



Brewers of Canada

Quarterly Diary

FIVE YEAR SUMMARY

2001 – 2005

This publication highlights events and developments of interest to the brewing industry for the period January 01, 2001 to December 31, 2005. It incorporates the Quarterly Diaries of this period. Previous issues may be discarded.

Ed Gregory, Editor

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Newfoundland 2005

- January 30 The Newfoundland and Labrador Liquor Corporation introduced Sunday openings for all its stores.
- February 16 A Supreme Court judge ruled in favour of Labatt and lowered the municipal tax assessment on its Leslie Street, St. John's brewery.
- February 23 Finance Minister Loyola Sullivan tabled the province's budget. Taxes on alcoholic beverages remain unchanged. The government indicated, however, that it will phase out the licensee levy commencing April. Introduced in the 1960s, the levy requires licensees to pay a premium over and above normal retail prices on alcoholic beverages (12 per cent for wine and spirits and 60 per cent per dozen for beer). Beginning April 1, and in the following three years, the licensee levy will be reduced in equal amounts on an annual basis.
- March 23 Labatt workers, members of the Newfoundland and Labrador Association of Public and Private Employees (NAPE), initiated a wildcat strike (this became a legal strike on April 1).
- April 1 The Newfoundland and Labrador Liquor Corporation announced a price increase on beer, wine and spirits. Local beer increased by 45 cents per dozen, a standard bottle of 750 ml wine by about 20 cents and a 750 ml bottle of spirits by about 50 cents.
- April 14 Labatt employees ratified an eight year contract ending their 21 day strike.
- May Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 355 ml cans.
- June Labatt introduced "SHOK", a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- November 8 Premier Danny Williams announced a minor cabinet shuffle. Among the changes:

2004

- March 30 Finance Minister Loyola Sullivan tabled the province's budget. The budget's 2004-2005 estimates project an increase in Newfoundland Liquor Corporation revenues, usually an indicator of future mark-up hikes.
- May 3 The Newfoundland Liquor Corporation announced a price increase on alcoholic beverages. Local beer increased by 55 cents per case of 12 x 341 ml bottles to \$20.50 including deposit; spirits increased 50 cents per 750 ml bottle; and wine within a range of 20 to 50 cents per 750 ml bottle.

2004 (continued)

- September The City of St. John's approved an application by Molson to construct a small extension to its Circular Road facility to accommodate new packaging equipment.
- November 8 Loyola Sullivan, Minister of Finance and President of the Treasury Board, announced the appointment of Steve Winter as President and Chief Executive Officer for the Newfoundland and Labrador Liquor Corporation.

2003

- March 27 Finance Minister Joan Marie Aylward tabled the provincial budget. Effective May 5th, the mark-up on domestic and imported spirits will increase from \$6.92 to \$7.00 per 750 ml bottle and on domestic and imported wine from \$2.45 to \$2.55 per 750 ml bottle. Beer remains unchanged.
- April 1 Molson introduced "Molson Canadian Bubbas" tall-boy and regular cans featuring the likeness of Don Cherry.
- April 1 The provincial government introduced a ban on driver cell phone use.
- May 5 The price of most brands of wine and spirits increased as a result of the provincial budget tabled on March 27th.
- July 31 A new government law on impaired driving went into effect. The law includes a 90-day administrative suspension, provisions for vehicle seizure and impoundment, increased suspension periods and a voluntary ignition interlock pilot program.
- October 21 Danny Williams, leader of the Conservative Party, was elected Premier.
- November 1 The price of domestic beer sold in the province increased by 40 cents to \$10.50 for a case of 6 x 341 ml bottles while a case of 12 x 341 ml bottles increased by 71 cents to \$19.95.
- November 6 Premier Danny Williams announced the appointment of a new cabinet. Some of the members include:
- Loyola Sullivan, Finance;
 - Elizabeth Marshall, Health;
 - Tom Marshall, Minister of Justice and Attorney General;
 - Kathy Dunderdale, Industry, Trade and Rural Development; and
 - Tom Osborne, Environment and Labour.
- December 8 Labatt introduced "Sterling", a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.

2002

- January 15 Brian Tobin resigned as Member of Parliament.
- March 21 Newfoundland released its budget. Taxes on alcoholic beverages remain unchanged.
- April 4 Premier Roger Grimes announced a minor cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows: Kevin Aylward, Minister of Environment; Gerald Smith, Minister of Health; and Ralph Wiseman, Minister of Human Resources Employment.
- October 2 The price of locally produced beer increased by 80 cents per case of 6 x 341 ml bottles to \$10.10, while a case of 12 x 341 ml bottles increased by 50 cents to \$19.24 (prices include deposit). The price changes reflect increases paid to the Newfoundland Liquor Corporation and Brewers Agents as well as hikes in raw material and operating costs.
- December 19 Newfoundland passed legislation to ban motorists from using hand-held cellphones while driving. The legislation, which comes into effect in Spring 2003 and is the first of its kind in Canada, is aimed at improving safety on the roads.

2001

- February 13 Roger Grimes was sworn in as Newfoundland's eighth Premier and named a new cabinet. Cabinet members of industry interest and their portfolios are as follows:
- Beaton Tulk, Deputy Premier and Minister of Industry, Trade and Rural Development;
 - Sandra Kelly, Minister of Youth Services and Post-Secondary Education;
 - Ralph Wiseman, Minister of Environment;
 - Anna Thistle, Minister of Labour;
 - Joan Marie Aylward, Minister of Finance and President of Treasury Board;
 - Julie Bettney, Minister of Health and Community Services;
 - Judy Foote, Minister of Education;
 - Kevin Aylward, Minister of Tourism, Culture and Recreation;
 - Kelvin Parsons, Minister of Justice;
 - Rick Woodford, Minister of Forest Resources and Agrifoods;
 - Tom Lush, Minister of Intergovernmental Affairs and Government House Leader; and,
 - Lloyd Matthews, Minister of Mines and Energy.

2001 (continued)

- March 8 Newfoundland Liquor Corporation introduced the following reduced tax rates for small breweries:
- \$3.15 per dozen on the first 122,000 dozen;
 - \$4.00 per dozen on the next 122,000 dozen; and,
 - \$4.70 per dozen on all production once volume exceeds 244,000 dozen.
- March 22 Newfoundland budget released. No changes were made to beer taxes.
- May 2 Moosehead decreased beer prices on cans by five cents. A case of 6 x 355 ml cans will now cost consumers \$9.30 down from \$9.35.
- June 26 Newfoundland Liquor Corporation (NLC) established a regulated minimum price for alcoholic beverages sold at licensed establishments including lounges, bars, restaurants and night clubs across the province. The NLC set a minimum price of \$1.65 for standard servings of alcohol products.
- July 1 Newfoundland Liquor Corporation (NLC) increased can deposit to 8 cents up from 6 cents per can.
- November 1 Labatt and Molson increased beer prices by 50 cents. A case of 12 x 341 ml bottles will now cost consumers \$18.75 up from \$18.25.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of “Labatt Blue” to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Prince Edward Island 2005

- April 1 Molson introduced “Molson Kick”, a 5% alcohol by volume product containing guarana (a natural source of caffeine) in cases of 12 x 341 ml bottles and 24 x 355 ml bottle-shaped cans.
- April 7 Finance Minister Mitch Murphy tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- May The price of beer increased to \$37.60 from \$36.50 per case of 24 x 341 ml bottles, including deposit.
- June Labatt introduced “SHOK”, a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- June 1 The Prince Edward Island Liquor Commission introduced a minimum price (inclusive of taxes) of \$2.95 per 341 ml bottle of beer, \$3.55 per glass of wine and \$2.35 for a shot of distilled spirits.

2004

- February 2 The P.E.I. Liquor Control Commission announced a price reduction on all wines priced over \$11.25. The average percentage reduction is 7.5 per cent.
- March 30 Finance Minister Mitch Murphy tabled the province's budget. Taxes on alcoholic beverages remain unchanged.
- May The price of beer increased to \$18.25 from \$17.80 per case of 12 x 341 ml bottles, including deposit.

2003

- March 6 Labatt introduced "Kokanee" containing 5% alcohol by volume into the market.
- March 26 Provincial Treasurer Patricia Mella tabled the provincial budget. Taxes on alcoholic beverages remain unchanged.
- April The minimum price of beer, 5% alcohol by volume, increased 40 cents to \$14.80 per case of 12 x 341 ml bottles. General beer prices also increased to \$17.80 from \$17.35 per case of 12 x 341 ml bottles, including deposit.
- April 1 Molson introduced "Molson Canadian Bubbas" tall-boy cans and regular cans featuring the likeness of Don Cherry.
- December 8 Labatt introduced "Sterling", a low carbohydrate beer containing 4% alcohol by volume in an open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.

2002

- March 26 Prince Edward Island released its budget. Taxes on alcoholic beverages remain unchanged.
- April The minimum price for 12 pack case of 5% beer was raised to \$14.40, an increase of 30 cents from the previous minimum set in 1999.
- April 1 The P.E.I. Liquor Commission increased beer prices by 45 cents. A case of 12 x 341 ml bottles will now cost consumers \$17.35 up from \$16.90.
- May 20 P.E.I.'s liquor stores were open for the first time on the holiday Monday of the Victoria Day weekend. The P.E.I. Liquor Control Act Regulations EC704/75 were amended by regulation EC2001/350. This amendment came into force June 19, 2001 to allow P.E.I.'s liquor stores to be open on Victoria Day and on Canada Day.

2002 (continued)

August 22 Premier Pat Binns announced a minor cabinet shuffle. Don MacKinnon was removed from cabinet where he held the Transportation and Public Works portfolio. Gail Shea who moves over from Community and Cultural Affairs replaces him. Elmer MacFadyen, the Government House Leader, assumes responsibility for Shea's former department.

2001

March 29 Prince Edward Island budget released. No changes were made to beer taxes.

May 1 P.E.I. Liquor Control Commission increased beer prices by 35 cents. A case of 12 x 341 ml bottles will now cost consumers \$16.90 up from \$16.55.

May 1 Labatt introduced "Lager & Lime", containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.

December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of "Labatt Blue" to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Nova Scotia 2005

January 4 The Nova Scotia Liquor Corporation (NSLC) announced that all prices will be displayed to customers by presenting the product price before tax, along with the tax and bottle deposit shown separately. Prior to this change only final price was shown.

March 23 The Labatt Beer Institute officially opened in the Halifax's Brewery Market complex. The Institute will train students in the history of beer, on how to match beer choices with different foods and how to pour beer properly. The educational facility was set up with \$1 million funding from Labatt.

April 1 Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine) in cases of 12 x 341 ml bottles and 24 x 355 ml bottle-shaped cans.

April 26 Finance Minister Peter Christie tabled the province's budget. Taxes on alcoholic beverages remain unchanged.

2005 (continued)

- May 11 The NSLC announced the creation of 15 new agency stores to improve service to small communities throughout the province. The NSLC had established its first eight agency stores in 2001.
- June Labatt introduced “SHOK”, a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- June The price of beer increased to \$35.74 from \$33.95 per case of 24 x 341 ml bottles, including deposit.
- July 4 The NSLC increased the Social Reference Price (SRP) on spirits and wine for the first time since 2002, and only the third time since 1990. The SRP for a 750 ml bottle of spirits increased 7.2%, from \$17.17 to \$18.49, not including HST or bottle deposit. For a 750 ml bottle of wine the SRP increased the SRP increased 3.6% from \$6.26 to \$6.49, not including HST or bottle deposit.
- September 14 Nova Scotia Regulation 181/2005 introduced a requirement for the display of Fetal Alcohol Syndrome (FAS) warning signs in government and agency liquor retail outlets.

2004

- March Molson announced in Halifax a \$100,000 donation to players on Canada’s National Women’s Hockey Team to help cover training expenses. Halifax and Dartmouth will be hosting the 2004 Women’s World Championship at the end of the month.
- March 2 The province’s brewers increased the price of beer as a result of higher insurance, electricity and fuel costs. A case of 12 x 341 ml bottles for most brands increased by 51 cents to \$17.50, including deposit.
- March 30 Finance Minister Peter Christie tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- June Labatt introduced “Kokanee” in cases of 6 x 355 ml cans and “Bud Light” in cases of 24 x 341 ml bottles into the market.
- June 14 Moosehead announced a \$400,000 donation over 10 years to upgrade the South Street Ball field in Glace Bay.
- July Sleeman introduced “Honey Brown” and “Cream Ale” in cases of 12 x 341 ml bottles and “Clear” in cases of 6 x 330 ml bottles into the market.
- July The price of beer increased from \$17.50 to \$17.99 per case of 12 x 341 ml bottles, including deposit.

2003

- March 1 Labatt and Molson raised prices of their products. Among the changes, a case of 12 x 341 ml bottles increased to \$16.99 from \$16.60 while a case of 24 x 341 ml bottles increased to \$32.99 from \$32.55, including deposit.
- March 6 Labatt introduced “Kokanee” containing 5% alcohol by volume into the market.
- March 12 Labatt launched a new specialty beer, “Alexander Keith's Honey Brown Ale” containing 5% alcohol by volume, available on tap at selected licensees across the province until April 30th.
- April 1 Molson introduced “Molson Canadian Bubbas” tall-boy cans and regular cans featuring the likeness of Don Cherry.
- April 3 Finance Minister Neil LeBlanc tabled the provincial budget. Alcoholic beverage taxes remain unchanged.
- May 27 Moosehead announced the sale of its majority interest in the “Halifax Mooseheads” major junior hockey team.
- August 1 Labatt introduced unique “Mountain of Beer” packaging for “Kokanee”. The new packaging is a pyramid shape and holds 18 cans of beer.
- August 5 The Conservative Party under the leadership of John Hamm returned to power.
- September 9 Moosehead Breweries Limited reached an agreement in principle to sell its 64 per cent ownership of the Halifax Mooseheads to native Nova Scotian and former NHL star Bobby Smith.
- September 15 Labatt launched “Labatt Blue by You” which offers Nova Scotians an opportunity to order a 24-bottle case of “Blue” with a personalized photo on the labels.
- October 3 Nova Scotians continued to recover from the effects of Hurricane Juan, which struck September 29th.
- November 16 Selected Nova Scotia Liquor Corporation stores will remain open Sundays during a six-week pre-Christmas trial period.
- December 8 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.
- December 16 Liberal leader Danny Graham announced his resignation.

2002 (continued)

- April 29 Hon. Rodney MacDonald, Minister responsible for the Administration of the NSLC announced the appointment of Andrew H. Barker as President and CEO of the NSLC effective May 1, 2002.
- May Molson increased beer prices by 40 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$16.60 up from \$16.20.
- July 11 The Nova Scotia government announced that specialty liquor stores will open this Fall and will carry brands not available in government-owned stores (focusing mainly on specialty and import brands). The province will allow three to four specialty stores in Halifax and Sydney on a trial basis, with more stores to open in 2003 if the program is successful.
- September Alexander Keith's Nova Scotia Brewery released "Celebration Amber Ale" containing 5.5% alcohol by volume in celebration of the 207th anniversary of its founder.
- December 19 Premier John Hamm announced a cabinet shuffle. Among the changes:
- Jane Purves is the new Minister of Health;
 - Jamie Muir is the new Attorney General and Minister of Justice;
 - Angus MacIsaac is now Minister of Education; and
 - Rodney MacDonald, Minister of Tourism and Culture, will serve as Minister of the newly established Office of Health Promotion.

2001

- March 1 Labatt increased beer prices by 30 cents. A case of 12 x 341 ml bottles will now cost consumers \$15.85 up from \$15.55.
- March 29 Nova Scotia budget released. No changes were made to beer taxes.
- April 1 Moosehead increased beer prices by 40 cents. A case of 12 x 341 ml bottles will now cost consumers \$15.95 up from \$15.55.
- April 26 The Maritime Beer Company, a subsidiary of Sleeman Breweries Limited announced the production of "Old Milwaukee" for sale in the Maritimes.
- June 1 Molson increased beer prices by 30 cents. A case of 12 x 341 ml bottles will now cost consumers \$15.85 up from \$15.55.

2001 (continued)

- July 12 The NSLC announced that eight private stores will become the province's first agency stores, allowed to sell alcoholic beverages with their regular merchandise.
- July 27 NSLC now stands for Nova Scotia Liquor Corporation, changed from the Nova Scotia Liquor Commission. The government proclaimed legislation, passed in the spring, which changes the Nova Scotia Liquor Commission into a Crown corporation. The new legislation abolishes the positions of commission general manager and the commissioners.
- September 04 Alexander Keith's Brewery introduced "1795 Anniversary Ale" for a limited time only.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of "Labatt Blue" to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.
- December 31 Harold MacKay, General Manager of Sleeman Maritime left the company.

New Brunswick 2005

- March 1 The price of beer increased by one dollar per case of 24 x 341 ml bottles to \$35.99 while the price of wine and spirits increase by varying amounts. On a company level, Moosehead reduced the price of its six-packs by 18 cents to \$9.80.
- March 30 Finance Minister Jeannot Volpé tabled the province's budget. Alcoholic beverage taxes remain unchanged.
- April 1 Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles and in 24 x 355 ml aluminum bottle-shaped cans.
- May 2 Moosehead officially re-launched "James Ready 5.5", containing 5.5% alcohol by volume, in cases of 12 x 341 ml bottles at a reduced the price of \$16.99.
- May 20 In response to a federal government decision to remove the moose from its tourism marketing, Moosehead launched a "Save the Moose" campaign and called on all Canadians to petition the Canadian Tourism Commission to bring back this Canadian symbol.

2005 (continued)

- May 25 Moosehead signed a sponsorship deal with the new Québec Major Junior League team, the Saint John Sea Dogs. For the Sea Dogs the deal is multi-faceted and includes in-house advertising and a wide range of cross-promotional activities with the team. In exchange Moosehead “Alpine Lager” will become the official beer of the Sea Dogs home games and Harbour Station’s existing executive lounge will be renamed the Alpine Room.
- May 31 At the 2005 Canadian Brewing Awards held in Markham, Ontario Moosehead was awarded a gold medal for “Alpine Lager” and a bronze for “James Ready 5.5” (Best North America Style Lager category) and a silver for “Alpine Light” (calorie reduced category).
- The Pump House Brewery in Moncton won the Canadian Brewery of the Year after it took gold medals with its “Firechief’s Red Ale”, “Scotch Ale”, “S.O.B. (Special Old Bitter)”, “Peach Wheat”, “Amber Beer” and “Strong Ale”. Bronze medals went to the Pump House “Blueberry”, “Tropical Wheat” and “Pail Ale” beers.
- June Labatt introduced “SHOK”, a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- June 28 The Government of New Brunswick announced the following reduction in its markup for brewers producing less 15,000 hectolitres per year:
- a 50% reduction in the normal rate on the first 10,000 hl; and
 - a 10% reduction in the normal rate on the next 5,000 hl.
- In addition, the province will prominently display products from its microbreweries in NBrunswLiquor Corporation stores.
- October 21 Moosehead was recognized as being among the province’s most successful companies at the 13th annual Progress Magazine Top 101 awards reception held in Saint John.
- October 22 Moosehead and Labatt signed an agreement which will see Moosehead brewing some of Labatt’s brands at the Moosehead Saint John facility.
- November 17 Moosehead Chairman and CEO, Derek Oland, was appointed Chairman of the Board of Directors of The Johnson Corporation and Unifund Assurance Company.
- December 24 As of January 1, 2006 Moosehead will become the official beer of the Moncton Coliseum.

New Brunswick 2004

- March Moosehead announced the expansion of its plant. Construction is expected to be completed by the end of the Fall.
- March 2 The New Brunswick Liquor Corporation (NBLC) announced an increase in the price of beer as a result of higher production costs. A case of 12 x 341 ml bottles for most brands increased by 54 cents to \$17.99, including deposit. Some wine, spirits and premium and imported beer prices also increased by varying amounts.
- March 3 The government announced the removal of the five per cent user fee from licensee purchases of beer, wine and spirits effective immediately. The action followed a provincial court ruling on a case brought forward by a Fredericton licensee. The court ruled that because NBLC did not provide a service for the levy it did not qualify as a user fee.
- March 30 Finance Minister Jeannot Volpé tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- April Moosehead announced that it is a sponsor of the Atlantic Journalism Awards, an annual recognition of journalistic excellence in Atlantic Canada.
- April 13 Moosehead received a bronze medal for “Moosehead Lager” at the 2004 World Beer Cup held in San Diego, California.
- June Moosehead announced the purchase of the Niagara Brewing Company of Niagara Falls, Ontario.
- June 5 Pump House Brewery was awarded a silver medal for its “Scotch Ale” and received one, of only two, honourable mentions for its “Blueberry Ale” at the 2004 North American Beer Awards, held in Idaho Falls, Idaho.
- July Mr. O. Shaun Fraser, President of Pump House Brewery of Moncton, was nominated by Ernest and Young for Atlantic Canada Entrepreneur of the Year (Emerging Category). The final winner will be announced in October.
- August 18 The RCMP launched an investigation of the theft of a truck containing 50,000 cans of Moosehead beer destined for the Mexican market.
- October 1 Regulation 2004-99 under the Smoke-Free Places Act went into effect. As of October 1, indoor public places and indoor workplaces will be designated smoke-free.
- November 8 Molson announced that it will build a brewery in Moncton by January 2007. Once fully operational the facility will brew several of Molson’s popular core brands, including “Canadian” and “Coors Light”.

New Brunswick 2003

- March 6 Labatt introduced “Kokanee” containing 5% alcohol by volume into the market.
- March 12 Labatt launched a new specialty beer, “Alexander Keith's Honey Brown Ale”, containing 5% alcohol by volume, available on tap at selected licensees across the province until April 30th.
- April Moosehead launched its largest marketing campaign in company history, promoting “Moosehead Light”.
- April 1 Molson introduced “Molson Canadian Bubbas”, tall-boy cans and regular cans featuring the likeness of Don Cherry.
- June 9 The Conservative Party, under the leadership of Bernard Lord, was returned to power in the provincial election with a one seat majority.
- June 25 Premier Bernard Lord announced his new Cabinet. Among the appointments:
- Jeannot Volpe, Finance and New Brunswick Liquor Corporation;
 - Paul Robichaud, Transportation;
 - L. Joan MacAlpine, Tourism and Parks;
 - Bradley Green, Justice and Attorney General;
 - Madeleine Dubé, Education;
 - Percy Mockler, Intergovernmental and International Relations; and,
 - Brenda Fowlie, Environment.
- August 29 In its continuing efforts to eliminate underage drinking, the NBLC, in partnership with CUPE Local 963, NB Liquor’s employee union, began implementing a province wide "CHECK 25" program. The program will promote the fact that if an individual looks under the age of 25 years old they will be asked for proper identification prior to being served.
- December Copenhagen-based Carlsberg Breweries AS announced that responsibility for brewing “Carlsberg” and “Carlsberg Light” would be given to Moosehead, ending a 15-year agreement with Labatt.

