

Industry Liaison Report

September 2019

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

EVENTS + CAMPAIGNS

ALIC

- Details in place and finalized
- Focus on Liquor only with seminars on Advocacy, ecommerce and marketing and theft in addition to AGLC and CLS content
- Sponsorships have changed slightly and we are a little over last year's amount
- Good attendance from government – will have a good representation at Keynote and Reception
- Partnering with IVSA to offer tasting salon on the afternoon of the 16th
- All information online

Just Add Alberta

- Roadshow complete although we are still getting requests to use trailer and attend retailer and community events – investigating feasibility of this
- Invited to discuss campaign at U of A marketing Faculty Club – Oct 7
- Advertising Agency is submitting to Award shows globally and in Alberta/Canada. They are confident that it will win something along the way.
- Knock on affect of greatly increasing the exposure of ALSA and what we do (licensees and the public)
- Also increased engagement impressions across all ALSA accounts

- Have attached the impressions from a small influencer campaign to give an idea of the audience that was reached
- Collected appx 5000 email sign-ups
- Draw for fridge will be end of the month
- Have seen the coasters in a number of restaurants and bars across the province – they have the call to action to go to your local retailer and purchase Alberta product. Shelf talkers I have seen stores around Edmonton as well (people often tag the coasters on social media or send pics to me so better idea of where they are province wide)
- Have been in discussion with a number of retailers about how to best use the campaign. In process of organizing elements to be available for easy download and use – still determining best way to do that

Quote from retailer after event:

"deVine Wines was thrilled to learn about and partner with the new Just Add Alberta Experience! As enthusiastic supporters of local producers and the better buy Alberta philosophy, the program aligned perfectly with our corporate vision. Having Margaux and her team outside of our store during the Open Paths event was a huge success. The trailer drew people's attention, and the encouragement shown to patrons encouraging them to drop into our store to sample Alberta made products worked very well. Sales were 2 1/2 times that of a typical Sunday, so the partnership worked very well! So nice to see clear success in a first time event. Big thanks to Margaux and her team for being involved and making this happen."

Lodi

- Represented Alberta in Lodi with Lodi Grape Commission – spent four days there encouraging investment in Alberta market. Interested in hosting a portion potential ALSA trip as well as learning more about market work here.

ON-GOING

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

INFLUENCER SUMMARY

Just Add Alberta was kicked off with outreach from influencers across the province. With accounts ranging from a couple thousand to tens of thousands followers, the influencer campaign successfully reached a variety of demographics, and cities. We are happy to report over 106,363 total impressions.

INFLUENCERS

We strategically hired four influencers in the Edmonton area that have an engaging and larger following. These four bloggers also created recipe videos that were shared on their channels as well as two product posts promoting the campaign.

We then partnered with 11 other influencers across the province who also shared one post, with the option to share a story. This included 3 influencers in Calgary, 1 in Red Deer, 1 in Lethbridge and 1 in Fort McMurray. All of the influencers who participated were so thankful to be apart of the campaign and they all went above and beyond because they love supporting local (and the liquor also helped!).

We are very happy to have received over 100,000 total impressions for the online coverage for Just Add Alberta. These impressions included bonus coverage from influencers who often would story 2-3 times more than asked with the special addition of two blog posts, two tweets and a post on Facebook.

TOTAL IMPRESSIONS
106,363

- +21 Instagram Posts
Total impressions: 71,292
- +30 Instastory Slides
Total impressions: 27,571
- 4 Recipe Videos
- 2 Blog Posts
Total impressions: 5,000
- 2 Tweets
Total impressions: 1,500
- 1 Facebook Post
Total impressions: 1,000

APPENDIX

alexanatribe
Eau Claire Distillery

Liked by francescakray and others

alexandtribe Can you believe it's the last long weekend of the summer?! If you're celebrating with friends this weekend I've got the perfect cocktail #ontheblog to ring out summer with, an Alberta Iceberg. It's made with Elderflower tonic and a fresh raspberry and lemonade slush. The secret ingredient is the Parlour Gin from a local Alberta distillery @eauclairecraft ... and you guys already know how

knowyourwhisky
Whisky Heathens World Headquarters

Liked by decanter_moscow and others

knowyourwhisky #winteriscoming in the #greatwhitenorth.

