

# LIQUORRETAILER

Keeping the Industry Informed

FEATURING

*Western  
Spirits*

P16

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*Fall 2017*

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ALBERTA  
LIQUOR STORE  
ASSOCIATION

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Stimulate your customers' curiosity and evoke a sense of familiarity and belonging.



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## EDITOR'S NOTES

by Joyce Hayne



The economy in Alberta is continuing to improve with retail sales up 9% in June, average weekly wages increasing 1.7%, and unemployment down to 7.4%.

On another positive note, oil and gas drilling is increasing again. As of September, Alberta had 134 active rigs up from 84 at the same time last year.

Bloomberg predicts Alberta will lead growth in Canada in 2018 with a 2.4% expansion in gross domestic product (GDP), following a forecasted growth of 2.9% this year.

For liquor stores, there's also the potential of selling recreational cannabis next summer so retailers should be optimistic about the future.

As we celebrate Thanksgiving, there are lots of reasons to be grateful!

*Joyce*



## UPCOMING EVENTS

**Oct 13-14** Calgary Rocky Mountain Wine & Food Festival Stampede Park BMO Centre, Halls D & E  
[www.rockymountainwine.com/calgary](http://www.rockymountainwine.com/calgary)

**October 16-17** Alberta Liquor Industry Conference Calgary Airport Marriott  
[www.albertaliquorconference.ca](http://www.albertaliquorconference.ca)

**October 20-28** Alberta Beer Week  
[www.albertabrewers.ca](http://www.albertabrewers.ca)

**November 10-11** Edmonton Rocky Mountain Wine & Food Festival Shaw Conference Centre, Halls A-C  
[www.rockymountainwine.com/edmonton](http://www.rockymountainwine.com/edmonton)

**November 23-25** Banff Craft Beer Festival The Cave and Basin  
[www.albertabeerfestivals.com/events-services/banff-beer-festival-2](http://www.albertabeerfestivals.com/events-services/banff-beer-festival-2)

## ALSA'S MESSAGE

by Ivonne Martinez



### Responsible Distribution of Recreational Marijuana

For over two decades, members of the Alberta Liquor Stores Association (ALSA) have been selling alcohol, the only legally-controlled substance in Canada, safely and responsibly in the province. We have a proven record of safely delivering alcohol to Albertans every day, thanks to trained staff, responsible marketing communications and genuine connections with the communities we live and operate in. This is our home too and we want to make sure that our children are protected and that controlled substances, whether alcohol or recreational marijuana, are distributed and sold safely.

ALBERTA LIQUOR STORES HAVE  
BEEN PREPARING FOR THIS  
MOMENT SINCE 1993

ALSA believes the current Alberta Liquor Model, which provides for public distribution oversight and government-regulated private retail stores, meets the main policy objectives of the Alberta Government.

Our members spoke loudly in the ALSA survey regarding recreational cannabis, proposing that "the Alberta model of liquor retailing is the best option for recreational cannabis."

Our campaign to communicate our messages to Government and the public has begun on social media. We have made a submission to the Alberta Cannabis Secretariat and have participated in the ongoing consultations by the Alberta Government.

Alberta is the only province in Canada with a fully privatized liquor retail system. This means that Alberta's approach to recreational cannabis distribution will be vastly different than other provinces.

### No Restrictions on Co-Location from Federal Legislation

The Federal Government rejected the Task Force on Cannabis' recommendation

to prohibit the co-location of recreational marijuana and alcohol sales. The Task Force's recommendation ignored the decades-long track record Alberta's private liquor retailers have earned when it comes to the responsible sale of controlled substances and ALSA is pleased Ottawa agrees.

### Protect Our Children

ALSA members have been keeping alcohol away from children for over 20 years and would do so with marijuana, should the provincial government choose to co-locate alcohol and marijuana sales. The safety of our children is paramount.

This year's Alberta Liquor Industry Conference will be hosting the AGLC executive and the AGLC Board along with experts on cannabis, including our Key Note Speaker, Bruce Linton, Founder, Chairman and CEO of Canopy Growth and co-founder of Tweed Marijuana Incorporated. Tickets are on sale now!

For more information on ALSA's position or to find out how you can join and support our efforts please contact us.

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stores are good  
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Photo courtesy of deVine Wines & Spirits

# UNLEASHING THE POWER OF SOCIAL MEDIA

## BUILDING BRAND LOYALTY

by Mark Glenning

Even if you don't use social media, we can all agree that it's a part of modern culture that's here to stay. The liquor industry, recognizing that social media allows businesses to be influencers, is adopting this emerging form of communication and incorporating it into the brand experience. The ability to speak directly to an audience provides a powerful marketing tool in the right hands. So, how can you turn Facebook and Twitter likes and Instagram followers into brand advocacy and sales?

Social media has changed some aspects of marketing from that of a broadcast model to one of participation. Anyone with a smartphone can be exposed to a marketing campaign, but social media allows them to contribute to it with comments, testimony and visual content. However, this unprecedented level of engagement comes at a cost. Businesses are under more scrutiny than ever before, and Alberta's responsible advertising laws mean that social media can be tricky for the liquor industry. *Liquor Retailer* spoke to some of its social media innovators, who have shared their insights:

### Bringing a Small-town Feel to a Global Audience

Cherie Petersen manages the Main Avenue Cold Beer & Liquor Store in Sundre. Her preferred social media platforms are Twitter and Instagram, and she favours a spontaneous, organic approach to social media over a strict schedule of updates. Engagement is important to Main Avenue's strategy, and Petersen's secret is to achieve a fine balance between marketing speak and her own warmth and personality, "We're a family-run store and we have personalities, so customers can enjoy that small-town feel."

Petersen sees social media as an extension of the atmosphere and culture built in her store, continuing the interaction she has with customers long after they've left. Having a knack for the personal touch is key to this: "I want people to enjoy alcohol in the way I do, so I tell my followers about what I'm drinking that night, along with cocktail recipes and other ways I'm using things."

Sharing other content is another important initiative for Petersen. Rather than retweet something that has been shared thousands of times, she will try to unearth something different to distinguish Main Avenue and add value for her followers. "I find from my personal perspective that I want to know what people are thinking and doing. I don't want to see a bunch of retweets."

A freewheeling approach is something that works well for her, but for others like Ed Fong of Edmonton's deVine Wines & Spirits, setting out a long-term plan is a must.

### Can Planning Help Build an Audience?

Fong is aware of the potential of social media, but wants to fully understand what return he could expect for any investment. He has been carefully laying out the groundwork for a while. "We're leading in creating a very shoppable



Photo courtesy of deVine Wines & Spirits

website. Our priority has been building an online store far before our competition, and we achieved that.”

Fong has also been establishing an audience through deVine's newsletter, and thinks that its content—sharing new arrivals of beers, spirits and wines and special promotions like its recent Bordeaux Futures campaign—

could be the basis for a social media audience, along with feature articles on producers and advice on wine pairings. Public relations has also played a part, and Fong has made a real effort to let his customers know about deVine's support for the local women's shelter and the Zebra Child Protection Centre. “Our philosophy has always been one

that we would not put up a website, newsletter or a social media account until we're 100% sure that it's ready, it's usable and that it adds value.”

