



**ALBERTA  
LIQUOR INDUSTRY  
CONFERENCE**

**2023 Conference Manual**  
***Cheers to 11 Years!***

**WESTIN EDMONTON  
NOVEMBER 1 & 2  
2023**



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# ALSA WELCOME

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## A Message from the President

The Alberta Liquor Industry Conference is a pivotal opportunity for our industry to come together to discuss new trends, updated policies, important learnings, and ways we can come together to become an even better industry — with sustainability and greener practices at top of mind. I personally would like to invite you to the 11th Annual Alberta Liquor Industry Conference being held in Edmonton on November 1 and 2, 2023.



The conference will bring together attendees from across the province to learn both from our panelists and from conversations with each other. I cannot wait to connect with returning guests and new faces! I look forward to seeing everyone in person again and to raise a glass to our successes in Alberta!

Ivonne Martinez  
President  
Alberta Liquor Store Association

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# OUR PARTNER

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## **CONNECT LOGISTICS**



Our Mission is to be the First Choice logistics partner in the adult beverage and cannabis industries.

Before 1994, Alberta liquor distribution was handled entirely by the Alberta provincial government through the Alberta Liquor Control Board (ALCB). At this time there were only 204 government owned and operated liquor stores in Alberta. In June 1994, Alberta liquor distribution and retail sales were privatized. Since that time the number of licensed retail outlets in Alberta has grown to over 2000, with over 40,000 unique registered products.

Today, Connect Logistics Services continues to provide complete liquor warehousing and distribution services for spirits, wines, liqueurs, coolers and import beer destined for sale in Alberta.

Unlike more traditional wholesalers, Connect Logistics Services does not buy or take possession of any product. Instead, Liquor Suppliers and Agents continue to own their product until it is sold.

Suppliers and Agents have sole discretion over which products they list and their stock position. They can also allocate their products to specified licensees within the parameters of the AGLC Allocation Policy.

Once product is received, Connect Logistics Services processes orders from liquor retail outlets and licensed establishments in the Province of Alberta. These licensees can place orders through phone, fax, or [Liquorconnect.com](http://Liquorconnect.com), a dedicated on-line liquor ordering and tracking system. When product is sold, the supplier/agent receives payment directly from the Alberta Gaming and Liquor Commission.

Connect Logistics Services state-of-the art warehouse management system is designed to provide rapid and accurate order processing.

SPONSORS



ALBERTA LIQUOR INDUSTRY CONFERENCE

THANKS TO OUR SPONSORS

PLATINUM



BEVERAGE CONTAINER MANAGEMENT BOARD

GOLD



SILVER



BRONZE



# EXHIBITORS

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**AGLC**

**[www.aglc.ca](http://www.aglc.ca)**

**Connect Logistics**

**[www.connect-logistics.com](http://www.connect-logistics.com)**

**ezfocus**

**[ezfocus.ca](http://ezfocus.ca)  
[marika@ezfocus.ca](mailto:marika@ezfocus.ca)**

**Meta Brewing**

**[www.metabrewery.ca](http://www.metabrewery.ca)  
[ankush.chaudhary@metabrewery.ca](mailto:ankush.chaudhary@metabrewery.ca)**

**Profitek**

**[www.profittek.com](http://www.profittek.com)  
[shaun@profittek.com](mailto:shaun@profittek.com)**

**ThinkTech**

**[www.thethinktech.com](http://www.thethinktech.com)  
[scott@thethinktech.com](mailto:scott@thethinktech.com)**

**Westmount**

**[westmountstorefixtures.com](http://westmountstorefixtures.com)  
[lscott@westmountstorefixtures.com](mailto:lscott@westmountstorefixtures.com)**

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# SPEAKERS

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**James Bailey**

**National Tequila Brand Ambassador**

**Mike Holden**

**VP, Policy & Chief Economist, Business Council of Alberta**

**Steve Lautischer**

**EVP, Business Development, Alberta Gaming, Liquor and Cannabis**

**Ivonne Martinez**

**President, Alberta Liquor Store Association**

**Bob McDonald**

**Client Services Manager, Connect Logistics**

**Jay Shukle**

**Vice-President, Liquor & Cannabis, Alberta Gaming, Liquor and Cannabis**

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# SCHEDULE NOVEMBER 1

- 12 PM - 7 PM**      **Registration - North Foyer**
- 12 PM - 12:30 PM**      **Alberta Liquor Store Association  
Annual General Meeting**  
Turner Valley Room - Level 2
- 1 PM**      **Connect Logistics Warehouse Tour**  
Front of Hotel Pick Up  
OR Meet at Warehouse at 1:40
- 5 PM - 7PM**      **10th Anniversary Welcome Reception**  
North Foyer

# SCHEDULE NOVEMBER 2

- 8 AM - 2 PM**     **Registration** - Foyer
- 9 AM - 10 AM**     **Connect Logistics Retailers Session**  
BC & Alberta Room  
**Bob McDonald, Client Services Manager, CLS**  
Trends for 2023 and looking towards 2024
- 10 AM - 11 AM**     **AGLC State of the Union**  
BC & Alberta Room  
**Steve Lautischer, EVP Business Development, AGLC**  
**Jay Shukle, VP, AGLC**
- 11 AM - 12 PM**     **Connect Logistics Agents, Suppliers and Manufacturers Session**  
BC & Alberta Room  
**Bob McDonald, Client Services Manager, CLS**  
Trends for 2023 and looking towards 2024
- 12 PM - 2 PM**     **Networking Luncheon**  
Saskatchewan & Manitoba Room
- 2 PM - 3 PM**     **Economics for Consumer Markets - Post Lunch Discussion**  
Saskatchewan & Manitoba Room  
**Mike Holden, VP Policy and Chief Economist, Business Council of Alberta**
- 3 PM - 4 PM**     **Tequila A - Z: A Masterclass**  
Yukon Room  
**James Bailey, National Tequila Ambassador, Proximo**  
In-depth tasting with five premium examples of tequila and one stunning Mezcal



**SAVE THE  
DATE**

**SPRING 2024**

# **ALSA TAKES NEW ZEALAND**

**Join ALSA as we embark on a special immersion trip to New Zealand to visit wineries, vineyards and as many epic sights as possible!**

**LATE APRIL 2024 - 8 DAYS**

There is so much more to New Zealand than just Sauvignon Blanc! We will traverse a number of wine regions to truly understand the magic of these far-flung isles.

We are working with great advice from Jane to iron out the best itinerary possible in our relatively short period of time. We will meet in New Zealand and this trip will include planes, trains and automobiles to get us to as many winelands as possible.

Get ready for an epic adventure with lots of views, wines and delicious food!

- Hosted by ALSA Sommelier Margaux Burgess and we may even have a surprise visit from **Jane Skilton MW**
- Meet and then visit North and South islands
- Includes most meals, hotels and transportation once in NZ
- Privileged vineyard and winery access
- Small group size for intimate interaction and a one-of-a-kind educational opportunity!

**NZ is the world's 6th largest wine exporter by value, despite producing only 1% of the world's wine and we will discover what exactly it is that makes the wines so beloved all over the world!**

**Questions and registration: [education@alsaweb.ca](mailto:education@alsaweb.ca)**



# ALBERTA LIQUOR STORE ASSOCIATION

CONTACT US

[www.alsaweb.ca](http://www.alsaweb.ca)

[info@alsaweb.ca](mailto:info@alsaweb.ca)

[@alsaweb](https://www.instagram.com/alsaweb)