



BREWERY MEMBERSHIP



BREWERY MEMBERSHIP

OCB OVERVIEW

The Ontario Craft Brewers Association (OCB) has been the voice of the craft brewing industry in Ontario for almost two decades. It is a not-for-profit trade association that focuses on engaging with the provincial government to expand Ontario's retail landscape and regulatory framework to help local craft brewers grow their businesses, most notably with successfully lowering the federal excise tax for brewers producing less than 50,000 hl of beer per year – a key factor in the growth of the industry over the past ten years. The OCB is currently funded by membership dues, its annual industry conference, and other self - sustaining revenue generating programs. The OCB currently represents over 100 craft brewers across Ontario that make over 500 brands of beer.

The OCB is governed by a Board of Directors representing four distinct volume producing categories of member breweries to ensure the interests of large and small members are always considered. OCB members have also formed and sit on committees that include Membership, Conference, Finance, LCBO, TBS, Grocery and Technical. The Articles of Incorporation, By-Laws, Board policies and Code of Conduct are available to members on the private portal.





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BENEFITS OF MEMBERSHIP

The OCB works on many fronts to ensure the interests of its members are put forward to, first and foremost, strengthen the industry and help their breweries grow and succeed by working with all levels of Government to establish and maintain an operating infrastructure along with access to affordable distribution channels to set a solid foundation to make Ontario a centre of excellence in craft brewing.

Key benefits to OCB members include Government Relations, Automatic Membership in key industry and business associations, Technical and Education programs, Retail channel advocacy, and an Annual industry conference and other growth opportunities which are outlined below.





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GOVERNMENT RELATIONS

The OCB works with Federal, Provincial and Municipal levels of Government to ensure the voice and issues of the Ontario Craft Brewing Industry is heard and understood.

This includes issues of tax, licensing, fair levels of representation in distribution channels, export opportunities, marketing programs, shipping, second store licenses and more. Most recently the OCB was instrumental in influencing the decision to open the Grocery store channel for beer. This new distribution channel has greatly benefited the Ontario Craft Brewing industry.

In addition, the OCB is always vigilant in monitoring and advancing various tax treatments to protect and benefit the industry.

The OCB has had done very meaningful work with government. Below is just a sampling of that work, done on behalf of the membership and the entire industry:

- 2004 - Provincial Grant Funding - new LCBO Merchandising Programs
- 2006 - Revised Federal Excise Tax Restructure
- 2010 - Start of Annual Speakers events at Queen's Park
- 2012 - Provincial Grant Funding
- 2014 - Licensing AGCO - Second Store (with production) Location
- 2015 - Establish access to new Grocery Channel with minimum of 20% shelf space for Craft and no inducements, TBS shares availability, 7 free store listings, & minimum shelf space and inclusion in TBS in-store displays.
- 2018 - Revised Provincial tax structure beyond 50,000HL
- microbrewery tax credit phaseout
- 2020 - Freezing the Provincial Beer Tax until 2022

The OCB has also led numerous defenses of tax incentives, reducing red tape, various special projects such as tax audits, Toronto alcohol taxing, menu labelling, Alcohol & Gaming Commission policy changes, environmental legislation, and LCBO projects.



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MEMBERSHIP ENGAGEMENT

Membership also means opportunities to meet other brewers, suppliers, and industry partners in a variety of settings to further enhance member engagement:

- **Hosting Regular Town Halls:** In-person and virtual town halls are held regularly updating membership on government relations activities, providing networking opportunities for local brewers, create dialogue with local brewers about issues that can be incorporated into OCB's advocacy at Queen's Park.
- **Regular Craft Beer E-Newsletters:** Regular and timely communications with members, keeping them up to date with all relevant craft beer news, and maintaining a central source for all industry developments.

EXCLUSIVE MEMBERSHIPS & DISCOUNTS

There are a number of additional benefits that are exclusive to OCB member breweries that we want you to be aware of and take full advantage of in order to help set you apart and succeed. These include free memberships in the *Canadian Craft Beer Association (CCBA)*, the *Canadian Federation of Independent Business (CFIB)*, and other industry and business associations that amplify brewers' voice and offers that save your brewery money.