## How Can You Manage Negative Comments?

Petersen and Fong both realize that social media's not just about promotion. It's a powerful tool for handling customer complaints, and with some skill, you can flip a potentially bad PR scenario into an example of exemplary customer service. How can they do this?

Petersen has a technique to take the heat out of any online complaint. She describes, “I would not handle it on social media—I'd contact that person directly if I could. I don't want to be part of a negative social media culture.”

It's hard to control a social media discussion where other people are contributing, so making the conversation private can help take the intensity out of any situation. The negative language used to amplify a public complaint can quickly dissipate when the customer realizes they're dealing with someone who is not only listening to them, but also wants to make things right.



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### An Extension of Current Marketing Techniques

Social media has blurred the lines of communication. Taking a deep dive can really open up its practical applications, and provides a lot of possibilities for nurturing brand advocacy and increasing sales. Traditional marketing techniques, such as recognizing differences between 'likes' and 'wants', are a key to this. The former is associated with long-term desire, but the latter is immediate and driven by a gut feeling. "I want to enjoy a glass of 12-year-old single malt whiskey tonight" is a perfect example, and illustrates how social media can be used to generate and channel such a desire.

**I TELL MY FOLLOWERS ABOUT WHAT I'M DRINKING THAT NIGHT, ALONG WITH COCKTAIL RECIPES AND OTHER WAYS I'M USING THINGS.**

Stimulating your customer's curiosity, evoking positive subconscious memories like nostalgia and promoting a sense of familiarity and belonging are also tools for the savvy social marketer. For example, Petersen's long-term plan is to develop her number of followers and increase their personal investment in Main Avenue's brand by allowing them to see more of what happens behind the scenes at her liquor store. This may involve some work, and you have to be confident on a return for your investment. As Fong says, "The idea is intriguing—there's lots of flexibility, but what's my payoff? I may have thousands of followers and likes, but what does that mean for my bottom line?"

With marketing and sales, measuring key performance indicators allows you to fine tune your strategy, and respond to trends and customer demands quickly. Many liquor retailers see social media as a new aspect of their marketing plans that has great potential to build brand loyalty.

Maybe it's time for you to join Facebook, Twitter or Instagram after all! 🍷



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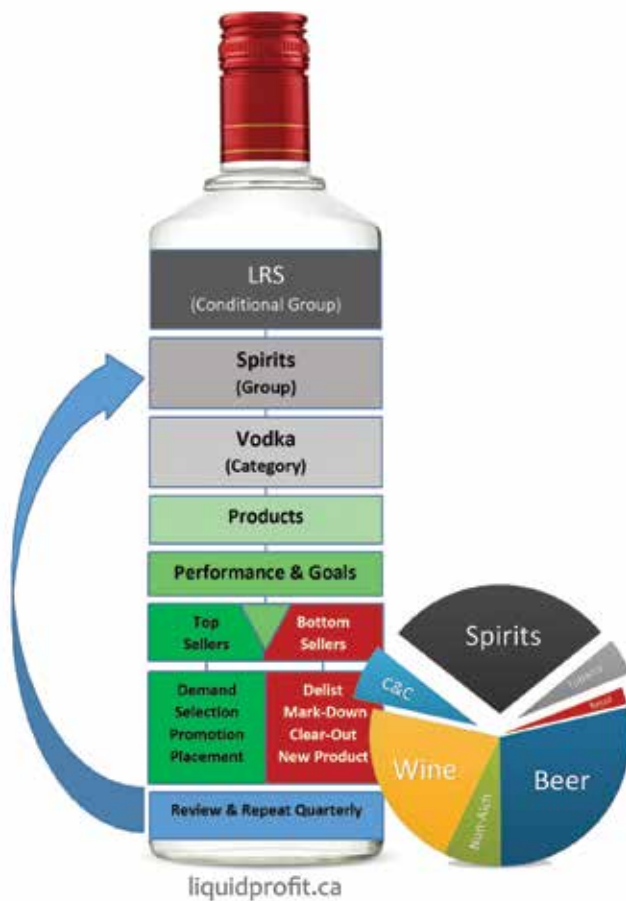
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Consider the following:

- **Product placement** - Where in the store and where on the shelf should the product be placed and how many spaces does it need for proper representation.
- **Seasonal listings** - Get it in and get it out!
- **Market trends** - Who is buying what right now, and for how much?
- **Local flavour** - Who is your target audience and what do they want?
- **Regular customers** - They may not buy top-selling products, but they are consistent and loyal... as long as you don't disappoint them.
- **New & delisted products** - What's new, and who wants it? What's not selling, or is no longer available?
- **Promotional offers** - Look for limited time offers, limited availability, value adds, special and/or one-time buys.
- **Programming and displays** - Savings, prizes, etc. are often based on targeted sales numbers.

Focused category management will result in increased sales and market share, improved purchasing opportunities, and decreased stock-outs, thereby improving your return on investment. You will also maximize shelf space and better understand product performance.

### Seeking Assistance

Liquor store chains typically have a dedicated category manager and/or team. However, in most (non-chain) liquor stores, managers, GMs and owner operators wear multiple hats, including category manager. Luckily, you can rely on your product representatives (reps)

# CATEGORY MANAGEMENT

## NOT ALL PRODUCTS ARE CREATED EQUAL

article & photos by Stacy Mueller

Category management is based on the premise that not all products are created equal. The goal is to increase revenue by optimizing how you inventory and display product. Category management is a relatively new retail tool having been introduced to grocery stores in the 1980s. According to Nielsen's Consumer Insights, "Category management is a process that involves managing product categories as business units and customizing them to satisfy customer needs." Since its introduction, MBA, BA, diploma and certified educational programs have emerged in this field, leading to specialized careers and businesses solely devoted to the art of category management. It is critical to maintaining relevant products and increasing profitability in liquor stores.



for valuable assistance. Reps are a wealth of knowledge and have special tools to assist you. When collaborating with reps, select ones you trust to have your location's best interest in mind. Even when collaborating with a trusted partner, be sure to review data, ask questions, provide input, and approve plan-o-grams and shelf-set plans. Also ensure you organize and implement action items.

Good category management resists biases towards a particular supplier's products and targets strategies that have a positive impact on the category as a whole, while offering the best product experience to the customer.

**FOCUSED CATEGORY MANAGEMENT WILL RESULT IN INCREASED SALES AND MARKET SHARE, IMPROVED PURCHASING OPPORTUNITIES, AND DECREASED STOCK-OUTS.**

### Data, Data and More Data

Good information leads to good decisions. A good POS system should offer multiple ways of compiling, organizing, and manipulating the most important product and sales data needed for category management. This data includes:

- **Product volume and sales** - Note top sellers and bottom sellers.
- **Seasonal products** - How much sold?
- **Promotional and display sales** - How much sold?
- **Product sales anomalies** - Were there any special conditions or event sales to consider?

