

CONVENIENCE CONNECT

DECEMBER, 2012



City of Toronto withdraws controversial plastic bag ban!



OCSA pleased Toronto City Council withdraws bag by-law

November 28, 2012 – Toronto – The Ontario Convenience Stores Association announced today it was pleased that Toronto City Council has decided to withdraw its controversial plastic bag by-law, which was set to go into effect January 1, 2013.

While the OCSA is still studying the impact of the Council decision and the resolutions it passed today, members were grateful Toronto City Council reconsidered its plastic bag by-law in light of the evidence that was presented. OCSA legal counsel Eric S. Block and Ronald Podolny of McCarthy Tétrault LLP commend the professionalism and integrity of the City of Toronto's legal staff in their handling of this matter.

"This is a good day for small businesses in Toronto and we commend Toronto City Council for their thoughtful reconsideration of this by-law and the impact it would have had on convenience stores" said Dave Bryans, CEO of the Ontario Convenience Stores Association. "By selectively prohibiting merchants from providing certain types of plastic bags, shoppers would have been less likely to make purchases and that would have hit Toronto's small, family run convenience stores the hardest."



Dave Bryans, OCSA CEO addressed the media after the Toronto City Council decision.



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City of Toronto prohibits Big Box Stores from opening on 9 Statuary Holidays.

OCSA succeeds as Toronto City Council stops unfair competition taking advantage

November 28, 2012 – Toronto – The City of Toronto Council voted overwhelming (36 – 7) to **not** allow big box drug stores (like Shoppers Drug Marts) to open on the nine (9) statutory holidays as recommended by the Economic and Development Committee. We can assume that the big drug stores lobbied committee members to give them an exemption under the Retail Holiday Business Act but this was soundly defeated by the majority of City Councillors.

Special thanks To OKBA (Don Cha), Hasty Markets (Steve Tennant) and Mac's Convenience Stores (Bruce Watson) for their support and input with this issue. I am sure there will be more battles to defend our members and will be calling on our members going forward.

ABOUT OCSA

Ontario Convenience Store Association members are responsible community retailers. Convenience stores sell more age restricted products than any other retailer, and do a better job of checking for age than any other retailer.

The Ontario Convenience Stores Association (OCSA) represents convenience stores throughout the province that are committed to Responsible Community Retailing. The OCSA membership comprises nearly 7,500 of the 11,000 convenience stores in Ontario. The convenience store industry represents \$13 billion in sales annually in Ontario and employs over 69,000 people. More than 3 million people visit convenience stores in communities across Ontario every day.

Ontario Convenience Stores Association

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Progress Report: Ontario PC's support our Free Our Beer campaign.



PC government would review expanding the sale of Beer/wine and alcohol into the C-Store sector and look at both the Beer Store monopoly and the LCBO going forward.

Thousands continue signing petition to expand alcohol retailing at www.freeourbeer.ca

Dec. 4, 2012 A majority of Ontarians from communities all across the province and voters from every political party say it's time for Ontario to modernize its alcohol retailing system to include convenience stores.

"The alcohol retailing system in Ontario was designed in 1927 - 85 years ago - and hasn't really changed since then. Ontarians, particularly in rural areas, are tired of the long drives and long lines, and lack of convenience," said Dave Bryans, CEO, Ontario Convenience Stores Association (OCSA). "Ontarians are very clear: They say it's time we moved the discussion forward on modernizing alcohol retailing in Ontario to include convenience stores. This can be done responsibly, and Ontario's chain convenience stores have shown they have the track record to prove it."

Bryans added: "The people who support broader alcohol retailing are New Democrats, Liberals and Progressive Conservatives. They're parents, neighbours and responsible adults who want the same simple convenience that their friends and relatives outside Ontario enjoy. Convenience stores are already offering alcohol responsibly in over 200 Ontario communities and it's time to add onto the existing retailing system to provide more choice and convenience for consumers."

