

# Industry Liaison Report

## December 2018

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

### EVENTS

#### ALIC

ALIC successfully completed with the most comprehensive programming yet. Wide range with retail liquor, cannabis and Alberta product tastings

Managed own nametags with label maker equipment so a much smoother registration

Commemorative Honey Gin was a success – each attendee and subsequently each Alberta MLA was gifted a bottle to recognize the value of the Alberta Model and how well it serves the province. See attached social impressions from warehouse opening.

Final Guest Count was 271 not including some last minute MLAs for reception so appx 280

Highest Sponsorship value to date – tricky as Cannabis can't be recognized

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

Initial ALIC planning for 2019 has started

- Back to October to avoid being so close to that busy back to school/end of holidays period
- Tentative dates October 16,17 or 23,24
- Rogers Place exec team (GM, VP F and B, VP Live Entertainment) attended reception and has expressed interest in hosting some portion so exploring that

Other Events – Planning for 2019 has started

AGLC Warehouse Tours – after positive response at ALIC will offer again in 2019 at various times of the year

Wines of Austria has confirmed presence in market in Fall 2019 so will be offering trade seminar to retailers

Some members have expressed interest in an ALSA education trip to Rioja – May 11 – 18 – currently investigating pricing and exploring scheduling and winery visits

Grand Prairie ALSA blitz with us going to do information sessions and seminars

#### WEBSITE + ONLINE PRESENCE

- Continued maintenance of ALSA website
- Upkeep of ALIC website, currently in transition to 2019 edition with building the new website

#### EDUCATION

Continuing partnership with Wines of Rioja as ALSA Education partner.

#RiojaAlbertaMonth is confirmed across the province in February with a focus on retail engagement. ALSA will be spearheading trade education events with ALSA Trade Day to take advantage of the 10 producers in market.

#### 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
- Rocky Mountain Wine and Food Festival
- Administration duties as necessary

## Social Media Stats – ALSA Honey Gin

### TWITTER

On September 19<sup>th</sup> @EauClaireCraft tweeted 4 times about the launch and received 2.7k impressions and 67 engagements on our tweets alone. Please see some of the top tweets below and engagement info below

Joe Ceci's tweet was Eau Claire's top mention for September and received 172 engagements. See below.



The screenshot shows a Twitter post from Joe Ceci (@joececiyyc). The post includes a tweet text, two photographs, engagement metrics, and a reply section.

**Tweet Text:**

As part of the @aglc warehouse opening it was great to get to introduce the first product onto warehouse shelves: Honey Gin from @EauClaireCraft. There are now 135 Alberta liquor manufacturers up from just 30 five years ago. #ableg #abpoli

**Photographs:**

The post includes two photographs. The first photograph shows two men in suits standing behind a table in a warehouse, holding small bottles of honey gin. The second photograph is a close-up of Joe Ceci holding a bottle of honey gin.

**Engagement Metrics:**

11:30 AM - 19 Sep 2018

9 Retweets 26 Likes

1 9 26

**Reply Section:**

Tweet your reply



Joe Ceci   
@joececiyyc

Following

Excited to announce the opening of the new [\[LR\]@AGLC\[PDF\]](#) liquor warehouse in St. Albert. It is the size of 8 football fields. #ableg #abpoli



9:13 AM - 19 Sep 2018

5 Retweets 53 Likes 

3 5 53



Joe Ceci   
@joececiyyc

Following

As part of the [@aglc](#) warehouse opening it was great to get to introduce the first product onto warehouse shelves: Honey Gin from [@EauClaireCraft](#). There are now 135 Alberta liquor manufacturers up from just 30 five years ago. #ableg #abpoli



11:30 AM - 19 Sep 2018

9 Retweets 26 Likes 

You Retweeted



**Wine and Beyond** @WineBeyond · Sep 19

To celebrate the 25th anniversary of alcohol privatization in AB [@EauClaireCraft](#), [@ALSAWEB](#), & [@chinookhoney](#) collaborated to create this one-of-a-kind gin; now available at our Southgate, Windermere, Sage Hill & Emerald Hills locations. #alberta #drinklocal



0 4 10

## Tweet Activity

**EauClaireDistillery** @EauClaireCraft  
How cool is this! Our specialty Honey Gin collaboration with **@ALSAWEB** & **@chinookhoney** was the first case of product to be racked at the new **@AGLC** warehouse in **#Alberta**! The warehouse has a capacity of 5.1M cases!  
<https://twitter.com/AGLC/status/1042457040222773248>  
...

