
For Immediate Release

PRESS RELEASE

Beer Canada Welcomes Kyle Norrington as New Chair

OTTAWA, ONTARIO – September 10, 2019 – Beer Canada is pleased to announce Kyle Norrington, President of Labatt Breweries of Canada has been appointed Chair of the Board of Directors. He replaces George Croft, President and CEO of Waterloo Brewing Limited who chaired the Association for two years.

“The beer industry is a major employer and contributor to Canada’s economy,” said Norrington. “Our role at Beer Canada is to ensure we remain a vibrant sector and I look forward to working with our Board and beer industry leaders to extend our long and successful history as one of this country’s key economic pillars.”

Kyle Norrington began his career in beer nearly 20 years ago. He has broad experience with Labatt and AB InBev and has continuously delivered impressive strategies and results. Labatt Breweries is one of Canada’s founding businesses. The company today has more than 3,500 employees, six breweries and three stand-alone craft brewers.

“Beer has been a part of our culture since before this country began. Kyle brings a deep knowledge of Canada and its marketplace to our agenda.” said Luke Harford, Beer Canada President. “We wish to also thank George for his contributions as our former Chair”.

Mr. Norrington will serve with the current Board of Directors: Jim Button, Village Brewery, George Croft, Waterloo Brewing Ltd., Frederic Landtmeters, Molson Coors Canada, Taras Manzie, Lake of the Woods Brewing Company, Michael McBride, Storm Brewing in Nfld. Ltd., Andrew Oland, Moosehead Breweries Limited and John Sleeman, Sleeman Breweries Ltd.

ABOUT BEER CANADA

Beer Canada is the national trade association that advocates to ensure Canadian brewers can operate in a healthy regulatory environment and that beer remains a celebrated part of Canada's culture.

Its membership accounts for every nine out of 10 litres of beer consumed in Canada and is open to all Canadian brewers.

FOR MORE INFORMATION

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