

Industry Liaison Report

December 2018

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:

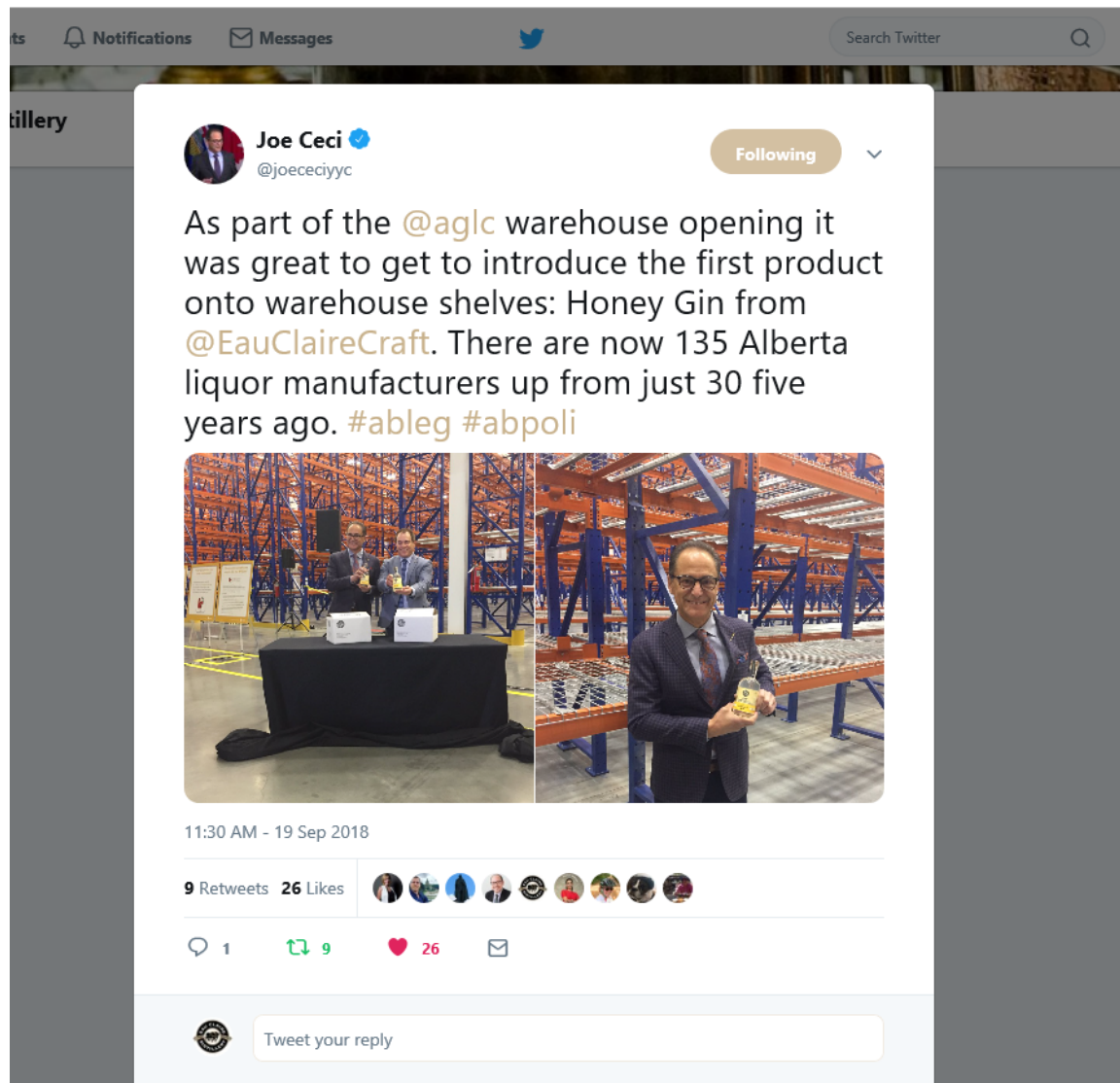
- Twitter
- Facebook
- Instagram
- Non-medical Cannabis
- Member eblasts and newsletters
- Blog
- Content for Liquor Retailer – Wine Column and ALSA advertisement
- Rocky Mountain Wine and Food Festival
- Administration duties as necessary

Social Media Stats – ALSA Honey Gin

TWITTER

On September 19th @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.





Joe Ceci
@joececiyyyc

Following

Excited to announce the opening of the new @AGLC 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



Joe Ceci
@joececiyyyc

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



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/104245704022273248>
...

**Reach a bigger audience**
Get more engagements by promoting this Tweet!

Get started

Impressions

1,389

Media views

2

Total engagements

25

Likes

14

Retweets

4

Profile clicks

4


Media engagements

2


Detail expands

1

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>

**Reach a bigger audience**
Get more engagements by promoting this Tweet!

Get started

Impressions

6,282

Total engagements

99

Media engagements

37

Likes

23

Detail expands

17

Retweets

13

Profile clicks

7

Replies


1

Link clicks

1

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

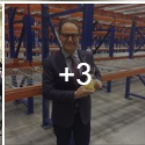



Post Details


**Eau Claire Distillery**

Published by Chelsea Barclay · September 19 ·

We were at the new **AGLC** warehouse opening today in St Albert! As part of the opening it 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, Sobeyes Liquor, Sherbrooke Liquor, Chateau Louis Liquor, Co-op Wines & Spirits, Wine and Beyond & Liquor Depot!** **#ableg #abpoli #albertaspirit #shareauclaire**






 **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



Performance for Your Post

2,819 People Reached

107 Reactions, Comments & Shares

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

487 Post Clicks


225 Photo Views	0 Link Clicks	262 Other Clicks
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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


Post Details

**Eau Claire Distillery**

Published by Chelsea Barclay · 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! **#shareauclaire #gin #drinklocal #honeygin**






 **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


   Izzrael Izzrael and 11 others

1 Comment

 Like

 Comment

 Share



Performance for Your Post

1,175 People Reached

16 Likes, Comments & Shares

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

27 Post Clicks

13 Photo Views	0 Link Clicks	14 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Post Details



Eau Claire Distillery
Published by Buffer [?] · September 23 · 🌐

Celebrate the 25th Anniversary of privatization with this limited release Honey Gin! Available at select liquor stores in Alberta including Kensington Wine Mkt Sobey's Liquor Sherbrooke Liquor Chateau Louis Liquor Coop Wine and Spirits & select Wine and Beyond Liquor Depot in #yyc and #yeg!



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



Eau Claire Distillery
Published by Buffer [?] · September 27 · 🌐

Have you found our limited Honey Gin release at your local liquor store yet? 🍷 We've been told the taste is reminiscent of an Old Tom Gin, slightly sweeter than a London Dry or our Parfour Gin. Great on its own or in a cocktail! #shareeauclaire #farmtoglass



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