New Brunswick 2002

- January 1 Barbara Winsor was appointed President of the New Brunswick Liquor Corporation following the retirement of George Bouchard.
- February 12 Connors Bros. Income Fund announced that Derek Oland, Chairman and C.E.O. of Moosehead Breweries and Chairman of the BAC, has been elected Chairman of the Trustees of the Fund and Chairman of the Board of Directors for Connors Bros. Limited.
- February 15 Molson launched “Local Heroes Program” with applications open to May 03, 2002. The Local Heroes is a program where Molson provides funding to individuals of legal drinking age to repair, revamp or revitalize existing adult sport and recreational facilities in the community.
- February 16 Moosehead’s “Alpine Skate to Care” raised \$175,000 for mental health projects.
- March 26 New Brunswick released its budget. Taxes on alcoholic beverages remain unchanged.
- April 1 New Brunswick Regulation 99-66 under the Beverage Containers Act was amended by NB Reg. 2002-25 to change the handling fees for empty refillable beer containers and for all other empty beverage containers.
- The revised handling fee is:
- from April 1, 2002 to March 31, 2003, inclusive, \$0.022 for each empty refillable beer container and \$0.032 for all other empty beverage containers;
 - from April 1, 2003 to March 31, 2004, inclusive, \$0.023 for each empty refillable beer container and \$0.033 for all other empty beverage containers; and
 - on and after April 1, 2004, \$0.024 for each empty refillable beer container and \$0.034 for all other empty beverage containers.
- April 1 The NBLC increased mark-up rates by 0.6%. For packaged beer only the mark-up rate increased to 78.6% up from 78.0%. As a result, there was an increase in beer prices by 44 cents. A case of 12 x 341 ml bottles will now cost consumers \$16.99 up from \$16.55.
- May 10 The Order-in-Council approved by the federal government allowing Canada Post to deliver alcoholic beverages to residential homes from all distributors of alcohol products, including manufacturers, does not apply in New Brunswick.
- August Moosehead won a U.S. trademark battle with the Grand Teton Brewing Co., a Wyoming brewer. After a five-year legal battle, Grand Teton must cease production of its “Moose Juice Stout” brand.

2002 (continued)

- October 16 Premier Bernard Lord announced changes to the responsibilities of two cabinet ministers and the appointment of a new deputy minister:
- Agriculture, Fisheries and Aquaculture Minister Rodney Weston will assume responsibility for the Office of Human Resources. Weston takes over this responsibility from Health and Wellness Minister Elvy Robichaud; and
 - The Premier also confirmed the appointment of Roger Doucet, Acting Deputy Minister, (francophone sector) with the Department of Education, as Deputy Minister of Education.
- December 10 Finance Minister Peter Mesheau tabled his budget. Taxes on alcoholic beverages remain unchanged.

2001

- March 2 New Brunswick Liquor Corporation increased beer prices by 30 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$16.55 up from \$16.25.
- March 27 New Brunswick budget released. No changes were made to beer taxes.
- April 23 Moosehead introduced two free golf balls in every 16-pack of “Moosehead Light” and “Alpine” for a limited time only.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- June 22 Moosehead relaunched “Ten Penny Ale” containing 5% alcohol by volume, in 12x 341 ml bottles.
- July Picaroons Brewery reopened on a smaller scale.
- October 9 Premier Lord announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- Norm Betts, Minister of Business New Brunswick and Service;
 - Margaret-Ann Blaney, Minister of Public Safety;
 - Dennis Furlong, Minister of Education;
 - Peter Mesheau, Minister of Finance;
 - Percy Mockler, Minister of Transportation;
 - Elvy Robichaud, Minister of Health and Wellness; and
 - Rodney Weston, Minister of Agriculture, Fisheries and Aquaculture.

2001 (continued)

- November 1 Public Safety Minister Margaret-Ann Blaney announced longer driver's licence suspension periods increasing to:
- one year (previously six months) for first-time convictions;
 - three years (previously one year) for second-time convictions within a five-year period; and
 - five years (previously one year) for third and subsequent convictions within five years.
- December 1 Picaroons introduced "Winter Warmer Strong Ale", for a limited time only, containing 5% alcohol by volume, in 341 ml bottles.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of "Labatt Blue" to the Tragically Hip performance for the Canadian Olympic Team.

Québec 2005

- February 9 SAQ stores will reopen February 11, the first time since November 19th strike.
- February 18 Premier Jean Charest announced a cabinet shuffle. Among the new appointments:
- Michel Audet, Finance Minister;
 - Jacques Dupuis, Deputy Premier and Minister of Public Security;
 - Jean-Marc Fournier, Minister of Education;
 - Yvon Marcoux, Minister of Justice;
 - Laurent Lessard, Minister of Labour; and
 - Yvon Vallières, Minister of Agriculture, Fisheries and Food.
- March 21 Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles and 24 x 355 ml aluminum bottle-shaped cans.
- April Labatt introduced "SHOK", a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- April 1 The minimum price increased by 1.9% based on 2004 Statistics Canada's General Price Index (below for examples):
- Less than 4.1% abv=2.3899 \$/litre (\$19.56 for 24 x 341ml bottles or cans);
 - From 4.1% to 4.9% abv=2.5243 \$/litre (\$20.66 for 24 x 341ml bottles or cans);
 - From 5.0% to 6.2% abv=2.6186 \$/litre (\$21.43 for 24 x 341ml bottles or cans); and
 - More than 6.2% abv=2.7066 \$/litre (\$22.15 for 24 x 341 ml bottles or cans).

2005 (continued)

- April 7 Sleeman announced it will introduce “Silvercreek”, brewed at its Chambly plant, into the market.
- April 21 Finance Minister Michel Audet tabled the province’s budget. No tax increases were introduced for alcoholic beverages.
- May Labatt introduced “The Labatt Blue Cold One”, cans of “Blue” wrapped in an insulating layer designed to keep the beer colder longer, in cases of 6 x 473 ml.
- May 17 Labatt announced a \$50 million expansion of its Montreal plant to be completed by the end of 2006.
- August The price of beer increased to \$34.95 from \$34.10 for a case of 24 x 341 ml bottles, including deposit.
- September 21 Sleeman announced that “Pilsner Urquell” will now be distributed in corner stores in cases 6 and 12 x 330 ml bottles and 500 ml cans.
- December 7 McAuslan introduced a limited edition “Scotch Ale”, containing 7.2% alcohol by volume, into the market.

2004

- February Molson announced that 175 regional warehouse workers, represented by the United Food and Commercial Workers Union, voted in favour of a seven-year contract.
- February 2 Molson introduced “Ultra”, a 4.5% alcohol by volume, low carbohydrate beer, in supermarkets and convenience stores across the province.
- March 30 Finance Minister Yves Séguin tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- April Molson introduced “Cold Shots 6.5”, a package of “Molson Dry” in 8 x 250 ml cans, into the market.
- April 1 The minimum price for a case of 24 x 341 ml bottles or cans of beer was raised by 2.8%. Minimum prices are as follows:
- Less than 4.1% abv = \$19.19 (2.3453 \$/litre);
 - From 4.1% to 4.9% abv = \$20.27 (2.4772 \$/litre);
 - From 5.0% to 6.2% = \$21.03 (2.5698 \$/litre); and
 - More than 6.2% abv = \$21.74 (2.6561 \$/litre).
- There was no tax increase on alcoholic beverages. As of April 1st 2004, however, there were increases in SAQ mark-ups of 3% to 5% on wines and spirits only.
- November 19 Québec liquor store workers (SAQ) went out on a general strike across the province.

2003

- January Sleeman announced the creation of a new Québec unit, La Brasserie Sleeman du Québec. Sleeman said the new division would be managed by a team devoted to developing the company in Québec, led by Managing Director Guy J. Letourneau.
- February 4 About 400 Labatt distribution-centre employees across the province – excluding the immediate Montreal area – overwhelmingly accepted a new seven-year contract.
- February 6 Molson introduced “Molson Export” 5-litre Special Edition "Canadiens" kegs in convenience stores throughout the Greater Montreal area. For a limited time only, "Canadiens" fans will see their favourite team sweater printed on the 5-litre kegs.
- February 24 Les Brasseurs RJ introduced “Ecouse”, a dark lager containing 5% alcohol by volume, into the market until Spring. With every bottle of “Ecouse” purchased, 41.6 cents will go to the Fondation de la Faune de Québec, which works to save many kinds of wildlife across the province.
- March Molson introduced “Molson Ex Light”, containing 4% alcohol by volume, into the market.
- March 11 Deputy Prime Minister and Finance Minister Pauline Marois tabled the provincial budget. Taxes on alcoholic beverages remain unchanged.
- March 17 Molson launched celebrations of the 100th anniversary of “Molson Export”. A ceremonial face-off by Daniel J. O'Neill, Molson President and Chief Executive Officer, and Jean Béliveau, Ambassador of the Montreal Canadiens, officially marked the beginning of celebrations at the Bell Centre.
- March 24 Molson officially opened its new distribution centre in Montreal.
- April 1 The minimum price for a case of 12 x 341 ml bottles of 5% beer was raised to \$10.23, an increase of 22 cents from 2002.
- April 14 In the provincial election the Liberal Party under Jean Charest was elected to power, replacing the Parti Québécois headed by Bernard Landry.
- April 29 Following a three-year investigation, the federal government’s Competition Bureau closed the file on a complaint made by several microbrewers concerning Labatt and Molson trade practices in the province. The Competition Bureau ruled that the actions of the large brewers did not substantially lessen or prevent competition in the brewing industry.

2003 (continued)

- April 29 Jean Charest became the 29th premier of Québec after he and his cabinet were sworn in during an official ceremony. Some of the appointments and portfolios include:
- Monique Gagnon-Tremblay, Deputy Premier;
 - Yves Séguin, Finance;
 - Philippe Couillard, Health;
 - Marc Bellemare, Justice and Attorney General;
 - Michel Després, Labour;
 - Pierre Reid, Education;
 - Benoît Pelletier, Intergovernmental Affairs;
 - Yvon Marcoux, Transport; and
 - Thomas Mulcair, Environment.
- May 5 Sleeman announced an agreement with Diageo Canada Inc. which will involve the distribution of Diageo draught and packaged brands, including Guinness, Kilkenny, Harp and Smithwicks.
- May 12 Labatt introduced “Boomerang Cozmo”, a vodka-cranberry cooler, into the market.
- May 13 Molson announced the signing of two Québec-wide co-distribution agreements, the first with Corporation Eaux Vives Harricana Inc., for the supply and delivery of Esker spring water and the second with Ocean Spray International Inc., for Ocean Spray juices.
- June Lakeport introduced “Brava Z”, a malt flavoured beverage cooler containing 5.5% alcohol by volume, into the market.
- June 12 Finance Minister Yves Séguin tabled the provincial budget. Alcoholic beverage taxes remain unchanged.
- June 16 Labatt employees walked off the job at the company’s LaSalle plant and distribution centre in a dispute over pay and the status of temporary workers.
- September 17 Striking Labatt LaSalle employees agreed to accept a new contract and end their three-month strike.
- September 29 Environment Minister, Thomas Mulcair, confirmed renewal of the Recyc Agreement (governing container recovery) for four years.
- October Sleeman introduced “Sleeman Clear”, a low carbohydrate beer containing 4% alcohol by volume into the market.

2003 (continued)

- November 25 The SAQ has launched a campaign to defend employees who refuse to sell alcohol to minors. Advertisements will run on movie screens through the holidays.
- December McAuslan announced that it would commence brewing “Carlsberg” and “Carlsberg Light” for sale in the province starting in January 2004. Moosehead will be brewing the product for the rest of Canada.
- December 1 La Brasserie Sleeman du Québec Ltée became a member of the Québec Brewers Association.

2002

- January 29 Guy Chevrette, Minister of Transportation, Jacques Brassard, Minister of Natural Resources and David Cliché, Minister of Science and Technology, resigned from cabinet.
- January 30 Premier Bernard Landry announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- David Levine, Minister of Health;
 - Sylvain Simard, Minister of Education;
 - Serge Menard, Minister of Transportation;
 - Pauline Marois, Deputy Premier, Minister of Finance, Minister of Industry and Commerce;
 - André Boisclair, Minister of Environment and Minister of Municipal Affairs and Greater Montreal; and
 - Joseph Facal, Treasury Board President.
- February 12 The Director-General of the Parti Québécois, Raymond Bréard announced his resignation from the Parti Québécois. PQ Vice-President, Marie Malavoy was named to fill his job temporarily.
- February 16 Luis Roquet was appointed President and Chief Executive Officer of the Société des alcools du Québec, replacing Gaétan Frigon who was appointed President and Chief Executive Officer of Loto-Québec.
- February 26 The Molson Centre will have a new name beginning September 2002. The arena will be known as the Bell Centre. BCE reached a deal with Molson Canada and George Gillett, the majority owner of the Montreal Canadiens hockey team and the Molson Centre.
- March Molson introduced “Export”, “Dry” and “Rickard’s Red” in 5 litre mini-kegs.

2002 (continued)

- March 18 Molson Inc. announced the acquisition of Cervejarias Kaiser SA, Brazil's second-largest brewer. Molson will combine Kaiser with its existing Bavaria brewing operation in Brazil and sell 20% of the combined entity to Heineken.
- April Labatt introduced "Lucky Force 7" containing 7% alcohol by volume and "Force 10" containing 10% alcohol by volume both in 1.18 litre bottles into the market.
- April 1 The minimum price for 12 pack case of 5% beer was raised to \$10.01, an increase of 25 cents from 2001.
- April 29 Molson relaunched "Black Label" containing 5% alcohol by volume, in 341 ml bottles at a new tier price (i.e. between premium and value price brands). Molson also introduced "Black Light" containing 4% alcohol by volume, in 6, 12 and 24 x 341 ml bottles. Also introduced by Molson were "Black Strong" containing 6.1% alcohol by volume; "Black Extra Strong" containing 6.6% alcohol by volume; "Black Extrême" containing 7% alcohol by volume; and "Black Suprême" containing 8% alcohol by volume, in 1.18 litre bottles.
- April 30 Unibroue introduced "La Frigante" containing 10% alcohol by volume, and "La Terrible" containing 10.5% alcohol by volume, both in 750 ml bottles. The two new brands will be sold in SAQ outlets, as well as, restaurants and bars.
- May Molson introduced "Tornado Long Island Iced Tea" containing 6.1% alcohol by volume in 341 ml bottles into the market.
- May 13 Labatt introduced "Boomerang Vodkice" containing 7% alcohol by volume in 6 x 341 ml bottles into the market.
- May 27 Molson introduced "Smooth Dry" containing 4.5% alcohol by volume in 341 ml bottles into the market.
- May 27 Unibroue re-introduced "L'éphémère" containing 5.5% alcohol by volume in 341 and 750 ml bottles, for a limited time only into the market.
- June 13 Labatt Breweries introduced two new flavours to its malt-based cooler "Boomerang" line. "Boomerang Tropical Punch" and "Boomerang Exotic Orange" are now available in convenience stores and bars across the province in 341 ml and 1.18 litre sizes.
- July 10 Molson introduced "Miller Genuine Draft" containing 4.7% alcohol by volume in 6 x 355 ml clear bottles across the province.
- August Labatt and Molson announced a price increase. A case of 24 x 341 ml bottles increases to \$35.70 from \$34.85, including deposit.

2002 (continued)

- August 28 Molson Inc. appointed former Diageo PLC executive Brian Burden as Chief Financial Officer and Executive Vice-President. Burden replaces Robert Coallier, who is moving to Brazil to run the company's Cervejarias Kaiser unit.
- September McAuslan officially opened its new plant facility.
- September 13 The Brazilian government approved Molson Inc.'s acquisition of the Cervejarias Kaiser SA. The national Brazilian competition authority ruled "it views the transaction as beneficial to competition in the national beer market".
- September 19 Molson launched "Rickard's Honey Brown" containing 5% alcohol by volume in 6 x 341 ml bottles in convenience and grocery stores and on tap in many bars and restaurants across the province.
- October La Compagnie Brasserie Stroh (Québec) Ltee. of Laval, the Québec beer distributor managed by Sleeman, was fined \$250,000 after pleading guilty in the Federal Court of Canada to charges of price maintenance.
- October 24 Transport Minister Serge Ménard announced tough measures for impaired drivers: anyone who has had another impaired driving conviction in the last 10 years will lose his or her licence for 90 days, instead of 30 days; and the suspension for first-time offenders will increase from 15 to 30 days.
- October 24 Moosehead introduced "Moosehead Lager" containing 5% alcohol by volume in major grocery chains across Québec and in leading clubs and restaurants.
- October 29 Premier Bernard Landry appointed Normand Jutras as Justice Minister following the resignation of Paul Begin from that portfolio. Transport Minister Serge Menard also takes on Public Security, Mr. Jutras' old portfolio.
- November 12 Molson introduced Rickard's "Selection" 12 pack for a limited time. Available province-wide, the "Selection" 12 pack offers an assortment of three Rickard's flavours, namely "Rickard's Red", "Rickard's Pale Ale", and "Rickard's Honey Brown".
- November 18 Labatt's Columbia introduced "Kokanee" containing 5% alcohol by volume into the market.
- December 5 Molson and G.I. Energy Drinks Corporation announced the signing of a Québec-wide co-distribution agreement for the supply and delivery of GURU, a non-alcoholic energy drink. Beginning January 20th, 2003, Molson will take orders and distribute GURU in bars, restaurants, grocery stores and convenience stores.

2001

- January 3 Molson Inc. and U.S.-based Coors Brewing Co. finalized a deal under which Coors will import, promote and sell Molson beer brands in the United States.
- January 11 Premier Bouchard announced his resignation as Premier of Québec.
- January 31 U.S. resorts owner George Gillet, Jr. purchased an 80% share of the Montreal Canadiens.
- February Labatt introduced new packaging design for “Budweiser”.
- February 16 Molson Inc. replaced Labatt as the primary sponsor of the Montreal Expos.
- March Labatt “Wildcat Dry” with a new alcohol level of 5.9% (up from 5.5%), was introduced in 1.18 litre bottle.
- March 8 Bernard Landry was sworn in as Premier of Québec.
- March 19 Labatt “Mick’s Red” containing 5% alcohol by volume, was introduced in 4x6 341 ml bottles.
- March 19 Molson “Rickard’s Gold” containing 5.2% alcohol by volume, was introduced in 4x6 341 ml bottles.
- March 29 Québec budget released. The Québec government introduced a change to the calculation of the ad valorem duty on beer supplied to a retailer for sale for consumption in an establishment. The ad valorem duty will no longer be calculated on the basis of the sale price that was paid or that would have been paid if the beer had been purchased. Instead, it will be calculated on the basis of the price paid or the average sale price fixed by regulation -- which ever is higher.
- April 1 The minimum price for 12-pack case of 5% beer was raised to \$9.76, an increase of 26 cents from 2000.
- April 9 La Brasserie Labatt officially started up its new Inno-5 production line at the brewery’s Ville LaSalle plant.
- April 10 The deposit on non-refillable glass beer bottles (450 millilitres and less) increased from five to 10 cents per bottle.
- May Labatt introduced “Boomerang Tropical Typhoon”, containing 6.1% alcohol by volume, in 341 ml bottles and “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.

2001 (continued)

- May Molson introduced “Tornado Sangrila”, containing 6.1% alcohol by volume, in 341 ml bottles.
- June Labatt introduced “Boomerang Exotic Orange”, containing 6.1% alcohol by volume, in 341 ml bottles.
- July 24 Molson Canada launched a new promotion for its Coors Light brand that will see Quebec consumers tracked by a military satellite system and tracked down by beer promoters. As part of the contest, which runs until September 28th, consumers can find one of three Coors Light “tracker bottles” in specially-marked 12- and 24-bottle cases of Coors Light. The tracker bottles do not contain beer. Instead, each has a Global Positioning System transmitter that allows satellites to pinpoint a person’s location within 10 to 12 metres. A twist of the cap activates the transmitter and a small modem in the bottle sends the geographic coordinates to a base station. Winners are then tracked down to their location by the Coors Light/Musique Plus tracker Team. The prize is an all-expense-paid trip for two to a party in Los Angeles.
- August 8 Molson Inc. announced the appointment of David Perkins as President of Molson USA. Mr. Perkins served as President of Molson Ontario/West.
- September Labatt introduced new packaging design for “Blue”.
- November Molson “Dry” containing 5.5% alcohol by volume and “Export” containing 5% alcohol by alcohol by volume, were introduced in 5 litres mini keg.
- November Unibroue introduced “10”, containing 10% alcohol by volume, to celebrate its 10th year anniversary.
- November 14 Premier Landry announced a minor cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- André Boisclair, Minister of State and Minister of the Environment;
 - François Legault, Minister of Education and Minister of Employment;
 - Richard Legendre, Minister of Youth, Tourism, Sport and Recreation; and
 - Rita Dionne-Marsolais, junior Minister of Natural Resources.
- November 26 Sleeman Breweries Limited began marketing, sales and distribution of German Beck’s beer in more than 6,000 convenience and grocery stores and some 2,000 restaurants, hotels and bars.

2001 (continued)

November 27 McAuslan Brewing announced the company's sponsorship commitment to Le Salon des des métiers d'art du Québec, Quebec's largest craft show. Between December 07 and 22 at Place Bonaventure, Le Salon des métiers d'art du Québec will host over 325 professional artisans from across Quebec. McAuslan Brewing will have a booth at the show and visitors will be able to touch and feel beer ingredients, learn how to make beer and taste different beers.

Ontario 2005

January Lakeport President & CEO Teresa Cascioli announced that she has partnered with VenGrowth Capital Partners and National Bank of Canada in order to secure 100% ownership of Lakeport.

