

THE NATIONAL VOICE FOR BEER.

YOU HAVE A
PARTNER IN
OTTAWA.





**A
UNITED
VOICE.**

OUR WORK BENEFITS EVERY BREWERY IN CANADA.

Beer Canada advocates on behalf of our members, makers of Canada's most popular adult beverage. Our mission is to provide thoughtful leadership and strategic focus to grow the beer category and facilitate the commercial success of Canada's brewers.

YOUR MEMBERSHIP INCLUDES:

- A voice at the table and a role in shaping our direction and strategy
- Media monitoring and reports on engagement
- The knowledge that your participation supports our industry's future
- Access to our Industry Data Share program and enhanced market insights
- Industry connection and support
- Guidance and support on regulatory and legislative issues



OUR SUCCESS IS YOUR SUCCESS.



WHY IS IT IMPORTANT FOR BREWERS TO UNITE?

Unity amongst brewers is central to our strategic plan. Canadian brewers operate in a highly regulated and heavily taxed environment and a united voice federally allows brewers to focus on business while we promote and protect the industry. Together we can improve the marketplace for beer.



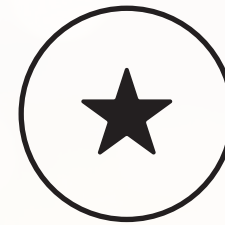
WHAT KIND OF MEMBER SERVICES DO YOU OFFER?

We provide members with the benefits of an advocate in Ottawa as well as statistical, technical and communicative services. We are prompt and professional in all that we do.



HOW MUCH DOES IT COST TO BE A MEMBER?

Costs are minimal with an annual membership fee of \$150 a year plus an assessment rate of \$0.04 per hL on first 300,000 hL and \$0.12 per hL over 300,000 hL.



WHAT ARE SOME OF YOUR RECENT ACHIEVEMENTS?

We defended the industry during the “Beer Wars” with the U.S. in the early 1990s. We secured the elimination of the double-up excise duty payment, established the 2001 Standard Mould Bottle Agreement, and achieved a progressive excise duty schedule with no threshold caps in 2006 that fosters growth among Canadian brewers.



BEER CANADA AT A GLANCE.

OVER 30 MEMBERS STRONG

includes small, large
and medium sized brewers

Committed staff,
BASED IN OTTAWA

Our **9 MEMBER
BOARD OF DIRECTORS**
includes brewers of all sizes

Practice
FEDERAL ADVOCACY
to improve the marketplace

All members welcome to annual
CELEBRATE BEER event
with Parliamentarians in Ottawa

Our work in the industry
BENEFITS EVERY BREWERY
in Canada

Our presence extends
INTERNATIONALLY
to advocate for members' interests

PARTNERSHIPS in industry,
responsible use, research
and knowledge



INDUSTRY AT A GLANCE.

Canadians enjoyed
19 MILLION HECTOLITRES
of domestic beer in 2014

Beer's economic impact is
THREE TIMES LARGER
than the wine and spirits
industry combined

Supply chain stretches
ACROSS CANADA

99% OF BEER BOTTLES
are returned

1 IN EVERY 100 JOBS
in Canada is supported, directly
& indirectly by the beer industry





163,200 JOBS
created by production, marketing,
distribution & sales of Canadian beer

\$5.8 BILLION
in government revenues is generated
in product, income and corporate taxes





For every **\$1 SPENT ON BEER,**
\$1.12 GDP is generated

WE PRIORITIZE WHAT MATTERS TO YOU.

FEDERAL REGULATIONS

-  Excise
-  Labelling
-  Federal Definition of Beer
-  Advertising

TECHNICAL AFFAIRS

-  Standard Mould Bottle
-  Food Safety Program
-  Good Manufacturing Practice
-  Energy

PARTNERSHIPS

Responsible Use:

- Motherisk
- Change the Conversation
- Advertising Standards Canada

Research:

- Traffic Injury Research Foundation
- Fetal Alcohol Canadian Expertise Conference
- National Alcohol Strategy

Industry:

- Canadian Association of Liquor Jurisdictions
- Barley Council of Canada,
- Worldwide Brewing Alliance
- Olds College
- Niagara College

“ Beer Canada’s membership fees and governance allow brewers of all sizes to engage on industry issues with their colleagues and access a variety of tools. Working together as a united industry is the best way to advance the interests of the Canadian brewing industry. ”

Jim Button, Village Brewery, Beer Canada Board Member, Small Brewery Representative, Western Canada.



FIRST CLASS INSIGHT.

Our latest value-add service is the first of its kind in Canada. The Industry Data Share is dedicated to gaining market insight for Canadian brewers. The Industry Data Share allows participants to access enhanced sales details by exchanging up to SKU-level data by type-of-sale on a monthly basis.

“ The Canadian Government collects \$5.8 billion annually from taxes on beer and there is a great deal of regulations that impact the production, distribution, marketing and sale of beer. Beer Canada gives brewers a strong national voice for engaging governments, and a forum to discuss important industry issues. ”

John Sleeman, Sleeman Breweries Ltd., Beer Canada Chairman



LET'S HAVE A BEER.

We'd love to take a tour of your brewery or talk with you in person over a beer. Phone or email works too. Our membership is open to all Canadian brewers with a federal excise licence and the belief that beer makes the world a better place.

Joining puts you in good company: beercanada.com/members
Applications for membership: beercanada.com/join-us



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