



COOL SELLING THEIR AWARD-WINNING BEER FOR A BUCK

a-Beer Challenge" is to modify provincial pricing and allow breweries to sell their beer (for less) at their brewery," says Kevin Meens, Corporate Development Officer at Cool. "Every day our customers ask why they can't buy Cool Beer cheaper when they buy direct from the brewery," he added.

Bobby. "When we co-pack craft beers, we charge less than a dollar a case (24) for additional (speciality) premium malts and ingredients, versus mainstream beers. We are willing to help any brewery brew their high quality beer, just give us a call," he added.

Cool Brewery accepts Premier Ford's Buck-a-Beer Challenge. "We've been brewing award-winning beers, and selling them at affordable prices for over 21 years," says Bobby Crecouzos, Founder and CEO of Cool Brewery. "Selling beer for a buck isn't about reducing quality, it's about managing marketing and operational expenses, he added. Cool believes competition is good for a company; it makes them better, more focused. "We know the profit risks of selling beer for a buck, but it will help showcase our

quality beer, compete against the low priced European beers entering the market, and help create more local jobs by creating more demand," said Bobby.

Selling beer in the LCBO and the Beer Store can get expensive when you add up all the service fees these retailers charge. Beer in Ontario is subject to "provincial pricing" meaning all retail channels must sell at the same price. "One way Mr. Ford's government can encourage small brewers to rise to their "Buck-

Cool knows a thing or two about making both mainstream and specialty beers. In addition to winning awards for their Cool beers, Cool has helped over 30 Ontario craft breweries get started by brewing their specialty craft beer for them, until they get their brewery built. Cool has also brewed over 75 craft beers for breweries across Ontario. "Brewers don't need to give up quality for price," says

Cool will continue to use only the best beer ingredients to carefully craft their beer in small batches. "We would use the same quality ingredients no matter if we sold the beer for a buck or 3 bucks," says Kevin. "Breweries can spend anywhere from \$8 - \$13 per case to market and advertise their beer. We don't price in, and pass on, heavy marketing costs to our customers," he added.

ONTARIO GOVERNMENT ANNOUNCES SUCCESSFUL BIDDER TO SPEARHEAD UNPRECEDENTED LINE-BY-LINE AUDIT OF ONTARIO'S FINANCES

Ontario's Government for the People is taking more steps towards restoring trust and accountability in the province's public finances. Today Treasury Board President Peter Bethlenfalvy announced that EY Canada was the successful bidder to

conduct a comprehensive line-by-line audit of all government programs and services.

Building on the work of Ontario's Auditor General, EY Canada will begin their detailed analysis of the government's current spending

and benchmarking work immediately.

"We have moved quickly and decisively to secure experts to help us fulfill our commitment to end the culture of waste and mismanagement in government," said Minister Bethlenfalvy. "The people of Ontario deserve a province that is on a healthy financial footing. We are confident that this world-class firm is uniquely equipped to deliver expert advice to help us get there. We will continue to deliver on our promise to restore trust and accountability. The people of Ontario deserve answers."

Minister Bethlenfalvy also confirmed the government's promise to launch public consultations. "Make no mistake, this is about much more than tightening our purse strings — in addition to EY Canada's work, we will keep listening to the people of Ontario about what matters most to them," he said. "The review will include opportunities for the

public, including public servants, to contribute to the audit and help identify where the government can spend smarter and more efficiently, while avoiding job cuts."

"We're getting closer to understanding the true financial picture in our province," said Vic Fedeli, Minister of Finance. "Through the line-by-line review and Independent Financial Commission of Inquiry we're going to make practical, responsible choices. The programs and services Ontarians rely on must be sustainable for future generations."

QUICK FACTS

On July 17, 2018, the province issued a public request for bids to competitively acquire consulting services for a line-by-line review of all government programs and services. The deadline for submissions was August 1, 2018.

EY Canada was chosen as the successful applicant to conduct the line-by-line review after a thorough evaluation, and based on the selection criteria set out in the public request for bids.

The line-by-line review is part of the government's plan to ensure programs are effective, affordable and sustainable. The review will provide a detailed analysis of current spending, benchmark against other jurisdictions, and identify areas for improvement, including efficiencies and cost savings. The final report will be delivered to the government in the fall and will be posted online for all Ontarians shortly thereafter.

Ontario has the highest subnational debt of any jurisdiction in the world. The line-by-line audit will establish a more sustainable baseline to ensure a fiscally healthy government for future generations.

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