January 11 Finance Minister Greg Sorbara announced the formation of an expert panel to examine the roles and responsibilities of all the participants in Ontario's beverage alcohol distribution and retail system, including the Liquor Control Board of Ontario (LCBO), The Beer Store., and Ontario winery retail stores. The Beverage Alcohol System Review Panel, chaired by John Lacey, former vice-chair of the board of the LCBO, will table its report in the Spring.

January 24 Rules went into effect establishing a new licensing category which now allows diners to bring any store-bought wine to restaurants. Consumers also are allowed to have an unfinished bottle resealed for later consumption.

February 1 Regulation 434/04 amending regulations under the Liquor Licence Act went into effect. The regulation implements the provisions of Bill 43 ("Sandy's Law") requiring Fetal Alcohol Syndrome warning signs in bars, licensed restaurants and beer and liquor stores. The signs carry the following message: *"Warning: Drinking alcohol during pregnancy can cause birth defects and brain damage to your baby"*.

March 21 Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles, 4 x 355 ml cans (LCBO) and 24 x 355 ml aluminum bottle-shaped cans.

March 23 Molson introduced a draught tower, "Molson Canadian Sub Zero Draught", which can continuously pour beer at sub zero temperatures.

March 31 Labatt announced the closure of its Toronto brewery effective November 4, 2005.

April Labatt introduced "SHOK", a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.

2005 (continued)

- April 22 Molson announced the acquisition of Creemore Springs Brewery.
- April 28 Sleeman introduced “Original Draught”, containing 5% alcohol by volume, available in cans and in clear bottles.
- May The price of beer increased to \$35.50 from \$34.95 for a case of 24 x 341 ml bottles, including deposit.
- May George Croft was appointed President of Lakeport. Teresa Cascioli gave up her president title, but maintains her position as Chair and Chief Executive Officer.
- May 10 Labatt introduced “The Labatt Blue Cold One”, cans of “Blue” wrapped in an insulating layer designed to keep the beer colder longer, in cases of 6 x 473 ml at \$14.95.
- May 11 Finance Minister Greg Sorbara tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- May 24 As part of a pilot project, the Beer Store introduced a drive-through lane at one of its London outlets.
- May 30 Labatt introduced “Genuine Honey”, containing 5% alcohol by volume, in cases of 12 and 24 x 341 ml bottles at the respective prices of \$12.80 and \$25.00 (excluding deposit).
- June 2 Ontario Minister of Economic Development, Joseph Cordiano, announced a government investment of \$5 million over five years to fund Ontario Craft Brewers Association (formerly the Ontario Small Brewers Association) initiatives aimed at helping small brewers promote their products and for staff training and education.
- June 8 The provincial legislature voted 71 to 6 to pass the “Smoke-Free Ontario Act” which will introduce a blanket ban on all smoking in indoor public and workplaces, effective June 2006.
- June 21 Lakeport announced that it had successfully completed an initial public offering in the Lakeport Brewing Income Fund, listed on the Toronto Stock Exchange under ticker symbol TFR.U.
- June 21 Moosehead’s Niagara Brewing, won four medals at the 2005 Canadian Brewing Awards held in Markham, Ontario. Gold went to Niagara's “Honey Brown” in the special honey lager category. Niagara won silver medals for its “Eisboch” in the boch category and its “Amber Gritstone Premium Ale” in the amber ale category. Bronze in the pale ale category went to “Niagara Pale Ale”.
- June 28 Labatt announced a \$40 million expansion of its London brewery.

2005 (continued)

- June 29 For a limited time, the Hamilton Tiger-Cats crest will be featured on 473 ml cans of Budweiser and will be sold exclusively in the greater Hamilton area. Budweiser has been brewed and distributed in Canada by Labatt since 1980.
- June 30 Premier Dalton McGuinty announced a minor cabinet shuffle. Among the changes:
- Consumer and Business Services Minister Jim Watson moves to the newly created Ministry of Health Promotion;
 - Labour Minister Chris Bentley takes over Training, Colleges and Universities. Steve Peters replaces Bentley in Labour; and
 - Laurel Broten becomes Environment minister after serving as McGuinty's parliamentary assistant.
- July 18 The Beverage Alcohol Systems Review Panel tabled a report calling on the government to auction off the LCBO and open up competition against the Beer Store. Finance Minister Greg Sobara immediately rejected this recommendation.
- July 23 The Ontario Craft Brewers and the LCBO launched a tourism initiative to encourage visits to small brewers in communities throughout the province. Select LCBO stores across the province will feature various in-store components, as well as permanent signage and displays supporting the Ontario Craft Brewers.
- July 27 The LCBO reached a tentative deal with its union avoiding a strike slated for July 28.
- August 8 Lakeport introduced "Honey Lager" in six-packs to the Beer Store and LCBO.
- August 12 Lakeport announced a reduction in the price of cases of 24 x 341 ml bottles of "Lakeport Pilsener", "Lakeport Light", "Lakeport Honey Lager", "Wee Willy", and "Steeler" to \$19.37 (plus deposit) for its licensed-establishment customers.
- September 6 Lakeport announced that its brands are available at Ontario's 113 Retail Partner Stores. Retail Partner Stores serve smaller rural Ontario communities and are administered by The Beer Store.
- September 16 Sleeman announced a national sales, marketing and distribution agreement with FEMSA Cerveza of Mexico, for the Canadian market. FEMSA brands to be sold in Canada under this agreement are their signature "Sol" brand in a distinctive clear bottle, and "Dos Equis".
- September 29 Lakeport announced the introduction of "Lakeport Light", containing 4% alcohol by volume, in cases of 6 x 341 ml bottles at \$6.85 (plus deposit) into the market.
- October 24 Lakeport announced that its Chair & Chief Executive Officer, Teresa Cascioli, placed 5th in the seventh annual PROFIT W100 ranking of Canada's Top Women Entrepreneurs. Ms. Cascioli had been in eighth place for the past two years. This is the first year she is within the top five. Earlier in the month, the Canadian Professional Sales Association inducted Ms. Cascioli into the Sales Hall of Fame.

2005 (continued)

- October 24 The Liquor Control Board of Ontario announced a change in the minimum retail price (MRP) for beer. Effective immediately, the MRP is as follows:
- Beer Minimum Retail Prices**
- less than 4.1% = \$2.81 per litre;
 - between 4.1% and 4.9% = \$2.85 per litre;
 - greater than or equal to 4.9% and less than 5.6% = \$2.93 per litre;
 - greater than or equal to 5.6% = \$55.00 per litre of absolute alcohol (no change); and
 - draught beer (in a container with a capacity of 18L or more only related to volume not alcohol content) = \$2.42 per litre.
- November 2 Sleeman announced the introduction of “Sleeman India Pale Ale”, the second in a series of unique style beers called *John Sleeman Presents*. The first in the series, “Sleeman Fine Porter”, was re-introduced from last year.
- November 25 New brew kettles and mash mixers for a \$40 million expansion arrived at the Labatt London plant. Eight fermentation vats from Sarnia (out of Germany) and Toronto will arrive on December 9.
- December 1 The Ontario government announced the launch of consultations with stakeholders inviting input from the public to update the Liquor Licence Act. The review, expected to be completed by early 2006, will lead to specific amendments to the act and its regulations. The review process will not address how liquor is retailed, priced or distributed in the province.
- December 12 Marketing Magazine named Lakeport the 2005 “Marketer that Mattered”. The list is the magazine’s ninth annual honour roll of organizations that set the pace for Canadian marketing.

2004

- January 1 The price of beer for a case of 12 x 341 ml bottles increased 45 cents to \$18.95, including deposit.
- January 19 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume, on tap in selected licensed establishments across the province.
- March 19 Labatt and the NHL announced the re-introduction of the popular miniature replicas of the Stanley Cup. For a limited time, the 10 cm-high version of the Stanley Cup can be found inside cases of 28 x 341 ml bottles of “Blue” sold in Ontario.

2004 (continued)

- March 23 Molson announced in Toronto that on April 3, five dollars from every 24 of “Canadian” beer sold will be directed towards helping amateur athletes heading to Athens for the 2004 Olympic Games.
- March 29 Ontario Liberal backbencher, Ernie Parsons, introduced private member’s legislation (Bill 43, “Sandy’s Law”) that would force bars and liquor stores to post signs cautioning pregnant women that drinking can cause Fetal Alcohol Syndrome.
- April Lakeport introduced “Wee Willy Dark Scottish-Style” beer in 6-pack cartons into the market. The 6-pack will be sold through The Beer Store, the LCBO and Lakeport’s own Cold Beer Store for \$7.35 plus deposit. A 24-case sells for \$26.90 plus deposit. Lakeport also introduced “Brava” in a loose 24-pack carton containing, for a limited time, an extra can of “Brava”.
- April Molson introduced “Cold Shots”, a package of “Canadian” in 4 x – and 8 x 250 ml cans and “Ultra” in 8 x 250 ml cans, into the market.
- April Sleeman announced an agreement to acquire the Chambly, Québec microbrewer Unibroue.
- April Lakeport is now representing Schweppes in Ontario. Schweppes “Vodka and Soda” (Light and Regular) and “Gin and Tonic”, containing 7% alcohol by volume, were introduced at the LCBO in closed 4-pack cartons.
- April 27 The LCBO re-introduced Newfoundland “Screech” which had been removed from the shelves in August 2003 as a result of slow sales.
- May Brick named Doug Berchtold as President and Chief Executive Officer.
- May In an arrangement with Loblaws, Brick launched “PC Pilsener”, “PC Light”, “PC Dry” and “PC 2.5g”, a 4% alcohol by volume beer with 2.5 carbs per serving into the market.
- May 3 The government established a new minimum retail price (MRP) for beer products (strong, extra strong) containing more than 5.6% alcohol by volume. The MRP for beer with 5.5% alcohol by volume or less remains unchanged. Beer minimum retail prices are as follows:
- Less than 4.1% abv – \$2.49 per litre (no change);
 - Between 4.1% and 4.9% - \$2.53 per litre (no change);
 - Greater than or equal to 4.9% and less than 5.6% - \$2.60 per litre (no change);
 - and
 - Greater than or equal to 5.6% - \$55.00 per litre of absolute alcohol (new).

2004 (continued)

- May 12 Brick reduced the price of “Red Cap” to \$24 for a case of 24 x 341 ml bottles, excluding deposit. The reduced price will remain in effect for two weeks.
- May 18 Finance Minister Greg Sorbara tabled the province’s budget. Effective June 21:
- the brewers' basic fee will increase by 4.5 cents per litre:
 - The new brewers' basic fee for beer shipped in containers with a capacity of less than 18 litres (regular beer) will be 55.55 cents per litre.
 - The new brewers' basic fee for beer shipped in containers with a capacity equal to or greater than 18 litres (draught) will be 40.55 cents per litre.
 - the volume levy applied to each litre of spirits will increase by 25 cents. The new volume levy for spirits will be 54 cents per litre.
 - the volume levy applied to each litre of wine and spirit coolers will increase by 9 cents. The new volume levy will be 28 cents per litre.
 - the wine levy will increase by 12 cents per litre. The new wine levy will be \$1.62 per litre.

While the definition of a microbrewery is unchanged, the new brewers' basic fee rates for a microbrewery will change according to the following schedule:

- 5.56 cents per litre for regular beer and 4.06 cents per litre for draught on the first 15,000 hectolitres shipped in Ontario on or after June 21, 2004;
- 13.89 cents per litre for regular beer and 10.14 cents per litre for draught on the next 15,000 hectolitres shipped in Ontario on or after June 21, 2004;
- 27.78 cents per litre for regular beer and 20.28 cents per litre for draught on the next 20,000 hectolitres shipped in Ontario on or after June 21, 2004;
- 41.66 cents per litre for regular beer and 30.41 cents per litre for draught on the next 25,000 hectolitres shipped in Ontario on or after June 21, 2004;
- 50.00 cents per litre for regular beer and 36.50 cents per litre for draught on the next 75,000 hectolitres, up to 150,000 hectolitres shipped in Ontario on or after June 21, 2004; and
- 55.55 cents per litre for regular beer and 40.55 cents per litre for draught when over 150,000 hectolitres shipped in Ontario on or after June 21, 2004.

The government also allocated \$1 million a year over five years for marketing support for an Ontario Small Brewers’ Association Strategy to aid microbreweries.

2004 (continued)

- May 19 Lakeport announced that the company will absorb the provincial tax increase and will not raise beer prices over the summer.
- June Labatt re-introduced “Blue” in a 1.45 litre bottle at \$11.95. The “champagne-style” bottle was first introduced temporarily for the Christmas and New Year’s season.
- June 10 Consumer and Business Services Minister Jim Watson tabled legislation (Bill 96) which would allow consumers to bring their own wine to restaurants and take home what they don’t drink.
- June 21 As a result of changes introduced in the provincial budget, the price of beer per case of 24 x 341 ml bottles increased by 45 cents, a 750 ml bottle of spirits by 25 cents, and a 750 ml bottle of wine by 15 cents.
- June 22 Sleeman announced that it had succeeded in its acquisition of Unibroue. Sleeman plans to expand Unibroue's plant in Chambly, near Montréal, to produce some of its brands at the plant while keeping the Unibroue brands.
- June 24 Legislation (Bill 43, “Sandy’s Law”) that would require Fetal Alcohol Syndrome warning signs in bars, licensed restaurants and beer and liquor stores received Royal Assent. The legislation will come into effect on February 1, 2005.
- June 28 For a limited time, Molson reduced the price of a case of 28 x 341 ml bottles of “Canadian” to \$29.95, excluding deposit, in celebration of the brand’s 45th birthday.
- July 6 Teresa Cascioli, President and CEO of Lakeport, was named an Ontario finalist for Ernst & Young’s 2004 Canadian Entrepreneur of the Year. The awards will be presented at a ceremony in Toronto in October.
- July 8 Brick announced it had entered into a multi-year agreement with Loblaws Inc. and Provigo Distribution Inc. whereby Loblaws Inc. has granted Brick the rights to use the PC trademark in relation to the brewing, distribution and sale of PC Beer in Québec. A similar arrangement was reached for the Ontario market in May.
- July 26 Molson temporarily reduced the price of “Canadian”, “Canadian Light” and “Export” by \$5.60 to \$27.50 (plus deposit) for cases of 24 x 341 ml bottles until August 8th.
- July 29 Molson introduced “Ultra”, a 4.5% alcohol by volume, low carbohydrate and calorie beer, in 4 x 250 ml cans into the market.
- September Molson re-introduced “Bohemian” into the market at the discount price of \$24.00 per case of 24 x 341 ml bottles.

2004 (continued)

- September Lakeport announced that it will be one of the sponsors of this year's Induction Weekend for the Canadian Football Hall of Fame. The inductees into the Canadian Football Hall of Fame, Larry Highbaugh, Cal Murphy, Lui Passaglia, Dan Yochum and Ben Zambiasi, will take part in a Grey Cup tour October 1 which will include Lakeport as its final stop.
- September 1 Brick announced a sales agency agreement with Big Rock where Brick will sell and represent Big Rock's brands in Ontario.
- September 21 Lakeport announced that the extension of its "summer beer tax holiday" maintaining 24-for-\$24 (plus deposit) pricing on "Honey Lager", "Pilsener" and "Light". Prices for Lakeport's other brands will also remain unchanged.
- October Lakeport announced that it has renewed a three year agreement with Mott's LLP for the production of Mott's "Ready-to-Drink Caesar".
- October Sleeman announced a 6 per cent price increase for "Clear", "Cream Ale" and "Honey Brown" to \$41.95 per case of 24 x 341 ml bottles.
- October 7 Teresa Cascioli, the President & CEO of Lakeport, was named 2004 Entrepreneur of the Year in the Turnaround Category.
- October 11 Lakeport reduced the price of "Honey Lager", "Pilsener" and "Light" to \$21.30 plus deposit for a case of 24 x 341 ml bottles.
- October 28 Teresa Cascioli, President and CEO of Lakeport, was named one of Canada's top 10 women entrepreneurs by Profit Magazine for the second year in a row.
- November Sleeman rolled back the price of "Clear", "Cream Ale" and "Honey Brown" from \$41.95 to \$39.95 per case of 24 x 341 ml bottles. Molson reduced the price of "Export" to \$35.50 from \$39.95 per case of 28 x 341 ml bottles and "Rickard's Red" to \$36.95 from \$39.45 per case of 24 x 341 ml bottles.
- November 1 Sleeman introduced "Sleeman Fine Porter", the first in a limited-supply seasonal brews from the John Sleeman Presents series.
- November 10 The Ontario Chamber of Commerce selected Lakeport as the winner of the Outstanding Business Achievement Award in the Large Business category. The Awards recognize businesses that have made great achievements in sales, innovation and entrepreneurship.
- December 14 The government introduced legislation (Bill 164, Smoke Free Ontario Act) prohibiting smoking in all workplaces, including bars, restaurants, casinos and legion halls.
- December 16 Bill 96, the "Liquor Licence Amendment Act", received Royal Assent and is expected to come into effect in early February 2005. The legislation will establish a new licensing category allowing diners to bring store-bought wine to restaurants.

2003

- January 23 John Sleeman, announced the appointment of Rick Knudson as President and Chief Operating Officer of Sleeman Breweries Limited.
- January 29 Molson introduced “Canadian Twin Labels”, featuring more than 80 conversation starters and humorous statements found on the back labels of “Molson Canadian” and sold in Ontario bars.
- February 14 The Ontario Superior Court of Justice issued a temporary injunction forbidding The Beer Store from refusing to supply Brick with industry standard bottles.
- February 24 Lakeport launched a new brand called “Wee Willy Dark Scottish Style Beer” containing 5% alcohol by volume. The product is being sold through The Beer Store as well as Lakeport’s own Cold Beer Store at an introductory price of \$24.90 per case of 24 x 341 ml bottles, plus deposit.
- February 25 Premier Ernie Eves announced a cabinet shuffle. Appointments include:
- David Young, Municipal Affairs and Housing;
 - Norm Sterling, Attorney General;
 - Frank Klees, Transportation; and
 - Brian Coburn, Tourism and Recreation.
- February 27 The Beer Store announced it is seeking leave to appeal a ruling that gives Brick a temporary injunction on the standard bottle issue.
- March 13 Molson introduced “A Marca Bavaria”, imported from its Brazil facility and containing 4.5% alcohol by volume.
- March 27 Finance Minister Janet Ecker tabled the provincial budget. A microbrewery will be defined, on or after May 26th, as a manufacturer of beer whose annual worldwide production over the last five years averages 150,000 hectolitres or less.
- The microbrewery reduction rates and thresholds are proposed to change on or after May 26th for beer shipped in Ontario according to the following schedule:
- 5.11 cents per litre for regular beer and 3.61 cents per litre for draught on the first 15,000 hectolitres;
 - 12.76 cents per litre for regular beer and 9.01 cents per litre for draught on the next 15,000 hectolitres;
 - 25.53 cents per litre for regular beer and 18.03 cents per litre for draught on the next 20,000 hectolitres;
 - 38.29 cents per litre for regular beer and 27.04 cents per litre for draught on the next 25,000 hectolitres;

2003 (continued)

- 45.95 cents per litre for regular beer and 32.45 cents per litre for draught on the next 75,000 hectolitres, up to 150,000 hectolitres; and
- 51.05 cents per litre for regular beer and 36.05 cents per litre for draught when over 150,000 hectolitres.

In other changes, to ensure consistent treatment of all beer products sold in the LCBO, the accounting system for revenue from domestic beer products will be amended to mirror that of imported beer products.

- March 31 Lakeport launched “Three Stooges Beer”, a lager containing 5% alcohol by volume, in cases of 6 x 341 ml bottles at \$9.35, excluding deposit.
- April Labatt and Molson introduced temporary price reductions on certain brands. Labatt cut the price on its “Lucky Lager” and “Extra Dry” to \$24.00 per case of 24 x 341 ml bottles, including deposit. Reductions of about two dollars were also put in place for “Blue”, “Blue Light” and “Budweiser”. Molson reduced the price of “Carling Black Label”, “Black Label Ice” and “Black Label Dry” to \$24.00 per case of 24 x 341 ml bottles, including deposit.
- April 1 Lakeport introduced “Brava Z”, a flavoured malt beverage cooler containing 5.5% alcohol by volume, in cases of 6 x 341 ml clear bottles at \$9.35, excluding deposit.
- April 1 Molson introduced “Molson Canadian Bubbas”, tall-boy cans and regular cans featuring the likeness of Don Cherry.
- April 8 Labatt introduced a series of “Blue” limited edition “Original Six” bottles featuring the Toronto Maple Leafs, Montreal Canadiens, Detroit Red Wings, Chicago Blackhawks, Boston Bruins and New York Rangers. The launch also marked the debut of www.labattblue.ca, a site dedicated to the brand.
- April 14 The Beer Store abandoned its motion for leave to appeal the ruling giving Brick a temporary injunction on the standard bottle issue. The motion seeking leave to appeal had been scheduled to be heard at the end of May 2003.
- April 15 Lakeport reduced the price of “Steeler” to \$23.70 per case of 24 x 341 ml bottles, including deposit – a savings of \$5.30 off the regular “Steeler” price.
- April 22 Molson and the city of Barrie completed a real estate transaction to donate a parcel of land adjacent to the Barrie Molson Centre. The donation was announced in conjunction with the closing of the sale of Molson Park to North American (Park Place) Corporation, which was finalized on April 11th.
- April 23 The World Health Organization (WHO) issued a health warning against all but essential travel to Toronto as a result of a Severe Acute Respiratory Syndrome (SARS) outbreak.

