

**Saskatchewan Liquor Vendor Association Written Submissions for the role that Government should play in the retailing of alcohol.**

**Who we are:**

Private Franchises are businesses that are licensed by the provincial government to sell alcohol in communities not served by a government store. For the most part, private franchises sell a selection of alcohol products sold in government liquor stores at the same retail price as government stores. Private franchises receive a portion of the price of each product known as a commission.

To be eligible for a private franchise, a community must have a minimum population of 250 people and be more than 20 kms from the nearest government store or private franchise.

For our industry, we believe the expanded private retail system is the best option as the Government transitions to their new role. In addition to this option, we believe the below points will improve the customer experience for the people of Saskatchewan.

- 1 Consistency between all privately owned liquor retailers.
  - a. Adopt the same discount structure for private franchises as the private full-line liquor stores currently receive.
  - b. Complete line of products available to all privately owned players
  - c. Full line of Beer , Wine and Spirits
  - d. Ability to chill all products
- 2 Requirement for a local wholesaler along with the Regina Warehouse ( additional) In the form of a government or privately run business.
  - a. Consumer – less out of stocks, commission based and cannot be “out of stock” Loss of Revenue.
  - b. Emphasis on customer service -- This would provide an efficient form of serving rural Saskatchewan customers with reduced turnaround times and less stock shortage.
- 3 Maintain population caps and trade boundaries in rural centers
  - a. Existing locations in rural Saskatchewan must be respected for the viability of the community.

In conclusion, this will provide an economically viable government solution and benefit Saskatchewan customers.

SLVA