



L'Association des brasseurs du Québec  
2000, rue Peel, bureau 888  
Montréal (Québec) H3A 2W5  
514 284-9199



For immediate release

## PRESS RELEASE

### **Marie-Antoinette Diop becomes the new Director, Strategies and Policies of Beer Canada's Québec Brewers Association**

**MONTRÉAL, QC – FEBRUARY 7, 2022** - Beer Canada's Québec Brewers Association is pleased to announce the appointment of Ms Marie-Antoinette Diop as Director, Strategies and Policies. Holder of a bachelor's degree in economics and political science from the University of Montréal, Ms Diop has just completed a posting as a commercial officer with the General Delegation of Québec to Mexico.

Reporting directly to the Directeur général, Ms Diop will be responsible for developing strategic thinking, analyses, arguments and documents supporting the positions of the brewing industry and assisting it in its public interventions. She will also help provide strategic oversight of the activities of the National Assembly and represent brewers on various industry committees.

"Marie-Antoinette Diop's academic and professional careers are already very impressive," declared the Directeur général of the Québec Brewers Association, Mr Philippe Roy. "There is no doubt that her arrival on the team will allow the QBA, Beer Canada and all brewers increased representation across the country".

**About the Québec Brewers Association:** a benchmark in the Québec brewing industry, the Association des brasseurs du Québec, a subsidiary of Beer Canada, actively represents its Québec and Canadian members with partners, government agencies and the media. QBA member brewers account for 90% of beer sales in Québec and generate \$1 billion in economic activity and more than 36,000 direct and indirect jobs in the province.

## FOR MORE INFORMATION

Philippe Roy  
Directeur général, Québec Brewers Association  
514-531-4104  
[proy@brasseurs.qc.ca](mailto:proy@brasseurs.qc.ca)