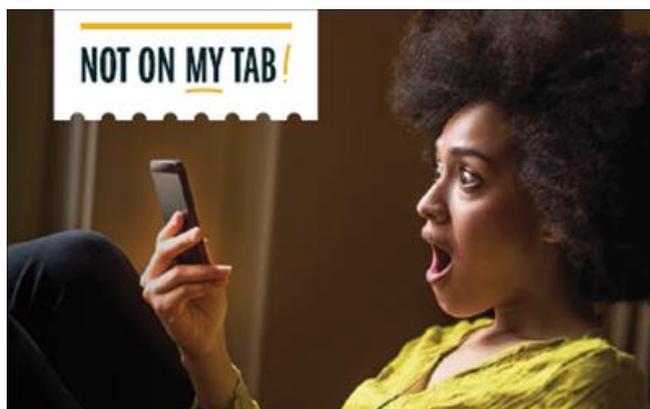


## ***“How the Grits Stole Christmas”***



***“The Grits hated Christmas! The whole Christmas season! Now, please don’t ask why. No one quite knows the reason.”***  
***(Excerpt from How the Grinch Stole Christmas by Dr. Seuss)***

### **NOT ON MY TAB campaign enlisting Canadian consumers in fight against Liberal government tax hikes on alcohol**

**TORONTO, ON – December 17, 2018** – As Canadians stock up on spirits for the holiday season, they will fork out more money this year than ever before. Taxes on spirits now average a whopping 80% of the overall cost. Just like the famous Dr. Seuss Christmas story “How the Grinch stole Christmas”, Canadians face an increased threat to their holiday cheer.

Canada has amongst the highest alcohol taxes in the world, and those taxes are set to rise again in the New Year, according to NOT ON MY TAB, a grassroots campaign launched by Spirits Canada. The campaign has been visiting communities across Canada since September to raise awareness, and enlist support to repeal automatic annual excise tax increases on alcohol, imposed by the Liberal government in 2017.

Campaign findings confirm that the vast majority of Canadian consumers are largely unaware of taxation levels on spirits, let alone the ongoing automatic increases on *all* categories of alcohol. Since launching 3 months ago, NOT ON MY TAB has enabled thousands of supporters to contact their Member of Parliament and voice their opposition to this pernicious new escalator tax.

“The hidden escalator tax on alcohol imposed by the Liberal government without consultation will kick in once again on April 1<sup>st</sup> next year – and then rise every year after that without stop,” says **Jan Westcott, President & CEO of Spirits Canada**. “Automatically increasing taxes on spirits every year hurts the hard-working Canadians who grow corn and rye and the distillers who make great whisky, as well as all Canadians who enjoy a social drink with friends and family during festive occasions.”

Oakville’s David Clement of the Consumers Choice Centre interviewed everyday Canadians in Toronto, to assess their level of awareness of taxes on spirits sold in Canada. Watch the video - [click here](#).

**To learn more, please visit: [www.notonmytab.ca](http://www.notonmytab.ca).**

*To arrange an **interview with Jan Westcott, President of Spirits Canada**, please contact:*

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