

Memorandum to the Council of Corporation of the Municipality of Temagami

Subject: Agreement for the Production and Sale of Temagami Dry Products

Memo No: 2025-M-185

Date: August 14, 2025

Prepared By: Sabrina Pandolfo – Clerk / Deputy CAO

Recommendation

BE IT RESOLVED THAT Council receives Memo 2025-M-185 regarding the agreement for the production and sale of Temagami Dry products;

AND FURTHER THAT Council consider the related By-law later on the agenda to execute the agreement between the Municipality of Temagami and the Canadian Shield Beverage Corporation for the production, bottling, and sale of Temagami Dry products.

Background

The Municipality of Temagami acquired the Temagami Dry® trademark and original product recipe from Fortier Beverages through private donations from community members. This initiative was assigned to the Temagami Regional Economic Development Corporation (TREDC) as part of its mandate to foster local economic development and explore opportunities to reintroduce Temagami Dry to the marketplace.

Over the past several years, the TREDC and the Municipality have explored various partnership opportunities with beverage producers to bring Temagami Dry back into production. While these earlier attempts did not result in a finalized agreement, they provided valuable insight into market potential, production considerations, and partnership structures.

Following renewed discussions in 2025, the Municipality has negotiated an agreement with the Canadian Shield Beverage Corporation (CSBC) for the production, bottling, and sale of Temagami Dry products. The agreement:

- Transfers the trademark and related rights for Temagami Dry to CSBC, while preserving certain rights for the Municipality, including use of the brand for tourism and heritage promotion.
- Provides for ongoing royalties to the Municipality based on sales of both beverage products and branded merchandise.
- Includes provisions to protect the Municipality's interest in the brand, such as a right of reversion if production ceases for an extended period or royalty payments are not maintained.
- Ensures that future ownership changes affecting Temagami Dry will respect the terms of the agreement for a defined period.

This structure allows for commercial production and distribution by a specialized beverage company while maintaining a long-term benefit and connection to the Municipality.

Conclusion

This agreement marks a significant step toward reintroducing Temagami Dry to the consumer market while maintaining the Municipality's interest in the brand. Staff recommend that Council approve the execution of the agreement by considering the related By-law later in the meeting.