Best get the beers in you while you can.

Thanks for the refreshing hookup @toolshedbeer.

knowyourwhisky [...] 4 days ago

knowyourwhisky
Whisky Heathens World Headquarters

Liked by justaddalberta and others

knowyourwhisky We interrupt you're regularly scheduled #carnage to inject a pure dose of #Lacombe #Alberta into your face.

These beautiful summer ales from @blindmanbrewery (brought to you today by @alsaweb and @justaddalberta) are beyond refreshing.

They feel like summer but taste like autumn. I'm convinced @blindmanbrewery are doing it right.

What's your favourite summer beer?

styleista_ca
Calgary, Alberta

Liked by storywildstudios and others

styleista_ca Rain or shine it's always a good time to enjoy a good hard iced tea. This one @troubledmonk is the first Alberta made hard iced tea and comes from my hometown of Red Deer, Alberta! Fun facts: - Alberta is home to over 10 wineries and meaderies, 17 distilleries, and 121 breweries! - When you enjoy Alberta liquor, you're enjoying high quality products with roots that run deep within

angelicafaaye
Edmonton, Alberta

Liked by thetheadmssagency and others

angelicafaaye ad | wanna know what's good when

angelicafaaye

Liked by lindork and others

angelicafaaye Just Add Alberta Summer Campaign - thank you to @nahawh for a wonderful video promoting @justaddalberta, @blindmanbrewery, and @alsaweb, as you know I partnered up with them to showcase their great selection of liquor products. they are loved by many and I'm so proud to support local!

fact: alberta produces hundreds of liquor products ranging from craft beers, spirits, fruit wines, and mead, and although some alberta beers have made it to the shelves of liquor stores, the majority of alberta products remain unknown by the public and liquor retailers.

#justaddalberta #albertaliquor #supportlocals #albertacanada #theprairies #westernbeer

rivercitysisters · Following

Liked by katherineoneill and others

rivercitysisters When you get a ☀️ free evening in the sun you spend it on the patio with @equinoxcraft

rachelhaneats · Follow
Alberta

Liked by kv.luu and others

rachelhaneats RE: Just Add Alberta

theglamshackblog · Follow
Riverdale, Edmonton

Liked by justaddalberta and others

theglamshackblog I will tell you right now that both these beverages more than satisfied my summer patio craving and it's not because I've been... more

rivercitysisters · Following
The Creative Hive

Liked by katherineoneill and others

rivercitysisters Celebrating TWO days of Summer in a row by mixing up an afternoon cocktail! (Kidding, but really, it sounds like a fiiine idea!) ... more

View all 4 comments

Liked by justaddalberta and others

rivercitysisters Sophisticated Shirley Temple - dalberta

yourgirlkarly · Follow

Liked by _tygz and others

yourgirlkarly ad | #HumpDay got me like 😊

APPENDIX

chandeliers.and.champagne · Follow
Island Lake, Alberta

1/2

10 Likes

Liked by margauxleahelaine and others

chandeliers.and.champagne Lake vibes Great

creativehiveyeg · Follow

coworking day?!

1/2

10 Likes

Liked by g_radoriginals and others

creativehiveyeg Coworking day?!

Yes it was and wow...big thanks to all the new people that checked out the space! This is what we love and know we are always here to give tours...pop by anytime. Thanks to @lindor @g_radoriginals @ryderfm @keaconsulting.yeg @therocketyeg @tboilinskicreative @justaddalberta @theadmagsagency and so many more who made this

kariskelton · Follow
Lesser Slave Lake

10 Likes

Liked by kimder.ca and others

kariskelton Oh, Alberta!! I love ya. Your beaches AND your bevies! Like you, we love to support local and I'm pumped to know I can... more