- **Percentage of sales per group and category** - Where is there room for growth? Where can targeted delisting take place?

While this data alone will help create a foundation for category management, adding additional data from your reps will serve to make it even more powerful. Request information on market trends, regional and local product sales, new or delisted products as well as impending LTOs, LTAs and special promotions. Reps can also assist you in conducting a gap analysis to develop a better process.

Combining this data offers an overall view of product, direction, and profitability.

### Getting Started

Create a solid foundation for data gathering and product management in the backend of your POS.

- 1. Define product groups** - beer, wine, spirits, coolers and ciders, tobacco, food, etc. A group houses one or more categories.
- 2. Define Categories** - craft beer, VQA wines, vodka, etc. Categories house an assortment of product. Product is categorized on the basis of similarities in consumer tastes and preferences.

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**3. Sub-Categories** - varietals, singles, seasonal, size, etc. Sub-Categories are optional and break product down into further categories.

Groups and categories vary from store to store. They typically coincide with the store's retail model or theme. Strategically, groups, categories and sub-categories (if used) allow for maximum flexibility when compiling the necessary data needed for good category management. Too few categories limit the range and sample size of data. Too many create thin or watered down data.

While collaborating with reps on larger projects will save much time and effort, a basic plan should be part of regular operations. Because liquor stores rely heavily on seasonal products, a quarterly plan works well. Ideally, Q1 planning leads into Q2 execution.

### Gathering Data

Analyze top-selling product data, by category, to determine your target product(s) for programming. Any time you can program around top-selling products, do it. Ensure the product has adequate representation on the sales floor. This will save time stocking shelves. Consider bridge buying on LTOs if you have the budget and storage capacity.

Review bottom-selling product data, by category, to help determine which products to delist. These products are not suited for programming. If it doesn't sell, don't build a promotion around it.

Group and/or category percentage of sales figures show whether the category is growing or contracting. If coolers and ciders represent 4% of sales, and the category is well represented, cutting product listings in coolers and ciders and adding product to a better performing category could potentially be a better investment.

The category management process is fluid, repetitive, strategic, and a long-term philosophy. It can be challenging, but the rewards are high. It keeps you connected with customers, develops and reinforces your brands, helps manage spending, optimizes product placement, grows sales, and provides a decisive edge in a competitive marketplace. 🍷

*Stacy Mueller is a liquor retail consultant and can be reached at [info@liquidprofit.ca](mailto:info@liquidprofit.ca). Visit [www.liquidprofit.ca](http://www.liquidprofit.ca) for information on her services.*

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# Beer Notes

## GLUTEN-FREE OPTIONS

by Ron Scott

Gluten-free food and beverages have seen massive growth in the last decade. Though dismissed by skeptics as a fad, akin perhaps, to other popular celebrity diets du jour, sales figures seem to show that gluten-free products are here to stay; at least for the foreseeable future.

Health Canada regulates the term "gluten-free" when applied to food or beverage packaging. Health Canada's regulation aligns with many other countries, in that it requires that any food or beverage labelled as such mustn't contain gluten at levels greater than 20ppm. Health Canada also takes the position that any beer made from rye, barley, wheat, triticale, oats, or their hybridized strains may not use the label "gluten-free" as there is concern about the safe removal of gluten from these beers. Instead, brewers may claim that their beer "is fermented from grains containing gluten and [processed or treated or crafted] to remove gluten. The gluten content of this product cannot be verified, and this product may contain gluten."

Why are Health Canada and the Canadian Food Inspection Agency so strict about these labels? Because current testing methods for determining the amount of gluten in food and beverages are not considered sufficiently reliable when applied to fermented products.

As an alternative to the above restrictions and legislation, many brewers choose instead to craft a gluten-free beer made from a grain not found on the above list, such as sorghum (a widely available African grain), millet, or brown rice, as grains such as these do not naturally contain gluten yet contain the starches required for malting, which then become the sugars necessary for fermentation.

While many brewers are pretty tight-lipped about the proprietary processes used to remove gluten from their beer, it is widely understood that enzymes are used to break down the gluten proteins so as to not cause an adverse reaction in those sensitive to gluten.

California's Stone Brewing offers more information on their process and attributes their ability to effectively reduce the gluten content in their highly-reviewed Delicious IPA (which is available in Alberta) to an enzyme



called Clarity Ferm. Beers treated with Clarity Ferm have been shown to have significantly reduced gluten levels in the beer, without affecting the taste in any way noticeable to drinkers.

In Canada, Montreal's Glutenberg dominates the gluten-free beer market. They use millet as their base grain, and some of their beers also contain other non-glutenous grains like buckwheat or quinoa. Founded by Julien Niquet and David Cayer, who met while studying business at Université du Québec à Montréal, Glutenberg launched with the goal of bringing good gluten-free beer to market. Cayer was actually diagnosed with celiac disease many years prior, and having known personally the difficulties faced by celiacs looking to eat, drink, and be merry, saw the opportunity for a brewery to operate in that market.

In Alberta, Glutenberg sells approximately 100 cases weekly, generating sales in the neighbourhood of \$20,000-35,000 in revenue monthly. On popular beer reviewing websites such as Ratebeer.com, its seasonal beers like Myrcène De Glace (originally launched

in 2015, but now released annually) receive outstanding reviews. In the gluten-free category on RateBeer, it currently holds four of the top ten spots, more than any other brewer in the world. Glutenberg is continually bringing new products to market, and is casting a wider net in the healthy lifestyle sales market. Its products will be seen at many sporting events, obstacle course races, and even motocross races in the future.

For customers and retail outlets looking for something local, Calgary brewery Village Brewing has recently launched a gluten-reduced amber ale called Enigma. Larry Kerwin, brewmaster at Village, claims to have this beer down to 7ppm of gluten. It's available in bottle format year-round and can be found at pubs all over Alberta.

The AGLC sees roughly \$1.3 million of gluten-free beer come into Alberta each year going back to 2014, and shows no signs of slowing down in 2017. Expanding your store's gluten-free beer selection as well as improving product knowledge for staff could provide valuable service to customers and increase your revenues in this market.



# PROTECTING YOUR PEOPLE AND PROPERTY FROM CRIME

by Joyce Hayne

One in five Canadians will be a victim of crime this year and 70% of those crimes will involve property.

Just because your store hasn't been robbed in the past, it doesn't mean that nothing will happen in the future. You also can't expect bystanders to come to your rescue if a crime occurs.

## Understanding a Thief

Criminals' motivation for stealing could be addiction, debts or their mental state. They will evaluate the opportunity to steal from your store and make a decision based on their likelihood of success; however, they may not care about being caught.

Criminals will confidently walk around a location grabbing what is out in the open—both in the front of the store and in staff areas. If a staff member engages with the person or if the thief notices there is monitoring, thefts might be deterred.

