



**ALBERTA
LIQUOR INDUSTRY
CONFERENCE**

2022 Conference Manual
Cheers To Ten Years
#ALIC2022

**WESTIN CALGARY
OCTOBER 4 & 5 2022**

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ALSA WELCOME

A Message from the President

Our world and industry has pivoted, shifted and rebounded, with resilience and courage over the past two years. Throughout the global pandemic I saw our members and partners rise to the challenge and support our communities and each other in what was an incredible showmanship as we navigated this once in a lifetime event. As we move forward with rebuilding our economies, supporting our communities and one another - this is a pivotal opportunity for our industry to again come together in person to discuss the new trends, important learnings and collaborate to continue advancing our industry forward.



I personally would like to thank you for attending the 10th Annual Alberta Liquor Industry Conference being held at the Westin Calgary on October 4 & 5 2022. we hope to bring together attendees from across the province to join in and take part in reconnecting in-person with our industry. I cannot wait to see you all!

I look forward to raising a glass to our successes over these turbulent times!

Ivonne Martinez
President
Alberta Liquor Store Association

PARTNERS

AGLC



Our Mission

Create an environment for responsible choices to deliver economic and social benefits for Albertans.

Our Vision

Strengthen Alberta through its leading-edge gaming, liquor and cannabis industries.

Our Values

We are committed to operating according to the following values:

- Integrity - We hold ourselves to a high standard. That means operating fairly and honourably with colleagues, customers and stakeholders, even when no one is watching.
- Respect - We listen and empower. Our culture adapts and ensures all are heard to build a vibrant Alberta. And when we misstep, we take accountability.
- Collaboration - We harness the power of multiple minds and ideas. By breaking down internal and external boundaries to work together, we amplify our achievements.
- Innovation - We are always reinventing. The first answer is not always the best answer, so we let our curiosity continuously challenge the status quo
- Inclusion- We embrace the power of diversity. Each of our unique talents, experiences and relationships come together to form one stronger AGLC.

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, 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

AGLC

<https://aglc.ca>



Bottlecapps

<https://bottlecapps.com>



Connect Logistics

<https://www.connect-logistics.com>



Hikvision

<https://www.hikvision.com/ca-en/>



Meta Brewing

<https://metabrewery.ca>



Profitek

<https://www.profitex.com>



Westmount

<https://westmountstorefixtures.com>



SELECTED SPEAKERS

 ALBERTA LIQUOR INDUSTRY CONFERENCE

KANDICE MACHADO

Chief Executive Officer
Alberta Gaming, Liquor and Cannabis

Opening Reception
5 PM | October 4

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

LEN RHODES

AGLC Board Chair
Alberta Gaming, Liquor and Cannabis

Opening Reception
5 PM | October 4

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

CARMEN LONGWORTH

Liquor Program Specialist
Alberta Gaming, Liquor and Cannabis

AGLC Social Responsibility
9 AM | October 5

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

BOB MACDONALD

Client Services Manager
Connect Logistics

Connect Logistics for Importers
9 AM | October 5
Connect Logistics for Retailers
10 AM | October 5

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

DAVE BERRY

Executive Vice President, Public
Engagement & Chief Regulatory
Officer
Alberta Gaming, Liquor and Cannabis

AGLC Compliance & Regulatory
Updates
10 AM | October 5

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

KATHY HIBBS

Acting Senior Director, Liquor Services
Alberta Gaming Liquor and Cannabis

State of the Union – Alberta Liquor
Industry
11 AM | October 5

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

STEVE LAUTISCHER

Executive Vice President, Business
Development
Alberta Gaming, Liquor and Cannabis

State of the Union – Alberta Liquor
Industry
11 AM | October 5

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 ALBERTA LIQUOR INDUSTRY CONFERENCE

GARY PECK

VP of Regulatory Services
Alberta Gaming, Liquor and Cannabis

Theft and Liquor Retail
2 PM | October 5

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KAZIM AKHTAR

Account Manager, Northern Alberta
Hikvision

Theft and Liquor Retail
2 PM | October 5

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SCHEDULE OCTOBER 4

9 AM - 6 PM	Registration - Foyer
1 PM - 4PM	Alberta Producers and IVSA Tasting Salon Bonavista Room <i>Join 25+ Alberta producers and agents as they pour a selection of products to sample</i>
4 PM - 5 PM	Effective Retailer - Agent Relations Eau Claire Room <i>Panel Discussion looking at how Importers and Retailers can best communicate and work together</i> Ted Latimer - IVSA Mark Kuspira - Crush Imports Davor Kovac - Dream Wines Jason Dennis - Renaissance Wine Merchants Margaux Burgess - Alberta Liquor Store Association
4 PM - 5 PM	Alberta Liquor Store Association Annual General Meeting Nakiska Room
5 PM - 7 PM	10th Anniversary Welcome Reception Bonavista Room

SCHEDULE OCTOBER 5

9 AM - 3 PM

Registration - Foyer

AGLC Social Responsibility

Mayfair Room

Background and additional information on mandatory posters and other social responsibility initiatives including FASD, Dry9 and DrinkSense content

9 AM - 10 AM

Carmen Longworth, Liquor Program Specialist, AGLC

Connect Logistics For Importers

Lakeview Room

Bob MacDonald, Client Services Manager, CLS

AGLC Compliance Updates

Lakeview Room

An update on AGLC's modernization and red tape reduction efforts and compliance statistics for the past year, before taking questions from the audience

10 AM - 11 AM

Dave Berry, EVP Public Engagement and Chief Regulatory Officer

Connect Logistics For Retailers

Mayfair Room

Bob MacDonald, Client Services Manager, CLS

State of the Union - Alberta Liquor Industry

Mayfair Room

The latest statistics and trends in the liquor industry and to take your questions.

11 AM - 12 PM

Kathy Hibbs, Acting Senior Director, Liquor Services

Steve Lautischer, Executive VP, Business Development

12 PM - 2 PM

Networking Luncheon

Britannia/Belaire Rooms

Theft and Liquor Retail - Post Lunch Discussion

Britannia/Belaire Rooms

2 PM - 3 PM

Gary Peck, VP of Regulatory Services, AGLC

Kazim Akhtar, Account Manager, Northern Alberta, Hikvision



**SAVE THE
DATE**

MAY 2023 IMMERSION TRIP **ALSA TAKES PORTUGAL**

Join ALSA as we embark on a special immersion trip to Portugal to visit wineries, port-houses and vineyards!

MAY 1 - MAY 7 2023

Located between Spain and the Atlantic Ocean Portugal is a country with a strong winemaking tradition and the excellent quality of its wines is recognised all over the world.

With a breadth of wine styles and regions there is something for every customer and every buyer. We will head north and visit the vibrant region of Vinho Verde, the commercial center of the port wine trade in Vila Nova de Gaia and the producers and vineyards of the Douro.

- Hosted by ALSA Sommelier Margaux Burgess
- Meet in Lisbon on May 1 and then travel Porto, Vinho Verde and Douro
- Includes most breakfast, lunch and dinners; hotels and on-the-ground transportation; privileged vineyard and winery access
- Small group size for intimate interaction and a one-of-a-kind educational opportunity!



Questions and registration:
education@alsaweb.ca



ALBERTA LIQUOR STORE ASSOCIATION

CONTACT US

www.alsaweb.ca

info@alsaweb.ca

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