



# ASBA

Alberta Small Brewers Association

## **Membership Manual: 2017/2018**

Adopted: October 1, 2017

Latest Edit: November 30, 2018



## History & Mandate

The Alberta Small Brewers Association (ASBA) is a not-for-profit organization, incorporated in 2013 under the Societies Act, that is committed to promoting independent Alberta-made beer. We celebrate local entrepreneurs, educate the public on the benefits of local beer, and work with the Alberta Government to create an environment that promotes a thriving industry.

From 2013 through 2016, ASBA was entirely volunteer-run. In 2016, ASBA hired a part-time Executive Director. The position became full-time in 2017 after the organization of the first-annual Alberta Craft Brewing Convention in Red Deer in March.

Over the past 3 years, ASBA has primarily focused on addressing regulatory and mark-up issues. Using our collective voice, we have seen significant modernization of the regulatory environment, allowing more options for craft breweries to sell their product, with a mark up regime that recognizes the business realities of small brewers in a marketplace dominated by large multinational industrial brewers.

In addition to a continued focus on mark-ups and regulatory matters, we are now also addressing market expansion for Alberta made beer, focusing on brand-building and removing interprovincial trade barriers.

## Board of Directors

Directors are elected to two-year terms on the ASBA Board. Directors are elected from within full member organizations. ASBA We can have up to nine board members.

### Current Directors

Neil Herbst, Alley Kat Brewery (Chair)  
Deirdre Lanigan, Brewsters (Secretary)  
Brad Goddard, Big Rock Brewery  
Brett Ireland, Bearhill Brewing  
Charlie Bredo, Troubled Monk Brewery  
Greg Zeschuk, Blind Enthusiasm Brewing  
Stefan Horsky, Village Brewery  
Robert Flatt, The Grizzly Paw Brewery

### Staff

Barb Feit, Interim Executive Director (contract)  
Lauren Reid, Marketing and Events (contract)  
Donna Menuz, Accountant (contract)



## Membership Philosophy

ASBA's membership criteria are intended to ensure that the organization is made up of organizations that are dedicated to advancing the independent brewing industry in Alberta. We believe the industry will be best served by those with a clear interest in conducting brewing operations in the province. We welcome those who: invest in land, equipment and an Alberta-connected brand; hire Albertans; and otherwise contribute to the vitality of the local industry as a collaborator.

Multinational-owned breweries and smaller brewery operations that are part of a business with a significant import portfolio are not eligible to be members of the association. Though their local operations may be welcome collaborators with our membership, we believe our collective interests diverge at some point.

## Membership Requirements - Bylaws

Memberships must be approved by the Board of Directors. Our bylaws state that each full member:

- Must be a brewing organization that brews common brands, names and formulas at a facility located in Alberta, in which it owns a majority interest.
- Must possess a valid manufacturer's license issued by the AGLC.
- Must possess an Excise License issued by the CRA.
- Must adhere to and adopt the code of practice developed from time to time by the board.

## Membership Criteria – Full Member (as of October 1, 2017)

The following additional membership criteria for full, voting Members, have been approved by the Board of Directors:

### **Based in Alberta**

- The Head Office of the Brewery must be located in Alberta.

### **Independent**

- No more than 25% of the Brewery can be controlled by an alcoholic beverage industry member which is not itself an Alberta Small Brewer.

### **Brewed in Alberta**

- At least 90% of the Brewery's beer sales in Alberta must be brewed in Alberta. This ratio will be calculated at the time of entry into the association, and will be updated annually. A member becomes ineligible for membership a) when a two-year rolling average of Alberta-made beer sales falls below 90% of total sales, or b) when a single year's Alberta-made beer sales falls below 75% of total sales.



### Small

- The Brewery's annual global production does not exceed 400,000 hectolitres, in line with the AGLC's 2017 introduction of the Small Manufacturer's License.

### Sharing Information

- The Brewery must authorize AGLC to release information pertinent to the calculation of dues for the exclusive and private use of the Executive Director or designated accountant.
- Members are expected to contribute to the work of the association by contributing data on employment, investment, etc. that helps create messaging to support the advancement of the industry. Confidentiality of individual business data will be assured, with data held only by the Executive Director or designated accounting staff.

## Membership Criteria – Industry Associates (as of October 1, 2017)

The following criteria for non-voting Industry Associates have been approved by the Board of Directors:

**Suppliers/Distributors.** Any business not involved in the direct production of alcoholic beverages is eligible to become an Industry Associate of ASBA. The following types of brewing-related businesses will be considered for Industry Associate status:

- Pubs, restaurants, liquor stores, agencies
- Distribution/logistics providers
- Professional service firms
- Equipment/ingredient suppliers

**Contract Brewers/Breweries in Planning.** Businesses that contract their production to an Alberta-based brewery ("Contract Brewers), or are in the planning stages to become a brewery ("Breweries in Planning") and that otherwise meet the criteria to be a Full Member (but do not hold a valid manufacturing license) are eligible to become Industry Associates of ASBA.