Since 2011, the Ontario Convenience Stores Association has led an effort that demonstrated:

Ontarians support convenience store beer and wine retailing - In July, OCSA unveiled a 112,500 name petition, the largest ever presented at Queen's Park, from voters in 220 communities asking for the modest convenience of picking up beer or wine for dinner at their local convenience store.

Convenience stores are better at age checks than the Beer Store or the LCBO - An independent, third-party mystery shopping study that showed convenience stores were the best at age checks - better at denying sales of age-restricted products to minors than the foreign-owned Beer Store and the government-run LCBO. When tested with underage secret shoppers (age 15-18), convenience stores scored the highest with an 87.3% pass rate, The Beer Store next with 80.7% and LCBO last with 74.6% - meaning 1 in 4 minors successfully purchased age-restricted products from LCBO, and 1 in 5 from The Beer Store - compared to 1 in 8 for convenience stores.

Two-thirds of Ontarians support beer and wine retailing at convenience stores - A 2011 Ipsos Reid study that revealed that two-thirds of Ontarians who shop at the foreign-owned Beer Store and government-run LCBO want the convenience of alcohol retailing at convenience stores.

Here is the text of PC Tim Hudak's letter:

Today, (December 4, 2012) I'm making an announcement on how it's time to challenge why the government needs to run businesses that distract its focus from core services we all value, like health care, education and infrastructure.

The LCBO is a prime example of Queen's Park operating a commercial enterprise - from top to bottom - that should be exposed to private sector competition, enabling more consumer choice.

The LCBO system was created in 1927. That's the year Charles Lindberg crossed the Atlantic. And the basic idea hasn't changed since: government doesn't trust Ontarians to make their own responsible choices.

And today, staring at a projected \$30 billion deficit, this government wants to spend another \$100 million for new LCBO outlets. It's time for some tough choices on getting out of businesses Queen's Park has no business being in.

Whatever direction you leave Ontario consumers have more choices in where they can buy alcohol, from corner stores to grocery stores to private outlets. Let's join our neighbours in treating people like adults.

The province should consider all options for increasing choice and competition, ranging from the sale, partial sale or greater private franchising of non-core assets like the LCBO. The province should also end the Beer Store monopoly and allow sales in corner or grocery stores.

Options like these that work successfully in other places could help Ontario raise significant funds to pay down debt, enabling investments in critical infrastructure that could kick-start our economy and encourage private sector job creation.

On Thursday, my team and I will release our sixth policy paper called *A New Deal for the Public Sector*. The paper will lay out a series of reforms to focus government on the core services that matter most to taxpayers, to deliver more value for less money.

To read the Ontario PCs' Paths to Prosperity discussion papers, visit: www.ontariopc.com

Sincerely,
Tim Hudak,
Leader, Ontario PC Party



NOTE: At a Liberal all-candidates debate in Toronto on December 7, 2012, Sandra Pupatello and Glen Murray endorsed giving corner stores and supermarkets the right to sell beer, wine and spirits. This topic now has become a provincial election issue!

DON'T MISS CONVENIENCEU - TORONTO March 5 & 6, 2013

Be sure to attend the ConvenienceU CARWACS show at the International Center in Toronto and attend two OCSA seminars: "Free our Beer", March 5 and "Robbery Prevention and Employee Safety" on March 6.



The Contraband Tobacco File



CCSA / Regional Associations Ottawa Press Conference and meetings

A very successful event was held in Ottawa, Tuesday, November 27, 2012 with the Regional Presidents, Andrew Klukas, WCSA, Dave Bryans, OCSA, Michel Gadbois, AQDA and Jason Lutes representing ACSA.

They held a joint press conference on Parliament Hill followed by meetings with several MP's to express our concerns regarding the continued threat of contraband tobacco – Dave was also able to slip in a discussion on beer and wine in C-stores in Ontario following a question raised by one of the media at this event. The 10 minute press conference followed by media questions is posted at a [website](#).

The event received great media coverage and further solidified our place as the voice of convenience retailers across the country.

