

# Industry Liaison – Strategic plan 2018

## Strategic Plan

Moving to 2018 I would like to continue to work on adding value for members while ensuring ALSAs' goals are reached and the mission and vision are communicated consistently. By focusing on four main categories of **Education, Marketing, Website Improvement** and **Events** I can work towards this.

## Education:

### **Rioja:**

1. build out education materials on website
2. announce incentive for retailers – announcement date TBC by Dhane

### **HOW IT WORKS**

*From December 10 2017 through April 28, 2018, complete the three steps listed below. You must complete all three steps to officially enter the contest and qualify to win. To increase your chances of winning, submit more than one photo or social media posting. The more you do, the greater your chances of winning!*

1) *REGISTER* your retailer on Rioja's new Canadian website: [www.riojawine.ca](http://www.riojawine.ca)

2) *STOCK* at least one Rioja Wine in the store

3) *PHOTOS* of any and all educational and awareness activations you have conducted. This can include:

- *Post a photo or video of Retail and Rioja on Twitter or Instagram tagging @RiojaWine and including the hashtag #RiojaAlberta!*
- *Case Stacker or display*
- *Rioja Map in your store*
- *In store educational seminar or tasting*
- *e-blasts featuring Rioja, or add Rioja info to your website*
- *Promote Rioja In-store with Rioja displays, Rioja sign or map case stackers, or consumer wine classes. Take Photos and post to Social Media. Promotional material available free of charge on the Rioja Trade Portal [www.riojawine.ca](http://www.riojawine.ca)*

*All photos will be submitted to: [Tiffany.Riojausa@gmail.com](mailto:Tiffany.Riojausa@gmail.com) or post to social media @Riojawine #RiojaAlberta*

*Winners will be selected by Rioja after the promotion and announce by March 30, 2018.*

*Eligibility: All Alberta Retailers will be eligible for the **Wines from Rioja** contest which runs from December 10, 2017 through February 28, 2018.*

#### *Prizes*

*Rioja Wines will provide the winning prizes as follows:*

*The top 3 contest winners (one from each region) will be invited to attend RIOJA EDUCATIONAL RETREAT Weekend 2018 at the Fairmont Hotel Banff (JUNE 2018 dates TBD)*

*What will be provided:*

- *Rioja Master class*
- *Rioja back vintage tastings*
- *Tapas and Rioja reception and dinner with Rioja Team and Rioja Master Sommelier*
- *Library wine dinner with Rioja Team and Rioja Master Sommelier*
- *Signed copy of educational book The Wine Region of Rioja*

3. Work with Rioja to create retailer education opportunities and offer them tools to learn about and promote the Wines of Rioja

4. Rioja as theme region for Winefest 2019

5. Recently completed Rioja Educator Program. One of 54 educators worldwide and only one in Canada I am able offer certified Rioja classes to our members and as part of our partnership we are not required to charge a fee.

**Training Modules:** Series of educational modules to be placed on the website that offer basic level training in wine, spirits, beer and sake. Begin development immediately and have in place by March.

**Quick-guides:** One or two page guides on working with CLS, AGLC, U25, OHS, etc etc etc. Send out in eblast and make available on website. Create schedule of one per month/one per two months – depending on how many topics we want to touch on.

**Top Wines, Beers and Spirits in Alberta:** Investigate feasibility of a tool for retailers in choosing what product to carry. ALSA to write and then will be delivered by Liquor Connect to all retailers.

**Officially a Mead Judge**

### **Website:**

- Classified section ready to launch
- Continue to build out and improve Rioja Education section as partnership continues and more Alberta activations are put in place
- Grow Alberta Producers section by ensuring all producers are on there and properly represented.
- Add information on “producer trail” with maps, information and planning tools for visiting our local producers
- Discuss adding an Advocacy page to specifically highlight the topics ALSA is lobbying for/against
- Monitor analytics like # of visitors and drive traffic to increase visibility
- Add member counter so we can see how many members we have

### **Events:**

**Alberta Producers Tour:** Organize Alberta Producer tours, so retailers can see first-hand what happens at local Alberta Meaderies, Distilleries and Breweries

**Golf Tournament**

**ALIC**

**CLS Spring Tour**

**Rocky Mountain Wine and Food Fest**

**Winefest**

### **Marketing:**

- Continue to work on promoting Alberta Model as the best, locally and internationally. Amazing how many people think all of Canada is a government monopoly
- Continue to grow Twitter, Facebook, Instagram and Blog.
- Work with Member Services to organize member contact details. An email for all members so we can reach them with pertinent information.
- Website advertising. Develop a sponsorship package to be able to offer interested parties so we can create revenue from website adds