



Proposal for Alberta Government Grant- 60k

Wineries, Meaderies and Distilleries in Alberta

What is our goal?

Raise Awareness of our high quality producers

What target audience can help us reach that goal?

Alberta residents and visitors to the region

What Valuable experience can we deliver?

A selection of small, often family owned, businesses creating niche product from premium local ingredients. A true taste of Alberta.

What makes out approach to delivering this experience better?

Proud Albertans with knowledge of the wine and spirits market and passionate about locally made product

Our Mission:

To educate trade and consumers on the quality of Alberta made wine, mead and spirits. Market to increase awareness and brand recognition of these quality products and to ensure recognition on par with the Alberta beer makers.

Strengths	Weaknesses
One of a kind Local Small business Small production Quality Neighbourly	Quality Issues – real or perceived Brand Recognition Cost Production Scale Ease of Procurement Ease of Substitution

Opportunities	Threats
Support Local Farm-to-table movement Competitive Set – band together A lot of groundwork done by breweries Site visits and tours On and Off premise excited about local product	Breweries Higher quality product Lower priced product Other brands more popular/well-known Lack of knowledge of niche product Consumer Habits

Focus On:

Education
 Local Alberta Ingredients
 Quality – what makes a mead etc high quality –
 Remind people there is a time and a place for these products
 Encourage members to stock in store
 Get members to taste product

How To:

Distillery, Meadery and Fruit Winery Trail
 Guide to producers and products including what to look for and how to determine quality – mini-book
 Food pairing education ie one-pagers/pamphlets
 Monthly newsletter to our members with product information, pics from producers, where to buy etc
 POS materials for retailers – ie Alberta Made shelf talkers, neckers etc
 Easily downloadable maps showing where producers are
 Website dedicated to these producers
 More events – in store tastings, producer dinners, on-site events that are better marketed
 Menu inserts and/or restaurant features
 Dedicated area and/or signage at Rocky Mountain Wine and Food Fest