Impressions	1,389
Media views	2
Total engagements	25
Likes	14
Retweets	4
Profile clicks	4
Media engagements	2
Detail expands	1



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

## Tweet Activity

**EauClaireDistillery** @EauClaireCraft  
Celebrate the 25th Anniversary of privatization with this limited release Honey Gin! Available at select liquor stores in Alberta including  
**@KensingtonWM** **@SobeysLiquor**  
**@SherbrookeLiq**  
**@ChateauLouisLQS**  
**@CoopWineSpirits** & select  
**@WineBeyond** **@LiquorDepot** in  
**#yyc** and **#yeg!**  
[pic.twitter.com/8QsK6Y3XGC](http://pic.twitter.com/8QsK6Y3XGC)

Impressions	6,282
Total engagements	99
Media engagements	37
Likes	23
Detail expands	17
Retweets	13
Profile clicks	7
Replies	1
Link clicks	1



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

## FACEBOOK - Please see some of the top Facebook posts and engagement info below

### Post Details

**Eau Claire Distillery** Published by Chelsea Barclay (M) · September 19 · 

We were at the new AGLC warehouse opening today in St Albert! As part of the opening the finance minister introduced the first product onto the warehouse shelves! Our Alberta Liquor Store Association - ALSA & Chinook Honey Company Honey Gin!

You can now purchase this at select liquor retailers including Kensington Wine Market, Rocky Mountain Wine, Spirits & Beer, Sobeys Liquor, Sherbrooke Liquor, Chateau Louis Liquor, Co-op Wines & Spirits, Wine and Beyond & Liquor Depot! #ableg #abpoli #albertaspirit #shareaucraire




**Performance for Your Post**

**2,819** People Reached

**107** Reactions, Comments & Shares

Reaction	Count	On Post	On Shares
Like	90	77	13
Love	5	5	0
Wow	1	1	0
Comments	8	7	1
Shares	3	3	0

**487** Post Clicks

View Type	Count	Link Clicks	Other Clicks
Photo Views	225	0	262

**NEGATIVE FEEDBACK**

Action	Count
Hide Post	0
Report as Spam	0

**1** Hide All Posts

**0** Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 3,200 people.

**2,819** People Reached   **593** Engagements   **Boost Post**

 82   **7 Comments** **3 Shares**

 Like    Comment    Share   

### Post Details

**Eau Claire Distillery** Published by Chelsea Barclay (M) · September 19 · 

Today at the #alic2018 #albertamade seminar attendees got to try our limited edition Honey Gin made in collaboration with Alberta Liquor Store Association - ALSA & Chinook Honey Company to commemorate the 25th anniversary of privatization! #shareaucraire #gin #drinklocal #honeygin




**Performance for Your Post**

**1,175** People Reached

**16** Likes, Comments & Shares

Action	Count	On Post	On Shares
Likes	12	12	0
Comments	4	4	0
Shares	0	0	0

**27** Post Clicks

View Type	Count	Link Clicks	Other Clicks
Photo Views	13	0	14

**NEGATIVE FEEDBACK**

Action	Count
Hide Post	1
Report as Spam	0

**1** Hide All Posts

**0** Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 3,200 people.

**1,175** People Reached   **43** Engagements   **Boost Post**

 Izzraeel Izzraeel and 11 others   **1 Comment**

 Like    Comment    Share   

## Post Details



Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 3,200 people.

2,542 People Reached 215 Engagements

[Boost Post](#)

Amy Schatzler, Tara Noland and 64 others 7 Comments 3 Shares

Like

Comment

Share

## Performance for Your Post

2,542 People Reached

87 Reactions, Comments & Shares

63	59	4
Like	On Post	On Shares
6	6	0
Love	On Post	On Shares
3	3	0
Wow	On Post	On Shares
12	10	2
Comments	On Post	On Shares
3	3	0
Shares	On Post	On Shares

128 Post Clicks

30 Photo Views 0 Link Clicks 98 Other Clicks

## NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

## Post Details



Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 3,200 people.

2,637 People Reached 178 Engagements

[Boost Post](#)

Connie Harvie, Feather Mc and 34 others 15 Comments 5 Shares

Like

Comment

Share

## Performance for Your Post

2,637 People Reached

71 Reactions, Comments & Shares

36	29	7
Like	On Post	On Shares
6	6	0
Love	On Post	On Shares
3	1	2
Haha	On Post	On Shares
3	3	0
Wow	On Post	On Shares
19	18	1
Comments	On Post	On Shares
5	5	0
Shares	On Post	On Shares

107 Post Clicks

20 Photo Views 0 Link Clicks 87 Other Clicks

## NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts