

**Nova Scotia Liquor Corporation**  
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Beer trade between Quebec and Nova Scotia just got easier.

Carolyn Bolivar-Getson, Minister responsible for the Nova Scotia Liquor Corporation, today, Dec. 21, announced an agreement has been reached with Quebec, removing significant trade restrictions on beer produced in the two provinces.

Nova Scotia brewers will no longer have to pay a surcharge on products entering Quebec. Similarly, beer brewed in Quebec will no longer face fees when entering the Nova Scotia market. The agreement increases export opportunities and positively impacts Nova Scotia's brewing industry.

"We are helping to open new markets in Quebec," said Ms. Bolivar-Getson. "For companies like Labatt, it provides an opportunity to more aggressively market Keith's as a national brand, which is exclusively produced in Nova Scotia. It bodes well for the future of the industry here."

"The provincial government's concerted efforts, particularly over the last 18 months, to achieve this agreement deserves our thanks," said Jean Lépine, director of corporate affairs, Labatt Atlantic. "Going forward, it means we can compete on a level playing field with other beer makers in Canada's second largest beer market."

The Quebec surtax of \$4.50 per case of 24 has been in place since the 1990s and was in response to a handling fee in place in the Maritimes.

Both provinces are able to terminate the agreement with 90 days notice.

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Beer trade between Quebec and Nova Scotia just got easier.

Nova Scotia brewers will no longer have to pay a tariff -- or surcharge -- on products entering Quebec. Similarly, Quebec will no longer face fees for various products entering Nova Scotia.

Carolyn Bolivar-Getson, Minister responsible for the Nova Scotia Liquor Corporation, says the agreement provides an opportunity for Labatt to more aggressively market Keith's as a national brand, which is exclusively produced in Nova Scotia.

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