



Brewers Association of Canada

The National Association of the Brewing Industry Since 1943

PRESS RELEASE

Brewers Association of Canada Announces a New Addition to the Board of Directors

The Brewers Association of Canada (BAC) is pleased to announce the election of Michael McBride to its Board of Directors as the Ontario and Atlantic representative.

“I’m accepting this role in the hopes of bringing a voice to the small brewers across Ontario and Atlantic Canada,” said McBride. “Being a part of this business for over 15 years has given me an appreciation and respect for the efforts of small brewers across Canada and the issues they face in these tough economic times.”

“We are pleased to have Michael joining our Board of Directors. He brings a wealth of knowledge and experience within the brewing industry,” said Ian Faris, President of the BAC. “As the long-standing owner of a small brewery, he brings a fresh perspective to the table that will help us to understand the issues facing small brewers across Canada.”

Mr. McBride is owner of Storm Brewing in Newfoundland Ltd. in St. John’s, along with his wife, Kristi. Founded in 1999, they continue to brew their popular British style and specialty ales. He has over 15 years of experience in the brewing industry and has traveled around the world visiting micro and regional breweries and brew pubs.

Mr. McBride will join the current directors – Chairman Bruce McCubbin, CEO of Moosehead Breweries Limited; John Sleeman, Chairman and CEO of Sleeman Breweries Limited; Kevin Boyce, President and CEO of Molson Canada; Marcio Froes, President of Labatt Breweries Canada; and Ron Waldman, President and CEO of Great Western Brewing Company in Saskatoon, SK.

The Brewers Association of Canada is the national trade association representing companies brewing and marketing beer in Canada. Its members produce over 98% of all domestic beer sold in Canada. The industry generates \$14 billion a year in economic activity. Over the past two decades, the Association and its members have demonstrated their commitment to medical and behavioral research, environmental stewardship initiatives and responsible consumption programs.

For additional information, contact

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