

Industry Liaison Report

March 2019

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

EVENTS

ALIC

- Planning has begun. Dates in place for October 16 and 17 in Edmonton
- The AGM will be in press room at Rogers and the reception in Studio 99 – need to wait for hockey schedule to be finalized for exact date/timing to be finalized
- Remainder will be at Edmonton Convention Center (Shaw)
- No cannabis portion – need for that has diminished since legalization as our retailers don't seem to inquire about Cannabis anymore
- Renewed focus on Alberta Made products and will incorporate a tasting salon into the programming

Other Events

- Rioja Trip – is scheduled for May 9 – 16 and we are currently sitting at 9 attendees. 11 is the max (for 12 including me) so we are almost sold out. Response has been amazing – one email and some social media posts have gotten us to almost sold out. Will spend two nights in Haro and three nights in Logrono and will include winery and vineyard visits as well as time at the Consejo to better understand the regulations side of things and see how the government angle works.
- Gained a membership so owners of 7 Degrees could attend

Wines of Austria has had to reschedule because of internal management changes but they will be in Alberta in 2020 and very interested in doing some outreach with members, education events etc they "want to be next Rioja in Alberta"

Grand Prairie still in the works – will do an educational wine/other beverage/Alberta made seminar while doing member outreach in the region with Howard and Lovedeep

Alberta Brewers Convention

- First week of March
- Was on a panel designed to assist producers get their products on shelves
- Really good feedback – I focused on the education angle and the importance of the producer to be sure the retailers know why they should carry their product, what makes it special, what holes it can fill on their shelves etc.
- Have had a number of follow-up emails about doing offering educational opportunities to members, having open trade days at brewery, having more info on website etc

Winefest

- Attended trade portions under ALSA, always beneficial to spend some time at Winefest and Rocky Mountain as we seem to gain at least one new member from each event.

WEBSITE + ONLINE PRESENCE

- ALSA website
- Design of new ALIC website, currently in transition to 2019 edition with building the new website

EDUCATION

- Continuing partnership with Wines of Rioja as ALSA Education partner. #RiojaAlbertaMonth happened in February with 10 producers in market.
- We did a trade tasting here in Edmonton
- I also did training for Sobeys managers in Calgary and Edmonton
- Various tastings and events happened across the province with over 2 dozen producer led retail events

ON-GOING

Marketing and Admin including:

- Twitter
- Facebook
- Instagram
- Member eblasts and newsletters
- Content for Liquor Retailer – Wine Column and ALSA advertisement
- Winefest
- Administration duties as necessary