

Friday, Nov 15th, 2019

A Letter from Concerned CBANS Members:

Dear Craft Brewers' Association of Nova Scotia Board,

The purpose of this letter is to request that the Craft Brewers' Association of Nova Scotia formally take steps to stop the discriminatory and misogynistic marketing campaign repeatedly used by its member Nine Locks Brewing. Our efforts to date to deal with this as an association (2017 unanimous members' motion to pledge equality, inclusiveness and zero tolerance of discrimination in member workplaces and marketing, and the subsequent convening of a working committee to address workplace code of conduct and inappropriate sales and marketing practices among members) were ineffective, and have allowed one member's indefensible practices to taint our industry. It is the position of all members that have signed below, that more should be done.

We, the undersigned, formally request that the following be immediately carried out by the Board of CBANS:

1) A CBANS statement will be made stating the advertising and marketing practices currently pursued by Nine Locks Brewing violate the 2017 members' motion regarding discriminatory marketing, and are unacceptable and intolerable to the CBANS Board and Membership. Said statement will request a cessation of this egregious campaign, because in the bright light of the current global political and cultural #MeToo Movement, we demand better.

2) A written request will be sent to the NSLC formally asking that they address Nine Locks Brewing's violation of the NSLC Advertising Rules of Conduct, specifically Section 3: Responsible Content, and Sub-Section 3.VI, with regards to their advertising and marketing of their Dirty Blonde Ale and all its iterations.

We demand swift and decisive action.

Regards,

Melanie Bock-White, Jeremy White
Big Spruce Brewing

Mark Huizink, Kelly Huizink, Jeremy Taylor
2 Crows Brewing

Angus Campbell, Joshua Council, Doug Kehoe
Good Robot Brewing Co.

Matt Kenny, Christiane Jost
Tatamagouche Brewing

Allan Bailey, Brenda Bailey, Campbell Bailey

Meander River Brewery

Rozina Darvesh, Peter Burbridge, Josh Herbin

North Brewing

Rebecca Atkinson

Sober Island Brewing

Al Stewart, Connor Stewart

Horton Ridge Malt & Grain

Adam Sarty, Devin Fraser, Ashley MacIntosh, Amanda Murray

FirkinStein Brewing

Chris Reynolds, Nikki Lockington, Laura MacDonald, Andrew Connell

Stillwell Brewing

Adam Bower

Shipwright Brewing

Michael Hogan

Upstreet BBQ Brewhouse

Matt McGrail, Ian Lawson

Brightwood Brewing

Allan MacKay, Jon Saunders, Matt Scott

Off Track Brewing

Laura Parker, Joe Potter

Trider's Craft Beer

Dan Tanner

Tanner & Co. Brewing

Scott Saccary, Kevin Saccary, Mike Gillespie

New Scotland Brewing