

DISPUTE RESOLUTION PROCEDURES

At the Beer Store, we pride ourselves on delivering excellent service to all our customers. However, we realize that, given the thousands of transactions we do every day, questions, concerns or issues may arise and, if they do, we want to resolve them quickly and efficiently.

Should you experience an issue, please follow the steps below.

Retail Customers

If you experience an issue in one of our stores, please ask to speak to the Manager, who can resolve most issues on the spot. If your issue is not resolved or if you wish to contact The Beer Store directly with a complaint, please contact our Customer Contact Centre at 1-888-948-2337 or customerservice@thebeerstore.ca. If the agent at the Contact Centre cannot resolve your issue, they will refer the matter to the appropriate District Manager. Either the Store Manager or District Manager will contact you to try to resolve the matter. If necessary, they may involve their Director or Vice-President.

If you are not satisfied with the resolution they provide, your concern will be escalated to the President of the Beer Store, who will personally review your matter.

If you are still not satisfied, you can refer your matter in writing to the Beer Ombudsman at ombudsman@thebeerstore.ca. The [Beer Ombudsman's Mandate](#) allows him to investigate complaints connected to operational issues and he will respond to you in writing to let you know if he is able to investigate your concern and possible next steps.

Licensees

If you experience an issue with anything to do with your Beer Store delivery, please contact our Customer Contact Centre at 1-888-948-2337 or customerservice@thebeerstore.ca. If the agent is unable to resolve your issue, they will refer the matter to the appropriate Warehouse Supervisor. If they are unable to resolve your issue, they will refer it to the Logistics General Manager or VP.

If you are not satisfied with the resolution they provide, your concern will be escalated to the President of the Beer Store, who will personally review your matter.

If you are still not satisfied, you can refer your matter in writing to the Beer Ombudsman at ombudsman@thebeerstore.ca. The [Beer Ombudsman's Mandate](#) allows him to investigate complaints connected to operational issues and he will respond to you in writing to let you know if he is able to investigate your concern and possible next steps.

Brewers

If you have feedback or a question or concern about your product at the Beer Store, please contact our Customer Contact Centre at 1-888-948-2337 or customerservice@thebeerstore.ca. Depending on the nature of your feedback, question or concern, you will be directed to the appropriate area of the Beer Store where they will attempt to address the matter. If necessary, they will involve their General Manager, Director or VP.

If you are not satisfied with the resolution they provide, your concern will be escalated to the President of the Beer Store, who will personally review your matter.

If you are not still satisfied, you can refer your complaint in writing to the Beer Ombudsman at ombudsman@thebeerstore.ca. The [Beer Ombudsman's Mandate](#) allows him to investigate complaints connected to operational issues and he will respond to you in writing to let you know if he is able to investigate your concern and possible next steps.

Shareholders

If you are a Shareholder of Brewers' Retail Inc. (operating as the Beer Store) and have a question or concern about the rights, duties or obligations of any of the parties to the company's amended and restated shareholders' agreement dated May 23, 2024, please contact the President of the Beer Store at Roy.Benin@thebeerstore.ca, or our Vice President, Legal at Jeff.Zabalet@thebeerstore.ca.

If you are not satisfied that your questions or concerns have been adequately addressed, you may wish to file a Notice of Dispute with the relevant parties and the Beer Ombudsman pursuant to the procedure set out in the Shareholders' Agreement which includes a period of good faith negotiation between the parties involved, followed by mediation facilitated by the Beer Ombudsman and possibly arbitration if the dispute is not resolved.