## Member Benefits

All member classes of ASBA benefit from the association's work, conducted by professional staff, to promote the Alberta independent beer industry. This includes:

- A strong relationship with and advocacy to the Government of Alberta/Alberta Gaming & Liquor Commission, the Government of Canada and municipal governments
- Professional public and relations related to matters impacting the industry
- The maintenance of social media and online platforms
- Coordinating events/projects that foster industry collaboration and education
- Coordinating initiatives that raise the profile of the industry, such as: Alberta Beer Week, the Calgary Stampede craft beer venue, and grants to develop tourism initiatives
- Access to the private ASBA online contact database



## Full Members

- Discounted registration fees at all ASBA events, including staff attendance at the Alberta Craft Brewing Convention
- Two free entries into the annual Alberta Beer Awards
- Invitation to the annual Unity Brew
- Access to group purchase opportunities
- Access to cooperative marketing initiatives, such as the Calgary Stampede craft beer venue (access may rotate, pending availability)
- Use of ASBA-controlled marketing materials (eg., the “Alberta Beer” brand)
- Access to a private room for full-members on the online discussion forum
- Voting privileges at annual and special meetings to elect the Board, change bylaws, etc.
- Participation in policy development and other influential committees
- Invitations to government relations events
- Access to industry benchmarking projects

## Industry Associates

- Discounted registration fees at all ASBA events, including the Alberta Craft Brewing Convention
- Access to the general online discussion forum
- Invitations to industry events where appropriate
- Contract Brewers & Breweries in Planning Only:
  - Invitation to the annual Unity Brew
  - Two free entries into the annual Alberta Beer Awards



**Membership Dues Structure (as of October 1, 2017)**

As of October 1, 2017, Members are required to pay a one-time \$500 initiation fee prior to becoming a member. Breweries that were ASBA Members as of January 1, 2017 and that had already paid over \$500 in dues since becoming a member, are not required to pay the fee. See Appendix 1 for the old dues structure, which will be the basis of fees invoiced in 2017.

**Full Members**

Dues based on previous year's sales, as tracked by AGLC.

**Invoices for 2018 membership year will be sent in April 2018, with fees based on 2017 sales.**

| Category   | Fixed Portion of Fee | Variable Portion of Fee<br>(Actual HL less Min HL for the category) |         |                  |
|------------|----------------------|---|---------|------------------|
|            |                      | Min HL  | Max HL  | Variable Rate/HL |
| Initiation |                      | One time \$500 initiation fee for Members.                          |         |                  |
| A          | \$500                | 0   | 500     | NA               |
| B          | \$1,000              | 500   | 1,000   | NA               |
| C          | \$1,000              | 1,000   | 2,500   | \$0.50           |
| D          | \$1,750              | 2,500   | 10,000  | \$0.40           |
| E          | \$4,750              | 10,000  | 20,000  | \$0.30           |
| F          | \$7,750              | 20,000  | 50,000  | \$0.20           |
| G          | \$13,750             | 50,000  | 150,000 | \$0.03           |
| H          | \$17,650             | 150,000   | 400,000 | \$0.025          |

*Examples:*

- Brewery A produced 2100 HL in 2016, putting them in Category C. Their dues would be:  
Fixed portion of fee = \$1,000 + Previous Year Production LESS Min HL of Category x Variable Rate: 2100HL – 1000HL = 1100 x \$0.5 = \$550 = \$1,550
- Brewery B produced 14,000 HL in 2016, putting them in Category E. Their dues would be:  
Fixed portion of fee = \$4,750 + Previous Year Production LESS Min HL of Category x Variable Rate:  
14,000HL – 10,000HL = 4000 x \$0.3 = \$1,200 = \$5,950

**Industry Associates**

**Contract Brewers & Breweries in Planning**

1. The full member dues structure applies, with the addition of a one-time setup fee of \$100 in place of the \$500 initiation. If an Industry Associate - Contract Brewer/Brewery in Planning applies to become a Full Member, their initiation fee is lowered to \$400.

**Suppliers (Upstream Service/Equipment/Ingredient Providers)**

2. Annual fee: \$500

**Distributors (Restaurants/Pubs/Liquor Stores)**

3. Annual fee: \$100/location, maximum \$1,500



**Appendix 1 – Old Membership Dues Structure**  
**(effective until the end of the 2017 fiscal year, ended September 30, 2017)**

| <b>Brewery Production</b>     | <b>Fixed Portion of Fee</b> | <b>Variable Portion</b>       | <b>Maximum Fee</b> |
|-------------------------------|-----------------------------|-------------------------------|--------------------|
| <b>Up to 2,500 HL</b>         | \$500                       | \$500                         | \$500              |
| <b>2,501 to 5,000 HL</b>      | \$500                       | \$0.10 per HL over 2,500 HL   | \$1,000            |
| <b>5,001 to 20,000 HL</b>     | \$1,000                     | \$0.075 per HL over 5,000 HL  | \$2,125            |
| <b>20,001 to 50,000 HL</b>    | \$2,500                     | \$0.05 per HL over 20,000 HL  | \$4,000            |
| <b>50,001 to 150,000 HL</b>   | \$4,500                     | \$0.025 per HL over 50,000 HL | \$7,000            |
| <b>150,001 HL and greater</b> | \$7,500                     | \$0.02 per HL over 150,000 HL | \$12,500           |