View all 39 comments

coldlake_brewinganddistilling @trisha_vergo thanks for the shout out! ❤️

rivercitysisters · Following
Pigeon Lake

10 Likes

Liked by katherineoneill and others

rivercitysisters Hope everyone is having a wonderful long weekend! The sun has been out at our family

knowyourwhisky · Follow
Turner Valley, Alberta

10 Likes

Liked by jadamz and others

knowyourwhisky When it's Friday and I'm on days

brittanypicebovey · Follow
Red Deer, Alberta

1/2

10 Likes

Liked by jadamz and others

brittanypicebovey Just Add Alberta! Supporting

thediymommy · Follow
Jasper National Park

10 Likes

Liked by jadamz and others

thediymommy There's so much to love about my

sugarlovespices · Follow

1/2

10 Likes

Liked by jadamz and others

sugarlovespices We've been invited to Nicoletta's friends in Rome tonight for Aperitivo! I sure would have loved to have them taste... more

View all 45 comments

sugarlovespices @chef_debra 😊

ilia_chgcubs9 Both look delicious!!

Alexandra @alexandtri... · 2019-08-27

Get long weekend ready with a delicious Alberta Iceberg Gin and Tonic

#justaddalberta @alsa_web

@eauclairecraft @justaddalberta

alexandtribe.com/2019/08/27/alb...

Sean Burke @Burkeeboy · 2019-07-29

Workin' on my CR125 in the garage and Canada Post pops by with a delivery for MOI. 4 Five of Diamonds Pilsner from @blindmanbrewery and 4 Troubled Tea from @TroubledMonk THANK YOU

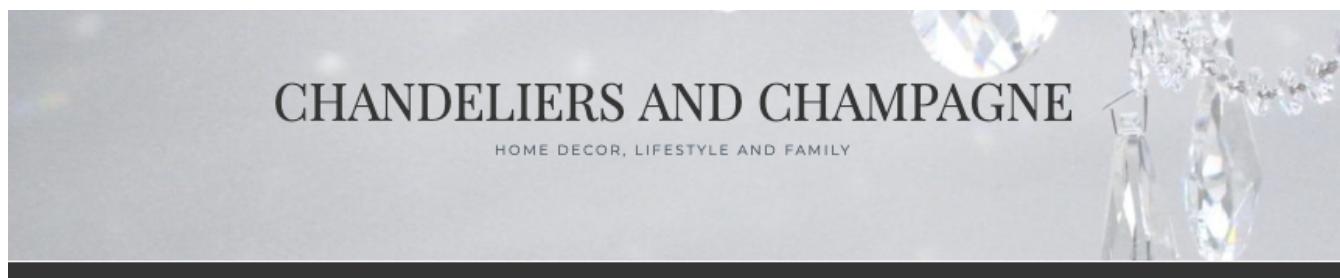
#JustAddAlberta @JennyJennyAdams #buylocal

province, and that always goes down smooth.

#JUSTADDALBERTA
@JUSTADDALBERTA
www.justaddalberta.com

JUST ADD ALBERTA

APPENDIX



— COCKTAILS & BITES, LIFESTYLE —

Layered Gin Pineapple Cocktail Recipe

AUGUST 26, 2019



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Alberta Iceberg Gin and Tonic

 August 27, 2019  alexandtribe



ARCHIVES

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-  March 2019

CATEGORIES

-  family
-  food and drink
-  lifestyle
-  travel

APPENDIX

Name	Handle	Followers
Kari Skelton	@kariskelton	11,600
Christina Dennis	@TheDIYMommy	45,700
River City Sisters	@rivercitysisters	12,100
Holly Hunka	@chandeliers.and.champagne	13,600
Loreto & Nicoletta	@SugarLovesSpices	5,110
Elysia & Jessica	@TheGlamShack	1,992
Karly Polkosnik	@YourGirlKarly	8,028
Alex Sochowski	@AlexandTribe	1,609
Angelica Macapinlac	@AngelicaFaaye	1,357
Brittany Price Bovey	@BrittanyPriceBovey	2,987
Rachel Han	@RachelHanEats	4,935
Jessyka Hagen	@MilkstainsandMeltdowns	20,800
Brenna Hardy	@Styleista_ca	15,000
Meli Gyger	@Everything_Meli	4,476
Josh Ward	@knowyourwhiskey	6,937