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For Immediate Release

**PRESS RELEASE**

**Beer Canada Welcomes George Croft as New Chair of the Board**

**OTTAWA, ONTARIO – October 4, 2017** – Beer Canada is pleased to announce the election of George Croft to the position of Chair of the Board of Directors.

“The beer industry is an integral part of Canada’s national identity.” said Mr. Croft, “It is a major economic driver in every region and occupies a very special role that makes it so much more than a packaged food or drink. I look forward to working with industry leaders and the passionate people who contribute to make our industry a Canadian success, to strengthen the marketplace for our products and promote responsible consumption”.

“George Croft brings a deep history, expertise and passion to our agenda.” said Luke Harford, President of Beer Canada. “We would also like to thank John Sleeman, for his years as Chair of the Board and congratulate Taras Manzie and Michael McBride on their recent elections to the Board”.

Mr. Croft has over thirty years’ experience in the Canadian beer industry, from small to import to national beer brands. Under his leadership, Brick Brewing has been transformed into a dynamic industry player. The company brews in Kitchener, Ontario.

Mr. Croft will serve with the current Board of Directors: Marcelo Abud, Labatt Breweries of Canada, Charles Bierbrier, Bierbrier Brewing Inc., Jim Button, Village Brewery, Frederic Landtmeters, Molson Coors Canada, Andrew Oland, Moosehead Breweries Limited and John Sleeman, Sleeman Breweries Ltd and newly elected Directors, Taras Manzie, Lake of the Woods Brewing Company representing small brewers in Ontario and Michael McBride, Storm Brewing in Nfld. Ltd. representing small brewers in Atlantic Canada.

**About Beer Canada:**

Beer Canada is the national trade association that advocates on behalf of its 50+ members to ensure Canadian brewers are able to operate in a healthy regulatory environment and that beer remains a celebrated part of Canada's culture. Members represent over 90% of all domestic beer sold in Canada and \$14 billion a year in economic activity.

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