

Here's to
our people



Labatt



THE BEST BEER COMPANY IN A BETTER WORLD IS ALL ABOUT PEOPLE.

QUALITY MATTERS. AND IT STARTS WITH OUR PEOPLE.

Labatt is proud to be a great place to work. It's a statement of quality that reflects our 3,000 great employees. Since 1847, the people of Labatt have been brewing the country's finest beers and giving back to our communities through a culture of involvement.

Across six breweries, four Beer Institutes, 15 sales offices, our head office in Toronto and 23 warehouses and distribution centres from coast to coast, we are united nationwide by the shared dream of being The Best Beer Company in a Better World.

Quality matters. Our beer is famed for it. Our relationships are defined by it. The talent of our employees brings it to life.



OUR PEOPLE CARRY THE LEGACY AND SPIRIT OF OUR BRANDS

Across the country – in breweries in Creston, Edmonton, London, Montreal, Halifax and St. John's – our people take pride in brewing Canada's most iconic beers. Our rich brewing tradition is built on time-proven methods, the very finest ingredients, and the artistry of best brew masters in the world.

Labatt's brew masters are the elite of their craft, sharing brewing knowledge that has been passed down for generations. At work, they are artisans, nurturing and tasting the beer every step of the way. Our brew masters are inspired by new and unique beer styles, new ingredients, their fellow brewers, and by their own passion and quest for perfection. They continually craft new recipes and explore new hop varieties to excite consumers and expand the consumer experience with fine beer.

From the forklift operators in Labatt's warehouses to the IT professionals in our head office, our employees share a passion for excellence. Day in and day out, the people of Labatt demonstrate that the difference is in the details.





LABATT EMPLOYEES ARE INNOVATORS

Labatt *listens* and empowers people to make a difference by taking action on their ideas. Through our unique Ideas Process, which was internally developed by unionized employees in 1999, employee-led Innovation Councils evaluate and implement hundreds of employee suggestions every year. And we share and celebrate the many successes at our annual Ideas Showcase.

Our people continually innovate to delight consumers with new taste and brand experiences, raise the bar on industry standards and increase our efficiency in everything we do. In the environmental arena alone, thousands of employee ideas over the last six years have helped Labatt reduce water usage by 39%, fuel usage by 15%, energy use by 12% and operating waste by 66%, and propelled us to a recycling rate exceeding 98%.



IT TAKES QUALITY PEOPLE TO BUILD QUALITY RELATIONSHIPS

For almost 170 years, the people of Labatt have never lost sight of the fact that we're here to serve the people who enjoy our brands, and to enrich the lives of Canadians. Soon after our company's founding, John Kinder Labatt established the philosophy that endures today: With our time, expertise and financial resources, we will support the communities where we do business.

We aim to be *The Best Beer Company in a Better World* by promoting responsible drinking, protecting the environment and supporting local causes wherever we see a need.

We are the brewers in Canada's backyard, and unequivocally committed to every community where we do business. For example, Canada-wide in 2013, Labatt employees hosted public forums and organized local clean-ups for World Environment Day, and took to the streets in hundreds to encourage consumers to *Take the Pledge* not to drink and drive.

OURS IS A CULTURE OF GIVING BACK

On top of Labatt's Better World initiatives, our people support Canada's communities in a myriad of ways. Under the Labatt Volunteer Program, employees volunteer for a host of other worthy causes of their own choosing. Just a few of their activities are building houses in third world countries, collecting and managing donations for local food banks, organizing charity golf tournaments, and coaching junior sports teams. We take pride in sharing the stories of their contributions throughout our company, and lending support when the need is great. For example, we

flew a team of employees from across the country to help with the relief effort on the ground after record storm surges flooded southern Alberta.

Our employees' culture of giving is further underlined by the success of our matching gift program. Labatt matches up to two donations per year to the registered charity of each employee's or retiree's choice, up to a maximum donation of \$2,000 per calendar year.





THE ACHIEVEMENTS OF OUR EMPLOYEES DEFINE LABATT AS A SUSTAINED ECONOMIC PRESENCE

The quality of our brands and our world-beating productivity are only made possible by the craftsmanship, innovation and dedication of our people. And it is the talent and hard work of our employees that allows Labatt to be a supportive, long-term employer. They are the reason we are able to offer stable, high-paying jobs with good benefits and a merit-based bonus system. They are the reason we were able to directly employ 3,000 Canadians in 2012 and pay over \$228 million in wages and salaries – as well as create indirect jobs for many thousands of others.

Our people are proud to contribute to the economic prosperity of Canada. Decade in and decade out, Labatt's financial stability equates to prosperity for the people and communities of Canada. And we are proud to have been a pioneer in introducing employee benefits and to have worked with Canadian unions for more than a century. Thanks to our employees, for our country and for the millions who enjoy our beer, we're here for the long haul.



THERE IS NO SUCH THING AS “THE COMPANY.” WE ARE THE COMPANY.

IT TAKES GREAT PEOPLE TO BRING AN AMBITIOUS DREAM TO LIFE

To attract outstanding people, we offer outstanding opportunities. Through a wide choice of talent programs designed to suit diverse backgrounds and aspirations, we invest in high-potential people and help them build the foundation for challenging and rewarding careers.

Global Management Trainee

Logistics Development Program

Global MBA Program

Sales Development Program

Brewery Development Program

At every career stage, we support our people with new opportunities and challenges to grow beyond their current role. Employees are encouraged to take full advantage of the opportunities offered throughout the full geography of our organization, and to make a real impact.

Labatt is a meritocracy – a place where great people grow and thrive. Our people are owners, and the best of the best. 3,000 great Canadians work here.



THE QUALITY IS WITHIN.

Committed to excellence in brewing craftsmanship. Committed to enriching the consumer experience. Committed to building a better world for our communities.

**CHEERS TO OUR PEOPLE FOR MAKING
LABATT ONE OF CANADA'S TOP 100 EMPLOYERS.**



Proud member of the Anheuser-Busch InBev family