



Premier of Alberta

Office of the Premier, 307 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

December 2, 2019

Ms. Ivonne Martinez
President
Alberta Liquor Store Association
2707 Ellwood Drive
Edmonton AB T6X 0P7

Dear Ms. Martinez,

Thank you for your November 14, 2019, letter regarding direct sales and shipping of liquor products to consumers. I appreciate you reaching out to share the perspective of the Alberta Liquor Store Association and its members on this important issue.

Alberta's retail liquor industry has made—and continues to make—significant contributions to our province, helping to create jobs and attract investment. As you mention, much of the credit must go to the many independent and family-owned stores who make up a large part of the industry.

Alberta has long been an advocate for open and fair trade across Canada, including through a national direct liquor sales channel that is being considered for Canada. We believe that such a channel must be open to all private sector participants in the liquor sector, including retailers.

Alberta is taking an active role in the work to assess the feasibility of a national direct-to-consumer system, and we are advocating aggressively for the inclusion of private retailers. Your insights are extremely valuable and will directly inform Alberta's position as we move forward and engage productively with other provinces and territories.

Again, thank you for contacting me.

Sincerely,

Hon Jason Kenney
Premier of Alberta