



ALBERTA
LIQUOR STORE
ASSOCIATION

CELEBRATING
20 YEARS TOGETHER

ALSA Member Services Joint Report

September 2018

Statistics

	August 21 2018	Dec 31 2017	August 21 2018
Region	Total Stores	ALSA 2016	ALSA 2017
Calgary	467	159	155
Edmonton	408	166	163
North	189	71	66
Central	287	88	78
South	153	62	63
Out of Province		1	1
	1504	547	526

Total closures since January 01, 2018: 39

Current Statistics for renewal

Renewed to date 504 (Renewal rate: 93%)

New Members 22

Total Membership 526

Store contacts in person or phone since June 2018 - 172

Topics covered Since March

New membership contact	34
Drayton Valley	7
Red Deer	7
Stettler	3 - 1 renewed
Bashaw	2
Tofield	2
Leduc	1
500 Meters	5
Renewals	8 (1 renewed)
Cannabis	35
Moneris Updates	6

Activities and Themes

North

Renewals: To date, we have received renewals from 504 stores or 93% of the membership last year. At last report, there were 17 stores active that had not renewed. We managed to get 8 of those stores to return leaving only 9. Of those 9, 5 have been subsequently sold and we have approached the new ownership about joining.

The economy and the “spectre” of the impact of cannabis appear to be the 2 key issues that we have heard from non-renewing and prospective new members. We have been invited to talk to several stores about membership in the New Year which will give everyone some greater sense of the Cannabis impact.

New Members – At this writing, we have had 22 new members with the likelihood of 2 more in coming days. We also know that some of the larger chains have opened new stores which will be added to the new listings in 2019.

Cannabis – Interest in the application process has slowed but we are getting a call about access to services from our partners. We have completed a promotion relationship with a Cannabis Education and Consulting service.

Moneris – There have been more changes with respect to Moneris equipment upgrades with several members affected. We have had assistance from Moneris staff to encourage lapsed members to return to ALSA to retain the good rates. So far 6 have come back and more are possible.

Hub Insurance – Hub has change primary insurers for the Liquor Store insurance package moving from Aviva to Alliance. Since the change, several stores have been delighted by the reduced rates. We will also be part of that change when our renewal occurs in December.

Lovedeep and I also traveled to Red Deer and visited all the non-members in the city and then traveled East and West separately. I went to Stettler and reminded a long-time member to renew and visited 2 other non-members one of which was about to be sold. I also visited 2 stores in Bashaw which are attached to other business owned by the same person and predictably were not interested.

Plans for next quarter

Focus on new memberships particularly in Greater Edmonton. Complete ALIC and start the process of planning for renewals of membership and partnership. Next year our relationship with Moneris is up for renewal. Our insurance package is going to be reviewed with a new

insurer. We will have a new deal with Coke and Pepsi is hiding in the weeds if we need to make a change.

South

Renewals – Actively pursued members for renewals in the whole southern region. Most stores that did not return this year mentioned slower than a usual year and promised to look into reinstating membership next year.

New Membership – Visited stores in Fort Macleod, Lethbridge, Coaldale, Medicine Hat, Brooks, Canmore, Olds, Red Deer, Sylvan Lake, and Delburne. Some store owners were interested in ALIC and were informed on it via email and phone calls.

Cannabis – Completed SellSafe cannabis training on AGLC's portal. Training is similar to ProServe with an added section on Cannabis knowledge, which explores different chemical composition, THC, CBD and its effects on the brain.

Calgary has started the approval process since July 30, 2018. Coop and Superstores are the first grocers to get approved. Edmonton is following suit on August 28, 2018, after their lottery system license draw last month.

Lift & Co. from Ontario reached out to ALSA for a potential partnership on cannabis education and their proprietary software – Cannabis Concierge. After a number of discussions, we decided that it is in our best interest not to explore anything on cannabis training front until we have Cultivated Solutions as an exclusive partner. We, however, are looking into a possibility of inviting Lift to ALIC to do a short seminar on responsible retailing and perhaps giving them an opportunity to present their software in a seminar.

Other – Extracted data from AGLC on revenue and income for past 10 years and collated into an excel sheet to present for the 25th anniversary of Alberta Liquor Model.

Meeting with Ultra Lite Doors in coming days to discuss sponsorship for ALIC.

Prepared an OHS document with a focus on Liquor Stores. We will be working closely with Hub Insurance on a roll out.

Plans for Next Quarter – Pursue Star Liquor and Ace Liquor chains with Ranjan to have them joined as members and also invite them to ALIC. Visit stores in Drumheller and neighboring communities.