



Liquor Store Marketing Program

“PROMOTING ALBERTA MADE PRODUCTS”

Description

By September 2018, AGLC will have granted 125 new manufacturer's licenses in Alberta. This is a tremendous accomplishment made possible by the Government of Alberta's policy for Alberta Made Products. Although some Alberta Beers have made it to the shelves of Liquor stores, the majority of Alberta products remain unknown by the public and liquor retailers. Alberta liquor stores have access to the largest selection of liquor products in Canada and the Alberta Liquor Store Association (ALSA) supports all Alberta made products, including the many new craft beer, spirits, wine and meaderies.

ALSA is seeking a grant to develop an "Alberta Made" marketing program to support and promote Alberta made products to all liquor premises in the province, including restaurants, hotels, pubs and bars and all 1500 liquor stores in Alberta.

Background

Over the last few years, Alberta products have grown to unprecedented levels in the province. Over 100 manufacturing licenses have been granted in Alberta, and they range from craft beers, spirits, fruit wines and mead. Majority of Albertan's are aware of the local craft brewery industry, however they are not familiar with any other product made in Alberta. Craft brewers keep growing and it is challenging for liquor stores to stay on top of all the new Alberta made products.

Mission

Create an encompassing marketing program for all Alberta Made Products, providing education tools and advertisement for liquor stores. The program will focus on communicating the quality of the products made right here in Alberta, a guide to Alberta's products, including Alberta mead, fruit wine and spirit producers through education, exposure and promotion.

Alberta made marketing program

The Alberta made marketing program would include developing a tool kit that can assist owners and operators to better feature and promote Alberta Made Products. The marketing program will include a merchandising tool kit to assist owners and operators better feature Alberta-made products, including craft beer, mead, spirits and fruit wines. The marketing program would include:

- **Building brand identity**

Develop a brand that can be easily recognized by the public as being high quality products made right here at home. The goal would be to have people equate quality with Alberta products, much like VQA is a recognized brand across Canada as being well made products of high quality.

- **Tool kit for Alberta retail liquor stores, bars and lounges**

Create a guide of all Alberta Made products that can be used by liquor retailers and hospitality to describe manufactures and products, provide a quick overview of products by category and to assist in advising customers on the options available.

- **Education and Awareness**

The Alberta Made marketing program would provide an opportunity to work with the province's liquor industry associations to develop a program that truly represent the uniqueness of every product, while harmonizing the aspects and brand recognition of local products.

- **Partners**

Working with all liquor industry partners in Alberta, to obtain support and buy in for the program.

- ✓ Craft Brewery Association
- ✓ Fruit wine and Meadery Association
- ✓ Spirits Alberta
- ✓ Government of Alberta, Ministry of Economic Development, AGLC
- ✓ AB Hotel and Lodging Association
- ✓ Restaurants Canada