



September 23, 2015

FOR IMMEDIATE RELEASE

Clarity around ‘beer in grocery’ welcome

TORONTO – Today’s update from the Premier’s Advisory Council on Government Assets provides clarity for trade and consumers.

“The grocery channel represents increased opportunities for our members and greater convenience for beer consumers. These are both good things,” said Heather MacGregor, Executive Director of Drinks Ontario.

“However, there are other parts to the discussion around changes to the retail model for beverage alcohol in Ontario, including expanded access to wine and spirits. We look forward to having discussions with the government on these issues.”

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.

-30-

Media Contact:

Heather MacGregor, Executive Director, Drinks Ontario

M: (647) 227-2031

E: heather.macgregor@drinksontario.com