

Education Report

April 2018

Alberta Liquor Store Association

Margaux Burgess

Education, Events and Industry Liaison

EDUCATION

Ongoing partnership with Wines of Rioja as ALSA's first Education partner.

- Able to offer a powerful education resource to our diverse membership
- Providing the tools to assist our members to better meet the demands of Alberta's educated wine consumers.
- Incentive in place to take four retailers to Banff for weekend educational retreat. Clear leader in the south of Alberta – north still up for grabs. Information included at end of this report – please pass on to your stores and managers
- Dhane, the National Account Manager for Rioja has been in market to attend Winefest and meet with Banff Springs to discuss incentive prize weekend
- Canadian Rioja website launched with education and POS support and a spot to list submitted events

Trainings for members – Margaux is officially certified as a Rioja Wine Educator. Only one in Canada so far. She can offer basic level certifications to members in-store and will offer a class out of AHLA conference room by end of year. Member services can alert member stores to this new benefit.

As representative of Canada's only privatized market I have been invited to Sommelier trips in Burgundy for the Grands Jours de Bourgogne. Trade days and tastings that happen in Beaune once every two years.

EVENTS

Attended Winefest in Calgary and Edmonton. Lovedeep joined me in Calgary. Great opportunity for member outreach, reminding non-members we are here and to see a number of wines available in Alberta

ALIC planning has begun

- preliminary hotel organization
- dates confirmed – Sept 19 and 20

Assisting Chinook Honey with organizing and launching Alberta's first mead competition. Lovedeep and I went to Chinook Honey and toured the location as well as tasted the line-up. The competition will take place as part of the Horde at the Hive festivities on May 12 and 13. Margaux is head judge. Details attached.

WEBSITE

- Dedicated Cannabis page as there is a lot of information of interest to our members
- Need bio and pics from board members please.
- Classified page has been added although we have not had any postings as of yet
- Have begun developing dedicated ALIC website more aligned with the ALSA website and better able to highlight the past 25 years of a successful Alberta model

ALBERTA MADE

Working with Ivonne on requesting funding support through a grant to highlight the 100+ Alberta producers.

Through a privileged natural environment Alberta is home to some of the best raw ingredients in the world. Barley and honey especially thrive here. For Barley, the cooler overall climate inhibits disease while the barley soaks up the sun over the long, dry days of summer. It is some of the best in the world and Alberta farmers produce the most sought after varieties. Honey producers in the province also benefit from the long daylight hours as well as the considerable expanses of clover, alfalfa and canola, which contribute to the extremely high quality level of the honey produced in Alberta. With over 100 local producers taking advantage of these and other premium ingredients there has never been a better time to support local in the Alberta beverage industry. The Alberta Liquor Store Association is well placed to encourage our members and other retailers to take a vested

interest in the locally produced Alberta beer, mead, spirits and fruit wine. This would include strategic education, promotion and marketing programs designed to highlight the producers and products to enhance the value of the category and raise the profile of Alberta Made Producers.

ON-GOING

Marketing including:

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



Denominación de Origen Calificada

Rioja Alberta

Join the Wines of Rioja team and be hosted for two nights and three days in Banff for an educational retreat including:

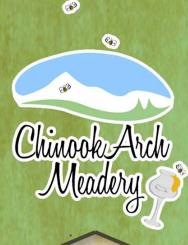
- Rioja Masterclasses & Rioja back vintage tastings**
- Tapas and Rioja Reception and dinner with Rioja team and Master Sommelier**
- Deductive Tasting Class with Master Sommelier**
- Library Wine Dinner with Rioja Team and Rioja Master Sommelier**
- Signed copy of educational book The Wine Region of Rioja by Ana Fabiano**

From now through March 31, 2018, complete all three steps listed below to be officially entered in the contest.

- 1) REGISTER** on Rioja's new Canadian website: ca.riojawine.com by signing up for the Newsletter
- 2) STOCK** at least one Rioja Wine in your store
- 3) TAKE AND POST A PHOTO OR VIDEO*** of any and/or all Rioja educational and awareness activities you have conducted. Post the photo(s) on Twitter or Instagram tagging @RiojaWine, adding your location and including the hashtag #RiojaAlberta

Wines of Rioja will choose 4 participants, (one each from Edmonton and Calgary and then one each from Northern and Southern Alberta) to join us at our RIOJA EDUCATIONAL RETREAT IN BANFF in June 2018 (Dates TBC with winners). Any questions please contact education@alsaweb.ca

*These photos can include case stackers or displays, a Rioja Map in your store, an in-store educational seminar or tasting, e-blasts featuring Rioja or Rioja highlighted on your website or Facebook page. Anything you can think of to promote Rioja in-store. If you do not have Instagram or Twitter you can submit photos to Rioja directly by emailing them to: Tiffany.Riojausa@gmail.com



MAY 12, 2018

Hobby Mead Competition



Entries Open:
March 10th, 8A.M.
Entries Close:
April 28th, 8A.M.

Details: chinookhoney.com/events

(403) 995-0830