

Industry Liaison Report

February 2020

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

ALIC

Initial planning has begun.

- Calgary
- October 14 and 15
- Looking at Airport Marriott again
- Return to original schedule with reception on opening (Wednesday) evening, then keynote and full day of seminars the following (Thursday) day.

Lodi

- after trip last year have been working on an ALSA trip to the region
- Relatively close and easy to travel to with a large variety of products available here
- California is, by a large margin, the number one selling region in Alberta
- Partnering with Lodi Wine Commission to execute - they will assist with transportation in Lodi and will join us for the bulk of the trip to answer any questions, give additional inside information etc
- June 1 - 5 2020 will be date of trip

Other Events

- Garda Security seminars
- Loop Insight member info session
- MLA breakfast meet and greet

ALSA Representative

More events and engagements always pop up but so far for 2020

- Alberta Mead Competition
- Alberta Beverage Awards
- Winefest
- Rocky Mountain Wine and Food Fest
- Open Farm Days

Winefest

Will be slightly different this year - goal is to foster more engagement and remind everyone we are here. Will have a booth in the main hall and offer a blind tasting challenge with a draw for a prize as well as marketing materials outlining all the benefits of ALSA membership. Particularly looking to highlight Associate Membership to the on-premise staff attending

E-Magazine

The Liquor Retailer is no longer available so we will do our own newsletter. Categories will vary month to month, examples below. We will be offering advertising opportunities. First edition will be eblasted mid February and posted on our website . Any suggestions or thoughts welcome....

- Letter from the president
- Column from Member Services
- Column from Industry Liaison
- Welcome new members
- Group Buy Spotlight
- Educational Piece
- Store/Member highlight
- Alberta Producer profile
- Marketing lesson/piece
- Letter/info from Connect
- New in market product
- Importer Spotlight
- Report of any tastings or producers in town when attend tasting
- Upcoming events

ON-GOING

- Twitter
- Facebook
- Instagram
- Marketing materials - creation and design
- Member eblasts
- Administration duties as necessary
- Newsletter to replace Liquor Retailer