



**Lou Rinaldi, M.P.P.**

Northumberland-Quinte West

**For Immediate Release**

**December 14, 2017**

**Bill 107 – Ontario Craft Beer Week Act Receives Royal Assent**

Queens Park – Lou Rinaldi, Member of Provincial Parliament for Northumberland-Quinte West had the opportunity in the Legislature today to witness The Lieutenant Governor of Ontario, the Honourable Elizabeth Dowdeswell, give Royal Assent to Bill 107: An Act to Proclaim Ontario Craft Beer Week.

MPP Rinaldi introduced the Bill on March 20, 2017, and after progressing through the legislative process, it received all party support on December 12, 2017.

In collaboration with Ontario Craft Brewers (OCB), this Bill officially proclaims the week commencing the second Sunday in June, annually as Ontario Craft Beer Week. Initiated by OCB, Ontario Craft Beer Week has taken place during the third week of June and is now in its 8<sup>th</sup> year. The grassroots celebration is a series of sampling events held in independent craft breweries in communities across the province to promote their products.

Ontario's local, independently-owned craft beer industry has grown in popularity and has become an economic driver in communities right across Ontario, including in Northumberland-Quinte West.

Breweries, such as Church-Key Brewery, William Street Beer Co., and Wild Card Brewing Company (to name a few) in Northumberland-Quinte West, directly employ well over 2,000 people, which accounts for 30 per cent of all direct brewing industry jobs in Ontario, along with countless spin-off jobs in agriculture, agri-food innovation, manufacturing, packaging, and tourism throughout the province.

Craft Beer Week in Ontario will help officially recognize the incredible growth in the local craft beer industry in the past decade, and encourage Ontarians to discover local craft beer made by independently-owned craft breweries, right in their own communities.

Locally-produced craft beer continues to be the fastest growing segment within the LCBO's beer category, and in part, through progressive and supportive Liberal government policy, has become a major player in Ontario's alcohol beverage industry. There are now over 500 unique brands that are currently produced by OCB members and other breweries. These beers, made from fresh, all natural ingredients follow classic brewing styles such as Pilsner, Vienna-style Lager, Nut Brown Ale, Bitters, Imperial Stout or new advanced styles like Hemp, Cranberry Wheat, Cask-conditioned Lager, Mead, Coffee Porter.

Ontario craft beer is handcrafted, made in small batches with lots of attention and care, using locally sourced, all-natural pure ingredients with no additives or preservatives and using the brew masters' own authentic special recipes.

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### **Quotes**

"I'm very proud to support our small craft breweries. Ontario's Craft Beer industry has seen tremendous growth in both sales and popularity. The care and craftsmanship they put into their beer is recognized in the quality of products available. The Ontario Craft Brewers have worked very hard to establish their brand and high level of standards. I'm very encouraged to see all party support for this Bill from all regions of our province."

- Lou Rinaldi, M.P.P., Northumberland - Quinte West

"Ontario Craft Beer Week is fantastic news for both brewers' and those who love local craft beer. Thank you to MPP Rinaldi and the Wynne government for its continued support of the local craft beer industry in Ontario and having a week set aside to raise further awareness of the fresh, locally-owned, outstanding product made right across the province is fantastic. The perfect way for Ontarians to celebrate during the week will be to visit their local, independent, craft brewery or pub to enjoy some of the best craft beer made anywhere in the world."

- Scott Simmons, President, Ontario Craft Brewers

"The proliferation of skilled artisan brewers, and the tremendous quality of our locally produced ingredients has Ontario poised to be a respected leader in the production of high quality beer. It is only a matter of time before we take our place amongst the world's most popular beer tourist destinations."

- Sean Walpole, William Street Beer Co.

### **Key Facts\***

- There are more than 80 OCB breweries located in 110 communities across the province.
- As of 2015, there were well over 1,500 direct brewery jobs (Full Time Employees)
- Since 2005, Ontario Craft Brewers have continued to experience growth in sales, consumer awareness, new brewery openings, capital expansions and general industry support.

*\*Source: Ontario Craft Brewers Association*

<http://www.ontariocraftbrewers.com/content.php?nextpage=media>

For more information:

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Northumberland - Quinte West

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