



FOR IMMEDIATE RELEASE

ALSA WELCOMES PROPOSED FRAMEWORK FOR CANNABIS LEGALIZATION

EDMONTON, AB (October 4, 2017): Alberta Liquor Store Association President Ivonne Martinez released the following statement today in response to the Alberta government’s proposed framework for legalizing cannabis:

“The framework announced today reaffirms our position that Alberta’s private liquor operators remain the safest and most responsible potential retailer of legalized cannabis products.

“Our members have a solid 25-year track record of dutifully managing the sale of a controlled substance, keeping it away from minors and reinforcing community safety as a result. We are well-versed with conducting police background checks and providing rigorous training for employees that adheres to all government safety standards.

As a result, our members have earned significant trust in their neighbourhoods and communities over the years. This trust is not easily established and should be considered when deciding who is best positioned to responsibly deal with cannabis products.

“We strongly support the government’s position that alcohol and cannabis cannot be cross-marketed or co-located. This is a significant public safety matter. In fact, we have always said the two products should be sold in self-contained stores with separate entrances. Since liquor stores are already appropriately zoned for retailing a controlled substance, it would be a simple matter of reconfiguring a store for a separate retail unit – which would be done at the retailer’s expense, of course. This avoids a costly and drawn out rezoning process for new locations.

“We want to thank the Alberta government for the opportunity to provide feedback during the process and for conducting such a thorough and productive consultation. We look forward to working with the province to ensure cannabis is sold safely and responsibly.”

For more information, please contact:

Ivonne Martinez
780.977.7214