



News Release

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ANBL Partners with Food Depot Alimentaire as part of its focused Corporate Social Responsibility Strategy

Moncton, NB – As part of its overall Corporate Social Responsibility Strategy ANBL is focusing its community support efforts on food security. This change will ensure that efforts and contributions from ANBL will have a broad reach and a strong and direct impact in NB communities to help where there is the greatest need. To support this new direction ANBL has partnered with the Food Depot Alimentaire, a non-profit charitable organization that serves over 100 partner agencies including 63 food banks throughout the province.

In an effort to understand what ANBL employees, customers, and the general public felt was important from a community support perspective, research was conducted with all three groups. The findings were aligned; the area that received the greatest support was food security as a means of poverty reduction in the province.

“We are happy to partner with Food Depot Alimentaire to support food security in our province, a cause that is valued by our organization, customers, and New Brunswickers,” said Lori Stickles, ANBL President and CEO. “Throughout the year, there will be opportunities for customers to make a donation at the cash in our stores. When they do, the funds they donate will stay in their community, and our teams are very excited about that.”

The first area of food support will be for community gardens located in food banks. ANBL will be donating \$25,000 for garden supplies to the food banks that already have gardens, as well as funding four new food bank gardens. In addition to ANBL's planned support, \$10,000 will be donated to replace funds that had to be unexpectedly used for repair and security costs after a recent theft at the Food Depot Alimentaire Warehouse.

Throughout the year, ANBL is also planning activities to support food security, both internally with team members and publicly with customers such as “Prompt-at-cash” campaigns inviting customers to donate at their leisure.

ANBL staff recently completed their first ever food challenge in support of this new direction. Employees were challenged to see which stores and head office departments could collect the most soup cans for their local food bank with the ‘Soup Can Challenge’. Teams collected nearly 4,000 cans of soup, all

headed for various food banks around the province. These types of food challenges will continue internally throughout the year.

“We truly appreciate ANBL’s support as we work towards ending food insecurity in New Brunswick,” said Stephane Sirois, Executive Director of Food Depot Alimentaire. “Hunger is a real challenge faced daily by many New Brunswickers. Partnerships like this one, along with individual donations, are essential as we continue to service those in need.”

Food Depot Alimentaire supports 25,000 visits to food banks every month and collects over \$12 million worth of food each year. All the food stays in New Brunswick and serves over 1 million meals each year. Fifty-one per cent of food that Food Depot Alimentaire collects comes from corporate partners, and that’s where ANBL is planning to help.

About ANBL

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 40 corporate retail outlets, 88 private agency store outlets, 87 local producer agency stores, and 67 grocery stores. Its product portfolio comprises more than 2,491 products, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages.

ANBL is a motivating partner behind social responsibility programs in New Brunswick. It encourages the responsible use of beverage alcohol by initiating a continued conversation around making educated decisions, responsible consumption and hosting, and ending impaired driving.

As part of its updated Corporate Social Responsibility Strategy, it focuses on promoting food security in New Brunswick communities.

About New Brunswick Food Depot

New Brunswick Food Depot is a registered, non profit charitable organization that serves food banks, community kitchens, school programs and other supportive agencies across New Brunswick. Its primary functions include food storage and distribution, fundraising, food collection and advocacy for the people it serves and the agencies it supports.

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