

21 February, 2018

Hon. Denis Landry, Minister of Public Safety
Province of New Brunswick
Chancery Place
PO Box 6000
Fredericton, NB
E3B 5H1

Re: *Liquor Control Act Reform*

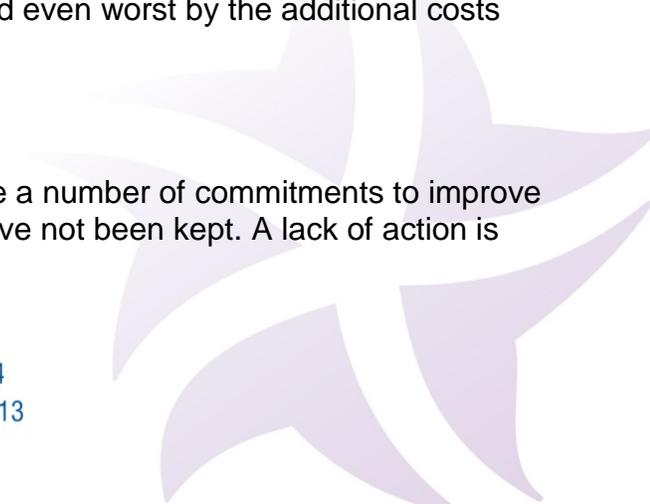
Dear Minister Landry:

I write on behalf of TIANB in support of the Chamber of Commerce of Fredericton's recent request for your department to undertake the necessary steps to bring reform to the Liquor Control Act. As the voice of the Tourism Industry, we are strongly supportive of this appeal for improvements and the focus on reducing the cost of doing business in New Brunswick; by introducing changes to the existing legislation that clearly no longer reflects today's business environment.

Bar and restaurant owners across the province have expressed time and time again their frustration with the current legislation. Our research indicates that since 2015 several provinces have taken the steps to introduce a series of positive changes. Unfortunately, such is not the case for New Brunswick where no actions have been initiated in spite of repeated promises over the years to do so.

Things are getting worse, not better. Wholesale pricing on alcohol products is the huge step forward that operators have been asking and waiting for. In New Brunswick for instance, bar and restaurant owners pay just as much as the average consumer does for beer, wine and spirits. In some cases they pay even more than retail, due to licensee levies and mark-ups. Making it worst still is the fact that some licensees must pay full retail price even when products go on sale for home consumers! The situation is rendered even worst by the additional costs incurred by the increase of the minimum wage.

In recent years the New Brunswick government has made a number of commitments to improve the business climate for licensees, but those promises have not been kept. A lack of action is



the main reason for New Brunswick's downgrade from C in 2015 to a D in 2017 in Restaurant Canada's 2017 report card on provincial liquor policies for bars and restaurants.

Businesses expect their Governments to help them succeed and grow, not unfairly gouging them. New Brunswick's bar and restaurant owners are in business not only to make a profit. Frequently, they are the gateway to the hospitality and tourism industry, they showcase our artists and create employment. Why is government not hearing the call to action from this important segment of the New Brunswick's Tourism Industry?

Let's move forward to ensure we have a vibrant and successful New Brunswick Tourism industry, now and for the future and one that fully supports the provincial Tourism Growth Strategy and its goals to increase tourism-related GDP to \$2 billion by 2025.

Sincerely,



Dan Myers
Chair of the Board of Directors – TIANB

cc; Hon. Stephen Horsman, Deputy Premier
cc: Krista Ross CEO, Fredericton Chamber of Commerce
cc: Brenda Perrin, President, Fredericton Hotel Association
cc: Gerald Normandeau, President, Moncton Hotel Association
cc: Paulette Hicks, President, Saint John Hotel Association
cc: Luc Erjavec, VP, Atlantic Canada, Restaurants Canada
cc: Bruce McCormack, General Manager, Downtown Fredericton, Inc.