## Theft Do's and Don'ts

**DO** make a note of the suspect's actions and description.

**DO** report incidents as soon as possible to the police.

**DO** ensure all employees know your policy or expectations for responding to a crime.

**DON'T** get physical.

**DON'T** attempt to "trap" them in the store.

**DON'T** tell them you won't press charges if goods are returned.

**DON'T** chase after them.

## After a Commercial Robbery

Avoid compromising any surfaces and items that the suspect may have interacted with. Use gloves if any items or areas must be touched.

When describing the thief, make note of tattoos and physical features since these can be like fingerprints, which would be recorded in a national database during arrests. Think of details that can be used to identify a person during a photo lineup or at court. Clothes can be changed immediately after the crime so are not as important.

When reporting a vehicle, specify if it's older or newer, how many doors it has, if it's an SUV, truck, van or car, and note the colour, make and model.

Understand that calls to the police have to be dispatched by priority: 1) Person at risk; 2) Property at risk; 3) Just occurred; 4) Priority; or 5) General complaint.

## Avoid Confrontations

Most violence stems from verbal confrontations that become physical. Raise your hands in front of your face and try to de-escalate the situation. Watch their hands. Keep your distance and utilize obstacles to keep space between you.

## Prevention Through Attention

Watch for suspicious persons who may loiter by front or rear entrances. Thieves tend to have a backpack or bag that stolen items can quickly be placed in.

## Crime Prevention Through Environmental Design

Design your store with an eye to preventing crime. The following factors should be considered:

- Register location
- Video surveillance
- Lighting



- Product storage
- Policy and procedures
- Cash on hand
- Product access
- Interior sight lines
- Exterior visibility

*This article is based on a presentation developed by the Edmonton Police Service, Downtown Division and is published with their permission.*

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# Western Spirits

by Mel Priestley



Venture out to the village at Pigeon Lake and you'll find **Western Spirits**, a remarkable little store nestled among the tourist shops along the town's main boardwalk. Walk inside and you'll probably be greeted by owner **Patti Wiltse**, who's been running the store on her own for the past 10 years.



"One summer I worked 69 days in a row to keep this place open," Patti describes. "It's hard work; everybody thinks that liquor, oh you just rake in the money or whatever. But they don't realize that it's a lot of heavy lifting and unpacking and unloading. But it's good—it keeps one in shape!" It's even more surprising that Patti is over 55, as are all of her employees except the newest, whom she hired full-time so that she could take some time off.

Patti purchased the store in 2003 with her husband at the time. In 2007, after they separated, she bought out his shares and took over the operation solo. "My motto was, 'What doesn't kill you makes you stronger,'" she says. "I put my mind to it and away I went."

The extreme seasonality of the village is part of what makes Western Spirits so unique. The local population swells from 5,000 permanent residents in the winter to over 50,000 in the summer, with the arrival of the area's cabin owners and vacationers. Patti notes that this makes it difficult to find staff, but she's been fortunate to keep a dedicated crew. "I often tell them I couldn't do it without them," she shares.

Since she's been part of the Pigeon Lake community for well over a decade and is at her store almost every day of the year, Patti has come to know all of her customers. There are the regulars who live in town as well as all the folks who visit in the warm months.

"I've been here so long I recognize them all, welcome them back, and listen to what they've been up to for the winter and hear about their families," she says. "They walk in and they call me by name and just stop in to chat."

Western Spirits fits in well with the other shops along the village boardwalk, which gets very busy in the summer. "We have a variety of unique shops here and people will come out to shop," she says. "We have a fabulous country inn and a renowned spa, and so many events go on inside the village here that it's full of people all the time. Visitors and vacationers come to shop and they go through every store and they don't leave without buying something."

Because the customer base changes so much with the seasons, however, Patti can't rely on automatic ordering. She's constantly

tailoring her products based on what people ask for and what fits the area's demographic. She'll bring in almost anything by request and has built up the inventory significantly from what was there when she bought the store. "If you don't have it, you can't sell it," she says. "What keeps people coming back to small stores like this, rather than the big box stores, is being able to get what they can't find in the big stores."

Patti hadn't intended to get into the liquor business, although she's been in retail her whole life. She was born and raised in Consort, where she and her former husband ran a grocery store. They sold that store and invested their money in the stock market, and then 9/11 hit—so they decided they needed to become business owners again.

**"WHAT KEEPS PEOPLE COMING BACK TO SMALL STORES LIKE THIS, RATHER THAN THE BIG BOX STORES, IS BEING ABLE TO GET WHAT THEY CAN'T FIND IN THE BIG STORES."**



"We'd been coming to Pigeon Lake holidaying with friends the odd time," Patti explains, which is where they first discovered the store in its original strip mall location. "Then our friends all of a sudden told us the liquor store was for sale. Well, there was no getting out of it. It was going to be his, come hell or high water."

Despite the considerable time and effort she puts into her store every day, Patti has no plans to step back or sell. When she gets a day off she usually drives to Consort to visit her grandchildren. But she can't imagine life without the store. "What would I do with myself?" she asks, laughing. "So far I'm still enjoying it. I enjoy the people."

"I do believe you have to stay up on your business and be here," she continues. "The customers appreciate me being so visible. You need to be involved and on top of things, but I haven't had a summer vacation in 17 years and I'm thinking it wouldn't be bad to take a week off!" 🍷



# MAKING CONNECTIONS

## SUPPORTING CHARITIES

by Margaux Burgess

Alberta's 1,300+ liquor retailers contribute a lot to the province's charitable organizations. However, the charities themselves and the recipients of their support are not the only beneficiaries of such partnerships. Charitable activity has proven to be a powerful tool for liquor retailers to utilize in their own communities.

Today's consumers are more engaged and aware than they were even 20 years ago. In particular, the public is much more charity-minded and giving to the less fortunate has become a part of everyday life for many, including many of your customers. Millennials are particularly passionate about giving back, and the amount of charitable activity undertaken by a store can become a determining factor in deciding which business they will support. As more millennials reach the legal age for alcohol consumption, charitable activity will only continue to increase in importance. Supporting a charity, beyond simply writing a cheque, ensures the strengthening of these connections with customers as well as the community at large.

### Increase Visibility

The more familiar the community is with your business and its charitable efforts, the stronger the relationships will be and customers will be more inclined to seek out your store and give you their business. When choosing to work with charitable organizations, you are not only increasing your visibility, you are also tapping into an organization's audience in a way that creates immediate goodwill.

Main Avenue Liquor Store and Cowboy Trail Liquor Store in Sundre do not have one specific charity they focus on, but work with a number of worthwhile charities and societies in the community by donating time, matching donations, and donating products. This gives them the benefit of helping many as well as coming into contact with the supporters of the wide range of causes they are passionate about.



### Showcase Your Store's Strengths

As a retailer in a competitive marketplace it is important to have unique advantages, and you need to find ways to showcase these strengths to your customers. If education is a hallmark of your store and your sales personnel have industry-specific training, your store could offer informational consumer tastings, partnering with an education-focused charity to highlight the importance you place on education. This will also connect you to an audience that might find your educational offerings irresistible.

