



FOR IMMEDIATE RELEASE

85% of New Brunswickers support sale of beer and wine in convenience stores

TORONTO, ONTARIO (January 22, 2020): A recent consumer survey found that a large majority of adult New Brunswickers are in favour of the sale of beer and wine in convenience stores. Among all survey participants, 85 percent strongly support, support or somewhat support the sale of beer and wine in convenience stores.

The research was commissioned by the Convenience Industry Council of Canada and managed independently by Abacus Data. The survey was conducted in late 2019 with 800 adult New Brunswickers participating. Findings are accurate within plus or minus 3.5 percentage points 19 times out of 20.

Survey participants were split about equally between adults identified as regular consumers of beverage alcohol and those who were infrequent consumers or non-drinkers. Support among regular consumers was 96 percent while support among infrequent consumers or non-drinkers was 75 percent.

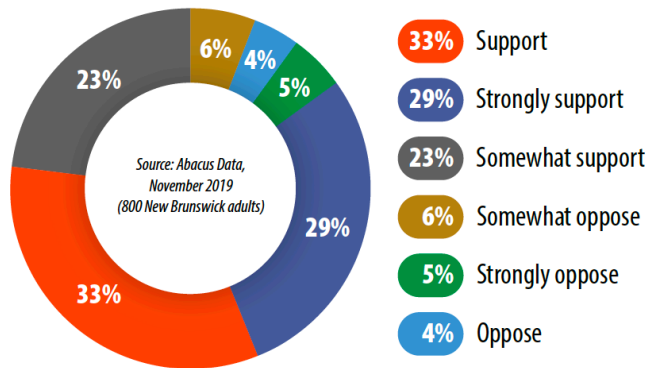
Shopping convenience is a key factor behind the support from adult New Brunswickers for expanding the retailing of beer and wine in convenience stores according to Anne Kothawala, president and CEO of the Convenience Industry Council of Canada.

“Almost 70 percent of survey participants rated accessing beer and wine from a convenience store close to home as either very important or somewhat important,” says Kothawala. “And almost 40 percent of survey participants said they would be much more likely or somewhat more likely to shop at a local convenience store if beer and wine were available.”

Kothawala says that adult New Brunswickers have consistently expressed strong support for expanding the retailing of beer and wine in convenience stores: “This is the third consumer survey on the issue using similar questions and nothing has changed: adult New Brunswickers want the convenience of shopping close to home for beer and wine.”

The CICC plans to continue engagement with NB Liquor and provincial government representatives to discuss the expansion of sales: “Our industry has long advocated for expanded retailing of beer and wine through convenience stores. In New Brunswick there are government stores, agency stores and grocery stores retailing beer and wine. But adult New Brunswickers are still of the opinion that there’s a need for an expanded retailing role for convenience stores.”

Level of support for Retailing Wine and Beer in New Brunswick Convenience Stores



Support for Retailing Beer and Wine in Convenience Stores New Brunswick Adults

	Regular Consumer		Infrequent Consumer or Non-Drinker	
Strongly support	42%	96%	17%	75%
Support	39%		28%	
Somewhat support	16%		30%	
Somewhat oppose	2%	4%	9%	25%
Oppose	1%		7%	
Strongly oppose	1%		8%	

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: Anne Kothawala, President and CEO, Convenience Industry Council of Canada at (647) 242-3560 or akothawala@convenienceindustry.ca