2003 (continued)

- April 30 The World Health Organization (WHO) lifted the travel advisory for Toronto.
- May Lakeport fully launched its licensee program, expanding its distribution to bars, pubs and restaurants.
- May Moosehead launched its largest marketing campaign in history, promoting “Moosehead Light”.
- May Molson introduced a new type of beer case called “The Big Chill”. The case of 28 bottles of “Canadian” has a built-in liner to keep the beer cold, with the addition of ice.
- May 1 Magnotta Brewery introduced “Wunder Weisse”, an authentic Bavarian-style wheat beer at 5% alcohol by volume. “Wunder Weisse” will be initially available in the southern Ontario region only in 58.6 and 30 litre kegs.
- May 7 Sedona Beverages introduced “Light Source”, a low calorie vodka cooler, containing 7% alcohol by volume, in cases of 4 x 355 ml bottles.
- May 12 Labatt introduced “Boomerang Cozmo”, a vodka-cranberry cooler, into the market.
- May 14 John Sleeman, Chairman and CEO of Sleeman Breweries Ltd., unveiled a new marketing strategy. Among the changes, in Ontario, Mr. Sleeman will no longer play a prominent role in the brewery’s commercials. He will, however, still be featured in commercials running in Québec and Western Canada.
- May 19 Premier Ernie Eves announced his government’s commitment to a plan revealed in the April 30th Throne Speech to increase the penalties for those convicted of impaired driving. Under new legislation, those convicted of a second offence would face a lifetime driving ban and have their vehicles impounded. Currently, such a ban only applies after a fourth impaired driving conviction.
- May 26 As a result of changes introduced in the provincial budget on March 27th, the definition of a microbrewery for tax reduction purposes went into effect.
- June 3 The Alcohol and Gaming Commission of Ontario (AGCO) announced several amendments under Ontario Regulation 719 of the Liquor Licence Act. Among the changes:
- serving size restrictions on spirits have been eliminated;
 - stadiums used primarily for live entertainment or professional sports will be eligible to apply for an endorsement to sell and serve alcohol in tiered seats; and
 - municipal governments will have greater input on whether new liquor licenses are granted and existing ones are changed.

2003 (continued)

- June 23 Molson announced “Molson Canadian Rocks for Toronto” – a massive, day-long concert on July 30th at Downsview Park headlined by the Rolling Stones. The concert is intended to promote and support tourism to Toronto, which had declined as a result of the SARS (Severe Acute Respiratory Syndrome) outbreak in the city.
- June 27 Kawartha Lakes Brewing accepted an offer to purchase all of their brands and assets from Amsterdam Brewing.
- July 29 Ontario Health and Long-Term Care Minister Tony Clement announced that the Ernie Eves government and Molson Canada are establishing a scholarship fund in memory of healthcare workers who lost their lives in combating the SARS virus.
- August Sleeman introduced “Sleeman Clear”, a low carbohydrate beer containing 4% alcohol by volume into the market.
- August 20 The Granite Brewery, formerly a Toronto brewpub, opened for business. As a result of regulatory changes in October 2002, the brewery now operates a liquor sales licensed facility (tied house) at its manufacturing site. Prior to the regulatory change, only distilleries and wineries were permitted to maintain a tied house.
- September Lakeport printed 50,000 coasters warning about the dangers of date rape drugs. The coasters and posters are being distributed to licensed premises as part of a Rape Drug Awareness Campaign.
- September 16 Sleeman announced an agreement to produce canned beer for Sapporo Breweries. The beer will be brewed at Sleeman’s facility in Guelph and will be sold in unique 750 ml cans.
- October Profit Magazine announced the results of its Profit 100 Survey of Canada’s Top 100 Women Entrepreneurs. Teresa Cascioli, Lakeport Brewing President and CEO, ranked 8th on the list. The list will be printed in the November issue of Profit Magazine as well as its sister publication Chatelaine.
- October 2 In the provincial election, the Liberal Party, lead by Dalton McGuinty, defeated the Conservative Party.
- October 24 Premier Dalton McGuinty announced his new cabinet. Some of the members include:
- Chris Bentley, Labour;
 - Greg Sorbara, Finance;
 - George Smitherman, Health;
 - Dwight Duncan, Energy and House Leader;
 - Jim Bradley, Tourism;
 - Joe Cordiano, Economic Development;

2003 (continued)

- Chris Bentley, Labour;
- John Gerretsen, Municipal Affairs;
- Steve Peters, Agriculture;
- Jim Watson, Consumer and Business Services;
- Leona Dombrowsky, Environment Minister;
- David Caplan, Infrastructure Renewal; and
- Harinder Takhar, Transportation.

- November 11 Owens-Illinois closed down its Milton plant. The plant, which manufactured beer bottles, had been acquired along with others from Consumer Glass in 2001.
- November 24 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.
- November 28 Environment Minister Leona Dombrowsky suggested that the Liquor Control Board of Ontario (LCBO) implement a deposit-return system utilizing refillable glass bottles. The comments came in response to a report by Ontario’s environment commissioner saying that too much glass from curbside recycling (Blue Boxes) was ending up in landfills instead of being recycled.
- December 1 Brick and Big Rock announced that an agreement had been struck to sell their beers in each other’s home markets. Under the agreement, Brick will brew and sell draught versions of Big Rock’s “Traditional Ale” and “Grasshopper” brands in Ontario. Big Rock will sell Brick’s “Red Cap” and “Lager” brands in stubby bottles in Alberta.
- December 10 Brick announced the launch of Brick Lager (yellow label) in a clear stubby beer bottle.
- December 22 Molson introduced “Ultra”, a low carbohydrate beer in cases of 6 x 341 ml bottles, containing 4.5% alcohol by volume into the market.

2002

- January 3 John Sleeman, Chairman & C.E.O. of Sleeman Breweries Limited, announced that Doug Berchtold, President and C.O.O. of Sleeman Breweries Limited resigned his position with the company, effective February 15, 2002.
- January 7 The Beer Store launched its new “Retail Partners Program” designed to add new value and services to existing and future agency stores.

2002 (continued)

- January 17 Consumer and Business Services Manager Norm Sterling unveiled 35 proposed communities to host new LCBO agency stores. At the government's request the LCBO is expanding the LCBO agency system, with new stores scheduled to open through the year. Under the program, the government allows small towns and villages without liquor outlets to sell alcoholic beverages in corner grocery stores.
- February Lakeport announced that it has been appointed exclusive sales agent in Ontario for a new alcoholic alternative beverage known as "Oxtails", alternative cocktails containing 5.9% alcohol by volume. Oxtails "Vodka Cocktail" and "Rum Cocktail" will be sold throughout the LCBO retail outlets in 355 ml cans.
- February 9 Kawartha Lakes Brewing Co. had an Open House at its new brewery.
- February 13 Molson Inc. announced plans to invest \$34.8 million in upgrades at its Toronto brewery. The expansion, which is expected to be completed this fall, will include a 50,000-square-foot structure and state-of-the-art packaging line.
- February 14 Labatt Breweries of Canada announced it has renewed partnership agreements with the National Hockey League (NHL) and CBC's Hockey Night in Canada.
- March 7 Kawartha Lakes "Premium Pale Ale" containing 5.6% alcohol by volume in 12 x 341 ml bottles was introduced to 400 Beer Stores.
- March 11 Labatt introduced a new idea for gift giving and commemorating special occasions. "Labatt Blue by You" offers an opportunity to order a 24-bottle case of "Blue" or "Blue Light" with a personalized photo on the labels.
- March 22 Premier Mike Harris stepped down as leader of the Ontario Progressive Conservative Party.
- March 23 Ernie Eves, former Minister of Finance, won the leadership race of the Ontario Progressive Conservative Party.
- March 25 The Brewers Association of Canada (BAC) moved to its new location, 650-100 Queen Street, Ottawa K1P 1J9. The BAC took advantage of the move to adopt the shortened name "Brewers of Canada" on its stationery and signage. This conforms to the style used for advertising and published material over the past decade. Legally the name remains Brewers Association of Canada.
- March 27 R.J.'s Project Rescousse is bringing its endangered species-saving beer to Ontario, after three years of selling it exclusively in Québec. The beer "Rescousse" is available at 75 LCBO stores across Ontario and 50 cents from every six pack sold is donated to Wildlife Habitat Canada.

2002 (continued)

- April Labatt announced that Fred Jaques, Executive Vice-President of Interbrew North America and President of Labatt Brewing Company Limited stepped down from the company. Jaques' position was eliminated as Interbrew implements a flatter global operating structure.
- April Lakeport announced its national relaunch of “Brava”, a Mexican-style beer available in 6 x 341 ml bottles.
- April 2 Premier Mike Harris resigned his seat in the Ontario legislature.
- April 10 Sleeman sold the Canadian sales, marketing and distribution rights for Beck's products to Toronto-based Oland Specialty Beer Co., a subsidiary of Labatt Brewing Co. Ltd.
- April 11 Brick relaunched “Red Cap Ale” containing 5% alcohol by volume in 341 ml stubby bottles.
- April 12 Labatt, in partnership with Much Music, created a new 30-second responsible use message, entitled Speakers Corner, as a follow-up to the 1996 spots Tattoo and Motel.
- April 15 Ernie Eves was sworn in as Ontario's 23rd Premier and named a new cabinet. Cabinet members of industry interest and their portfolios are as follows:
- Elizabeth Witmer, Deputy Premier and Minister of Education;
 - Janet Ecker, Minister of Finance;
 - Jim Flaherty, Minister of Enterprise, Opportunity and Innovation; and
 - Timothy Hudak, Minister of Consumer and Business Services.
- April 16 John Sleeman, Chairman & C.E.O. of Sleeman Breweries Limited, announced the appointment of David Meyers as President and Chief Operating Officer of Sleeman Breweries Limited, replacing Doug Berchtold who left the company in February.
- April 17 Molson introduced “Canadian” in five-litre mini kegs into the market.
- April 19 Peter Harrison bought the assets of Carleton Place company Hart Breweries after it declared bankruptcy last fall. Mr. Harrison renamed the brewery Banks Canada, Home of Hart Brewers.
- May Labatt relaunched “Labatt 50” with a new-style label which replaces the traditional paper label with a more modern painted design applied using washable ink and special light technology.
- May Sleeman introduced “Cream Ale” in 330 ml cans and 5 litre mini-kegs into the market.

2002 (continued)

- May 16 Sleeman announced an agreement with Bulmers America Inc. to sell and distribute Sleeman's U.S. "Premium Lager" and "Honey Brown Lager" in New York, New Jersey, Pennsylvania, Maryland, Virginia and Washington, D.C.
- June The LCBO Craft Winery Selection Program was launched in early June to better position Ontario wines in the marketplace. Fifty-seven LCBO stores will carry select Ontario VQA wines.
- June Molson launched "Rickard's Honey Brown" containing 5% alcohol by volume in 6 x 341 ml bottles and on tap at selected restaurants and bars in the province.
- June 17 Ontario tabled its budget. Taxes on alcoholic beverages remain unchanged.
- June 18 Sleeman announced the signing of a 20-year agreement with Maclay Inns Limited of Alloa, Scotland. The agreement provides Sleeman with the exclusive right to manufacture, distribute and sell Maclays brands in Canada. It also provides Sleeman with the option to acquire the Canadian trademark rights. "Maclays Traditional Pale" will be initially introduced to Nova Scotia, New Brunswick and P.E.I. "Maclays Traditional Pale Ale" contains 5% alcohol by volume and is available in 6 and 12 x 341 ml bottles.
- July Lakeport introduced "Honey Lager" containing 5% alcohol-by-volume in cases of 24 x 341 ml bottles at \$24 including deposit. Lakeport also introduced "Brava" in three new flavours: lime, negra and light (containing 4% alcohol by volume) at an introductory price of \$30.95 per case of 24 x 341ml bottles, including deposit. As a special introductory offer, the cases will feature in-case promotional Tortilla Chips.
- July 1 Sleeman signed a long-term sales, marketing and distribution agreement for beer brewed by Royal Grolsch NV of the Netherlands. The company purchased the rights to these products from the Rollick Beverage Company, the previous agent for Grolsch beer in Canada.
- August Brick introduced "Yellow Label Lager" containing 5% alcohol by volume in 341 ml stubby bottles into the market.
- August 22 Premier Ernie Eves announced a minor cabinet shuffle, splitting the Ministry of Environment and Energy into two separate departments. John Baird assumes responsibility for Energy, leaving Chris Stockwell with the Environment portfolio.
- September Labatt and Molson announced a price increase. A case of 24 x 341 ml bottles increases to \$33.25 from \$32.75, including deposit. Sleeman brands in cases of 12 x 341 ml bottles increase from \$19.95 to \$20.45, including deposit.

2002 (continued)

- September Lakeport announced that the launch of its online store (www.lakeportbeverage.ca). Products can be ordered on the site and will be distributed throughout Ontario, with the exception of “Brava” and “Mongoose” which will be sold throughout Canada.
- September 4 John Sleeman, Chairman and CEO, Sleeman Breweries Ltd. welcomed Their Royal Highnesses, The Earl and Countess of Wessex, to Sleeman’s Guelph, Ont. brewery. The Earl and Countess (Prince Edward and the former Miss Sophie Rhys-Jones) were on hand to officially open the company’s new canning facility. The multi-million dollar line will produce all Sleeman products available in cans, including “Sleeman Cream Ale”, “Upper Canada Lager”, “Upper Canada Wheat”, and the full range of value products including the “Old Milwaukee” family of brands.
- September 12 Sleeman announced a five-year contract to make Japan’s Sapporo beer for the U.S. market.
- October Lakeport announced that it has entered the snack food category with “Brava Tortilla Chips”. The 340g bags will be sold in major retail outlets throughout Ontario.
- October 2 Brick introduced its “Yellow Label Lager” in a new 473 ml PET (plastic) bottle. Brick launched the brand using a Brick Brewer’s Dozen promotion. In cases of Brick’s craft brewed beers (“Brick Amber”, “Waterloo Dark”, “Brick Premium”, “Formosa” and “Red Baron”) there will be 13 beers for a price of 12 – the 13th bottle being the 473 ml sample of “Yellow Label Lager”. Packaging of the Brick PET will also be offered in 4 packs for under \$10.
- October 15 Due to a corporate reorganization, Dr. Adam Foye, Vice President of Brewing/Research and Development, left Lakeport. Mr. Glen Fobes is now Brewmaster and Blending Manager.
- October 25 Creemore Springs introduced a custom-molded but more conventional 341 ml bottle. The distinctive dark 500 ml bottles will continue to be sold through LCBO stores but will be no longer sold in Beer Store outlets as of February 2003.
- October 28 Brick announced that it is seeking an injunction against The Beer Store which it said planned to withhold Brick’s share of empty industry standard bottles as of November 1. The Beer Store contends Brick’s use of the stubby bottle for its “Red Cap Ale”, relaunched in April, is in breach of The Beer Store’s standard bottle agreement. Brick disputes signing the agreement.
- October 30 The Beer Store, seeking a delay in Brick’s request for an injunction, said it will continue to release to Brick its share of empty industry standard bottles to November 15.

2002 (continued)

- November 5 Labatt announced a four-year sponsorship of the Hamilton Tiger Cats. This new agreement builds on Labatt's seven-year relationship with the Tiger Cats.
- November 15 The Beer Store agreed to supply Brick with industry standard bottles until the dispute goes to court sometime in early 2003.
- December Lakeport announced that it will expand its distribution to the licensee market. A new Director, Sales & Customer Service will spearhead a licensee dedicated sales force that will focus entirely on growing Lakeport's sales and presence in Ontario bars and restaurants.
- December As part of a \$100 million renewal of The Beer Store properties in Ontario, the company announced plans to remodel all of its Ottawa locations by April 2003.
- December 10 David Meyers, appointed as President and Chief Operating Officer of Sleeman on April 16, resigned his position. Rick Knudson, Managing Director, Western Operations, has been appointed as Mr. Meyers' replacement.
- December 23 Transportation Minister Norm Sterling announced effective immediately the introduction of an ignition interlock program. Convicted drunk drivers who are eligible to have their licenses reinstated must blow into a device hooked up to their vehicle's engine ignition system. If the driver's BAC is over .02 (well below the .08 legal limit), then the car will not start.

2001

- January 3 Jeff Newton was appointed Executive Director, Brewers of Ontario.
- January 11 Wellington County Brewery Inc. and Creemore Springs Brewery Ltd. joined the BAC.
- Wellington County Brewery Inc. is located in Guelph, Ontario. The brewery began production in August 1985. Brands produced include: "County Ale", containing 5% alcohol by volume, "Special Cream Pale Ale", "Trailhead Lager", both containing 4.5% alcohol by volume, "Arkell Best Bitter", containing 4% alcohol by volume, "Iron Duke Strong Ale", containing 6.5% alcohol by volume, "Honey Lager", containing 5.2% alcohol by volume, "Iron Duke Porter", containing 5.7% alcohol by volume, and "Iron Duke Imperial Stout", containing 8% alcohol by volume. Principal Officers of the brewery are Michael Stirrup, President and Douglas Dawkins, Secretary-Treasurer.

2001 (continued)

Creemore Springs Brewery Limited is located in Creemore, Ontario. The brewery began production in 1987. Brands produced include: “Creemore Springs Premium Lager”, containing 5% alcohol by volume and “Creemore Springs urBock”, containing 6% alcohol by volume. Principal Officers of the brewery are Howard Thompson, President, Gordon Fuller, V.P. Brewing and Kurtis Zeng, V.P., Operations.

- January 15 Sleeman increased beer prices by 50 cents. A case of 12 x 341 ml bottles will now cost consumers \$19.45 up from \$18.95.
- February 8 Premier Harris announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- Jim Flaherty, Deputy Premier and Minister of Finance;
 - Bob Runciman, Minister of Economic Development;
 - Janet Ecker, Minister of Education and Government House Leader;
 - Tony Clement, Minister of Health and Long Term Care;
 - Norm Sterling, Minister of Consumer and Business Services;
 - Cameron Jackson, Minister of Citizenship;
 - Brian Coburn, Minister of Agriculture, Food and Rural Affairs;
 - Tim Hudak, Minister of Tourism, Culture and Recreation;
 - David Young, Attorney General;
 - Brad Clark, Minister of Transportation;
 - Brenda Elliot, Minister for Intergovernmental Affairs;
 - Elizabeth Witmer, Minister of Environment;
 - Chris Stockwell, Minister of Labour; and
 - Jim Wilson, Minister of Energy, Science and Technology.
- February 14 Kawartha installed a new brewhouse.
- February 28 Lucio Di Clemente was appointed President, The Beer Store.
- April Lakeport was honoured for Advertising Creative Excellence (ACE) in the Audio Visual category. The ACE Marketing awards recognize advertising accomplishments by corporations in South-central Ontario.
- April Lakeport announced that it has been selected as a producer of “Smirnoff Ice™” for United Distillers and Vinters (UDV).
- April Lakeport was recognized by the Hamilton Chamber of Commerce as the winner of Outstanding Business Achievement in the Large Business Category.

2001 (continued)

- April 10 Labatt launched its 24th Annual Labatt People in Action (LPIA). The LPIA sponsored by Labatt Breweries of Canada and Human Resources Development Canada (HRDC) will help secondary and post-secondary students acquire essential job skills and experiences.
- The program is designed to bring student innovation and work experience in partnership with community charity organizations.
- April 23 Labatt introduced a mini Stanley Cup collectible in specially-marked cases of “Blue”, 24 x 341 ml bottles.
- April 23 Molson introduced a free hat in specially-marked cases of “Canadian”, 24 x 341 ml bottles.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- May 4 Magnotta Brewery joined the BAC. Magnotta is located in Vaughan, Ontario. Brands produced include: True North Cream Ale, True North Lager, Magnotta Traditional Altbier, all containing 5% alcohol by volume, True North Light, containing 3.8% alcohol by volume, True North Strong Ale, containing 6% alcohol by volume, and Magnotta Classic India Pale Ale, containing 6.5% alcohol by volume.
- Principal Officers of the brewery are Gabe Magnotta, President and Rossana Magnotta, Executive Vice President. Operations Manager and Head Brewer is Mike Ligas.
- May 9 Ontario released its budget. There was a change in the beer tax structure effective June 25. The beer tax was levied in two parts, i.e. the higher of \$.50 per litre on packaged beer (\$.35 on draught) or 21% of brewer selling price. The structure caught the higher priced brands. On June 25 the ad valorem component will be eliminated in favour of a higher per litre tax.
- On packaged beer the rate moves from \$.50 per litre to \$.5105 and on draught from \$.35 to \$.3605. There is a sliding scale reduction for small brewers selling less than 100,000 hl on the first 74,999 hectolitres. Those rates did not change but will apply to the litre charge rather than the ad valorem, thereby reducing their tax burden.
- June Lakeport “Steeler Lager” containing 5% alcohol by volume, was introduced in 12 and 24 x 341 ml bottles and in single serving 950 ml and 355 ml cans.

2001 (continued)

- June 20 Unibroue “Blanche de Chambly” containing 5% alcohol by volume, available on tap.
- July Hart Robinson Breweries Ltd. of Carleton Place ceased operations.
- July 5 Lakeport introduced three free CDs of Latin Music inside specially-marked cases of “Brava”, 24 x 341 ml bottles.
- August Lakeport announced the appointment of Russell Tabata as Senior Vice President, Operations.
- August 7 Labatt launched a new design to its corporate web site offering consumers more information about the company, its involvement in the community and its vast portfolio of quality beers.
- October Kawartha Lakes moved their brewery to a new and larger facility just south of the old one, at 2035 Fisher Drive in Peterborough.
- October 1 Labatt and Molson increased beer prices by 50 cents. A case of 12 x 341 ml bottles will now cost consumers \$17.45 up from \$16.95.
- October 1 Sleeman increased beer prices by 50 cents. A case of 12 x 341 ml bottles will now cost consumers \$19.95 up from \$19.45.
- October 16 Premier Harris announced that he will step down as premier of Ontario after a Spring 2002 leadership race. Harris will continue on as MPP of his Nipissing riding. The Progressive Conservative leader was elected in 1995 and again in 1999.
- November Creemore installed a new brewhouse and re-introduced “urBock”, containing 6% alcohol by volume, in 500 ml bottles for a limited time only.
- December 1 Lakeport announced the appointment of Karen Trudell as Chief Financial Officer and Nicholas Antoncic as Human Resource Manager.
- December 13 Sleeman announced the purchase of its Quebec distributor, privately held Northern Goose Brewing Co. Northern Goose, based in Laval since 1994, is the exclusive distributor of Sleeman and Stroh products in the Montreal and Quebec City regions.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of “Blue” to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Manitoba 2005

- January 3 Labatt introduced “Lucky Lager” in cases of 6 and 12 x 355 ml cans at the respective prices of \$6.90 and \$13.80 including deposit.
- January 3 Sleeman increased the price of “Stroh Colt 45” in 710 ml cans by \$0.15 to \$3.45 including deposit.
- January 3 Minhas Creek introduced two new products to the Manitoba marketplace: “Double Axe Extreme”, containing 9% alcohol by volume, in a 1.18 litre bottle at \$5.65 including deposit and “Minhas Creek Lager”, containing 5.5% alcohol by volume, in 58.67 litre kegs (available to licensees only) at \$149.41 including deposit.
- January 10 Great Western introduced “Brewhouse Pilsener” in cases of 6 x 355 ml cans at \$6.90 including deposit.
- January 10 Sleeman introduced “Old Milwaukee Dry” in cases of 6 x 355 ml cans at \$6.90 including deposit.
- January 17 Molson introduced “Moretti Beer”, containing 4.6% alcohol by volume, in a 355 ml bottle at \$2.10 including deposit. Molson also introduced to the licensee market “Black Label Lager” in a 58.67 litre keg at \$119.41.
- January 21 Sleeman removed “Sleeman Selections” in cases of 12 x 341 ml bottles from the market.
- January 31 Fort Garry introduced “Fort Gibraltar Premium Lager”, containing 5% alcohol by volume, in cases of 12 x 341 ml bottles at \$19.10 including deposit.
- February 7 Fort Garry reduced the price of “Bison Blonde Lager” in cases of 12 x 341 ml bottles by \$1.80 to \$17.50 including deposit until February 20.
- February 14 Labatt introduced “Alexander Keith's India Pale Ale” in cases of 8 x 355 ml cans at \$13.95, including deposit.
- February 14 Minhas Creek introduced “Minhas Creek Pelican Light Lager”, containing 4% alcohol by volume, in cases of 12 x 355 ml bottles at \$13.95 including deposit.
- March 8 Finance Minister Greg Selinger tabled the province’s budget. Alcoholic beverage taxes remain unchanged.
- March 10 Labatt removed “Kootenay Mountain Ale” in 58.6 litre kegs from the market.

