

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

EDUCATION

Secured partnership with Wines of Rioja to act 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.
- Sponsorship of ALIC programming
- Participation in ALIC with prize at award ceremony and educational tasting table
- Dedicated spot on website

In-store trainings for members – Sherry and Fortified training for staff of Main Avenue Liquor and Cowboy Trail Liquor (10 people)

Work with member services to better alert member stores to services available and how I can assist them

- Staff training
- Product selection
- Upselling
- Find Value for retailer and customer
- Develop print education materials

As representative of Canada's only privatized market I have been invited to Sommelier trips in Rioja, Priorat and Thessaloniki. Purpose of trip is education and exchange of information:

- Most people internationally assume Alberta is also a government liquor board - I am able to educate and share that we are not!
- Practical hands-on information and experience for me to bring back to market
- Build relationships so a) representatives of these areas come to Alberta b) new producers are interested in the market c) producers currently in market are better able to work with importers and retailers by better understanding how things work

EVENTS

ALIC 2017

Planning for ALIC 2017 in Calgary including

- hotel organization,
- upkeep of website and ticketing sites and
- addition of details to ALSA website
- management of RSVPS

Coordination of Wines of Rioja support for Awards Ceremony and Conference Day

- Sole Wine Sponsor
- Provide prize for award ceremony
- Education table on conference floor
- Representative from Wines in Rioja in Attendance
- Take aways for guest bags

ON-GOING

Marketing including:

- Twitter
- Facebook
- Instagram
- Non-medical Cannabis information
- Under 25 id program
- ALIC
- Share education opportunities with members
- Member eblasts and newsletters
- Website maintenance
- Blog
- Content for Liquor Retailer

Administration duties as necessary