

# Education Report

## June 2018

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Alberta Liquor Store Association  
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Education, Events and Industry Liaison

### EDUCATION

Continuing 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 award has been moved to October to accommodate all participants. Winners are Main Ave Liquor in Sundre and Baseline Wine.
- Retreat will have and MS/MW, Rioja producers and a series of seminars and tastings. Ticket sales will be open so more trade can attend.
- Dhane, the National Account Manager for Rioja has been in market with her boss, Ana Fabiano, North American Trade Director. They are happy with Alberta, ALSA and other opportunities and will increase investment next fiscal.
- Rioja will be sponsoring ALIC again and Dhane will be attending

As representative of Canada's only privatized market I have been invited to attend VieVinum in Austria. This is a trade show highlighting Austrian wine that happens every two years. The Austrian Wine Marketing Board is very interested in Alberta and implementing an education program for Alberta retailers, consumers and on-premise trade.

## EVENTS

ALSA participated in Chinook Honey's first Mead Competition. We had 52 entries, six judges from across Alberta and over a dozen medals presented. I was head judge and assisted Chinook with the organization and execution of event. Overall a great success and will happen again next year.

ALIC planning has begun

- Westin Edmonton is host hotel
- Dates confirmed – Sept 19 and 20
- Celebrating 25 years of the Alberta Model and looking forward to next 25 years
- Will be offering tours of the new warehouse with sponsors able to do the media tour that will also host the Minister
- Two full days of programming with Alberta product, Cannabis, AGLC and CLS seminars
- Website and ticket sales were launched June 1
- Ticket sales through eventbrite again with an entirely new website more inline with the ALSA website and branding
- Signature take away will be Alberta's first Honey Gin. A collaboration between Eau Claire and Chinook Honey. Branded with ALIC label and messaging

Alberta Beverage Awards – third time judging the ABAs. Will be judging July 14, 15, 16 in Calgary as ALSA representative. Results in Culinaire magazine in the fall

## WEBSITE

- Cannabis Page is live – any feedback welcome.
- Classified page has first posting of store for sale
- Interactive Event Calendar now live on website

## ON-GOING

Marketing and Admin including:

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