Willow Park Wine and Spirits is known for their expansive wine selection and incredibly knowledgeable staff. They have utilized this

**WILLOW PARK CHARITY WINE AUCTION HAS RAISED OVER \$2.5 MILLION TO DIRECTLY BENEFIT A VARIETY OF CAUSES IN THEIR COMMUNITY!**

store strength by creating the Willow Park Charity Wine Auction. This gala event, now in its 24th year, has become one of Canada's better known wine auctions and has not only

increased the exposure of Willow Park's excellent wine selection, but has also raised over \$2.5 million to directly benefit a variety of causes in their community!

### Build Business Relationships

As a liquor retailer, it's likely that your customers are varied, coming from a number of backgrounds and industries. Other businesses are also your customers and it is important to build and maintain these close working relationships. Strengthening industry connections is a worthwhile investment to ensure word-of-mouth marketing, the sharing of leads and advice, and access to potential employees or co-workers. If a supplier or another licensee has an event close to their heart, your support and participation will lead to stronger relationships and more powerful connections. Another avenue is to partner with a neighbouring business in a cause that

they are already supporting. It will introduce you to their clientele, and open opportunities to make them your customers as well.



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### Strengthen Client Relationships

Not only are business-to-business relationships important, your client relationships are critical. Charitable donations and activities are a powerful way to bolster these connections and keep your customers returning. If you support causes that your customers are enthusiastic

about, they will continue to support you. You don't need a large budget or marketing team to execute a successful event. Something small can provide a lot of value for those customers closest to your store, especially when you use some creativity to come up with your offerings. Color de Vino, a wines and spirits boutique in the Mill Creek area of Edmonton, partnered with the Alberta Helping Animals Society in coordination with Mill Creek residents and their rescue pups. With live music and an animal-themed wine tasting, this proved to be a small yet powerful event showing great support for their customers.

### Share Your Passions

People relate to others when they can see what they are passionate about. Aligning your charitable donations with a cause that you support allows your clients to know you and your team better. Encouraging your colleagues and employees to actively participate in causes that are important to the group can also raise employee morale and camaraderie as everyone works together towards a greater goal. This can be something as simple as serving a meal together at a shelter or something more specifically tailored to your passions. At Sherbrooke Liquor, in Edmonton, there is a strong relationship with music and the Edmonton Symphony Orchestra, with Sherbrooke being the presenting sponsor of a selection of performances throughout the year.

The most important reasons for charitable activities are to give back to your community and to create a better environment for all. Through community involvement and participation in charity events you are also marketing yourself, your team and your store in a very powerful way. It can motivate you and your team to be better connected to each other, your customers, and your neighbourhood. Choose a cause you're passionate about and make your community stronger! ■

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# NAMES IN THE NEWS

by Marina Lecian

## New ALSA Members

ALSA welcomes the following new members:

**Buffalo Trail Liquor Store**, Consort

**Olympia Liquor**, Lethbridge

**Rocky Mountain**, Calgary

**Star Liquor Store**, Calgary

**Titan Liquor**, Airdrie

**Town & Country Motor Hotel**, Calgary

## Awards

### 2017 San Francisco World Spirits Competition

#### Premium Awards:

Distillery of the Year – **Jameson Distillery**, Ireland

Importer of the Year – **Diageo**, UK

Director's Award of Excellence – **Distell Group**, South Africa

#### Best in Show:

Unaged White Spirit, Best Pisco – **Pisco La Caravedo Puro Torontel Pisco**, Peru

Aged White Spirit, Best Rum – **Ron Cartavio XO Rum**, Peru

Whiskey, Best Rye Whiskey – **WhistlePig Boss Hog: Black Prince Rye Whiskey**, USA

Brandy, Best Cognac – **Croizet Extra Cognac**, France

Liqueur, Best Fruit Liqueur – **Grand Marnier Cordon Rouge Liqueur**, France

#### Best in Class:

Best Vodka – **Wodka Vodka**, Poland

Best Aquavit – **Tattersall Distilling Aquavit**, USA

Best Gin – **Tarquin's The Seadog Navy Strength Gin**, UK

Best Silver/Gold (Unaged) Tequila – **Nosotros Blanco Tequila**, Mexico

Best Straight Bourbon – **David Nicholson Reserve Kentucky Straight Bourbon**, USA

Best Single Malt Irish Whiskey – **The Tyrconnell 16 Year Old Single Malt Irish Whiskey**, Ireland

Best Blended Malt Scotch Whiskey – **Johnnie Walker 15 Year Green Label Blended Malt Scotch**, Scotland

## 2017 SIP Awards

Best of Class, Vodka – **Classic Vodka**, Park Distillery

Best of Class, Gin – **Parlour Gin**, Eau Claire Distillery

Consumers Choice Award – **Queensborough Gin**, Central City Brewers & Distillers

## 2017 Alberta Beverage Award Winners

With 5 years under its belt, the Alberta Beverage Awards were designed to celebrate the incredible selection of beverages available to Albertans. Judged each July in Calgary, some of the finest palates in Alberta come to blind taste wine, beer, spirits, and everything in between, under the direction of Tom Firth, competition director. Below follows a selection of the Best in Class awards from this year's competition. For a complete list of results go to [Culinairemagazine.ca](http://Culinairemagazine.ca).

#### Best in Class:

Vodka (Unflavoured) – **Strathcona Spirits Single Grain Wheat Vodka**, Strathcona Spirits

Vodka (Flavoured) – **Park Distillery Espresso Vodka**, Park Distillery  
Fruit Wines – **Field Stone Raspberry Fruit Wine**, Field Stone Fruit Wines

Cider – **Lonetree Cranberry Apple Dry Cider**, Lonetree Cider Co.

Brown Ales – **Wild Rose Barracks Brown**, Wild Rose Brewery

Porters & Stouts – **Nut N Honey Porter**, Elbeck Brews

Beer (Hefeweizen) – **Grizzly Paw Grassi Lakes Hefeweizen**, The Grizzly Paw Brewing Company

Liqueurs – **Black Currant Krang**, Krang Spirits

Cream Liqueurs – **Rig Hand Double Double**, Rig Hand Distillery;

**Ceili's Signature Irish Cream**, Highwood Distillers

Mead – **Grey Owl Meadery Spring**, Grey Owl Meadery; **Spirit Hills Saskwatch**, Spirit Hills Winery

Unaged Spirits – **RAW Unaged Limited Release**, RAW Distillery;

**Ross Creek "Short Aged" Rye**, Elk Island Spirits; **Hansen Distillery**

**Border Crossing Rye Spirit**, Hansen Distillery

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# SELLING ACCESSORIES

## INCREASE YOUR AVERAGE SALE

by Tim Vandergrift

Adding accessories to your product line will not only increase your average sale, it can attract new people into your store and offer them a better buying experience. Consider adding liquor-related items, such as flasks, decanters, glassware, non-food items used in cocktails, bottle openers, and corkscrews. Available from a wide variety of suppliers, these non-alcoholic items offer good margins and an appealing contribution to your bottom line.

Two factors will determine how many non-alcoholic items you carry as well as the selection:

- **Floor space available**—Take your lease cost and divide it by your square footage; that's how much revenue each square foot of your store needs to generate to pay for itself. Now add a profit requirement to that. Make sure that the products you're selling can make that space work for you.
- **Tie-ins to existing products and product mix**—Keeping your product mix relevant and tying non-alcoholic items to existing sales of alcoholic items is crucial. If you sell high-end wines, carrying a good selection of wine glasses is a natural cross-sell opportunity.

### Consider your Demographic

Your target demographic will determine which accessories are best for your store (affluent, upwardly mobile consumers will tend to favour wine-related accessories more than youthful, value-conscious consumers who might respond better to beer-related items or drink mixes). The image you want your store to project will limit some of the items available to you. A certain number of beer accessories, for example, may seem too forward for a style-conscious retail environment.

## Beer Accessories

There are many different accessories for your beer customers: cozies, coolers, mugs, novelty bottle openers, etc. Some of these items sell well on or near the counter as impulse purchases. The majority of beer sales are to consumers who are brand-loyal, so be careful with logo items.

## Wines Accessories

There are a lot more wine-related items available than there are for beer: travel/carry cases, decanters, decanting funnels, Epivacs (for preserving opened wine with a vacuum stopper), corkscrews, bottle tags, and literally thousands of specialty wine glasses.

Many of these are small items that take up little space, and can easily be incorporated into a wine corner. Others can have medium-to-high price tags, and some, such as decanters and glassware, require dedicated display areas or display cases to properly show them. Which ones you choose will be driven by the product mix in your wine section: specialty wine glasses, each designed for a separate varietal are a great choice if you carry a good selection of wines in the \$20+ range. If your super-premium wine section isn't that large, carrying



a good, mid-price red and white glass, plus a rotating specialty glass as a tie-in for wine specials is a great way to introduce customers to the pleasures of good glassware.

Decanters and decanting funnels are great hostess gifts, as are specialty corkscrews, so make sure you stock these with presentation boxes to capture gifting possibilities.

## Spirit Accessories

If you're featuring a signature cocktail of the

month, look at including all the non-food items used to prepare that cocktail, such as Tabasco or Worcestershire sauce, spices, hibiscus flowers, or rimmers. Liquor flasks are good to stock in your scotch or bourbon aisle.

## Inventory Consideration

It's one thing to begin stocking items, but it's another to sell them in a reasonable time and make a profit from them. It's as important to do sales analysis on these items as it is on your liquor products. Remember, just like your

An advertisement for Coffee Kickers! The top left features the brand name in a stylized font. Below it, text specifies "15% ALC./VOL. 30ML" and "AVAILABLE IN 4-PACKS AND SINGLE SALE 50-PACKS". The SKU number "SKU: 796894" is also listed. The main visual is a display of coffee pods and boxes in three flavors: Irish Cream, Caramel, and Chai. The Chai boxes are red and feature images of cinnamon sticks and coffee pods. At the bottom, a contact line reads: "FOR MORE INFO CONTACT SALES@WINTERLANDBEVERAGES.COM OR CALL 778-363-6907".

alcoholic items, inventory is not an asset. Rather, it is money tied up in stock. For your assets/stock to work for you, they have to move. The more speed they move with, the more money flows through your store and the more marginal contribution flows to you. If you see inventory sitting on a shelf for months on end, that's cash you can't use somewhere else in your business.

There is no one perfect formula for deciding how diverse an inventory to carry, but the quickest way to see what's working for you is to do a Pareto analysis. Rank sales from highest to lowest over a given period and go down the column until combined sales equals 80% of the total sales. Pareto Analysis predicts that this will come from roughly 20% of the products in your inventory. Be ruthless: floor space must generate revenue, slow sellers have to go.

**IF YOU SELL HIGH-END WINES, CARRYING A GOOD SELECTION OF WINE GLASSES IS A NATURAL CROSS-SELL OPPORTUNITY.**

### Sales Tips

**Use Good Signage** - Call out your impulse items with clear, easy-to-read price tags and signage that tells your customers how to use the product, and the benefits they'll experience.

**Show Savings** - If you're discounting an item, make the discount and



savings very clear. Professionally printed signs on good paper will show earnestness, and be sure to put a clear "sale ends date" on your signage. This inspires purchase urgency—"Get them before they're gone" should be your call to action.

**Keep It Clean** - If an inventory item has dust or grime on it, it will never sell—certainly not at full price. Displays of glassware must be dusted on a regular basis, at minimum twice per week.

**Keep Your Displays Organized** - Make sure to display merchandise in a way that makes sense—decanter funnels, all corkscrews organized by type and price, etc. Consumers will spend more time looking at well-organized displays, rather than wasting time searching for related items, or the same item in a different size/colour.

**Be Sure To Cross Merchandise** - Place a stack of salt rimmers next to the tequila display. Put up a sign next to the Bordeaux that says, "Enhance your drinking pleasure with a Bordeaux wine glass." One good sale leads to another!

Finally, set sales goals and track your results. Good merchandising and marketing are necessary to alert consumers to the products you're offering, but sales only come from the success of your sales staff. If your retail team members are motivated with sales goals, and are properly trained to suggest add-ons and impulse items, they'll deliver revenue and margin from your non-liquor items. As with any sales program, keeping a live tally where your staff can see it, and providing incentives for them to beat their goals will keep them working hard for your store. ■

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# LIQUOR SALES TRENDS

JUNE 1 - AUGUST 31, 2017 IN HL

% change from 2016

154,274	→	Beer*	-12.96
110,870	→	Wine	-0.05
92,461	→	Coolers	13.38
23,240	→	Cider	7.65
2,791	→	Gin	14.12
11,754	→	Rum	-8.70
23,095	→	Vodka	-0.15
17,396	→	Whisky	-3.55

\*Beer sales stats are through Connect Logistics only  
Source: Connect Logistics

# AGLC REPORT

## What Do You Do When There's a Liquor Product Recall?

When liquor products are deemed unsafe, the AGLC issues product recalls. As a liquor retailer, you have an important role in ensuring the safety of your customers by removing unsafe products from liquor store shelves quickly and efficiently.

Here are key steps to take when you receive the AGLC's recall notice:

- Carefully review the recalled product code(s) and lot number(s);
- Immediately suspend all sales of the affected product(s);
- Check all stock in storage, store shelves, coolers, etc. and set aside the affected product(s) away from the sales floor;
- Clearly mark the affected product(s) with **DO NOT SELL—RECALLED PRODUCT**;
- Follow additional AGLC instructions outlined in the recall notice as to what to do with the affected product(s).