Brewers also save money on their tickets to the annual Ontario Craft Brewers Conference & Suppliers Marketplace, Canada's premier beer industry conference. The Conference offers a series of educational sessions, networking opportunities, and breakout workshops.

In addition, the OCB has partnerships with over 20 corporate partners in a range of industries including clothing, insurance and telecommunications with exclusive discounts for member breweries on the things breweries use every day.



BREWERY MEMBERSHIP

COMMUNICATIONS – Website & Private Member Portal

In addition to e-newsletters the OCB's website provides brewers with their own dedicated page where they are able to feature their beers, offer up food pairings, and identify where to buy their beers to help reach craft beer enthusiasts.

Just a few of the features that are always on the website include:

- **Beer Listings:** All OCB beers, by brewery, by region, by style, and by awards. Includes additional listing of seasonal brews.
- **Brewery Map:** Shows location of all OCB members, hyperlinked to brewery website.
- **Video Library:** Short videos that is regularly updated featuring interesting stories, achievements and the impact of craft brewing in Ontario.
- **Social Media Channels:** OCB maintains a thriving social media presence on Twitter and most recently, through a new LinkedIn page. Our social media feeds are a central source of information on all things related to our members, the craft brewing industry, and our government relations. We post items regarding education, interest and perspective, sharing news from our member breweries and articles/info from other organizations.

EXPORT CONSULTATION

For those members interested in developing markets outside Ontario, the OCB offers consultation. Currently the most prominent programs include export to provinces outside Ontario, the USA and Europe. In addition, on behalf of members, the OCB works collaboratively with the Ontario Ministry of Agriculture Food and Rural Affairs regarding export programs and funding opportunities.



BREWERY MEMBERSHIP

EVENTS

ONTARIO CRAFT BEER WEEK

Ontario Craft Beer Week is a week-long, province-wide festival that celebrates the thriving locally-based craft beer industry in Ontario and exposes consumers to the premium quality and culture of Ontario craft beer.

Ontario Craft Beer Week was first launched in June 2010, with 25 craft brewers and their licensee partners hosting 110 events across the province.

OCB Week events are hosted at breweries, pubs, restaurants and event venues across Ontario in cities such as Toronto, Guelph, London, Ottawa and communities from Cambridge to Vankleek Hill and from Thunder Bay to Niagara.

In fact, OCB worked with the provincial government to pass Bill 107, Ontario Craft Beer Week Act. It officially proclaims the week commencing the second Sunday in June as Ontario Craft Beer Week. This “helps to officially recognize the incredible growth in the local craft beer industry in the past decade, and encourage Ontarians to discover local craft beer made by independently-owned craft breweries, right in their own communities.”

ONTARIO CRAFT BEER CONFERENCE

The OCB hosts the Ontario Craft Brewers Conference & Suppliers Marketplace annually, Canada’s premier beer industry conference. From its inception, conference attendance has grown significantly, now attracting over 1,000 attendees annually. This includes the craft brewing industry’s top brewers, decision-makers, thought leaders and supporters who gather for education sessions, networking, breakout workshops, craft beer and food. As a testament to the value created by the OCB Conference, the Suppliers’ Marketplace continues to grow each year with more and more suppliers participating to take advantage of the opportunity to make their services known to interested brewers.



BREWERY MEMBERSHIP

RETAIL CHANNEL INITIATIVES

LCBO

For several years now, the OCB has met consistently with the LCBO to provide on-going support for the members. This support has been beneficial for large and small members as we are able to provide key updates including those on all member conference calls. Key responsibilities that are managed include;

MERCHANDISING PROGRAMS

The LCBO-OCB Merchandising Programs have been highly successful programs that have provided opted in members with measurable, on-going increases in aggregate sales year after year. With the increasing popularity of Ontario craft beer, most LCBO stores now have highly visible ONTARIO CRAFT BEER bulkhead signage. This provides for what is now a separate and distinct Ontario craft beer section in the LCBO store system. Proof of the effectiveness of these programs is that Ontario craft beer continues to be the fastest growing segment within the LCBO's beer category, growing at + 15% per year.

