THE BEER INDUSTRY: OUT-PERFORMING FOR CANADA

Every million dollars spent at retail on beer generates up to six Canadian jobs – at least double the number of jobs created by the same spending on either wine or spirits. Every dollar spent on beer generates 30 cents in wages for Canadian workers, compared to only 10 cents per dollar spent on wine or spirits.

Canadians pay the highest taxes on beer in the world, second only to Norway. Half of every dollar spent on beer goes to taxation, compared to 20%-30% beer taxes levied by most of Canada’s trading partners.

LABATT - BREWING UP A BETTER WORLD SINCE 1847

Labatt has been shaped by almost 170 years of brewing excellence. Since 1847, we have never lost sight of the fact that we’re here to serve the people who enjoy our brands. By continually innovating to enhance the consumer experience and cater to an expanding array of tastes, we’ve evolved from a single small brewery in London, Ontario to become a truly national brewer.
LABATT HAS A MAJOR, POSITIVE IMPACT ON CANADA’S ECONOMY

A SUPPORTIVE, LONG-TERM EMPLOYER.

Labatt is a Canadian success story. Our beer is made by Canadian workers in Canadian breweries that draw on Canadian raw materials and services nationwide. We employed over 3,000 CANADIANS and paid over $228 MILLION IN WAGES AND SALARIES in 2012. We are proud to support the Canadian unions that have made Labatt the brewer it is today. Beyond our own employees, Labatt INDIRECTLY CREATES EMPLOYMENT FOR TENS OF THOUSANDS OF OTHERS. In 2012, we spent $808 MILLION on goods and services purchased from small and large suppliers across Canada. We’re especially proud to support jobs in Canadian agriculture. In 2012, our organization spent $53 million on barley grown by western Canadian farmers.

Today, our people, locations and brands are as diverse as the country itself. With a portfolio of 60 quality beers and six breweries from coast to coast, Labatt proudly employs more than 3,000 Canadians. We are the brewers in Canada’s backyard, and unapologetically committed to every community where we do business.

“Labatt is a great place to work. This is the place for the challengers, the innovators, the people who act on their dreams.”

A SUSTAINABLE CONTRIBUTOR TO NATIONAL WEALTH.

Labatt’s financial stability equates to prosperity for the people and communities of Canada. The quality of our brands and our world-beating productivity – made possible by the craftsmanship, innovation and best practices sharing of our thousands of employees – defines us as a sustained and sustainable economic presence.

Labatt invested $275 MILLION in brewery operations in the five years ended in 2012, while also continually aiming productivity goals to ensure our employee’s future, and food safety advances as a HACCP certified brewer.

We are especially proud of achieving aggressive three-year environmental goals in 2012 that mark us amongst the WORLD’S BEST. In the years ahead, we’ll strive for better still. We are a sustainable brewer, working for a sustainable Canada.

GROSS DOMESTIC PRODUCT (GDP)

Labatt is an important contributor to Canada’s GDP. In 2012, we sold 9 MILLION HECTOLITERS of beer through almost 40,000 retail outlets nationwide. For our employees, for our country and for the millions who enjoy our beer, we’re here for the long haul.

TRUE QUALITY IS CONSISTENT FLAVOR, BREW BY BREW, AND FRESHNESS EVERY TIME.

A MAINSTAY OF OUR COMMUNITIES

At Labatt, we are committed to our communities. In 2012, we invested $26.8 MILLION through SPONSORSHIPS AND DONATIONS. Our investment includes a donation through the Anti-Liquor League of hundreds of employees. At the same time, we continued to lend our industry’s comprehensive responsible drinking programs to prevent underage drinking, provide the use of designated drivers, and encourage moderation.

Our dedication to our communities extends to ensuring the long-term viability of our breweries and the environment. Labatt invested $275 MILLION in brewery operations in the five years ended in 2012, while also continually aiming productivity goals to ensure our employee’s future, and food safety advances as a HACCP certified brewer.

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A SUPPORTIVE, LONG-TERM EMPLOYER.
Labatt is a Canadian success story. Our beer is made by Canadian workers in Canadian breweries that draw on Canadian raw materials and services nationwide.

We employed over 3,000 CANADIANS and paid over $224 MILLION IN WAGES AND SALARIES in 2012. We are proud to support the Canadian unions that have made Labatt the brewery it is today.

Beyond our own employees, Labatt INDIRECTLY CREATES EMPLOYMENT FOR TENS OF THOUSANDS OF OTHERS.

In 2012, we spent $808 MILLION on goods and services purchased from small and large suppliers across Canada.