Additional points to keep in mind:

- If you sell liquor to other licensees, it is your responsibility to inform them of the liquor product recall and what actions to take.
- For customer returns of full or partially consumed bottles/packs/cases of the recalled product, offer a full refund and use the AGLC's Faulty Product Refund procedure (refer to sub-sections 5.9.10, 5.9.11, and 5.9.12 of the *Retail Liquor Store Handbook*) to claim a refund.

If you have a recalled product in your store, you are responsible for removing the product from your shelves immediately. Once you have received the AGLC's recall notice, it is your responsibility to ensure unsafe product is not available to your customers. You are also required to:

- Contact the AGLC to acknowledge your receipt of the recall notice—even if you don't have the affected product in your facility;
- Provide your licence number;
- Let the AGLC know what you've done to remove the recalled product(s) from shelves, so they are not available for purchase within the deadline specified on the recall notice (if applicable).

Following each recall, Canadian Food Inspection Agency officials randomly check a sample of liquor licensees to ensure that they have successfully removed the recalled product(s) from sale. AGLC Inspectors also do random checks to assess the effectiveness of each recall.

If you receive a customer complaint about a potentially unsafe liquor product or discover one yourself, contact the AGLC immediately at 1-800-272-8876.

More information about consumer recalls is available at [www.inspection.gc.ca](http://www.inspection.gc.ca), in the *Food Recall Fact Sheet* and *Food Recalls: Retailers' Guide*.

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Photo courtesy of Connect Logistics

# WESTERN CANADIAN LIQUOR SUPPLY

by Joyce Hayne

Liquor Retailer went across Western Canada to discover how many liquor products are available for sale in each province. Not surprisingly, with the highest population, BC had the highest number of SKUs followed by Alberta, Manitoba and Saskatchewan.

To gain a standard comparison, as inventory levels fluctuate daily, the following statistics are from March 31, 2017.

# SKUs	BC	Alberta	Manitoba	Saskatchewan
Registered	42,763*	36,408	10,528	4,084
Active	42,763*	21,361	3,956	2,902

\*This number represents:

- All active and registered for sale in British Columbia on March 31, 2017;
- The number does not include customer specific products or exclusive products;
- All products available for distribution by the Liquor Distribution Branch and products privately distributed.

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Canmore Brewing	20	Profitek	8
Connect Logistics	IBC	RAW Distillery	21
David Herman & Son	9	Rig Hand Distillery	8
Halo Metrics	IBC	Vintage West	9
Independent Distillers	5, 9, BC	Winterland Beverages	19, 23

# WINE REPORT

by Tom Firth

## As Local As it Gets: Alberta's Fruit Wines

I love fruit wine. I love the simplicity of it, and I love the skill involved and the effort of the winemaker too. What I love most of all about fruit wine is that rare instance when the contents of the bottle perfectly encapsulate the fruit used.

Whenever I judge a Canadian wine competition I secretly hope in my heart of hearts that I will get a flight or two (or three) of the fruit wines. It's a perfectly refreshing change of pace from endless Syrahs or Merlots, dozens of Sauvignon Blancs or Chardonnays, and at the same time, it's a chance to catch one's breath and just look for the purity of fruit—and balance of course.

Fruit wines is a catch-all term usually used to describe a wine made from any fruit other than grapes. Although virtually any fruit could be fermented, most often in Alberta we'll see fruit wines made from Albertan-grown fruits such as strawberries, raspberries or cherries as well as the odd chokecherry and even some rhubarb—which really isn't a fruit but works so well with strawberries. Yes, they can seem a little on the sweet side to some palates, though importantly, not all fruit wines are sweet.

Here in Alberta, operating a winery falls under a Class E manufacturing license in the Liquor Act, and includes Alberta's distilleries and breweries. Cottage wineries appeared in the legislation in 2005 (after several years of lobbying) and it allows a farming operation such as a U-pick berry farm or honey producer to make and sell a value-added product. In 2013, when production minimums were dropped for Alberta liquor producers, a few more operators got into the game. Now, Alberta boasts over a dozen mead and fruit wine producers, and has formed a small association, the Alberta Estate Winery & Meadery Association, to work together and help promote this small market segment. While grape growing and specifically vinifera grape production has long been considered impossible due to our winters being consistently cold enough to kill a grape vine, Hugo Bonjean and Ilse De Wit from Spirit Hills Winery just this past summer have planted a few rows of grape vines. With a little luck and a lot of care, there is the very real possibility of an Alberta-made grape wine in the future too.

Marvin Gill of Field Stone Fruit Winery near Strathmore (and the first in Alberta to get an estate winery license), notes "[It] is getting easier with every year. More and more people are willing to drink outside the grape. This wasn't the case 10 years ago."

Rick Barr from Barr Estate Winery in Sherwood Park comments, "We try to get out to every event we can" to get the word out that fruit wines are well worth a try.

Probably unknown to most consumers, the Class E License has a stipulation that at least 75% of the fruit (or honey in the case of mead) has to come from the estate, with the remainder coming from another Albertan farm, and must be vinified on-site. Anyone who has lived a full year in Alberta knows what winter is all about, and as Gill shares,



"Our most difficult hurdle is still the ongoing battle with Mother Nature. Actually raising the fruit and seeing it through to harvest in spite of frost, hail and drought is always daunting."

It is a little hard to determine exactly how large the fruit wine market is in Alberta since cottage wineries are able to sell from the farm gate as well as at farmers' markets and directly to liquor stores. As Gill points out, "There is... good fruit being grown in Alberta; the supply is not a problem."

However, Barr shares, "Compared to the [microbreweries and distilleries] growth potential [for wineries] is not very good. The main reason for this is that the cottage wineries have to grow all of their own raw product." He further explains, "It took about five years of breaking land, picking rocks, planting fruit, and then waiting for the plants to mature before we could make any wine." Truly this is a labour of love for Alberta's fruit wineries, but with the skilled winemakers involved and the quality of the fruit available, fruit wines are here to stay. Add some to your store's lineup of local products.