2005 (continued)

- March 11 Labatt removed “Kootenay Mountain Ale” in cases of 6 x 341 ml bottles from the market.
- March 21 Molson increased the price of “Miller Genuine Draft” in cases of 18 x 355 ml bottles by \$1.50 to \$28.50, including deposit.
- March 21 Molson introduced “Kick”, a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of cases of 12 x 341 ml bottles and 6 x 355 ml cans.
- March 28 Molson introduced “Kick” in cases of 24 x 355 ml aluminum bottle-shaped cans.
- March 30 The Manitoba Liquor Control Commission (MLCC) indicated that it will not implement increases to minimum markups for beer as planned for April 18. As well, the MLCC not be implementing changes to the calculations for strong beer minimum retail pricing at this time.
- April 8 Minhas Creek removed “Rani Indian Lager” in cases of 12 x 355 ml cans from the market.
- April 11 Molson reduced the price of “Black Label Dry” in cases of 12 x 341 ml bottles from \$14.85 to \$13.80 including deposit.
- April 20 Labatt removed “Wildcat” in cases of 6 x 355 ml cans from the market.
- April 25 Labatt reduced the price of “Lucky Lager” in cases of 12 x 341 ml bottles from \$14.85 to \$13.80 including deposit.
- April 27 The government introduced legislation which will, when enacted, increase the penalty for drinking and driving with a child under 16 in the car from a one year licence suspension to five years after a first offence.
- May 2 Great Western introduced in cases of 12 x 355 ml cans “Premium Light”, “Premium Lager” and “Premium Honeywheat” at \$18.35 including deposit. Great Western also introduced “Olympia” in cases of 6 and 12 x 355 ml cans at the respective prices of \$7.95 and \$15.60 including deposit.
- May 2 Labatt introduced “Kokanee” in an 18 x 355 ml “Glacier Pack” containing new “chill check” cans and “SHOK”, a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans into the market.
- May 2 Molson introduced “Coors Light” in 30 x 355 ml cans at \$45.25 including deposit.
- May 2 Minhas Creek announced the following price changes: “Tundra Ice Lager” in cases of 6 x 355 ml cans increases from \$6.95 to \$7.45 including deposit; “Joe’s American Lager” in cases of 6 x 355 ml cans decreases from \$6.95 to \$6.85 including deposit; and “Pelican Light Lager” in cases of 12 x 355 ml cans increases from \$13.95 to \$14.90 including deposit.

2005 (continued)

- May 16 Sleeman introduced “Original Draught”, containing 5% alcohol by volume, in cases of 12 and 24 x 341 ml bottles at the respective prices of \$19.90 and \$36.95 including deposit.
- May 23 Great Western introduced “Premium Pilsner”, containing 5% alcohol by volume, in cases of 12 x 355 ml cans at \$18.35 including deposit and 12 x 341 ml bottles at \$18.30 including deposit.
- May 23 Molson introduced “Black Label Dry”, containing 5.6% alcohol by volume, in cases of 6 x 341 ml bottles at \$6.80 including deposit.
- June 6 Sleeman reduced the price of “Cream Ale”, “Honey Brown Lager” and “Clear” in cases of 6 x 330 ml cans from \$11.45 to \$9.75 including deposit until June 19.
- June 6 Minhas Creek reduced the price of “Classic Lager” in cases of 6 x 355 ml cans from \$6.95 to \$6.90 including deposit and in 24 x 355 ml cans from \$27.95 to \$27.60 including deposit.
- June 9 Bill 12, the Liquor Control Amendment Act, which includes several amendments intended to modernize the Liquor Control Act, went into effect. The new legislation will:
- allow distillers to establish a retail store at their manufacturing site;
 - allow licensed establishments the option to re-cork wine served with a meal for a patron to take home;
 - extend the closing time to 60 minutes from 30 minutes;
 - permit liquor vendors to sell liquor to licensees as well as the public and to deliver liquor to local licensees; and
 - permit commission employees to work in other segments of the liquor industry provided they are not placed in a conflict of interest.
- June 13 Molson introduced “Canadian” in cases of 24 x 355 ml cans in a Cooler Bag at \$36.95 including deposit.
- June 20 Molson introduced “Kick” in cases of 4 x 355 ml aluminum bottle-shaped cans. Molson also reduced the price of “Dry” in cases of 24 x 355 ml cans from \$27.90 to \$27.60 including deposit.
- June 27 Fort Garry introduced “Premium Light”, containing 4% alcohol by volume, in cases of 6 x 355 ml cans at \$9.95 (including deposit) and “Two Rivers Red”, containing 5% alcohol by volume, in cases of 6 x 355 ml cans at \$10.70 (including deposit) into the market.
- June 27 Great Western introduced “Western Premium Lager”, containing 5% alcohol by volume, in 58.67 L kegs at \$141.89 (price to licensee/vendor).

2005 (continued)

- June 27 Molson introduced “Black Label Charger”, containing 9% alcohol by volume, in 750 ml cans at \$3.65 including deposit.
- June 27 Sleeman introduced “Original Draught”, containing 5% alcohol by volume, in cases of 12 x 355 ml cans at \$19.90 including deposit.
- July 1 The Manitoba Government announced stiffer penalties for impaired driving. A first offence will bring a five-year suspension, up from one year for drinking and driving with a child under 16 in the vehicle.
- July 4 Minhas Creek decreased the price of “Joe’s American Lager” in 6-packs of 355 ml cans from \$5.32 to \$5.01, including deposit.
- July 4 Molson reduced the price of “Miller Genuine Draft” in 15-packs of 355 ml cans from \$25.60 to \$23.10, including deposit. Sleeman introduced “1615 Bavarian Lager” in 50 litre kegs to licensees/vendors at a price of \$144.00.
- July 18 Molson introduced “Miller Genuine Draft” in 15-packs of 355 ml cans at \$23.60 including deposit.
- July 18 Sleeman Unibroue introduced in cases of 6 x 341 ml bottles “Maudite” at \$12.50, “La Fin du Monde” at \$12.95 and “Blanche du Chambly” at \$12.30 including deposit.
- August Fort Garry was awarded the Canadian Brewerianist “Label of the Year” for the label adorning its bottles of “Two Rivers Red”.
- August 1 Minhas Creek introduced “Lakeshore Creek Lager” in new package sizes of 6-packs of 355 ml cans, 24-packs of 355 ml cans and single 710 ml cans, available at the respective prices (including deposit) of \$6.95, \$27.95 and \$2.00.
- August 1 Great Western introduced “Brewhouse Pilsener” in 8.67 litre kegs at a price of \$119.41, available to licensees/vendors.
- August 8 Labatt increased the price of “50” in cases of 12 x 341 ml bottles from \$18.00 to \$18.50 and “Keith’s IPA” in cases of 24 x 341 ml bottles from \$36.95 to \$37.95, including deposit. The price of “Sterling” in 6 x 355 ml cans increased from \$10.70 to \$11.05, including deposit. Great Western decreased the price of “Natural Draft” and “Ice Draft” in litre PET bottles from \$7.10 to \$6.75, including deposit.
- August 8 Minhas Creek reduced the price of “Minhas Creek Lager” in 24-packs of 355 ml cans from \$27.60 to \$26.95, including deposit.
- August 8 For a limited time, Sleeman reduced the price of “Cream Ale” and “Honey Brown Lager” in cases of 12 x 341 ml bottles from \$20.95 to \$19.81, including deposit.

2005 (continued)

- August 19 Labatt removed “Wildcat” in cases of 12 x 341 ml bottles from the market.
- August 22 Minhas Creek reduced the price of “Titan 6.9 Lager” in 710 ml cans from \$2.74 to \$2.30 including deposit.
- August 22 Fort Garry reduced the price of “Stone Cold Draft” in 2 litre PET bottles from \$7.10 to \$6.50 including deposit.
- September 5 Great Western decreased the price of “Natural Draft” and “Ice Draft” in 2 litre PET bottles from \$6.75 to \$6.50, including deposit.
- September 5 Labatt announced changes in the price of three of its products: “Club Beer” increases from \$8.95 to \$9.45 for cases of 6 x 341 ml bottles while six-packs of 355 ml cans increases from \$9.50 to \$9.95, including deposit. The price of “SHOK” in four-packs of 250 ml cans decreases from \$6.95 to \$5.65, including deposit.
- September 5 Molson announced price changes for the following brands in case of 12 x 341 ml bottles: “Standard Lager” from \$18.00 to \$18.50, “Rickard’s Red” from \$19.30 to \$19.75 and “Rickard’s Tasters Pack” from \$19.65 to \$19.75 including deposit. The price of “Molson Dry” in 24- and 15-packs of 355 ml cans decreases from \$27.60 to \$26.95 and from \$22.60 to \$17.60 respectively, prices including deposit.
- September 12 Great Western introduced “Western Premium Pilsner” in 58.67 litre kegs to licensees/vendors at \$141.89.
- September 27 Molson removed “Coors Light” in 30-packs of 355 ml cans from the market.
- October 4 Sleeman removed “Steam Beer” in cases of 6 x 341 ml bottles from the market.
- November Minhas Creek introduced “Lakeshore Creek Classic”, containing 5.5% alcohol by volume, in 355 ml and 710 ml cans.
- November 4 Molson removed “Kick” in the following package sizes from the market: 4 and 24 x 355 ml aluminum bottles, 12 x 341 ml bottles and 6-packs of 355 ml cans.
- November 4 Fort Garry increased the price of “Pale Ale”, “Dark Ale”, “Two Rivers Red” and “Ft. Gibraltar Premium” in cases of 12 x 341 ml bottles to \$19.60 including deposit. The price of “Pale Ale” and “Dark Ale” in cases of 6 x 341 ml bottles increased to \$10.35 including deposit.
- November 7 Big Rock introduced “Variety Pack” in cases of 12 x 341 ml bottles at \$20.35 including deposit into the market.
- November 18 Labatt removed “SHOK” in 4-packs of 355 ml cans from the market.
- November 18 Molson removed “Black Label Dry” in cases of 6 x 341 ml bottles from the market.
- December 5 Sleeman introduced “Grolsch Premium Lager” in a 473 ml bottle and 500 ml can package into the market.

2005 (continued)

- December 9 Fort Garry removed “Premium Light” in cases of 24 x 341 ml bottles from the market.
- December 23 Labatt removed “Blue” in cases of 15 x 341 ml bottles from the market.

Manitoba 2004

- January Molson introduced “Ultra”, a 4.5% alcohol by volume, low carbohydrate beer, into the market.
- February 16 Molson general brands increased from \$17.20 to \$17.65 for a case of 12 x 341 ml bottles, including deposit.
- March 1 Labatt general brands increased from \$17.20 to \$17.65 for a case of 12 x 341 ml bottles, including deposit.
- April The price of beer increased from \$17.65 to \$18.00 per case of 12 x 341 ml bottles, including deposit.
- April 19 Finance Minister Greg Selinger tabled the province’s budget. Effective May 17, the price of beer, wine and spirits will increase by varying amounts.
- May 3 Sleeman introduced “Amber Ale”, containing 5% alcohol by volume, into the market.
- May 17 The price of beer increased from \$17.65 to \$18.00 per case of 12 x 341 ml bottles, including deposit.
- June Fort Garry introduced a 19 litre “Peg Keg” available in “Dark Ale”, “Pale Ale”, “Two Rivers Red” and “Two Rivers Lager”.
- September Regulation 158/2004 was approved banning licensee “all-you-can drink” promotions, games and contests. The regulation is part of an ongoing provincial crackdown on practices the government believes could encourage binge drinking.
- September 6 Lakeport increased its price of “Mongoose Malt” in single 950 ml cans to \$4.95 including deposit.
- October 1 Regulation 174/2004, the Non-Smokers Health Protection Regulation, which introduces a province-wide ban on smoking went into effect. Smoking will be banned in all indoor public places, including licensed establishments, and in workplaces.
- October 4 Labatt removed “Belle Vue Kriek” in 20 litre kegs from the market.
- October 4 Sleeman introduced “Sleeman Selections”, a mixed product package at 5.2% alcohol by volume in cases of 12 x 341 ml bottles, and “Sapporo”, containing 5% alcohol by volume, in individual 341 ml bottles.

2004 (continued)

- October 16 Fort Garry signed an agreement to warehouse, distribute and sell Agassiz brands.
- November The price of beer increased to \$18.95 from \$18.55 per case of 12 x 341 ml bottles, including deposit.
- November 1 Big Rock introduced “Big Rock Variety Pack”, containing 5% alcohol by volume, in cases of 12 x 341 ml bottles at \$20.35 (including deposit) into the market.
- December 13 Minhas Creek’s Mountain Crest, introduced into the market: “Minhas Creek Classic Lager” containing 5.5% alcohol by volume in 6 and 24 x 355 ml cans; “Tundra Ice Lager”, 6.2% alcohol by volume, in 6 x 355 ml cans; “Double Axe Malt”, 9% alcohol by volume, in 710 ml cans; “Joe’s American Lager”, 4.7% alcohol by volume, in 6 x 355 ml cans, and; “Titan 6.9 Lager”, 6.9% alcohol by volume, in 710 ml cans.
- December 20 Molson reduced the price of the following brands (inclusive of deposit): “Molson Dry” in 6 x 355 ml cans by \$3.05 to \$6.90; “Black Ice” in 12 x 355 ml cans by \$1.80 to \$13.80, and; “Olde English” in 1.18 litre bottles by \$.10 to \$5.65.
- December 27 Molson introduced “Black Ice” in 6 x 355 ml cans and “Molson Dry” in 24 x 355 ml cans into the market.

2003

- January 1 Sleeman removed “Shaftebury Honey Pale Ale”, “Shaftebury Rainforest” and Shaftebury Cream Ale” in 6 x 341 ml bottles, and “Shaftebury Cream Ale” in 18.5 litre kegs, from the market.
- January 3 Big Rock removed “Variety Pack” in cases of 12 x 341 ml bottles from the market.
- January 7 Labatt removed “John Labatt Pack” in cases of 24 x 341 ml bottles from the market. Molson removed “Rickard’s Tasters Pack” in cases of 12 x 341 ml bottles from the market.
- January 10 Labatt removed “Blue” in five litre mini-kegs from the market.
- January 12 Labatt reduced the price of “Genuine Draft” in six-packs of cans and cases of 12 x 341 ml bottles to popular price value brand levels.
- January 20 Labatt introduced “Busch” beer in cases of 6 and 12 x 355 ml cans into the market.
- January 28 Molson removed the “Get 2 Gether Pack” in cases of 24 x 341 ml bottles from the market.
- February The Canadian Malting Barley Technical Centre announced the appointment of Robert McCaig as Managing Director.

2003 (continued)

- February 3 Molson removed “Extra Old Stock” in cases of 24 x 341 ml bottles, “Extra Old Stock Strong” in 1.18 litre bottles, “Milwaukee Best” in 6 x 355 ml cans, “Tornado Lemonade in 6 x 341 ml bottles and “Molson Dry” in 24 x 355 ml cans from the market.
- February 6 The Boards of Directors of Fort Garry and Two Rivers announced the signing of a letter of intent to merge their respective companies by way of a statutory amalgamation.
- February 14 Sleeman removed “John Smith Extra Smooth Ale” in 50 litre kegs from the market.
- February 20 Molson removed “Molson Dry” in 6 x 341 ml bottles from the market.
- February 24 Molson increased its prices. Among the price changes, the cost of a case of 12 x 341 ml bottles increased by 50 cents to \$17.20 and a case of 24 x 341 ml bottles by 95 cents to \$32.95, including deposit.
- February 28 Molson removed “Molson Dry” in 58.67 litre kegs from the market.
- March Winnipeg’s only brewpub, River City Brewing Co., closed down operations.
- March 3 Labatt increased its prices to the same levels as Molson.
- March 3 Molson introduced “A Marca Bavaria”, containing 4.5% alcohol by volume, in 330 ml bottles imported from its Brazil facility.
- March 24 Molson introduced “Canadian” in cases of 6 x 473 ml cans into the market.
- March 28 Finance Minister Gregory Selinger tabled the provincial budget. Taxes on alcoholic beverages remain unchanged.
- March 28 Sleeman removed “Shaftebury Summer Solstice” in cases of 6 x 341 ml bottles, “Samuel Adams Boston Lager” and “Samuel Adams Summer Ale” in 341 ml bottles from the market. Sleeman introduced “Cream Ale” and “Honey Brown Lager” in cases of 6 x 330 ml cans into the market.
- March 31 Molson introduced “Black Label Dry” in cases of 12 x 341 ml bottles into the market.
- April 1 Molson introduced “Molson Canadian Bubbas”, tall-boy cans and regular cans featuring the likeness of Don Cherry.

2003 (continued)

- April 7 Molson introduced “Rickard’s Honey Brown” ale in cases of 6 x 341 ml bottles into the market.
- April 8 Labatt introduced a series of “Blue” limited edition “Original Six” bottles featuring the Toronto Maple Leafs, Montreal Canadiens, Detroit Red Wings, Chicago Blackhawks, Boston Bruins and New York Rangers. The launch also marked the debut of www.labattblue.ca, a site dedicated to the brand.
- April 14 Labatt introduced “Kokanee” in cases of 18 x 355 ml cans into the market.
- April 14 Molson removed “Milwaukee Best” in cases of 12 x 355 ml cans and 12 x 341 ml bottles, and “Molson Dry” in cases of 6 x 473 ml cans from the market.
- April 25 Big Rock removed “Warthog Cream Ale” in cases of 6 x 355 ml cans from the market.
- April 28 Big Rock introduced a limited time offer until May 11th for “Traditional Ale” and “Grasshopper Wheat Ale” cases of 6 x 355 ml cans.
- April 28 Labatt introduced “Lite” in cases of 30 x 355 ml cans into the market.
- May Moosehead launched its largest marketing campaign in company history, promoting “Moosehead Light”.
- May 3 Bear Brewing introduced “Albino Rhino Honey Lager” in 50 litre kegs into the market.
- May 7 Fort Garry shareholders voted overwhelmingly in favour of its proposed merger with Two Rivers.
- May 12 Great Western introduced “Brewhouse Pilsener” in cases of 12 x 355 ml cans into the market.
- May 19 Big Rock introduced “Alberta Genuine Draft” in cases of 12 x 355 ml cans into the market.
- May 20 The President and Brewmaster of Fort Garry, Doug Saville, announced the formal completion of merger negotiations between Fort Garry and Two Rivers. The new company will operate out of the existing Fort Garry facility, retaining the Fort Garry name.

2003 (continued)

- May 26 Big Rock introduced a limited time offer until June 8th for “Alberta Genuine Draft” in 12 x 355 ml cans.
- May 26 Labatt introduced “Kokanee Gold” in cases of 6 x 355 ml cans into the market.
- May 31 Molson introduced “Canadian” in cases of 28 x 341 ml bottles into the market.
- June 2 Molson removed “Old Vienna” in 750 ml cans from the market.
- June 3 Big Rock removed “Kold Lager” in cases of 12 x 341 ml bottles from the market.
- June 3 The NDP, under leader Gary Doer, was returned to power in the provincial election.
- July 7 Labatt introduced “Bud Light” in cases of 24 x 341 ml bottles into the market.
- July 7 Big Rock introduced “Honey Brown Lager” in cases of 6 x 341 ml bottles and 58.67 litre kegs into the market.
- July 14 Big Rock removed “Amber Ale” in cases of 6 x 341 ml bottles from the market.
- July 27 Molson removed “Canadian” in cases of 28 x 341 ml bottles from the market.
- August 11 Molson introduced “Heineken” in 710 ml bottles into the market.
- August 18 Labatt re-introduced “Blue” in 750 ml cans into the market.
- August 25 Fort Garry introduced “Dark” and “Pale” in 19 litre kegs into the market.
- September 10 Molson removed “Canadian” in case of 6 x 473 ml cans and “Extra Old Stock” in cases of 6 x 341 ml bottles from the market.
- September 15 Molson re-introduced “Rickards Tasters Pack” in cases of 12 x 341 ml bottles into the market.
- September 19 Big Rock removed “Grasshopper” in cases of 12 x 341 ml bottles and 6 x 355 ml cans from the market.
- October 1 Labatt removed “Kokanee” in cases of 18 x 355 ml cans and “Blue” in 5 litre kegs from the market.
- October 6 Great Western introduced “Premium Bitter” in cases of 6 x 355 ml cans and “Premium Honey Wheat” in cases of 12 x 341 ml bottles into the market.