We’re especially proud to support jobs in Canadian agriulture. In 2012, our organization spent $53 million on barley grown by western Canadian farmers.

While the beer industry directly employs 13,000 Canadians, a total of more than 200,000 jobs are created by the brewing, marketing and distribution of beer – that’s 1.2% of national employment.*

A SUSTAINABLE CONTRIBUTOR TO NATIONAL WEALTH.
Decade in and decade out, Labatt’s financial stability equals to prosperity for the people and communities of Canada. The quality of our brands and our world-beating productivity – made possible by the craftsmanship, innovation and best practices sharing of our thousands of employees – defines us as a sustained and sustainable economic presence.

The beer industry as a whole accounts for 12% of the food manufacturing sector of Canadian GDP. Beer is the largest category in the beverage segment.

Through $1.13 BILLION in federal, provincial, property, payroll and excise taxes, Labatt helped fund Canada’s communities, health care facilities and many other public goods and services in 2012. The entire beer industry generates over $4 billion in annual tax revenue.

LABATT PAID $1.127 BILLION IN TAXES IN CANADA IN 2012

EXCISE AND BEER $662,100,000
FEDERAL AND PROVINCIAL $217,382,000
PST $58,995,000
GST/HST $132,791,000
OTHER $58,579,000

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Labatt invested $275 MILLION in brewery operations in the five years ended in 2012, while also continuously aiming to secure our employee’s future and food safety advances as a HACCP certified brewer.

We are especially proud of achieving aggressive three-year environmental goals in 2012 that mark us amongst the WORLD’S BEST. In the years ahead, we’ll strive for better still. We are an accountable brewer, working for a sustainable Canada.

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“A SUPPORTIVE, LONG-TERM EMPLOYER.”

Labatt is a Canadian success story. Our beer is made by Canadian workers in Canadian breweries that draw on Canadian raw materials and services nationwide.

We employed over 3,000 CANADIANS and paid over $221 MILLION IN WAGES AND SALARIES in 2012. We are proud to support the Canadian unions that have made Labatt the brewer it is today.

Beyond our own employees, Labatt INDIRECTLY CREATES EMPLOYMENT FOR TENS OF THOUSANDS OF OTHERS.

In 2012, we spent $808 MILLION on goods and services purchased from small and large suppliers across Canada. We're especially proud to support jobs in Canada's agriculture. In 2012, our organization spent $53 million on barley grown by western Canadian farmers.

While the beer industry directly employs 13,000 Canadians, a total of more than 200,000 jobs are created by the brewing, marketing and distribution of beer – that's 1.2% of national employment.*

“A MAINSTAY OF OUR COMMUNITIES”

At Labatt, we are committed to our communities. In 2012, we invested $26.8 MILLION through SPONSORSHIPS AND DONATIONS Canada-wide, and made a difference through the dedicated volunteerism of hundreds of employees. At the same time, we continued to lead our industry in comprehensive responsible drinking programs to prevent underage drinking, promote the use of designated drivers, and encourage moderation.

Our dedication to our communities extends to ensuring the long-term viability of our breweries and the environment.

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Labatt’s Story is inseparable from the Canadian story. We’ve been growing better together for almost 170 years.

A SUSTAINABLE CONTRIBUTOR TO NATIONAL WEALTH.

Decade in and decade out, Labatt’s financial stability equates to prosperity for the people and communities of Canada. The quality of our brands and our world-beating productivity – made possible by the craftsmanship, innovation and best practices sharing of our thousands of employees – defines us as a sustained and sustainable economic presence.

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Labatt paid $1.127 BILLION in TAXES IN CANADA IN 2012

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LABATT’S STORY IS INSEPARABLE FROM THE CANADIAN STORY. WE’VE BEEN GROWING BETTER TOGETHER FOR ALMOST 170 YEARS.

GROSS DOMESTIC PRODUCT (GDP)

Labatt is an important contributor to Canada’s GDP. In 2012, we sold 9 MILLION HECTOLITRES OF BEER THROUGH MOST 45,000 RETAIL OUTLETS NATIONWIDE. FOR OUR EMPLOYEES, FOR OUR COUNTRY AND FOR THE MILLIONS WHO ENJOY OUR BEER, WE’RE HERE FOR THE LONG HAUL.

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Every million dollars spent at retail on beer generates up to six Canadian jobs – at least double the number of jobs created by the same spending on either wine or spirits. Every dollar spent on beer generates 30 cents in wages for Canadian workers, compared to only 10 cents per dollar spent on wine or spirits.

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