



L'Association des brasseurs du Québec
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For immediate release

PRESS RELEASE

The Québec Brewers Association Presents its Recommendations to the Québec Minister of Finance

MONTRÉAL, QC – FEBRUARY 10, 2022 - The Québec Brewers Association (ABQ) submits to the Minister of Finance, Mr. Éric Girard, its recommendations within the framework of the 2022 pre-budget consultations. In its brief, the ABQ recalls the importance of the brewing industry to the Québec economy. "Québec brewers are key players in the economic prosperity to which Quebecers from all regions aspire," says Philippe Roy, General Manager of the ABQ. "In addition to supporting an ecosystem that brings together more than 2,000 suppliers and generates \$1 billion in economic spinoffs, our industry demonstrates an exemplary commitment to sustainable development and responsible consumption and is actively involved in socio-cultural, community and sports life of Québec".

The brief submitted to the Minister revolves around three main recommendations:

- A request that the minimum social reference pricing policy applies to all alcohol products sold for home consumption, not just beer.
- A request that there be no new increase in the specific tax for beer.
- An invitation to the government to continue its efforts to modernize the regulatory framework for alcoholic beverages.

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

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