

ABOUT ALSA:

Since 1993, ALSA has grown to represent over 570 independent retail liquor stores from every community across Alberta. Our diverse membership includes small, medium and larger-sized businesses, some of which have multiple locations.

For more information, please visit
ALSAWEB.CA



RESPONSIBLE DISTRIBUTION OF MARIJUANA IN ALBERTA



EST.
93



93%

of Albertans are satisfied with the conduct of Alberta's liquor business.

AGLC Survey of Albertans, 2015–16

We've been preparing for this moment since 1993.

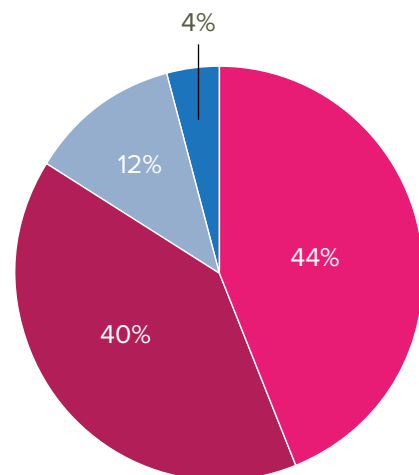
24 YEARS OF SOCIALLY RESPONSIBLE SERVICE

For over two decades, our members have been selling alcohol safely and responsibly in Alberta.

We have a proven record of safely delivering controlled substances to Albertans daily—thanks to trained staff, responsible marketing communications and genuine connections to the communities we operate in. This is our home too, and we want to make sure our children are protected, and that controlled substances, whether alcohol or marijuana, are distributed safely.

WHICH OF THE FOLLOWING LEGALIZED RECREATIONAL MARIJUANA RETAIL MODELS DO ALBERTANS MOST SUPPORT?

- Standalone stores and/or specialty shops that exclusively carry marijuana products
- On the same premises as other controlled substances, like alcohol, but with a separate entrance
- Exclusively online
- General product locations like gas stations and grocery stores



Survey done by ALSA, February 2017

TIMES ARE CHANGING

- Public sentiment is changing towards marijuana legalization.
- More people are supportive of marijuana sales by liquor retailers and fewer people are against it.
- The public is more comfortable with an established, proven system.

PROTECTING OUR CHILDREN

- Minors are not allowed into liquor stores.
- Liquor stores must ID anyone under 25.
- Liquor retailers work closely with municipalities, community associations and police services.
- Existing infrastructure will ensure that marijuana stays away from minors.

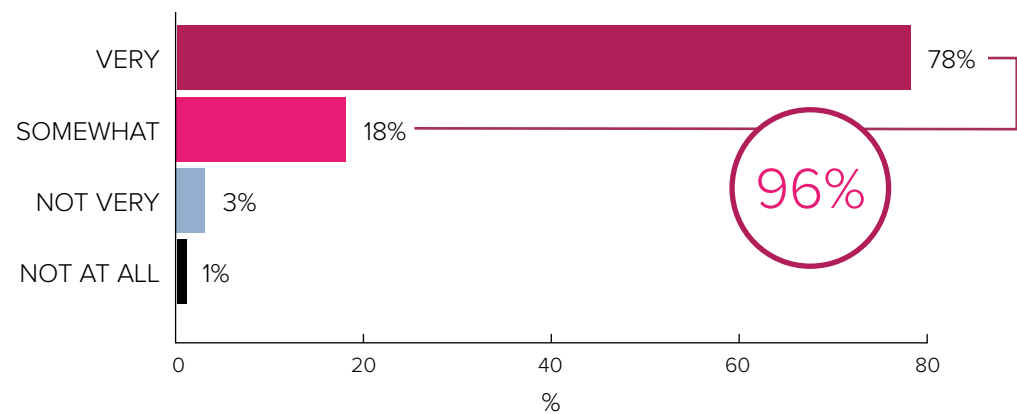
THE RIGHT TRAINING ALREADY EXISTS

- Every liquor operator is required to take government-sanctioned training courses.
- Added in-store training programs go above and beyond regulated standards because providing safe and responsible service is good for business.
- Infrastructure could easily translate to point-of-sale marijuana education.

HOLDING OURSELVES ACCOUNTABLE

- Currently partnered with the Safer Bars Council, Alberta Motors Association, AGLC and the Government of Alberta.
- We're committed to safe communities for all Albertans, regardless of the controlled substance.

How important is it for vendors to have training and experience selling controlled substances?



ALSA, Feb. 2017



ALBERTA LIQUOR STORES ARE ALREADY ZONED FOR A CONTROLLED SUBSTANCE AND TO BE A SAFE DISTANCE FROM SCHOOLS AND PLAYGROUNDS.

There are three options for responsible distribution of marijuana by liquor retailers:



ALSA, Feb. 2017