

Georgetown Superstore: 'beer is here'

Beer is being sold in grocery stores across the province starting Dec. 15, and the Georgetown Superstore is one of them.

On Tuesday, 19 Loblaws, Real Canadian Superstore, Your Independent Grocer and Fortinos locations opened their doors to the beverage. Eventually, the stores will host hundreds of varieties with equal representation of Ontario's different brands.

"Our customers shop with us for all the flavours and ingredients of great meals, and today we can better serve that demand with the announcement that beer is here," Grant Froese, Chief Operating Officer of Loblaw Companies Limited, said in a press release from the company. "This is a historic first step for our company and for the Ontario government, giving customers the greater convenience of shopping for groceries and beer in one stop. We expect great demand and customer anticipation for more opportunity in our local stores throughout the province, consistent with the government's planned roll-out."



Including Georgetown's Superstore Guelph Street location, Newmarket, Etobicoke, Oshawa, Mississauga, four locations in Toronto, Cambridge, London, Kitchener, Windsor, Hamilton, two locations in Ottawa, Kingston, Stittsville and Thunder Bay also opened their doors to beer.

By January, the assortments and displays will expand and stores housing the largest-format sections could see more than 200 different imported, domestic and Ontario craft beer. According to the press release, Loblaw Companies Limited intends to allocate 50 per cent of the shelf space to local or craft beer.

"We salute Loblaw's commitment to Ontario craft brewers and its exceptional efforts to provide us new retail opportunities," said John Hay, President of Ontario Craft Brewers. "The province has a vibrant community of craft brewers and we expect Loblaw's business to create new energy and new opportunities to connect Ontario customers with Ontario beer throughout the province."



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