2003 (continued)

- November 4 Premier Gary Doer announced a cabinet shuffle. Among the appointments:
- Greg Selinger, Finance;
 - Scott Smith, Industry, Economic Development and Mines; Manitoba Liquor Commission;
 - Gord Mackintosh, Justice and Attorney General;
 - Dave Chomiak, Health;
 - Ron Lemieux, Transportation and Government Services; and
 - Steve Ashton, Water Stewardship.
- December 1 More than 500 unionized MLCC store employees reached a tentative three-year deal with the province avoiding a strike.
- December 1 As a result of changes to the Highway Transportation Act, effective immediately ignition interlock devices are mandatory and apply to all first time offenders convicted of impaired driving causing death or bodily harm and to all repeat impaired driving offenders. They also become a mandatory add-on after conditional licences have been granted.
- December 8 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.

2002

- January 7 Lakeport introduced “Mongoose Malt Liquor” containing 8% alcohol by volume into the market.
- January 13 Labatt’s Columbia removed “Kokanne” in cases of 18 x 355 ml cans from the market.
- January 23 Labatt removed “Boomerang Iced Tea” in cases of 6 x 341 ml bottles from the market.
- January 24 Agassiz Brewing went into receivership.
- January 31 Molson introduced “Rickard’s Pale Ale” containing 5% alcohol by volume in cases of 6 x 341 ml bottles into the market.
- March The Manitoba Liquor Control Commission increased beer prices by 50 cents per dozen bottles. A case of 12 x 341 ml bottles will now cost consumers \$16.70.

2002 (continued)

- March 14 Moosehead removed “Light” in cases of 16 x 341 ml bottles from the market.
- April 22 Manitoba released its budget. Alcoholic beverage taxes remain unchanged.
- April 22 Moosehead reintroduced “Light” in cases of 16 x 341 ml bottles into the market.
- April 22 McAuslan introduced “St. Ambroise Pale Ale” containing 5% alcohol by volume in cases of 6 x 341 ml bottles into the market.
- May 1 Big Rock introduced “Grasshopper Wheat Ale”, containing 5% alcohol by volume, and “Warthog Cream Ale”, containing 4.5% alcohol by volume, in 6 x 355 ml cans into the market.
- May 6 Great Western Brewing introduced “G.W. Premium Light” in cases of 12 x 341 ml bottles into the market.
- May 13 Big Rock introduced “Grasshopper Wheat Ale” and “Traditional Ale” in 30 litre kegs into the market.
- May 27 Molson introduced “Miller Genuine Draft” containing 4.7% alcohol by volume in cases of 15 x 355 ml cans into the market.
- June 3 Okanagan Spring reintroduced “Samuel Adams Summer Ale” in 341 ml bottles into the market.
- June 3 Molson removed “Old Vienna Light” in cases of 12 x 341 ml bottles from the market.
- June 5 Molson removed “Molson XXX” in cases of 12 x 341 ml bottles from the market.
- June 24 Moosehead introduced “Clancy’s Amber Ale” containing 5% alcohol by volume in cases of 6 x 341 ml bottles into the market.
- July 8 Labatt introduced “Budweiser” in single 750 ml cans into the market.
- July 29 Big Rock introduced “Grasshopper Wheat Ale” and “Traditional Ale”, containing 5% alcohol by volume, in cases of 12 x 341 ml bottles into the market.
- July 29 Labatt introduced “Blue” in 5 litre mini-kegs into the market.

2002 (continued)

- July 29 Molson introduced “Canadian” in 5 litre mini-kegs into the market.
- August The government amended the Liquor Control Act, allowing liquor stores, beverage rooms, vendors and private clubs to open on Sundays.
- August 14 Agassiz Brewing announced two of its brands, “Bison Blonde Lager” and “Catfish Cream Ale”, are now available in two retail outlets of Northern Breweries in Sault Ste. Marie and Sudbury.
- August 16 Labatt removed “John Labatt Classic” in cases of 6 x 341 ml bottles from the market.
- August 20 Winnipeg-based Maple Leaf Distillers announced plans to enter the beer market with its own locally-produced product next spring.
- August 22 Gary N. Coopland was appointed acting President and Chief Executive Officer of Fort Garry Brewing Company Ltd.
- August 28 Big Rock removed “Black Amber Ale” in 30 litre kegs from the market.
- September 5 Fort Garry Brewing removed “Frontier Pilsner Lager” in 58.67 litre kegs from the market.
- September 12 Molson announced the launch of “Rickard’s Honey Brown” containing 5% alcohol by volume on tap at select restaurants and bars in the province.
- September 16 Richard Hoeschen, founder of Fort Garry, passed away in hospital. Mr. Hoeschen opened the first microbrewery in the province in 1994 and created Fort Garry “Draught Ale”.
- September 24 Labatt removed “Club” in 58.67 litre kegs from the market.
- September 25 Big Rock removed “Big Rock Kold” in 12 x 355 ml cans from the market.
- September 25 Premier Gary Doer today announced the creation of the new Department of Energy, Science and Technology. Tim Sale becomes the first minister of the new department. Other changes to cabinet are:
- Ron Lemieux – new Minister of Education and Youth;
 - Greg Selinger – continuing as Minister of Finance and Minister Responsible for French Language Services, the Civil Service Commission and the Crown Corporations Public Review and Accountability Act, with added new responsibilities for the Manitoba Liquor Control Commission and Public Utilities Board; and
 - Scott Smith – new Minister of Transportation and Government Services and added new responsibility for the Manitoba Lotteries Commission.

2002 (continued)

- October 2 Molson removed “Rickard’s Gold” in 6 x 341 ml bottles from the market.
- October 8 Labatt removed “Maximum Ice” in 1.18 litre bottles from the market.
- October 11 Labatt removed “Boomerang Kiwi Lime” in cases of 6 x 341 ml bottles from the market.
- October 21 Molson introduced “Heineken” in cases of 12 x 330 ml bottles into the market.
- October 21 Great Western Brewing introduced “Honey Wheat Lager” in 58.67 litre kegs into the market.
- November 11 Big Rock introduced “Big Rock Variety Pack” in cases of 12 x 341 ml bottles for a promotional period to January 4, 2003
- November 12 Labatt introduced “John Labatt” pack in cases of 12 x 341 ml bottles for a promotional period to January 6, 2003.

- December 1 Revisions to Manitoba's Highways Traffic Act went into effect increasing the penalties for impaired driving:
- the most serious impaired driving offences, including impaired driving causing death, impaired driving causing bodily harm and police chases will result in a five-year suspension for a first offence, a 10-year suspension for a second conviction and a lifetime suspension for a third conviction; and
 - for other impaired driving offences, a third conviction will earn a 10-year suspension while a fourth conviction will result in a lifetime suspension.

2001

- February Ian Wright, President and C.E.O. of the Manitoba Liquor Control Commission (MLCC) was replaced by Don Lussier. Mr. Lussier is currently acting President of the MLCC.
- February 26 Don Harms was appointed General Manager of Agassiz Brewing Company Ltd.
- March 13 The Manitoba Liquor Control Commission introduced new minimum price for beer, wine and spirits. The new minimum price is \$2.25 per 12 ounces of draught, bottled, can beer, cider, cooler; per one ounce of spirits and per five ounces of wine.
- March 13 Agassiz “Catfish Cream Ale” containing 5% alcohol by volume, was introduced in 12 x 341 ml bottles.

2001 (continued)

- March 23 Premier Doer appointed Scott Smith to Minister of Consumer and Corporate Affairs and Minister responsible for the Manitoba Liquor Control Commission.
- March 27 Fort Garry introduced “Premium Light” containing 4% alcohol by volume, in 341 ml bottles.
- April 2 Manitoba Liquor Control Commission increased beer prices by 45 cents. A case of 12 x 341 ml bottles will now cost consumers \$16.20 up from \$15.75.
- April 18 Manitoba released its budget announcing a reduction in the mark-up for craft brewers. The new rates are 91% of the regular mark-up on bottled beer and 81% of the regular rate on draught beer. A microbrewer in Manitoba is defined as any brewer producing less than 17,600 hl per year.
- May Agassiz introduced “Bison Blond Lager”, containing 4.7% alcohol by volume, in 341 ml bottles.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- May 7 Fort Garry announced that their beers are now available on Via Rail trains travelling between Toronto and Vancouver.
- August 5 Consumer and Corporate Affairs Minister Scott Smith announced that beer stores and beer vendors can sell on Sundays.
- December 1 The Manitoba government revised the Highway Traffic Act. Under the revised Act the most serious impaired driving offences, including those causing death and bodily harm will result in:
- a five-year suspension for a first offence;
 - a 10-year suspension for a second conviction; and
 - a lifetime suspension for a third conviction.
- For other impaired driving offences, a third conviction would earn a 10-year suspension while a fourth conviction would result in a lifetime suspension.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of “Blue” to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Saskatchewan 2005

- January 18 Great Western was named one of the best managed companies in Canada. The annual “Canada’s 50 Best Managed Companies” award recognizes companies who have demonstrated exceptional ability and aptitude in all areas of management and best business practices.
- March 21 Molson introduced “Molson Kick”, a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles, 6 x 355 ml cans and 24 x 355 ml aluminum bottle-shaped cans.
- March 23 Finance Minister Harry Van Mulligen tabled the province’s budget. Taxes on alcoholic beverages remain unchanged.
- May Labatt introduced “Shok”, a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- May 12 The Saskatchewan Liquor and Gaming Authority (SLGA) announced it will ban the sale of beer in glass bottles at its liquor stores, franchises and commercial permittees in the Northern Administration District communities where municipal resolutions are passed requesting a ban. The SLGA deemed a pilot project banning bottles in the La Loche community in 2001 a success.
- June 19 The Saskatchewan Liquor and Gaming Authority (SLGA) introduced a high alcohol content surcharge and a social reference price on beer. Rates are as follows:
- High Alcohol Content Surcharge
- The high alcohol content surcharge applies a flat rate per litre of pure alcohol (LPA) on all the alcohol content of packaged beer greater than 6.5%;
 - The rate is equal to \$40 per LPA under the current flat rate mark-up structure.
- Social Reference Price
- Rate of \$2.82 per litre of beer plus applicable environmental surcharge, deposit, liquor consumption tax and GST.
- June 28 Great Western received the Monde Selection gold medal award for “Western Premium Pilsner”.

2004

- January Molson introduced “Ultra”, a 4.5% alcohol by volume, low carbohydrate beer, into the market.
- February 11 The city of Moose Jaw introduced a ban on smoking in all public places, except patios and private clubs. A similar smoking ban will take effect in Saskatoon on July 1. A number of bar owners have complained about a decline in customers.
- March 31 Finance Minister Harry Van Mulligen tabled the province’s budget. Effective midnight April 24, the mark-up on bottled beer will increase by 26 cents per litre, raising the price of a case of 12 x 341 ml bottles by \$1.25. Spirits and wine remain unchanged.
- April 1 As a result of a changes introduced in the budget, the provincial government eliminated all discounts for off-sale beer retailers on beer purchases totaling over \$100,000 annually.
- April 17 Great Western received a silver medal for “Brewhouse Pilsener” at the World Beer Cup held in San Diego, California.
- April 24 The price of beer increased from \$17.25 to \$18.55 per case of 12 x 341 ml bottles, including deposit, as a result of the provincial budget. Spirits and wine prices remain unchanged.
- May 3 Sleeman introduced “Amber Ale”, containing 5% alcohol by volume, into the market.
- August 3 Effective retroactive to July 1, the Saskatchewan government reversed a budget decision to trim discounts that off-sale beer retailers receive on bulk orders. Liquor and Gaming Minister Eric Cline announced that the province will reinstate the discount for off-sale permittees on annual beer purchases totaling more than \$100,000. On April 1st, government implemented changes that capped the discount at \$1.50 per dozen on beer purchases totaling up to \$100,000 annually.
- November The price of beer increased from \$18.55 to \$18.95 per case of 12 x 341 ml bottles, including deposit.
- November 7 The Saskatchewan Liquor and Gaming Authority (SLGA) announced an adjustment to the flat mark-up on beer, effective immediately. The rate applied to national brewers increased as follows:
- National brewers**
 Bottles and cans - from \$1.516 to 1.555 per litre; and
 Kegs – from \$0.985 to \$1.016 per litre.
- Regional Brewers**
 Bottles and cans – from \$1.266 to \$1.305 per litre; and
 Kegs – from \$0.735 to \$0.766 per litre.

2003

- January 12 Labatt reduced the price of “Genuine Draft” in six-packs of cans and cases of 12 x 341 ml bottles to popular price value brand levels.
- March 13 Molson introduced “A Marca Bavaria”, containing 4.5% alcohol by volume and imported from its Brazil facility.
- March 28 Finance Minister Jim Melenchuk tabled the provincial budget. Taxes on alcoholic beverages remain unchanged.
- April 1 Molson introduced “Molson Canadian Bubbas”, tall-boy cans and regular cans featuring the likeness of Don Cherry.
- April 8 Labatt introduced a series of “Blue” limited edition “Original Six” bottles featuring the original six NHL hockey teams.
- May 11 The Saskatchewan Liquor and Gaming Authority (SLGA) initiated a change in the mark-up structure for beer, where bottles increased to \$1.004 per litre; cans to \$1.266 per litre; and draught to \$0.735 per litre. The \$0.25 per litre gap between national brewers and regional brewers was maintained but from the new markup reference points.
- June Great Western won three gold medals at the 2003 International Monde Selection held in Belgium. “Western Premium Light”, “Western Premium Lager” and “Western Premium Honey Wheat” all won top honours in their categories.
- June Great Western introduced “Western Premium Bitter”, a traditional English Style lager containing 5% alcohol by volume, in draft into the market. “Western Premium Bitter” will be available in cans in July.
- November 5 The NDP under Premier Lorne Calvert received a fourth consecutive mandate in the provincial election.
- November 21 Premier Lorne Calvert today announced the first cabinet of his new government. Cabinet members include:
- Harry Van Mulligen, Minister of Finance;
 - Frank Quennell, Minister of Justice and Attorney General;
 - John Nilson remains Minister of Health;
 - Eric Cline, Ministry of Industry and Resources and Chair of Liquor and Gaming; and
 - Clay Serby remains Deputy Premier and Minister of Agriculture, Food and Rural Revitalization.
- December 8 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.

2002

- January 31 Molson introduced “Rickard’s Pale Ale” containing 5% alcohol by volume in 6 x 341 ml bottles into the market.
- March 1 Labatt, Molson and Great Western increased beer prices by 70 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$16.20 up from \$15.50.
- March 26 Premier Calvert announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- Eldon Lautermilch, Minister of Industry and Resources, Government House Leader;
 - Ron Osika, Minister of Government Relations, Minister responsible for the Saskatchewan Liquor and Gaming Authority;
 - Clay Serby, Deputy Premier, Minister of Agriculture, Food and Rural Revitalization;
 - Eric Cline, Minister of Finance;
 - John Nilson, Minister of Health, Minister responsible for Seniors;
 - Chris Axworthy, Minister of Justice and Attorney General, Minister of Aboriginal Affairs;
 - Maynard Sonntag, Minister responsible for Crown Investments Corporation;
 - Mark Wartman, Minister of Highways and Transportation;
 - Joanne Crofford, Minister of Culture, Youth and Recreation, Provincial Secretary; and
 - Pat Lorjé, Minister of Environment.
- March 27 Saskatchewan released its budget. The Liquor Consumption Tax rate will increase from 7 per cent to 10 per cent, effective April 1, 2002. Beginning July 1, 2002.
- March 28 Molson closed its Regina plant.
- April 1 A new Saskatchewan Liquor and Gaming Authority Pricing Structure and Policy has been issued effective April 2002. It contains a new beer mark-up schedule for conventional brewers:
- for packaged beer, the mark-up will be \$1.200/L for bottles up from \$1.112/L and \$1.441/L for cans up from \$1.338/L;
 - for draught beer, the mark-up will be \$0.942/L up from \$0.883/L; and
 - a new beer mark-up for small brewers (those producing between 2,000 hl and 75,000 hl) will be: For bottled beer, \$0.950/L up from \$0.862/L and for cans \$1.191/L up from \$1.088/L. Draught beer mark-up will be \$0.692/L up from \$0.63/L.

2002 (continued)

- April 6 A pilot project to ban the sale of beer in glass containers in La Loche is now in effect. Community leaders requested the ban to help address concerns over litter, injuries and property damage caused by glass beer bottles.
- May 24 Molson introduced “Miller Genuine Draft” containing 4.7% alcohol by volume in cases of 15 x 355 ml cans into market.
- June 14 Premier Lorne Calvert accepted the resignation of Environment Minister Pat Lorjé and appointed Buckley Belanger to this portfolio.
- June 26 Saskatchewan Roughriders announced that Molson will donate one dollar from the sale of each specially marked 12 pack of Pilsner to the club.
- July 24 Crown Investments Corporation (CIC) announced the sale of its 80 per cent interest in Great Western Brewing Company of Saskatoon to a group of private investors.
- July 28 The government announced that 23 liquor stores in 19 separate communities will be permitted to open on Sundays and holidays.
- August Molson introduced “Canadian” in 5 litre mini-kegs into the market.
- September 12 Molson launched “Rickard's Honey Brown” containing 5% alcohol by volume on tap at select restaurants and bars in the province.
- November Big Rock introduced “Bone Creek Lager”, containing 4.9% alcohol by volume, brewed exclusively for Regina and sold only in Regina, in honour of the city’s 100th anniversary.
- November 29 The government announced that beginning December 8 spirits will be available at close to 500 commercial permittees with off-sale endorsements, including 463 hotels and beverage rooms and 19 brewpubs.

2001

- February 1 Under a new policy drivers with less than two years experience will face a 30-day licence suspension and also be required to take a driving without impairment course if they are caught with a blood-alcohol count higher than .04 per cent.
- February 3 Premier Romanow accepted the resignation of Intergovernmental and Aboriginal Affairs Minister and Municipal Affairs, Culture and Housing Minister Jack Hillson from Cabinet. Premier Romanow will assume Hillson’s cabinet responsibilities until a new cabinet is sworn in.

2001 (continued)

- February 8 Premier Calvert was elected leader of the NDP and succeeded Roy Romanow as Premier. Cabinet members of industry interest and their portfolios are as follows:
- Clay Serby, Deputy Premier and Minister of Agriculture and Food;
 - Janice MacKinnon, Minister of Crown Investments Corporation;
 - Pat Atkinson, Minister of Highways, Transportation;
 - Eldon Lautermilch, Minister of Economic and Co-operative Development and Government House Leader;
 - Keith Goulet, Minister of Northern Affairs;
 - Joanne Crofford, Minister of Culture, Youth and Recreation, Minister responsible for the Information Highway;
 - Eric Cline, Minister of Finance;
 - John Nilson, Minister of Health;
 - Maynard Sonntag, Minister of Energy and Mines;
 - Glen Hagel, Minister of Post-Secondary Education and Skills Training;
 - Buckley Belanger, Minister of Environment and Resource Management;
 - Chris Axworthy, Minister of Justice and Attorney General, Minister of Intergovernmental Affairs; and
 - Jim Melenchuk, Minister of Labour, Minister responsible for Gaming.
- March 28 Great Western introduced “Extra Gold”, containing 9% alcohol by volume, in 1.18 litre bottles.
- March 30 Saskatchewan released its budget. Alcoholic beverage taxes remain unchanged.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- May 4 Labatt “Kokanee”, containing 5% alcohol by volume, was introduced in 30 x 355 ml cans.
- May 28 Labatt introduced “Lucky Lager Force 8”, containing 8% alcohol by volume, in 1.18 litre bottles.
- June 27 Labatt “Budweiser”, containing 5% alcohol by volume, was introduced in 30 x 355 ml cans.
- July 10 Molson “Canadian”, containing 5% alcohol by volume, was introduced in 30 x 355 ml cans.

2001 (continued)

- July 23 Molson introduced “Miller Genuine Draft”, containing 5% alcohol by volume, in draught kegs into the market.
- July 26 Molson introduced “Canadian”, containing 5% alcohol by volume, in 18 x 355 ml cans into the market.
- September 3 Molson introduced “Rickard’s Pale Ale”, containing 5% alcohol by volume, in draught kegs into the market.
- October 12 Premier Calvert announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- Eric Cline, Minister of Finance;
 - John Nilson, Minister of Health;
 - Chris Axworthy, Minister of Justice and Attorney General, Minister of Intergovernmental Affairs, Minister of Aboriginal Affairs;
 - Maynard Sonntag, Minister of Crown Investments Corporation;
 - Kim Trew, Minister responsible for Gaming, Minister responsible for Saskatchewan Property Management Corporation;
 - Buckley Belanger, Minister of Environment and Resource Management, Minister of Northern Affairs;
 - Clay Serby, Deputy Premier, Minister of Agriculture and Food, Minister responsible for Rural Revitalization;
 - Jim Melenchuk, Minister of Education;
 - Pat Lorjé, Minister of Post-Secondary Education and Skills Training;
 - Andrew Thomson, Minister of Energy and Mines;
 - Deb Higgins, Minister of Labour;
 - Mark Wartman, Minister of Highways and Transportation;
 - Judy Junor, Minister responsible for the Status of Women, Provincial Secretary, Minister responsible for Seniors;
 - Eldon Lautermilch, Minister of Economic and Co-operative Development and Government House Leader; and
 - Joanne Crofford, Minister of Youth and Recreation and Minister responsible for the Information Highway.
- November 9 Saskatchewan government issued new policy on drinking and driving. The new regulations will allow police officers to immediately suspend for 90 days the licenses of drivers who are charged with impaired driving or who refuse to take a breathalyzer test.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of “Labatt Blue” to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Alberta 2005

- February 1 The Gaming and Liquor Amendment Regulation (AR 4/2005) went into effect introducing a cottage winery licence category. Alberta's fruit growers will now be allowed to apply to the Alberta Gaming and Liquor Commission (AGLC) for a manufacturing licence to manufacture, store and sell wines on their farms.
- March 21 Molson introduced “Molson Kick”, a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles, 6 x 355 ml cans and 24 x 355 ml aluminum bottle-shaped cans.
- April 13 Deputy Premier and Finance Minister Shirley McClellan tabled the province’s budget. Alcoholic beverage taxes remain unchanged.
- May 2 An application from Bumbleberry Orchards in Strathmore was given approval to begin development of the province's first cottage wine facility, which will be called Fieldstone Fruit Wines.
- May 9 Labatt introduced “Brahma”, a Brazilian beer containing 5% alcohol by volume, in cases of 355 ml bottles priced at a premium level.
- September The price of beer increased to \$35.55 from \$35.30 for a case of 24 x 341 ml bottles, including deposit.
- October 12 Big Rock announced the sale of all assets associated with the Kamloops Brewery to a British Columbia based private investor group.
- November 9 Mountain Crest (Minhas) announced its products will carry the following warning statement: “WARNING: Please drink responsibly. Never Drink and Drive. If you are pregnant, avoid alcohol”.

