



President's Update

Items to be discussed

- Inducements
 - Early hours
 - Samples
 - 7-11
 - Liquor numbers - restaurants
 - Thank you Campaign Wrap up
 - AGLC videos
 - Changing the narrative of ALSA
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Inducements

AGLC sent a survey regarding inducements to liquor stores, bars, restaurants and manufacturers. ALSA was also invited to give direct feedback to the head of AGLC Policy on this matter. ALSA's position is supportive of the current regulations, which state that inducements are not allowed. Although the industry is aware of certain agents that do provide inducements, eliminating regulations around would create an unfair level playing field for the entire industry. Small retailers would not be able to compete with big chains and small manufacturers could not meet the level of inducements by the big Agencies i.e.: Diageo, National Brewers.

ALSA requested that responses be grouped by type of license. Opinions on this matter would vary among restaurants, bars and liquor stores. ALSA is pushing to see the results before decisions are made that would affect the entire industry.

Early Hours

Costco has approached the Government and AGLC regarding early opening hours for liquor stores. As such, AGLC is surveying liquor retailers on this issue. ALSA did send a note to all members encouraging them to vote against this. It's ALSA's position that this change would once again put small liquor stores at a disadvantage. Costco is looking to open at 8:00am.



Liquor Samples

AGLC released a bulletin last week regarding samples from manufacturers. (Bulletin Attached). The change provides the ability for manufacturers to provide samples directly to consumers. Apparently, manufacturers are not allowed to give samples to liquor stores, nor can liquor stores purchase these samples. So in essence manufacturers can provide samples and hold virtual tastings, but liquor stores that sell the products will not have access to these samples.

ALSA is working with AGLC and AB Government to address these issues, although it was not clear when and how it will be fixed.

7-11

7-11 has once again approached the AB Government and AGLC, asking to be allowed to sell beer and wine. Circle K approached the government with the same request earlier this year. There was no appetite for this change at the Premier's office.

However since the beginning of the year staff has changed at both the Premier's office and Minister's office. Len Rhodes, new to his position, did not have the background necessary from the industry.

ALSA met with Minister's Toews office as well as Alain Maisonneuve and Len Rhodes to explain the industry's perspective. (Attached is the briefing note provided to both Govt and AGLC for your perusal). 7-11 also reached out with a call to see if there could be collaboration. 7-11 has 250 locations in Alberta and 180 of those have gas stations. Their main argument is that "they want to help to bring energy to the economy". But as pointed out the government, liquor in shelves of convenience stores would not add any new investment to the economy, but would risk the closure of independents.

ALSA mapped all the 7-11 locations in Edmonton and Calgary along with all the liquor stores in these two cities. Almost every one of the 7-11 locations is either right next to a liquor store, or surrounded by up to 4 liquor stores. There is not lack of access to liquor in Alberta.

Liquor Numbers – Restaurants v Liquor retailers

Using May 1st through August 31st, total cases shipped was 7,535,622 cases. Of these, 7,260,772 cases went to retail liquor stores. (96.4%). 74,012 cases went to food primary licensees. (0.98%). 24,428 cases went to liquor primary – no minors licensees. (0.32%).

Product-wise, Coolers were the major mover shipping 231,000 hectoliters from May through August. (Up 71%). slight increases in Spirits (105,000 hl, up 10.33%) and Ciders (30,000hl, up 4.26%).



Presiden'ts Report
ALSA Board Meeting – October 27th 2020

Thank you Campaign Wrap up

The Alberta – Thank you campaign was a success. Thank you to those Board Members that participated. Attached is the final report for your perusal.

AGLC Videos

Changing the narrative of ALSA