

Education Report

September 2018

Alberta Liquor Store Association
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Education, Events and Industry Liaison

EVENTS

ALIC planning is in full swing with the conference now being two weeks away. For the first time it is two full days with programming covering alcohol, cannabis and Alberta made product.

ALIC planning has begun

- Westin Edmonton on Sept 19 and 20
- Celebrating 25 years of the Alberta Model and looking forward to next 25 years – commemorating stores that have been in operation since 1993
- Will be offering tours of the new warehouse with sponsors able to do the media tour that will also host the Minister of Finance and a tv spot.

Additional tours at 10:00, 11:00 and 11:30

- Two full days of programming with Alberta product, Cannabis, AGLC and CLS seminars
- Ticket sales through eventbrite again with an entirely new website more inline with with the ALSA website and branding.
- Signature take away will be Alberta's first Honey Gin. A collaboration between Eau Claire and Chinook Honey. Branded with ALIC label and messaging – label is in board package and Gin will be ready on Sept 7.
- Largest exhibitor component yet with 16 tables participating
- 2018 marked the greatest amount in sponsorship money as well

Texsom – attended North America's largest sommelier conference.
Completed Barossa educator program while there so now am 1 of 2
Barossa educators in the country with the other being in Toronto.
Continued talks with Wines of Austria to encourage their entry into Alberta
and investment in education in the province.

WEBSITE + ONLINE PRESENCE

- Continued maintenance of ALSA website
- Design, Launch and Upkeep of ALIC website
- Management of online ticketing systems for ALIC – Eventbrite and Splashthat.

EDUCATION

Continuing partnership with Wines of Rioja as ALSA's first Education partner and they have signed up for another year with greater presence in the market. Launching a Rioja Wine Month across the province in February.

Rioja is again sponsoring ALIC with all wine for the conference including reception, lunch and tasting tables throughout.

Added an education tasting to ALIC with AlbertaMade producers and retailers highlighting the product and how to best market it. This was first seminar to reach capacity!

ON-GOING

Marketing and Admin including:

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