2004

- January Molson introduced “Ultra”, a 4.5% alcohol by volume, low carbohydrate beer, into the market.
- February Molson announced that Edmonton brewery workers, represented by the Canadian Auto Workers, ratified a new three-year contract which takes effect April 1.
- March 24 Finance Minister Patricia Nelson tabled the province’s budget. Alcoholic beverage taxes remain unchanged.
- March 29 Labatt announced the launch of its new “Glacier Draught System”, an innovative beer pouring technology for “Kokanee”. Labatt also announced that for every “Kokanee” draught ordered at Classic Jack’s bars from April 3 to April 4, the brewery will donate one dollar to the Canadian Avalanche Association.

2004 (continued)

- April Molson introduced “Cold Shots”, a package of “Canadian” in 4 x - and 8 x 250 ml cans and “Ultra” in cases of 8 x 250 ml cans, into the market.
- April 1 Labatt Edmonton workers voted to accept a six year contract offer.
- May Mountain Crest introduced “Clear Creek Ice”, containing 6.2% alcohol by volume, into the market.
- May 3 Sleeman introduced “Amber Ale”, containing 5% alcohol by volume, into the market.
- September 1 The Alberta Gaming and Liquor Commission (AGLC) revised its mark-up schedule. Current rates are for annual worldwide beer production and are as follows:
- Less than or equal to 10,000 hl -- \$.20 per litre;
 - Greater than 10,000 hl and less than and equal to 200,000 hl -- \$.40 per litre;
 - Greater than 200,000 hl & less than or equal to 400,000 hl (transition rate):
 - On sales in Alberta up to and including first 200,00 hl -- \$.40 per litre;
 - On sales in Alberta for the next 200,000 hl up to and including 400,000 hl -- \$.98 per litre; and
 - Greater than 400,000 hl -- \$.98 per litre
- Annual worldwide production includes the volume of all liquor and non-liquor products manufacturer where the beer is produced, as well as all contracted or leased volumes. Only those beer manufacturers and suppliers that are currently, or subsequent to, qualify for the mark-up rate of \$.40 per litre qualify for the transition rate.
- September 8 Labatt announced that construction will commence soon on new storage facilities at its Edmonton plant which will enable it to increase production of “Budweiser”. The planned production increase comes as a result of the recent closure of the Labatt New Westminster plant.
- November 16 Molson announced \$12.3 million in upgrades scheduled for completion in January 2006 at its Edmonton brewery. The upgrades are part of the company’s “Renaissance in Brewing Initiative” aimed at applying best-in-class practices to Molson plants throughout Canada.
- November 22 Ralph Klein was re-elected premier leading the province’s Conservatives to a majority in the provincial election.
- November 25 Molson “Old Style”, containing 5% alcohol by volume, was introduced in 473 ml cans.

2003

- January 10 Big Rock Brewery and Big Rock Brewery Income Trust announced the completion of the plan of arrangement whereby Big Rock Brewery has been reorganized into Big Rock Brewery Income Trust. The Trust, indirectly through its operating entities, will continue to operate Big Rock’s premium brewing business.
- March Labatt and Molson raised the prices of their products. Among the price changes, a case of 12 x 341 ml bottles increased from \$18.11 from \$18.45, while a case of 24 x 341 ml bottles, increased from \$34.63 to \$35.32, including deposit.
- March 12 MLA Moe Amery (PC-Calgary-East) proposed warning labels on alcoholic beverage containers. This proposal did not proceed any further.
- March 13 Molson introduced “A Marca Bavaria”, imported from its Brazil facility and containing 4.5% alcohol by volume.
- March 21 The province introduced a new mark-up structure for beverage producers worldwide. The rate for beer, based on annual global production, is as follows:
- up to 10,000 hl = 0.20/L (new);
 - 10,001 to 200,000 hl = 0.40/L (unchanged); and
 - over 200,000 hl = 0.98/L (unchanged).
- April Big Rock introduced “Alta Light”, a low carbohydrate beer in 355 ml cans into the market.
- April Big Rock introduced “Alta Light”, a low carbohydrate beer in 355 ml cans into the market.
- April 1 Molson introduced “Molson Canadian Bubbas”, tall-boy and regular cans featuring the likeness of Don Cherry.
- April 8 Finance Minister Patricia Nelson tabled the provincial budget. Alcoholic beverage taxes remain unchanged.
- June 27 A Court of Queen’s Bench decision was issued blocking a proposal from the provincial Beverage Container Management Board (BCMB) to increase the price brewers pay bottle depots to recover refillable bottles.
- August The Famous Players theatre chain applied to Alberta’s Gaming and Liquor Commission for a licence to allow beer, wine and coolers inside an “age controlled” movie theatre. Famous Players already serves alcohol at four theatres – in B.C., Ontario and Québec – but the drinks must be consumed in a designated area in the lobby.

2003 (continued)

- August 7 Labatt, Molson and Sleeman launched an innovative postcard campaign entitled “Alberta...A Brand Worth Seeing” aimed at helping to attract tourists to the province. The campaign will encourage Albertans to send either a specially designed postcard or an electronic copy of it to friends and family around the world.
- October 27 The Alberta Gaming and Liquor Commission began allowing licensed restaurants the option of letting patrons bring their own wine and take home the unfinished bottles.
- December Selected Famous Players movie theatres in Calgary and Edmonton began serving beer, wine and coolers to their customers. Only adults with ticket stubs will be served and the stub will be marked to enforce a two-drink limit.
- December 1 Big Rock and Brick announced that an agreement had been struck to sell their beers in each other’s home markets. Under the agreement, Brick will brew and sell draught versions of Big Rock’s “Traditional Ale” and “Grasshopper” brands in Ontario. Big Rock will sell Brick’s “Red Cap” and “Lager” brands in stubby bottles in Alberta.
- December 8 Labatt introduced “Sterling”, a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.
- December 11 The Alberta Beverage Container Management Board approved bylaw and procedural changes necessary to implement a utility pricing approach, thereby creating a process for establishing handling fees for bottle depots based on actual costs plus a fair rate of return on capital employed.

2002

- January 12 Labatt’s Columbia made an \$11,000 donation to the Canadian Avalanche Association (CAA) to help fund public education programs.
- March 1 Big Rock converted packaging for its brands to the industry standard bottle.
- March 9 Labatt repriced “Lucky” at \$4.85 for a 6 pack and introduced “Lucky Extra” containing 6% alcohol by volume at the introductory price of \$4.85 for a 6 pack.
- March 19 Alberta released its budget. The Alberta government changed the way it taxes beer brewed in the province. As of April 5, brewers with an annual worldwide production of 200,000 hectolitres or less will pay \$40 per hectolitre while those producing more than 200,000 hectolitres will pay \$98 per hectolitres.

2002 (continued)

- April Lakeport introduced “Mongoose Malt Liquor” containing 8% alcohol by volume in 950 ml cans into the market.
- April 5 Labatt and Molson increased beer prices by \$1.20. A case of 12 x 341 ml bottles will now cost consumers \$18.11 up from \$16.91.
- April 17 Molson introduced “Canadian” in five-litre mini kegs into the market.
- August Big Rock launched a program in support of Alberta and Saskatchewan drought stricken farmers donating \$2.00 for each 12 pack case (bottles and cans) of “Grasshopper Wheat Ale” purchased.
- September 12 Molson launched “Rickard's Honey Brown” containing 5% alcohol by volume on tap at select restaurants and bars in the province.
- September 20 Big Rock announced plans to reorganize into an income trust. The structural alteration will cause no change to the company’s management, operations or workforce. Shareholders will vote on the move in January.
- November 8 Big Rock announced that it will commence distribution of its vodka-based beverage “Joe Stiff’s Spiked Root Beer in the Ontario market. Bear Brewing of Kamloops, British Columbia will supply the on-premise licensee market with a 24 case package.

2001

- March 13 Ralph Klein, leader of the Progressive Conservative Party, was re-elected Premier and named a new cabinet. Cabinet members of industry interest and their portfolios are as follows
- Shirley McClellan, Deputy Premier and Minister of Agriculture, Food and Rural Development;
 - Patricia Nelson, Minister of Finance;
 - Gary Mar, Minister of Health and Wellness;
 - Murray Smith, Minister of Energy;
 - Ed Stelmach, Minister of Transportation;
 - David Hancock, Minister of Justice and Attorney General, Government House Leader;
 - Lorne Taylor, Minister of Environment;
 - Ron Stevens, Minister of Gaming, responsible for the Alberta Gaming and Liquor Commission;
 - Greg Melchin, Minister of Revenue; and,
 - Heather Forsyth, Solicitor General.

2001 (continued)

- March 15 Nancy MacBeth, resigned as leader of the Alberta Liberal party.
- April 24 Alberta released its budget. Alcoholic beverage taxes remain unchanged.
- May Labatt and Molson increased beer prices by 50 cents. A case of 12 x 341 ml bottles will now cost consumers \$16.68 up from \$16.18.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- June 7 Big Rock introduced “Alberta Genuine Draft” containing 5% alcohol by volume, in 6 x 355 ml cans.
- June 15 Molson increased beer prices on cans by \$1.02. A case of 24 x 355 ml cans will now cost consumers \$31.63 up from \$30.61.
- June 18 Big Rock acquired Whistler Brewing Company Ltd. including the rights to distribute
- June 29 Molson decreased “Black Label” prices by \$1.44. A case of 12 x 341 ml bottles will now cost consumers \$13.78 down from \$15.22.
- July Big Rock “Alberta Genuine Draft” containing 5% alcohol by volume, was introduced in 12 x 355 ml cans.
- July 1 Molson “Canadian Light” containing 4% alcohol by volume, was introduced in 6 x 355 ml cans and 12 x 341 ml bottles.
- July 27 Labatt increased beer prices on cans by \$1.02 cents. A case of 24 x 355 ml cans will now cost consumers \$31.63 up from \$30.61.
- August 29 Big Rock Brewery of Calgary, Alberta became a member of the BAC.
- November 1 Labatt and Molson increased beer prices on bottles by 46 cents. A case of 24 x 341 ml bottles will now cost consumers \$32.28. Beer prices on cans decreased by \$2.42. A case of 24 x 355 ml cans will now cost consumers \$29.21.
- November 15 The Beverage Container Management Board announced that effective November 15th, consumers would get full refunds on their empty beer containers at all bottle depots.

British Columbia 2005

- January The price of beer increased to \$37.15 from \$36.55 for a case of 24 x 341 ml bottles, including deposit.
- January 17 The Consumers' Association of Canada announced the filing of a class action lawsuit against the beverage industry (non-alcoholic), retailers and Encorp Pacific. The focus the lawsuit is the alleged illegal use of consumer deposits collected under British Columbia's Beverage Container Stewardship Program Regulation.
- February 15 Finance Minister Colin Hansen tabled the government's budget. Alcoholic beverage taxes remain unchanged.
- March 21 Molson introduced "Molson Kick", a 5% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 12 x 341 ml bottles, 6 x 355 ml cans and 24 x 355 ml aluminum bottle-shaped cans.
- April 21 Labatt closed its Brunette Avenue plant in New Westminster.
- May Labatt introduced "SHOK", a 6.9% alcohol by volume product containing guarana (a natural source of caffeine), in cases of 4 x 250 ml cans.
- May 17 Gordon Campbell was re-elected Premier leading his Liberal party to 46 of the province's 79 seats.
- July 28 The government announced that the province will introduce a computerized ignition interlock system for repeat impaired driving offenders, preventing them from starting a car if they fail a breath test. Drivers will be required to use the device at least six months after they serve mandatory licence suspensions.

2004

- January Molson introduced "Ultra", a 4.5% alcohol by volume, low carbohydrate beer, into the market.
- January 26 Premier Gordon Campbell announced a cabinet shuffle. Among the ministerial appointments:
- Christy Clark, Deputy Premier, Minister of Children and Family Development;
 - Kevin Falcon – Transportation;
 - John Les - Small Business and Economic Development; and
 - Susan Brice, Minister of State for Mental Health and Addiction Services.

2004 (continued)

- January 28 Labatt announced the introduction of the first beer bottle series designed to celebrate and promote British Columbia mountain resorts. The “Kokanee Signature Mountain Series” will feature seven B.C. ski mountains randomly displayed on 12 million specially labelled “Kokanee” bottles, encouraging beer drinkers to visit North America’s leading ski destinations, including Whistler Blackcomb, Panorama, Sun Peaks Resort, Fernie, Big White Ski Resort, and Mount Washington.
- February Nanaimo City passed a recommendation establishing a three dollar minimum drink price for all liquor and food establishments.
- February The price of beer increased from \$18.15 to \$19.15 per case of 12 x 341 ml bottles, including deposit.
- February 1 The Liquor Distribution Branch (LDB) announced a three per cent increase in the mark-up on alcoholic beverages. Labatt general brands increased from \$18.15 per case of 12 x 341 ml bottles to \$18.68, including deposit while Molson general brands increased from \$18.15 to \$19.25. The price on a typical bottle of spirits increased by 64 cents and about \$1.11 on a typical bottle of wine.
- February 17 Finance Minister Gary Collins tabled his budget. Alcoholic beverage taxes remain unchanged.
- March 24 Labatt announced the launch of its new “Glacier Draught System”, an innovative beer pouring technology for “Kokanee” beer. Labatt also announced that for every “Kokanee” draught ordered at participating launch bars in B.C. from March 27 through March 28, the brewery will donate one dollar to the Canadian Avalanche Association. Participating bars and the brewery’s mountain partners will match the Columbia Brewery’s donation dollar for dollar.
- April Molson introduced “Cold Shots”, a package of “Ultra” in 8 x 250 ml cans, into the market.
- May 1 Members of the Brewery, Winery and Distillery Workers Union Local 300 went out on strike at Brewers’ Distributor Ltd. shutting down most beer distribution in the province.
- May 3 Sleeman introduced “Amber Ale”, containing 5% alcohol by volume, into the market.
- May 14 Brewers’ Distributor Ltd. reached an agreement with local 300 of the Brewery, Winery and Distillery Workers’ Union of B.C ending the strike.

2004 (continued)

- June To celebrate Okanagan Spring's 20 years of brewing premium beer in British Columbia, Sleeman introduced Okanagan Spring "Bavarian Helles", a light beer containing 4% alcohol by volume, and "Munich Mild Dark", containing 5% alcohol by volume, into the market. As part of the birthday celebrations, Sleeman is donating 25 cents of every "Bavarian Helles" and "Munich Mild Dark" six-pack sold until July 31, 2004 to support Music BC's Music Assistance Program.
- September 8 Labatt announced the closure of its New Westminster brewery, effective April 21, 2005.
- December 14 Premier Gordon Campbell announced a change in cabinet. Among the ministerial appointments:
- Deputy Premier Shirley Bond - Health Services;
 - Colin Hansen - Finance;
 - Ida Chong - Minister of Advanced Education; and
 - Graham Bruce - Government House Leader.

2003

- January 12 Premier Gordon Campbell announced that he would not tender his resignation after being charged with impaired driving on January 10th while vacationing in Hawaii.
- February 18 Finance Minister Gary Collins tabled the provincial budget. Alcoholic beverage taxes remain unchanged.
- February 22 Mothers Against Drunk Driving (MADD) met with Premier Gordon Campbell to discuss impaired driving issues. MADD said Premier Campbell apologized for his impaired driving arrest and promised to bring in new impaired driving laws.
- March 13 Molson introduced "A Marca Bavaria", imported from its Brazil facility and containing 4.5% alcohol by volume.
- April 1 Molson introduced "Molson Canadian Bubbas", tall-boy cans and regular cans featuring the likeness of Don Cherry.
- May 5 Sleeman announced an agreement with Diageo Canada Inc. which will involve the distribution of Diageo draught and packaged brands.
- August 5 Beer prices increased an average of three per cent as a result of breweries and beer suppliers raising their wholesale prices to the B.C. Liquor Distribution Branch for both domestic and imported products.
- September 8 The heaviest rainfall the Kelwona area has seen since January fell dampening the fires that had raged in August and that had forced the evacuation of tens of thousands.

2003 (continued)

- October 4 Solicitor-General Rich Coleman announced changes to B.C.'s graduated licensing program for new drivers. These include: restricting learner drivers to only one non-family passenger (unless the driver is accompanied by a supervisor 25 or older), extending the learner's licensing period from six months to one year, extending the novice licensing period from 18 months to two years, and increasing the minimum age for supervising learner drivers from 19 to 25.
- November 8 The province announced an increase in the wholesale liquor discount for cold beer and wine stores from 10 per cent to 12 per cent, effective November 10, to help keep costs in line with government liquor outlets. Licensee Retail Stores also will be able to relocate anywhere within local government boundaries or within five kilometres if outside those boundaries.
- Another change announced includes a new advertising policy that now allows advertising that specifies:
- the type of liquor available (e.g., that a wide selection of imported wines is available);
 - a particular brand that is available;
 - the local establishments carrying a manufacturer's brand; and
 - the price of the liquor being sold.
- November 21 Employees of the Liquor Distribution Branch (LDB) voted 85 per cent in favour of a restructuring plan that will protect their jobs. The Liberal government had planned to privatize liquor stores, but later pulled back from that idea.
- November 23 Carole James was elected as the new leader of the B.C. NDP, defeating former MLA Leonard Krog and Oak Bay councillor Nils Jensen on the second ballot.
- December 8 Labatt introduced "Sterling", a low carbohydrate beer containing 4% alcohol by volume in an innovative open-basket six-pack of bottles that can be purchased as a single six-pack or four packed together as a 24.
- December 31 As a result of changes in liquor regulations in November, licensed establishments across the province will be permitted to remain open until 4:00 a.m. on New Year's Day, if they serve food.

2002

- January Granville Island released for the third year “Scottish Ale” containing 6.5% alcohol by volume in 650 ml bottles available for a limited time in selected B.C. Liquor Stores.
- February 20 British Columbia released its budget. Alcoholic beverage taxes remain unchanged.
- April Granville Island released for the third year “Emily Alt” beer containing 4.7% alcohol by volume in 650 ml bottles available for a limited time.
- June Labatt’s Columbia re-launched the packaged version of its premium brand, “Kokanee Gold”, eliminating its paper label and replacing it with a painted label.
- June Granville Island released “Hefeweizen” containing 4.8% alcohol by volume in 650 ml bottles available for a limited time in selected B.C. Liquor Stores.
- June Granville Island was the official beer sponsor of The Vancouver International Jazz Festival in Vancouver.
- July 1 Big Rock acquired Bear Brewing Company Ltd. of Kamloops, British Columbia. Brands include “Black Bear Ale”, “Brown Bear Ale”, “Polar Bear Lager”, and “Joe Stiff’s Spiked Root Beer”.
- July 24 The B.C. government announced plans to privatize its liquor retailing, warehousing and distribution system over the next few years.
- August Molson introduced “Canadian” in 5 litre mini-kegs into the market.
- September 9 An international Fetal Alcohol Syndrome (FAS) day, hosted by the Brewers Association of Canada in Vancouver, brought together physicians, researchers, support groups and the alcoholic beverage industry to share information on how best to prevent the occurrence of FAS.
- September 12 Molson launched “Rickard’s Honey Brown” containing 5% alcohol by volume on tap at selected restaurants and bars across the province.
- November Granville Island launched a seasonal beer, “Lions Winter Ale” containing 5.5% alcohol by volume in 6 x 341 ml bottles and on tap at selected restaurants and bars.
- December 2 Major changes to liquor licensing regulations announced by the government in August went into effect. Under the new rules, the number of liquor licence categories will be reduced from 19 to two; bars, restaurants and pubs will be allowed to stay open until 4:00 a.m. (pending municipal approval); restrictions will be removed on employee attire, vending machines and the size of television screens allowed in bars; and the moratorium will end on new cold beer and wine stores.

2001

- January 1 Granville Island Brewing re-introduced “Limited Release Scottish Ale” containing 6.5% alcohol by volume, in 650 ml bottles, for a limited time only.
- February 25 Labatt and Molson increased beer prices by 50 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$16.95 up from \$16.45.
- March 1 Granville Island Brewing re-introduced “Limited Release Killarney Stout” containing 4.5% alcohol by volume, in 650 ml bottles, for a limited time only.
- March 8 The directors of Tree Brewing resigned and the company filed for bankruptcy.
- March 14 British Columbia budget released. Alcoholic beverage taxes remain unchanged.
- April 1 The Liquor Distribution Branch reduced the mark-up rates on Cottage Brewery and Brew Pub sales. The new blended mark-up rate for each brewery will be based on the prior year’s production and will be calculated as follows:
- 80% of the base mark-up rate on the first 15,000 hectolitres produced and
 - 90% of the base mark-up on the next 60,000 hectolitres produced.
- May 1 Labatt introduced “Lager & Lime”, containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- May 1 Granville Island Brewing re-introduced “Limited Release Oceans Blue Munich Pilsner” containing 4.9% alcohol by volume, in 650 ml bottles, for a limited time only.
- June 1 Granville Island Brewing introduced “Limited Release Amber Hefeweizen” containing 4.8% alcohol by volume, in 650 ml bottles for a limited time only. Granville Island Brewing “Cypress Honey Lager” containing 4.7% alcohol by volume, was introduced in 15 x 355 ml cans.
- June 5 Gordon Campbell was sworn in as British Columbia’s 34th Premier and named a new cabinet. Selected members are as follows:
- Greg Halsey-Brandt, Minister of State for Intergovernmental Relations;
 - John van Dongen, Minister of Agriculture, Food and Fisheries;
 - Gordon Hogg, Minister of Children and Family Development;
 - Linda Reid, Minister of State for Early Childhood Development;
 - George Abbott, Minister of Community, Aboriginal and Women’s Services;
 - Gary Collins, Minister of Finance;
 - Colin Hansen, Minister of Health Services;
 - Bill Barisoff, Minister of Provincial Revenue;

2001 (continued)

- July 1 Molson “Canadian Light” containing 4% alcohol by volume, was introduced in 6 x 355 ml cans and 12 x 341 ml bottles.
- September Granville Island Brewing re-introduced “Emily Alt Beer”, containing 4.7% alcohol by volume, in 650 ml bottles, for a limited time only. Partial proceeds from the sale of “Emily Alt Beer” will be donated to Emily Carr Institute of Art and Design.
- September 7 Pacific Western signed a contract with Dalian Zhengdao Economy and Trading Co. to export beer to China.
- September 24 The Western Brewers Association announced “We’ll Take that Beer When You’re Finished with It”, a return to retail container recycling promotion until November 5th at BC Liquor Stores across the province. This gives consumers across British Columbia the opportunity to fill in an entry ballot for a chance to win one of three Sony DVD players when they return empty beer containers to BC liquor stores.
- November Western Brewers Association announced the appointment of Daniel Fontaine as Director of Communications and Public Affairs.
- December 17 Labatt introduced scratch-and-win tickets in specially-marked cases of “Blue” to the Tragically Hip performance for the Canadian Olympic Team on February 23, 2002 at the Winter Olympics in Salt Lake City, Utah.

