

## Industry Liaison Report

March 2024

### Events -

#### ALIC planning:

Edmonton again this year. More economical and homebase of AGLC, CLS and ALSA. Looking at Renaissance Hotel at YEG and Delta Southside plus the usual downtown hotels (Limited with size of plated lunch as only so many venues can host that size) Dates set tentatively at October 23 and 24 – in communication with AGLC and CLS Confirmed Product Seminar with Bushmills Irish Whiskey – Irish Whiskey one of largest growth categories for Spirits in Alberta (8% growth year on year last quarter)

NZ Trip – we opted to not do it as there were only 7 confirmed attendees as of Feb – 3 stores that had confirmed opted out as 2 had to pay back their CEBA loans and one sold their store, so, wasn't feasible with such a small group.

### Education -

NZ Wine – Jane Skilton MW – series of educational videos for membership that will be shared on website and newsletters. Alberta often has multiple NZ wines in top 10 (Sauvignon Blanc) and the sales of Red NZ Wine in Alberta is the highest in Canada per capita

CAPS – The Canadian Association of Professional Sommeliers opened an Alberta Chapter last year, unlike other provinces there is a provision in the by laws to include retail as sommeliers, (not just restaurants) so working with CAPS to extend complimentary membership to ALSA members so they have access to CAPS educational information and ability to compete in sommelier competitions.

WINEPARIS – I attended wineparis a few weeks back and went to a number of seminars will be sharing that information across all channels – Marketing to Gen Y and Z, How to best integrate no and low into product mix, Winery Retrospective – Wynn's Coonawarra, Regional Study - Wines of Slovenia

### Admin/Marketing

- Support Grocery Sales Advocacy
- U25 recent updates
- Facebook, newsletter, website etc as usual
- AGLC Reporting
- Group Buy Information
- Admin support as needed

