler producers, and the New Brunswick Craft Alcohol Producers Association (NBCAPA).

The committee will meet quarterly starting in the spring of 2022 for one year, with a mandate to advocate, make suggestions and share industry best practices.

“NBCAPA is pleased to be part of this committee. We look forward to the opportunity for enhanced collaboration and sharing of industry best practices amongst all category of producers,” said Lloyd Chambers, President of NBCAPA.

Interested producers have until March 28, 2022 to submit their application. The committee’s full Terms of reference are available [online](#).

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 selling wine, cider and, as of October 31, 2019, beer. 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.

During the last 46 years, ANBL has built a network of stores in more than 33 communities around the province, and currently employs approximately 477 people.

Under an accounting convention common in the retail industry, the Corporation follows a 52-week reporting cycle, which periodically necessitates a fiscal year of 53 weeks. The Corporation’s fiscal year ends on the Sunday closest to March 31. Typically, the inclusion of an extra week occurs every fifth or sixth fiscal year due to the Corporation’s floating year-end date. The next 53-week year will occur in this fiscal, 2021-2022.

Media contact:

Marie-Andrée Bolduc

Director of Communications

506-429-4695

media.relations@anbl.com