



FOR RELEASE

May 20, 2015

Atlin Music Festival given go-ahead to purchase beer directly from Yukon business

WHITEHORSE—An arrangement has been made between the governments of Yukon and British Columbia that will permit a Yukon business to ship beer directly to the Atlin Music Festival this summer.

"This is a great example of two governments working together to reduce barriers to trade for small business," Minister of Economic Development Stacey Hassard said. "We're very pleased that we could resolve this issue for the Atlin Music Festival and Yukon Brewing."

The Yukon government and organizers of the Atlin Music Festival have been working hard the past few months with the B.C. Liquor Corporation to develop a process to have Yukon beer delivered directly from the brewer to the festival.

"We often hear how many festival goers wish that they had better access to our products," Yukon Brewing owner Bob Baxter said. "Hopefully this is a step towards better distribution throughout northern B.C."

British Columbia regulations do not allow direct shipping from non-provincial brewers to B.C. buyers; products must first be shipped to Vancouver, then to liquor retail outlets for purchase and distribution. This one-time arrangement eliminates the need to pre-order months in advance, ensures same-week delivery and means that the festival will receive goods as ordered.

"Local artists appreciate being able to drink their favourite Yukon Brewing beer, and we love to introduce our touring musicians to everything northern, including the brew," Atlin Music Festival producer Kim Winnicky said. "Thanks to the involvement of Yukon government officials, we'll be able to provide what festival-goers want in a timely and efficient manner, and decrease our carbon footprint at the same time!"

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