# WHAT'S *New?*

by Marina Lecian

## Wine

**Stoneboat Rock Opera** has intense, exotic fruit flavours with notes of mocha, black cherry and vanilla on a bold, rounded palate. 750ml \$18.99 whsl +793395

**Relax Bubbles** is a new German addition to the Relax line of wines. This effervescent, refreshing white wine blend has an enticing bouquet of ripe pineapple and citrus. It is both sweet and tart with light mineral notes and a lingering dry finish. 750ml \$12.99 whsl +790285

**Corvina Rosso Veronese IGT** is ruby red with garnet hues. It has a spicy aroma with hints of vanilla, red and amarena cherries and has a soft, round flavour with gentle tannins that leave a long, spicy finish. 750ml \$9.53 whsl +793137

**Garganega Bianco Veronese IGT** has fine, gentle floral notes with delicate white peach. This straw-yellow wine with a green tint is medium-bodied, and has a harmoniously crisp, fresh flavour combined with a hint of bitter almond on the finish. 750ml \$9.53 whsl +793139

## Spirits

**Flatnose Blended Malt Scotch Whisky** is a light gold, all-malt Scotch whisky, with a good share of Islay single malts, giving a gentle peaty touch. Its smokiness is balanced by hints of honey and candied citrus fruit. It is unchill-filtered for much greater mouthfeel and persistence. 700ml \$44.99 whsl +791213

**Ron Abuelo 15 years Aged Napoleon Cask Finish Rum** is a savory and smoky aged rum with mature, exotic aromas and flavours of coffee beans. Includes gift box. 750ml \$69.99 whsl +790270

**Drumshanbo Gunpowder Irish Gin** is a premium, slow distilled gin, uniquely fused with both oriental and Irish botanicals and gunpowder tea. 750ml \$40.00 whsl +795740



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# SPIRIT *Spotlight*

by Margaux Burgess

## Brandy: The Spirit of the Grape

The history of Brandy is a long one and dates at the very least to the 16th Century. Originally called brandewijn (brandywine), legend says Dutch traders preserved wine through distillation to better allow for preservation during travel and to make it easier to carry large volumes on board. The initial plan was to reconstitute the brandewijn with water upon reaching the destination, but it was soon discovered that the flavour created while the spirit travelled in oak barrels was appreciated by those who tasted it. The brandewijn was not reconstituted and the first version of today's brandy was created.

Today the official EU definition of brandy is a spirit that is "produced from wine spirit with a minimum alcoholic strength of 36% and with no flavouring added". Grapes are the traditional fruit and unless otherwise indicated brandy will be a grape wine spirit. If the wine spirit does happen to be from a fruit other than grapes, it must be marked on the label. Brandy is also required to have aging in oak casks. This aging contributes aromatics and flavour characteristics from the wood itself—ranging from floral, citrus, and dried fruit to richer notes of toast, apricot, vanilla, and molasses.

With such a long history, it stands to reason that where wine is made you can also find brandy. All the major viticultural regions of the world have a culture of brandy production. The most famous and highly regarded brandies are the cognacs and Armagnacs of France, but high quality brandies are available in many countries. This can provide an excellent opportunity to introduce customers to a new product that is familiar enough to be a comfortable experiment while at the same time a new discovery.

### France

The most recognized of the brandy categories is cognac. Be aware, however, that all cognac is brandy but not all brandy is cognac. Hailing from the delimited Cognac region in the southwest of France with the best coming from the chalky soils of Fine Champagne and Petit Champagne, cognac is made primarily from the grape Ugni Blanc with Colombard and Folle Blanche. It is double distilled in copper Charentais pot stills, and after distillation the spirit is placed in French oak casks for aging.



Once bottled, the cognac is age-dated according to the amount of time the youngest brandy has spent in oak. VS (Very Special) or \*\*\* indicates at least two years in cask; VSOP (Very Special Old Pale) indicates at least four years in cask; and XO (Extra Old) indicates at least six years in cask. Generally speaking, the average age is much older than the labelled minimum and XOs often have an average age greater than 20 years.

About 90 minutes south of Cognac is Armagnac. With more grape varieties permitted and a single distillation as opposed to two, Armagnac tends to be a more rustic and flavourful brandy. The aging requirements differ slightly from cognac with VS or \*\*\* indicating that the spirit was in barrel from one to three years. VSOP indicates four to nine years of age, and XO or Hors d'Age is a spirit that has spent at least 10 years in barrel.

### Spain

The tradition of brandy production in Spain has been around even longer than that of France with much grape spirit being distilled during the Moorish occupation of Andalucía. Brandy de Jerez is still made in this far southwestern corner of Spain. This is the home of sherry, and the unique characteristics of Brandy de Jerez come about through the aging of the brandy in American oak casks that were previously used for sherry. The élevage of Fino, Manzanilla, Oloroso, Amontillado or Pedro Ximénez sherry must have occurred for at least three

years before Brandy de Jerez can be aged in that barrel. Each style of sherry contributes different characteristics to the final product. Brandy aged in a Fino cask will be paler with a lighter flavour profile of citrus and white flowers than the nuttiness and dried fruit of those aged in Oloroso or Amontillado casks. Those aged in Pedro Ximénez casks will be the richest with notes of molasses and figs. Scotch is aged in these same types of casks, so a customer who enjoys a PX barrel-aged scotch could be interested in trying a Brandy de Jerez.

### Peru

Pisco is not a traditional brandy in that it is not aged in wood—its aging occurs in large glass-lined silos. However, it is distilled from grape spirit and Pisco has the distinction of being one of the only distillates that is distilled to the abv presented in the bottle. Many other spirits are produced at their highest alcohol percentage and then watered back. Pisco is the essence of pure grape, not grape and water. With lighter body and a wide range of flavours including grape, citrus, grass, apple and pear, Pisco is a natural for cocktails and experimentation!

This is only an introduction to the various brandy styles available. There is a large cross-section in market to offer adventurous customers. Brandy is the perfect drink to usher in the cooler fall season, and there are over 100 selections from around the world to be found on [LiquorConnect.com](http://LiquorConnect.com).



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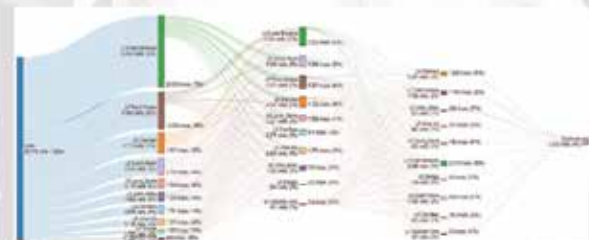
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	Total Daily TRUcount visitors	Week of Mon, 07 Aug 2017 to Sun 13 Aug 2017: <b>6,674</b> (▲ 1%)
		Week of Mon, 31 July 2017 to Sun 06 Aug 2017: <b>6,529</b> (▲ 4%)
	% First Time Visitors	Week of Mon, 07 Aug 2017 to Sun 13 Aug 2017: <b>39%</b> (▲ 1%)
		Week of Mon, 31 July 2017 to Sun 06 Aug 2017: <b>34%</b> (▼ 25%)
	Average Length of Stay	Week of Mon, 07 Aug 2017 to Sun 13 Aug 2017: <b>16m</b> (▼ 0.07%)
		Week of Mon, 31 July 2017 to Sun 06 Aug 2017: <b>15m</b> (▼ 6%)
	Busiest Day: Sat, 17 June	Week of Mon, 07 Aug 2017 to Sun 13 Aug 2017: <b>1,474</b> (▼ 1%)
		Week of Mon, 31 July 2017 to Sun 06 Aug 2017: <b>1,322</b> (▲ 8%)
	Average Visit Frequency	Week of Mon, 07 Aug 2017 to Sun 13 Aug 2017: <b>4.0</b> (▼ 3%)
		Week of Mon, 31 July 2017 to Sun 06 Aug 2017: <b>2.0</b> (▼ 50%)

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