

PRESS RELEASE: Canada's Convenience Stores Welcome Move to Expand Ontario Sales

TORONTO, ONTARIO – (May 27th 2019) – Ontario's 7,500 convenience stores and the distributors that service them, including banners like Circle K, Petro Canada, Canadian Tire, 7 Eleven, Parkland, and MacEwen, welcome new provincial legislation today that seeks to expand the sale of beer and wine in corner stores.

“The Convenience Industry Council of Canada (CICC) supports the Ford government’s decision to bring Ontario’s beverage alcohol policies into the 21st century,” said Anne Kothawala, President and CEO of the CICC. “As the only organization representing all aspects of the convenience store supply chain from manufacturer to sale, I can attest to the excitement felt by all of our members who are working to make expanded beverage alcohol sales a reality.”

Supporting expanded alcohol sales not only helps small business, but it meets the needs of consumers. A survey conducted by Abacus Data in early April found that 73 percent of Ontarians who regularly consume beverage alcohol support the expansion of beverage alcohol in convenience stores. Additionally, 64 percent of those surveyed say the convenience of alcohol close to home is important.

Convenience stores have been readying for the possibility of expanded sales for some time. “Our industry has a strong track record in the sale of age restricted products, from lottery to tobacco and we have drawn on lessons learned from other jurisdictions and rolling out significant age-testing training in our stores across the province,” said Kothawala. In fact, recent testing from the government of Ontario shows a success rate of age testing verification of over 96%. “We are prepared to bring this product to Ontarians responsibly across the province” noted Kothawala.

“We look forward to working with the Ontario government to bring choice and fairness to the marketplace and putting the needs and convenience of our customers first,” said Kothawala.

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ABOUT THE CICC

The Convenience Industry Council of Canada is a national organization that brings together retailers, distributors and manufacturers that sell a variety of products in convenience stores across the country. Our 7,500 members are retailers and customers of our distributor members including established banners like Circle K, Parkland, Petro Canada, Canadian Tire, 7 Eleven and MacEwen as well as independents and franchisees. Our mission is to advance the interests of the convenience industry through effective advocacy and education. We are proud to represent an industry that contributes over \$22 billion in taxes nationally (\$540,000 per store in Ontario), employs over 250,000 Canadians and brings convenience to communities from coast to coast. We reflect the communities we serve and offer opportunity to new Canadians.

CONTACT INFORMATION

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