



## **NEWS RELEASE**

**February 7, 2023**

### **ANBL and Craft Alcohol Producers commit to ongoing committee meetings**

**Fredericton, NB** – ANBL and the Craft Alcohol Producer Advisory Committee held their third meeting on January 10, 2023. During this committee meeting, comprised of ANBL and representatives from all categories of local alcohol producers in the province, there was commitment by all parties that the committee continue beyond its original proposed one-year term.

“As we progress with these meetings, we have seen a valuable level of discussion between all members that will move the local alcohol industry forward in a sustainable way,” said Lori Stickles, ANBL President and CEO.

ANBL also committed to providing a consolidated membership to all NB Craft members to its data sharing program. Having daily insight into all of ANBL product attributes, inventory and sales data will help local craft producers make good business practices.

Other topics for discussion during the meeting included a detailed look at how ANBL supports the local craft industry and identifying any gaps between ANBL and the producer’s understanding of the overarching goals. A representative from Sobeys also provided an update on the alcohol presence in the grocery chain across the province.

“We believe having regular access to inventory and sales data will provide us with wide knowledge of sales trends by category, price etc.,” said Lloyd Chambers, President of Craft Alcohol NB. “We can then adjust our own way of doing business in order to follow market trends.”

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.

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. The committee meets on a quarterly basis. More information about the committee is available [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, 89 private agency store outlets, 89 local producer agency stores, and 67 grocery stores selling wine, cider and beer, as of April 3, 2022. Its product portfolio comprises more than 2,455 products, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages.

Over the course of the last 47 years, ANBL has built a network of stores in more than 29 communities around the province, and currently employs approximately 460 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. Fiscal 2022-2023 is a 52-week year.

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**Additional Messages:**

- Local producers play an important role not only in the industry but in their own communities.
- As licensees or agent operators, they are helping stabilize and sustain the industry.