

## **New Brunswick Government Taking a Good First Step – Now it's time to level the playing field.**

TORONTO, ONTARIO (November 1, 2019): Yesterday, 66 grocery stores across New Brunswick began selling beer and wine following a June 2019 commitment by the province to further expand private retailing of beverage alcohol.

The Convenience Industry Council of Canada, representing the convenience channel across the country, is calling on the New Brunswick government to continue this momentum by levelling the playing field and allowing convenience stores the same right as grocery stores.

“This is a great first step, but more is required to ensure that New Brunswick neighborhood convenience retailers have the opportunity to compete,” noted Anne Kothawala, President and CEO of the CICC.

New Brunswick is surrounded by ‘open market’ beer and wine retailing markets, both in the U.S. and the province of Quebec, where most beer is sold in the convenience store channel. In addition to these bordering markets, nearby Newfoundland and Labrador permits the sale of beer in convenience stores and the provinces of Prince Edward Island and Ontario have announced they are in the process of expanding alcohol sales to convenience stores.

Kothawala concluded by saying, “Our business owners are concerned that one segment of the retail industry has been given an exclusive right to grow their business while convenience stores have been denied the same opportunity. We are in the business of serving our customers, and they will welcome the option of going to a nearby convenience store when they want to make a purchase of beer or wine.”

- 30 -

### **About the Convenience Industry Council in Canada**

The Convenience Industry Council of Canada is a national association that brings together the retailers, distributors and manufacturers of the convenience store industry across the country. We are proud to represent an industry that contributes over \$22 billion in taxes, employs over 230,000 Canadians and brings convenience to communities from coast to coast. Our mission is to advance the interests of the convenience industry through effective advocacy and education campaigns with stakeholders and policymakers. For more information, please visit:

<https://convenienceindustry.ca/>

### **For more information please contact:**

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