Key Components of the Merchandising Program include a mix of:

1. Destination End Aisle Displays
2. Shelf Extenders
3. Mini-thematic displays
4. Special Ad Hoc Displays

LCBO SEMINARS

- OCB has facilitated participation in Beer Ambassador Training with LCBO staff
- OCB has facilitated other seminars with LCBO to train members i.e. Warehouse, Electronic Systems, Working Effectively with Retail and Category Management.
- OCB has coordinated and hosted seminars on key LCBO topics for members – NISS, MPTS, tastings, etc.



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THE BEER STORE

As a result of continued efforts to increase presence and visibility in The Beer Store (TBS) and as a result of the new Master Beer Framework, Ontario Craft Brewers now enjoy the ability to own shares in TBS, have access to 7 free store listings, and have a right to minimum shelf space in TBS stores and in TBS store displays. These TBS changes also included a new TBS Governance Model. If members feel more changes are needed the OCB and the TBS Membership Committee will continue efforts to improve. The committee has regular meetings where all members are invited to participate.

GROCERY

The OCB and members played a key role and invested literally hundreds of hours and significant financial resources to successfully influence the decision of the Ontario Government to allow beer to be sold in grocery stores.

During the discussions that led up to the new Master Beer Framework Agreement, once it became clear that beer in grocery stores was going to be considered by Government, the OCB asked for four very key conditions to be built into the policy:

1. Guaranteed minimum of 20% shelf space for Ontario Craft Brewers
2. A strict prohibition against any incentive or inducement programs for listings
3. A legislated mark-up
4. Right to self-deliver

These conditions are largely responsible for the success that Ontario Craft Brewers are having in grocery. This new channel has, like the LCBO, demonstrated that when Ontario craft beer enthusiasts get to “shop the store” Ontario craft beers more than warrant the shelf space they are guaranteed. Ontario craft beer is now sold in 450 stores right across the province.

One final point about retail channel initiatives is that larger OCB members put disproportionate amounts of time, effort and resources into these lobbying efforts on behalf of the whole craft brewing industry. This is yet another example of the OCB tradition and collaborative efforts on the part of its members to do not just what is expected but what is needed on behalf of the whole industry. Changes like those above never happen by themselves and this is why it is so important for all new Ontario Craft Brewers to join the OCB to do their part.



BREWERY MEMBERSHIP

TECHNICAL SUPPORT

In addition to its culture of collaboration, OCB members have always understood the importance of producing great tasting, high quality fresh beer.

TECH TALKS

These seminars cover a variety of topics which are valuable to new brewers. Tech Talks are recorded and are posted on OCB's website where they are available to members at no cost.

BREWER REFERENCE MANUALS

The OCB have also produced a series of technical manuals available at no cost for OCB members. These include:

- Shelf Life Reference Manual
- Quality Management Systems Manual
- Health & Safety Manual
- Environmental Standards





BREWERY MEMBERSHIP

BECOME A MEMBER; HELP BUILD OUR INDUSTRY AND COMMUNITY

The bottom line is if you want to have your voice heard, protect the hard fought for gains of the last quarter century, help grow your business, and assist in the struggle to rightfully reclaim our brewing heritage and make the future a better environment for craft brewers: it is time to fill out an application and join with your other craft breweries in the OCB to make it happen. The need to protect our hard fought for gains in the Canadian brewing industry will never stop. Your fellow Ontario Craft Brewers require your passion and contributions to protect and grow the craft beer market in Ontario.

The OCB offers membership types including Full Voting Rights Membership for Operating Breweries and Associate Memberships for industry suppliers. If you are interested in more information please email the OCB Office at info@ontariocraftbrewers.com for an Application kit or call us at **416-494-2766**

We hope you will join your fellow Ontario Craft Brewers on this very exciting and fulfilling journey of protecting our brewing heritage where REAL PEOPLE BREW REAL CRAFT BEER. Cheers!

