



## **ANBL announces first-ever rebate program for New Brunswick hospitality industry**

January 24, 2020

Fredericton, NB – Alcool NB Liquor (ANBL) today announced a new rebate program to be offered to bar and restaurant licensees purchasing beverage alcohol for their establishments. The program comes into effect April 1, 2020.

“We are very pleased to be able to offer this milestone program in response to the hospitality industry’s long-standing request for more competitive beverage alcohol pricing,” said ANBL CEO Patrick Parent. “We value our partnership with all licensees – they are significant contributors to the province’s economy with over 25,000 related jobs and we are very supportive of efforts to help their industry grow.”

As part of ANBL’s new 3-year plan to become more competitive with neighbouring jurisdictions, the program will offer a five to 10 percent rebate on licensees’ wine and spirit purchases and a one percent rebate on certain categories of beer products and ready-to-drink products.

ANBL, Restaurants Canada and the New Brunswick Restaurant Association (RANB/ARNB) have worked very closely together over the last few months to arrive at the win-win solution. Further details of the program will be communicated to licensees at a later date.

“This is long-awaited, welcome news for our licensed members in New Brunswick,” said Luc Erjavec, Restaurants Canada Vice President - Atlantic. “This new program will go a long way to strengthen the ability of bars and restaurants to grow the province’s hospitality and tourism industry.”

“The New Brunswick Restaurant Association (RANB/ARNB) is delighted with this announcement and excited at the spirit of co-operation by ANBL in the recognition of the important contribution made by New Brunswick restaurants to the economy of our province,” said Ken Judson, Executive Director RANB/ARNB. “This move will allow our members to become more self-sufficient, leading to prosperity, leading in turn, to improvements in all aspects of the food tourism industry.”

The program will have no impact on the net income ANBL returns to the Province of New Brunswick as it will be funded through expense reductions at the corporation.

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 41 corporate retail outlets, 87 private convenience store outlets and 66 grocery stores. Its product portfolio

comprises over 2,000 products, including wines, spirits, beers and other products, such as cider and coolers and a large portfolio of locally produced beverage alcohol products.

#### Media contacts

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