

New Liquor Distribution Centre Media Event

Goal: To inform and raise awareness on the building and opening of the new liquor distribution centre to AGLC staff, industry, stakeholders and the general public.

Opportunities:

- An opportunity to tell the story on the building of our new liquor distribution centre.
- The event provides an opportunity to wave the story about the 25th anniversary on Alberta's unique liquor model.
- An opportunity to recognize collectively how key stakeholders have contributed to the success of Alberta's liquor model over the past 25 years.
- Opportunity to raise the profile of AGLC's efforts in building a strong, vibrant liquor industry while balancing the importance of social responsibility for liquor.

Recommended Approach:

A media event would take place September 19 in the morning to celebrate the completion of the new liquor warehouse. Alain Maisonneuve, President & CEO of AGLC and Minister Ceci would start the proceedings by having a dock bay opened and each picking up case of ALSA honey gin from a delivery truck (or walk into the warehouse with a case in hand). The Minister and Alain would then carry their case of beer to the racking system to have it "racked". Various representatives (AGLC, GOA, ALSA) would then say a few words (no more than 2-3 minutes each). After speeches are done, photo opportunity with Minister/Alain with honey gin to take place near racks. Scrum to occur after the photo opportunity, followed by media being invited to join the first floor tour with ALIC VIP delegates. VIP ALIC stakeholders and key stakeholders will be invited to attend the media event. This is done to recognize collectively how key stakeholders have contributed to the success of Alberta's liquor model over the past 25 years.

Event Outline

When: Wednesday, September 19, 2018
Time: 9:30 a.m.
Where: New Liquor Distribution Centre (first floor, warehouse racks)
2 Boudreau Road, St. Albert

Speakers:

- Joe Ceci, Minister of Finance, President of Treasury Board (3 mins)
- Alain Maisonneuve, President & CEO, AGLC (3 mins)
- Ivonne Martinez, President, Alberta Liquor Stores Association (2 mins)
- Master of Ceremonies(Gael McLeod, Board Chair, AGLC)

On display:

Backdrop will be warehouse racks and tour stations as part of Distribution Centre tour.
AGLC pullup banners

Guests (invited):

Federal

- Michael Cooper, Member of Parliament, St. Albert-Edmonton

GOA

- Premier's Office
- Minister's office
- Trevor Horne, MLA for Spruce Grove-St. Albert
- Marie Renaud, MLA for St. Albert

City of St. Albert

- Mayor of St. Albert
- St. Albert City Council
- Rod Valdes, Director, Economic Development

AGLC Stakeholders (VIPs) – from Ivonne and Megan's list

- Liquor Agencies
- Retailers
- Manufacturers
- National brewers
- Alberta Liquor Store Association
- Alberta Hotel and Lodging Association
- Spirits Canada
- Alberta Estate Winery and Meadery Association
- Restaurants Canada
- Canadian Vintners Association
- Import Vintners and Spirits Association
- Alberta Small Brewers Association
- Alberta Craft Distillers Association
- Beverage Container Management Board

Connect Logistics

Architects (ONPA)

Dawson Wallace

AGLC Staff & Board

Agenda/Program

- 9:10 a.m. Guests and speakers arrive inside liquor distribution centre. No seats, all attendees will stand. If speakers want chairs, we can arrange chairs for them.
- 9:30 a.m. Event begins with Minister Ceci and Alain opening up loading dock bay (with assistance). Door opens up to the back of a delivery truck with two beer cases. Minister and Alain carry the cases and head towards the racking system to “rack” up the product. Minister and Alain pose with product, place product on the rack, then stand off to the side.
- Facebook Live begins (Courtney)
- 9:32 a.m. Master of Ceremonies welcomes everyone
- 9:34 a.m. Joe Ceci, Minister of Finance, President of Treasury Board speaks
- 9:37 a.m. Alain Maisonneuve, President & CEO, AGLC speaks
- 9:40 a.m. Industry rep speaks (TBD)
- 9:43 a.m. MC thanks media and guests for attending, mentions interview opportunities will take place and where, then announcement for media to join ALIC stakeholders for the tour. Dan Huang to help round up interested media who want to take the tour.
- 9:45 a.m. Photo opportunities/Media interviews
-Potential photo opportunity could be Minister and Alain holding honey gin cases by racks, standing by liquor manufacturers display, etc
- 9:55 a.m. Event over

10 a.m.

ALIC/VIP stakeholder tour begins. Jody will serve as the tour host for the first ALIC group including any interested media. Dan will be responsible for following media who take the tour.

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