

Industry Liaison Report

March 2019

Alberta Liquor Store Association
Margaux Burgess
Education, Events and Industry Liaison

EVENTS + CAMPAIGNS

ALIC

- Planning in place. Dates in place for October 16 and 17 in Edmonton
- The AGM will be in press room at Rogers and the reception in Studio 99 – need to wait for hockey schedule to be finalized for exact date/timing to be finalized. Looks like games on Oct 16 and 18 so 17th can do reception.
- Have moved remainder to Westin as there was a large conference that conflicted with our space
- No cannabis portion – need for that has diminished since legalization. Seminars on AGLC and Connect Logistics issues as always as well as theft management, producer and raw ingredients together ie a brewery and a malter, a meadery and the beekeepers association, etc and exploring a marketing for small business opportunity
- Renewed focus on Alberta Made products in line with Just Add Alberta and AGLC and will incorporate a tasting salon into the programming. IVSA will partner and participate in salon as well
- Slightly later launch because of Rogers timing but website and ticketsite are ready to go when we can confirm

Rioja Trip

- Hit our max of 11 people + me so we sold out.
- Met in Madrid with two nights in Haro and three nights in Logrono visiting 12 wineries overall. Great range of size, style and wines. See winery list in appendix

- Budget still shaking out but very close to break even – wineries were very generous in their hosting and we had many meals with them
- Already requests for next trip – will be Italy or Slovenia likely. Probably not until 2021 though, it is a large undertaking hosting that size of a group!

Alberta Rocks

- Campaign combatting the On Beer Facts campaign
- Built landing page on website
- Executed social media posts
- Great engagement with minimal boosting of posts and not even that many trolls!

Just Add Alberta

- Website build and launch www.justaddalberta.com
- Will be trailer travelling around Alberta
- Schedule is filling up – July pretty much done and August is getting organized
- Private Launch Party is July 2 at Wilfred's from 6 – 8 - invited guests include Gov't, Media, F and B influencers and educators, and producers from the area
- Collaborating with Alberta Beekeepers Association and still in talks with Alberta Barley and Malsters
- See Schedule in appendix

Alberta Beverage Awards

- Will be representing ALSA for third year at Alberta Beverage Awards in Calgary – one of only two from Edmonton this year. Smaller group.

ON-GOING

- Twitter
- Facebook
- Instagram
- Member eblasts and newsletters
- Content for Liquor Retailer – Wine Column and ALSA advertisement
- Administration duties as necessary

APPENDIX

Rioja Wineries –

Akutain
Vivanco
Muga
Vina Tondonia
Roda
La Rioja Alta (not a formal tasting)
Gomez Crusado (not a formal tasting)
CVNE
Valserrano
Montecillo
El Coto de Rioja
Faustino
Vina Iljaba

Just Add Alberta Schedule –

July 2 – Launch at Wilfred's
July 6 – Punk in Drublic (Music Fest for 5000)
July 11 – 15 – Stampede
July 16 – 18 – Alberta Beverage Awards
July 20 – Matt Generoux Kdays BBQ
July 19 – 25 Kdays
July 26 – Lacombe Days - Event at Cilantro and Chive

August 17 – 18 Open Farm Days – Chinook Honey and Eau Claire

Dates to be determined in August
Alberta Made tasting event in Sundre
YEG Women in Wine Event
Eau Claire Long Table Dinner
Strathmore Rodeo trying to work within existing Sponsorship deals

