

## 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.*

<p><b>Strengths</b></p> <p>One of a kind Local Small business Small production Quality Neighbourly</p>	<p><b>Weaknesses</b></p> <p>Quality Issues – real or perceived Brand Recognition Cost Production Scale Ease of Procurement Ease of Substitution</p>
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<p><b>Opportunities</b></p> <p>Support Local</p> <p>Farm-to-table movement</p> <p>Competitive Set – band together</p> <p>A lot of groundwork done by breweries</p> <p>Site visits and tours</p> <p>On and Off premise excited about local product</p>	<p><b>Threats</b></p> <p>Breweries</p> <p>Higher quality product</p> <p>Lower priced product</p> <p>Other brands more popular/well-known</p> <p>Lack of knowledge of niche product</p> <p>Consumer Habits</p>
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### **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