

# On Tap

## This Week



### **Chamber of Commerce**

#### **Recovery of Restaurants and Food Service Industry**

Earlier this week the [Canadian Chamber of Commerce](#) issued a [joint letter](#) calling for government action to support the recovery of bars and restaurants from the impacts of COVID-19. The letter included a recommendation to eliminate the annual excise duty increases on beer, wine & spirits.

Beer Canada will continue to look for ways to support the hospitality industry during its recovery from COVID-19.

### **Health Canada - Sugars-Based Ingredients**

Upcoming [Health Canada changes](#) to nutrition labelling require sugars-based ingredients to be grouped together in a product's ingredient list after the term "Sugars".

Beer Canada worked with Health Canada to successfully get malted barley (that is subject to fermentation) exempted from having to be grouped as a sugar.

This week, Beer Canada forwarded a letter to Health Canada asking that the same exemption be applied to other sugars-based ingredients added pre-fermentation for the same reason: they are converted into CO<sub>2</sub> and alcohol and not present in the finished beer product.

### **Canada's Low-Risk Alcohol Drinking Guidelines**

This week, Beer Canada spoke with Frank Cesa who is the Director, Office of Alcohol Policy with [Health Canada](#).

The purpose of the meeting was to discuss the status of Beer Canada's proposal

to reduce excise duty rates on low and no-alcohol beer and to follow up on the review of [Canada's Low-Risk Alcohol Drinking Guidelines](#).

Health Canada confirmed that a review is expected to commence shortly, and will provide Beer Canada with opportunities to both oversee the review process and directly participate.

## COVID-19 Tracker

An update of the COVID-19 tracking resource can be found on our [members-only wiki](#). The tracker follows government announcements pertaining to COVID-19 restrictions on businesses and services across Canada, including those that impact the sale of beer and other beverage alcohol.

---

## Canadian Beer Day

Earlier this week, a Beer Canada Member Engagement Plan for Canadian Beer Day was sent out via email. Please review and reach out to [Dana](#) to begin planning your brewery specific strategies for October 7th, if you haven't already.



## Contests

Canadian Beer Day launched its bi-weekly contest ([Instagram](#), [Facebook](#), [Twitter](#)) leading up to Canadian Beer Day on October 7th. Please feel free to share it with your networks on social media, and [reach out](#) to collaborate on an upcoming bi-weekly contest.

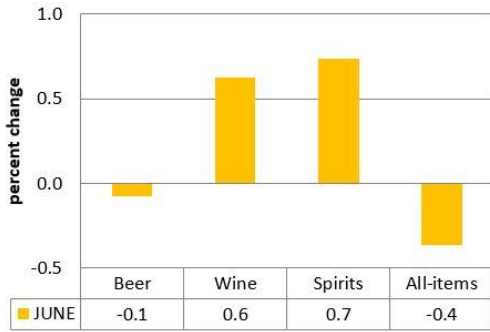
---

## Keeping an Eye on CPI

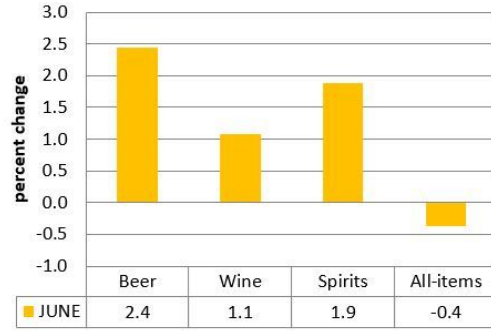
Provincial-level CPI data for all three beverage categories are available annually and by month on our members-only [Wiki](#). June 2020 is now available.

Beer prices at retail decreased by 0.1% in the 12 months leading to June. Wine increased by 0.6% and spirits increased by 0.7%. Beer prices at licensee moved up by 2.4% compared to wine moving up 1.1% and spirits by 1.9%.

### 12-Month CPI @ Retail



### 12-Month CPI @ Licensee



### Export and Import Beer Sales

Beer sales between Canada and the United States for May 2020 are available on our [Wiki](#).

### Exports & Imports of Barley, Malt and Hops

Data is available for May 2020 on our [Wiki](#).



©2020 Beer Canada | 650 - 45 O'Connor Street, Ottawa, Ontario

Web Version

Preferences

Forward

Unsubscribe

Powered by **Mad Mimi**®  
A GoDaddy® company