Yukon 2005

- March 24 Premier Dennis Fenite tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2004

- March 25 Premier Dennis Fentie tabled the territorial budget. Alcoholic beverage taxes remain unchanged.
- April 1 The price of beer increased from \$17.50 to \$17.95 per case of 12 x 341 ml bottles, including deposit.

2003

- March 6 Premier Dennis Fentie tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2002

- January 10 Labatt and Molson increased beer prices by 25 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$16.80 up from \$16.55.
- January 11 Premier Duncan announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- Scott Kent, Minister of Energy, Mines and Resources;
 - Dale Eftoda, Minister of Environment and Minister responsible for Business, Tourism and Culture;
 - Pam Buckway, Minister of Community Services;
 - Sue Edelman, Minister of Tourism, Minister of Health and Minister of Worker's Compensation;
 - Cynthia Tucker, Minister of Education; and
 - Jim McLachlan, Minister of Justice.
- April 1 Labatt and Molson increased beer prices by 30 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$17.10 up from \$16.80.
- April 4 Yukon released its budget. Alcoholic beverage taxes remain unchanged.
- November 4 In the election Dennis Fente, leader of the Yukon Party, formed a majority government winning 12 of 18 ridings.

2001

- February 22 Yukon released its budget. Alcoholic beverage taxes remain unchanged.
- April 1 Labatt and Molson increased beer prices by 60 cents. A case of 12 x 341 ml will now cost consumers \$16.55 up from \$15.95.
- May 1 Labatt introduced "Lager & Lime", containing 5% alcohol by volume, in 6 and 12 x 341 ml bottles.
- June 12 Premier Duncan appointed Scott Kent as Minister of Economic Development.
- June 28 Yukon increased beer prices by 20 cents. A case of 6 x 341 ml will now cost consumers \$9.90 up from \$9.70.

Northwest Territories 2005

February 10 Finance Minister Floyd Roland tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2004

March 17 Finance Minister Floyd Roland tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

September 1 Molson announced a general increase in the price of beer.

2003

February 13 Finance Minister Joe Handley tabled the territorial budget. Mark-ups on alcoholic beverages were increased 10%, effective April 1, 2003. The higher mark-ups will raise retail liquor prices by approximately 7% for spirits, 3.6% for beer, and 5% for wine.

April The price of beer increased to \$19.55 from \$18.75 per case of 12 x 341 ml bottles, including deposit.

December 10 Joe Handley was acclaimed the premier of the Northwest Territories.

2002

February Northwest Territories Liquor Commission decreased beer prices by \$2.10 cents a case. A case of 12 x 341 ml bottles will now cost consumers \$18.40 down from \$20.50.

February 20 Northwest Territories released its budget. Alcoholic beverage taxes remain unchanged.

2001

February 15 Northwest Territories released its budget. Alcoholic beverage taxes remain unchanged.

June 27 Labatt and Molson increased beer prices by 85 cents. A case of 12 x 341 ml will now cost consumers \$20.55 up from \$19.70.

July 24 Jane Groenewegen resigned as Deputy Premier of the Northwest Territories.

2001 (continued)

- September 28 Premier Kakfwi announced the appointment of Jim Antoine, Minister of Aboriginal Affairs and the M.L.A. for Nahendeh, as Deputy Premier.
- November 28 Labatt and Molson decreased beer prices by five cents. A case of 12 x 341 ml will now cost consumers \$20.50 down from \$20.55.

Nunavut 2005

- February 24 Finance Minister Leona Aglukkaq tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2004

- February 16 Premier Paul Okalik won his seat in Nunavut's general election.
- March 9 Premier and Justice Minister Paul Okalik announced his new cabinet. Some ministerial appointments include:
- Levinia Brown – Health and Social Services;
 - Leona Aglukkaq – Finance;
 - Olayuk Akesuk – Environment; and
 - David Simailak – Economic Development and Transportation.

- May 18 Finance Minister Leona Aglukkaq tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2003

- March 11 Finance Minister Kelvin Ng tabled the territorial budget. Alcoholic beverage taxes remain unchanged.

2002

- April 30 Nunavut released its budget. Alcoholic beverage taxes remain unchanged.

2001

- March 29 Nunavut released its budget. Alcoholic beverage taxes remain unchanged.

Canada 2005

- January 29 Molson and Coors shareholders approved the proposed merger of the companies at their special shareholder meetings held on January 28, 2005 and February 1, 2005, respectively.
- February 9 Bill C-206, An Act to Amend the Food and Drugs Act (warning labels regarding the consumption of alcohol), passed Second Reading and was referred to the House of Commons Standing Committee on Health for study.
- February 9 Molson and Coors announced the completion of the transaction to combine Molson and Coors in a merger of equals. Molson and Coors shareholders approved the combination at their special shareholder meetings held on January 28 and February 1, 2005, respectively. The Québec Superior Court approved the transaction as required by Canadian law on February 2. Molson Coors executive offices will be located in Montréal and Denver.
- March As a result of changes contemplated by the Brewers Association of Canada (BAC) Board of Directors at their November 25 meeting:
- effective March 1, Mr. Jeff Newton resigned as BAC President and CEO and effective March 15, Mr. Greg D'Avignon resigned as BAC Vice-President, Western Canada.
- April 7 The Standing Committee on Health in a 9-1 vote supported a motion that the House of Commons not proceed further with Bill C-206 (warning labels regarding the consumption of alcohol). This recommendation was contained in a Health Committee report subsequently tabled in the House on April 11.
- April 26 The Board of Directors of the Brewers Association of Canada announced the appointment of Howard Collins as President and Chief Executive Officer of the Association.
- June 23 The Supreme Court of Canada ruled that police officers have the authority to conduct roadside sobriety tests and to question drivers about their alcohol intake, without first giving them access to a lawyer.
- November 22 Senator Marjory LeBreton introduced Bill S-47, An Act to Amend the Criminal Code (impaired driving), into the Senate. The legislation if passed will establish a new drinking and driving offence category in cases where blood alcohol concentration exceeds .05. Under this legislation drivers would face a summary conviction with moderate fines and driving provisions. More severe Criminal Code sanctions for drivers with a BAC exceeding .08 would remain in effect.

2005 (continued)

- December 20 Molson launched an exclusive campaign from December 20th to Christmas Eve to promote responsible drinking. Promotional teams of two entertainers dressed in white, the Molson Angels, will visit selected bars in Halifax, Moncton, Montreal and Calgary handing out promotional items bearing a responsible drinking message. The Angels will also give away taxi vouchers to people who have had a drink and holiday cards with the message: “Don’t Drink and Drive!”.
- December 27 InBev named Carlos Brito, formerly zone President for North America, as Chief Executive Officer. Mr. Brito’s successor was not announced.

2004

- March 3 Interbrew announced plans to buy control of Ambev of Brazil. In turn, Ambev would be offered control of Interbrew’s North American operations.
- March 15 Molson announced that Kevin Boyce, former President of Unilever Cosmetics International in New York, will take over the revived position of President and Chief Operating Officer of Molson North America.
- March 20 Stephen Harper won a first-ballot victory to become the first leader of the Conservative Party of Canada, defeating former Magna International CEO Belinda Stronach and former Ontario Cabinet Minister Tony Clement.
- March 23 Finance Minister Ralph Goodale tabled his budget. Alcoholic beverage taxes remain unchanged.
- April 14 Molson announced a reorganization of its key Canadian business unit giving priority to strengthening the national core brands and adding emphasis to the development of key markets across the country. Molson is eliminating its Ontario/West and Québec/Atlantic divisions in favour of a national organization.
- April 15 The Government of Canada announced the official adoption by the Standards Council of Canada, of the *Standard for Voluntary Labelling and Advertising of Foods That Are and Are Not Products of Genetic Engineering*, as a National Standard of Canada. The standard is intended to provide consumer choice by allowing both negative and positive labelling on genetically modified products.
- May 6 Labatt “Blue Light” won a gold medal in American-Style Light Lager Division at the 2004 World Beer Cup competition held in Boulder, Colorado and sponsored by the Association of Brewers.
- May 23 Prime Minister Paul Martin called a federal election for June 28th.
- June 28 In the federal election, the Liberal Party of Canada under Paul Martin received a minority government.

2004 (continued)

- July 5 Molson became official supporter of the Canadian Olympic Team for the Summer Games in Athens which run from August 13-29. In addition to its financial support of the team, Molson is also directing money towards the Canadian Olympic Committee's Excellence Fund, with a specific focus on coaching.
- July 13 Molson "Export" received a silver medal at the 2004 Brewing Industry International Awards. The medals reward the world's brewers for excellence and exceptional quality in commercially produced beers.
- July 22 Molson and U.S. brewer Adolph Coors announced a definitive agreement to combine in a merger. Molson Adolph Coors will have executive headquarters in Montréal, Québec and Denver, Colorado.
- August 27 Interbrew and Ambev completed their planned combination after shareholders of both companies approved the deal that creates a new company called Inbev. The deal also shifts ownership of Labatt to Ambev.
- August 30 The Student Life Education Company released a groundbreaking Canadian study into post-secondary student drinking behaviour. The results demonstrate that a misperception exists among students of widespread and excessive alcohol use on campus. The Brewers of Canada has provided a one million dollar grant to the Student Life Education Company to carry out an education program promoting the message that students who engage in heavy drinking are not the representative of the social norm on campus.
- September 16 The National Hockey League's collective bargaining agreement between players and owners expired, resulting in a lockout and leaving this year's hockey season on hold.
- October 13 Federal Liberal M.P. Paul Szabo tabled in the House of Commons Bill C-206 amending the Food and Drugs Act which would introduce warning labels on alcoholic beverage containers.
- October 13 Molson and Coors received clearance from the Competition Bureau for their planned merger.
- December 10 Molson and Coors announced that the shareholder vote on the proposed merger has been set for January 19, 2005.
- December 17 Labatt announced plans to eliminate 240 non-union jobs from its salaried workforce.

2003

- February 18 Finance Minister and Deputy Prime Minister John Manley tabled the federal budget. Alcoholic beverage taxes remain unchanged.
- February 22 Labatt announced the retirement of its “Out of the Blue” slogan after five years and the adoption of a new tag – “Cheers. To Friends”.
- March 11 Labatt launched its annual Labatt People in Action program. LPIA is a summer employment program that helps students gain valuable work experience by funding employment they create themselves in partnership with a registered charity of their choice.
- April Interbrew announced it will hand the importing and marketing rights to its “Bass Ale” brand to Labatt USA for a 12 to 18 month period.
- May 27 Molson announced the grant recipients from its 2003 Local Heroes Program. The program, now in its sixth year, will fund projects in local communities across the country. Volunteers will refurbish sports and recreational facilities in their neighborhoods and communities.
- June Canada and the European Union reached a wine and spirits trade deal. The deal will lead to the phasing out in Canada of geographically-linked generic trade names such as Port, Sherry, Chablis and Rhine. In turn, the EU will protect “Rye Whisky” as a distinctive Canadian product.
- August The federal Competition Bureau announced it had commenced a national inquiry into certain brewing industry practices relating to the use of the industry standard bottle.
- August The Brewers of Canada released new public service radio advertisements to stations. The ads, tagged “courtesy of your life”, promote responsible drinking and will be rolled out with various start dates across the country.
- September Advertising Standards Canada, which grants pre-clearance for television commercials and deals with public complaints about advertisements, released a new policy to curtail the use of celebrities. As result, the Molson advertising campaign featuring Coaches Corner Don Cherry, has been terminated.
- September 8 A federally created committee announced that it had reached agreement on draft standards for the voluntary labelling of genetically modified foods. The standards must still be approved by the Canadian General Standards Board.
- October The Brewers Association of Canada announced the funding of a seven province study of post-secondary student drinking habits. Students in seven provinces and at 11 university and college campuses will be surveyed and the information used in on-campus campaigns promoting moderation.

2003 (continued)

- October 3 John Brock, CEO of Interbrew, announced the appointment of Stewart Gilliland formerly Chief Executive Officer of Interbrew UK and Ireland, as President of Labatt Breweries of Canada.
- October 28 Mr. Dan O'Neill was elected Chair of the Brewers of Canada.
- November 14 Paul Martin was elected leader of the Liberal Party of Canada defeating his only challenger, Sheila Copps.
- December 3 Labatt Breweries of Canada and Carlsberg Breweries A/S of Copenhagen have agreed to end their brewing, marketing and distribution agreement for the Carlsberg brand in Canada, effective January 15, 2004. Labatt and Carlsberg entered into their current agreement in 1988.
- December 8 The leaders of the Canadian Alliance and the Progressive Conservatives announced the official creation of the new Conservative Party of Canada. Progressive Conservative Party leader Peter MacKay and Canadian Alliance leader Stephen Harper said the new party was registered with the chief electoral officer on December 7. Progressive Conservative Senator John Lynch-Staunton, Leader of the Opposition in the Senate since 1993, will be interim leader until a new Conservative Party leader is elected in March.
- December 11 Prime Minister Jean Chrétien held his final cabinet meeting. The Prime Minister had announced his retirement and will be replaced by Paul Martin on December 12.
- December 12 Prime Minister Paul Martin and his new cabinet were sworn in. Key appointments to the 39 member cabinet include:
- Anne McLellan, Deputy Prime Minister and Minister of Public Safety and Emergency Preparedness;
 - Ralph Goodale, Minister of Finance;
 - Reg Alcock, President of the Treasury Board and Minister Responsible for the Canadian Wheat Board;
 - Irwin Cotler, Minister of Justice and Attorney General of Canada;
 - Stan Keyes, Minister of National Revenue and Minister of State (Sport);
 - Pierre Pettigrew, Minister of Health, Minister of Intergovernmental Affairs and Minister Responsible for Official Languages;
 - Lucienne Robillard, Minister of Industry and Minister Responsible for the Economic Development Agency of Canada and for the Regions of Québec; and,
 - Robert Speller, Minister of Agriculture and Agri-Food.

Fifteen ministers from Jean Chrétien's cabinet are retained, some of them keeping their former roles, including Foreign Affairs Minister Bill Graham and Environment Minister David Anderson.

2002

- January 15 Prime Minister Jean Chrétien announced a cabinet shuffle. Cabinet members of industry interest and their portfolios are as follows:
- John Manley, Deputy Prime Minister and Minister of Infrastructure and Crown Corporations;
 - Allan Rock, Minister of Industry;
 - Anne McLellan, Minister of Health;
 - Martin Cauchon, Minister of Justice;
 - Elinor Caplan, Minister of National Revenue;
 - Ralph Goodale, House Leader and Minister of Wheat Board and Minister of Metis; and
 - Claudette Bradshaw, Minister of Labour and Secretary of State (Multiculturalism) (Status of Women).
- Prominent departures from cabinet include:
- Hedy Fry, Junior Minister for Multicultural and Women’s Issues;
 - Maria Minna, Junior Minister for International Aid;
 - Alfonso Gagliano, Minister of Public Works becomes Ambassador to Denmark;
 - Jim Peterson, Junior Minister for Financial Institutions;
 - Herb Gray, Deputy Prime Minister becomes Head of the International Joint Commission;
 - Ron Duhamel, Minister of Veterans Affairs; and
 - Gilbert Normand, Secretary of State of Science.
- January 28 Molson “Canadian” was the official sponsor of Canada’s men’s and women’s Olympic hockey teams in the Olympic tournament in Salt Lake City, Utah.
- March 20 Stephen Harper won the leadership race of the Canadian Alliance and became leader of the Official Opposition in the federal House of Commons. Harper won on the first ballot with 57% of the vote.
- March 26 Prime Minister Jean Chrétien appointed veteran Newfoundland Liberal Member of Parliament George Baker and Montreal Liberal MP Raymond Lavigne to the Senate.
- May 7 The federal cabinet approved an order-in-council that amended non-mailable matter regulations to clear the way for the mail carrier to deliver alcoholic beverages to residential homes from all distributors of alcohol products, including manufacturers. Orders will be placed through liquor boards, manufacturers or distributors who have contracted Canada post for home delivery. It will be up to each contractor to fix a delivery charge.

2002 (continued)

- May 13 In federal by-elections, Progressive Conservative Party candidate Rex Barnes won the Newfoundland riding of Gander-Grand Falls formerly held by the Liberal Party while New Democratic Party candidate Brian Masse took Windsor West, the Ontario riding left vacant by Liberal stalwart Herb Gray. Liberal candidate John Efford won the other Newfoundland seat, Bonavista-Trinity-Conception.
- The Liberals also kept the two Québec seats that were up for grabs. Saint-Leonard–Saint-Michel, the seat left open by Alfonso Gagliano's diplomatic appointment to Denmark, was won by Massimo Pacetti. And Liza Frulla won in Verdun–Saint-Henri–Saint-Paul–Pointe-Saint-Charles. In Manitoba, Raymond Simard kept the riding of Saint Boniface for the Liberals. Canadian Alliance Leader Stephen Harper won Calgary Southwest, earning a place in the House of Commons and the right to be called the leader of the Official Opposition.
- May 26 Prime Minister Jean Chrétien announced a cabinet shuffle. Among the changes:
- Ralph Goodale, Minister of Public Works and Government Services, while retaining his duties as Minister responsible for the Canadian Wheat Board;
 - Don Boudria, Leader of the Government in the House of Commons; and
 - Claudette Bradshaw, Minister of Labour.
- The Prime Minister accepted the resignation of the Honourable Art Eggleton as Minister of National Defence and appointed John McCallum to this portfolio.
- June 3 Prime Minister Jean Chrétien accepted the resignation of Paul Martin as Finance Minister. The Prime Minister appointed Honourable John Manley as Minister of Finance and Minister of Infrastructure. Minister Manley retains his portfolio as Deputy Prime Minister.
- June 4 Alexa McDonough stepped down as leader of the New Democratic Party.
- June 13 Bill C-47 (An Act respecting the taxation of spirits, wine and tobacco and the treatment of ships' stores) received Royal Assent. This enactment introduced a modern framework for the taxation of spirits, wine and tobacco. Beer was unaffected by this legislation.
- August 7 Prime Minister Jean Chrétien announced changes in ministerial responsibility: Industry Minister Allan Rock assumes responsibility for the federal infrastructure fund and the separate border security fund and Transportation Minister David Dingwall gains control of four Crown corporations, including Canada Lands Company, the Royal Canadian Mint, Canada Mortgage and Housing Corporation, and Canada Post.

2002 (continued)

- August 21 Prime Minister Jean Chrétien announced that he will not seek re-election and will remain in office until February 2004, at which time his successor will be chosen.
- August 26 Genetically modified foods do not pose any more health or environmental risks than other foods in the Canadian marketplace, according to the results of a federal advisory panel study. The Canadian Biotechnology Advisory Committee recommends that a voluntary labelling system for genetically modified foods be put in place.
- September 30 A new session of Parliament commenced with the Speech from the Throne.
- December Labatt sold its beer.com website to Playcentric International Corp., a privately held company in Oakville, Ontario. Labatt intends to maintain an active role in the Web site by placing advertisements and running promotions.
- December 20 Interbrew announced that it has appointed John Brock, chief operating officer of the soft drinks and confectionery group, Cadbury Schweppes, as its new CEO, succeeding Hugo Powell who is to retire. Interbrew said Brock would take up his role on February 1.

2001

- January 9 Prime Minister Jean Chrétien announced the following appointments to Cabinet:
- Robert Thibault, Minister of State (Atlantic Canada Opportunities Agency);
 - Sharon Carstairs, Leader of the Government in the Senate; and
 - Rey Pagtakhan, Secretary of State (Asia-Pacific).
- April 23 Member of Parliament, Judy Wasylycia-Leis (Winnipeg North Centre, NDP) tabled a private members motion calling on government to consider mandatory labels on alcoholic beverage containers. The vote on the Motion resulted in 217 to 11 in favour.
- May 1 National radio advertising, sponsored by the BAC, promoting “don’t drink and drive” resumes across the country. The media buy is focused on holiday weekends.
- July 1 Forty-one brewing companies became signatories to an Industry Standard Bottle Agreement.
- September 7 Brewers Association of Canada hosted FAS Research Roundtable. Participants from across Canada attended the conference to listen to doctors, addiction counsellors and researchers about the latest science on FAS.

2001 (continued)

- September 11 An attack on the twin towers of the World Trade Center in New York resulted in their destruction and the loss of approximately 3000 lives, including 24 Canadians. Economists agree the terror attacks struck the already weak U.S. economy hard and by extension the economies of Canada and other nations, at least in the near term
- October 17 Federal members of Parliament voted 126 to 91 against a Private Member's Bill C-287 that called for mandatory labelling of all genetically modified foods. Charles Caccia (L-Ontario), leader of the environmentalist lobby in Parliament, initiated the Bill.
- October 31 BAC appeared before the House of Commons Standing Committee on Finance to make the case for a 60% reduction in excise duty for small brewers.
- December 4 A Ways and Means motion was tabled in the House of Commons to implement formerly announced Excise Act revisions. The legislation would significantly change the excise regime for hard liquor and would move wine into the Excise Act from the Excise Tax Act. Beer is not affected.
- December 5 Justice Minister Anne McLellan introduced an amendment to the Criminal Code which will allow judges to authorize ignition interlocks for repeat drinking and driving offenders.
- December 10 The federal budget was released. Alcoholic beverage taxes remain unchanged.
- December 12 Stockwell Day stepped down as leader of the Canadian Alliance.