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FOR IMMEDIATE RELEASE

Provincial budget fuels positive change for beverage alcohol retailing in Ontario

TORONTO – Measures outlined in today’s provincial budget are good first steps toward increasing market access for consumers and enhancing product selection.

“We are pleased to see that there are changes ahead for the sale of beverage alcohol in Ontario, and that the government is interested in more meaningful discussion on how best to go about making that a reality,” said Heather MacGregor, Executive Director of Drinks Ontario.

“Allowing for beer to be sold in grocery stores is a start, and we are hopeful that the government will create an environment that is fair for domestic and imported beers, wines and spirits.”

In its report to government last week, the Premier’s Advisory Council on Government Assets maintained its position that there could be a limited expansion of competition in Ontario’s beverage alcohol retailing system, and that it would like to establish new outlets that would offer competition to the existing model.

“We believe that wines and spirits play a significant role here, and such competition can responsibly co-exist with both the LCBO and grocery models,” said MacGregor.

Drinks Ontario is the provincial trade association representing agents, suppliers, manufacturers, and distributors of beverage alcohol products. Established in 1958, the association seeks to foster positive business relations with trade, government, social responsibility and public interest groups and aims to enhance general education around the responsible use of beverage alcohol products.

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