



News Release

Joint Statement from Premier John Main and Premier R.J. Simpson on the Direct-to-Consumer Operating Alcohol Agreement Charlottetown

Charlottetown, Prince Edward Island (July 21, 2026) – The governments of the Northwest Territories and Nunavut are committed to strengthening internal trade and reducing unnecessary barriers that make it harder for Canadians to do business across the country. We recognize the important work being done through the Committee on Internal Trade and are proud to be active partners in those efforts.

While we are in favour of the broader goal of improving internal trade, we did not sign the Direct-to-Consumer Alcohol Agreement because of the unique realities of our territories. The agreement allows consumers to purchase alcohol directly from a brewery, winery, or distillery and have it shipped to their home; however, many of our communities have locally determined alcohol restrictions or prohibitions that reflect community priorities and cultural values.

Respecting community self-determination is fundamental to how alcohol is managed in the North. We believe any changes to alcohol distribution must be consistent with those locally established systems and the choices made by communities.

The Northwest Territories and Nunavut remain committed to working collaboratively with our provincial and territorial partners to advance internal trade while ensuring that northern circumstances and community decision-making continue to be respected.

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