



New President and CEO appointed at ANBL and CNB

31 July 2019

Fredericton, NB – Rachelle Gagnon, Chair of the Board of Directors of Alcool NB Liquor (ANBL) and Cannabis NB (CNB) today announced the appointment of Patrick Parent as President and Chief Executive Officer of the two corporations effective September 3, 2019.

“On behalf of the Board of Directors I am delighted to welcome Patrick to the ANBL team,” said Gagnon. “Patrick’s leadership, extensive experience in the beverage industry, and commitment to New Brunswick will help drive further growth and success at ANBL and CNB. We are very pleased that following Mr. Brian Harriman’s departure, we have once again recruited the CEO of ANBL through an objective and thorough process to retain the best qualified candidate with leadership and industry experience”

Gagnon also thanked Brad Cameron for his excellent service as Acting President and CEO since April 2019.

“I am excited to join the ANBL and CNB team. Appreciating the organization’s important economic contribution to our province as well as our responsibility to offer great products and services to fellow New Brunswickers, I approach this mandate with a great deal of respect and humility”, said Parent.

Parent served most recently as Vice President of Operations and Human Resources at Moosehead Breweries where he has held a number of senior positions since 2006. While at Moosehead he spearheaded the company’s cannabis strategic initiative and was responsible for the development of its small batch beer product line. His accountabilities also included the oversight of the Premium Beer Company.

His extensive experience also includes profit and loss management, sales and marketing, retail management and customer experience in industries such as banking, energy and the beverage sector. Lean Six Sigma certified, Parent holds an undergraduate degree from Mount Allison University and is currently completing his Executive Masters of Business Administration at McGill University – HEC Montreal. He also holds a chartered designation in human resources.

ANBL is a provincial Crown corporation responsible for the purchase, importation, distribution and retail activity for all alcoholic beverages in the province. It serves the public and licensees through 42 corporate retail outlets, 89 private agency store outlets, 74 local producer agency stores and 66 grocery stores selling wine and cider. Its product portfolio comprises more than 2,200 products, including wines, spirits, beers and other products, such as coolers and cider products, as well as locally produced

alcoholic beverages. Over the course of the last 43 years, ANBL has built a network of stores in more than 30 communities around the province and employs about 620 people.

Cannabis NB, the only legal retailer of recreational cannabis for the province of New Brunswick, is a subsidiary of ANBL and manages retail cannabis sales for the Cannabis Management Corporation. The core focus of the retail model is youth protection, reducing the illicit market, public education and safety. Twenty stores in 15 communities offer a range of products with a one-on-one guided retail experience.

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