The following is a list of the media that we spoke with and the MP's that were visited:

Media:

- Sarah Frank - myKawartha
- Peter Hendra - Kingston Whig-Standard
- Tony Muma - Cornwall Standard Freeholder
- Todd Lihou - Seaway News (Cornwall)
- Ian McLeod – Ottawa Citizen
- Dave Rutherford Show - (Corus Calgary and Edmonton Radio)
- Amanda Robinson – Cornwall Daily News.com
- Cormac McSweeney – AM 680 (Rogers distribution network)
- Kristy Kirkkup – Canada.com (Sun distribution as well)

Meetings:

- Sean Casey, MP (Jason Lutes)
- Meeting with RCMP (Customs and Excise Branch / Cornwall Detachment Officers) (Alex Scholten)
- Meeting with Kevin Sorenson (Chair, Public Safety Committee) (Andrew Klukas)
- Meeting with Wayne Marston, MP (Dave Bryans)
- Sylvain Chicoine, MP (Michel Gadbois)
- Senator Fabian Manning (Jason Lutes)
- Dave Van Kesteren, MP (Dave Bryans)
- Laurie Hawn, MP (Andrew Klukas)
- Brent Rathgeber, MP (Andrew Klukas)
- Guy Lauzon, MP (Dave Bryans and Alex Scholten)
- Brian Masse, MP (Dave Bryans)
- Dean Del Mastro, MP (Dave Bryans)
- Marie-Claude Morin, MP (Michel Gadbois)

This joint effort is a great example of the benefits of our newly established CCSA affiliation and a significant first step in how we can work together to represent the industry on an issue on a national scale. Keeping in mind that our true power actually lies in the local communities in which our retail members operate in, we will be following up this effort in Ottawa with letters and meetings with engaged retailers in the ridings of their local MP's.



(L-R) Andrew Klukas, WCSA; Dave Bryans, OCSA; Alex Scholten, CCSA, Michel Gadbois, AQDA and Jason Lutes representing ACSA.

How to follow all the updates and news OCSA generates on the Internet.

"Convenience Connect" is widely distributed. It is also available online at our website: www.conveniencestores.ca

You will find our regular tweets at:

<http://twitter.com/OntarioCStores>.



The simplest way is to use www.Google.ca. And specifically to use [Google News](#).



Use the button to personalize your news. Add any topic,

E.g. "Ontario Convenience Stores Association" and SAVE your choices. You can rearrange the order displayed to bring your hot topics to the top. Use quotation marks to group your choice.

You can add any topic you want; the more specific the better. Click on the '+' and then save. You can set your choice to display from 'Always' to 'Sometimes', 'Occasionally' and 'Rarely'. Then SAVE your choices and enjoy getting the latest published news on all your preferred topics. Be specific to get better results,

E.g. "Newmarket, Ontario" will not give you results from "Newmarket, England"!

Google News pulls headlines from over 4,500 English news sources worldwide.



We wish all our Members and their families a very Merry Christmas and best wishes for a prosperous New Year.

Sales Tips

From the desk of **Larry Colatosti, Executive Director, Sales**

Five Lottery Holiday Sales Tips

The holiday season can be very profitable for retailers selling lottery products. Make the most of sales opportunities this December with these five tips:

1

Get staff geared up

Make sure your staff is familiar with all the holiday-themed INSTANT tickets available this year and the Snowfall Frenzy Internet Contest associated with many of those tickets.

2

Use point-of-sale materials to sell

Use your Snowfall Frenzy Internet Contest tear pads to communicate the contest to your customers. Point out the tickets that are eligible for the contest.

3

Start the conversation

Talk to your customers about lottery products. For example, you could share a story about a recent lottery winner who bought a ticket at your store. Or you could tell them about the wide range of games that are available for everyone on their gift list, including the INSTANT GIFT PACK that contains five tickets already packaged up into one gift!

4

Upsell the regulars

When customers buy their regular tickets, suggest that they consider holiday-themed tickets too. Point out the INSTANT GIFT PACK, which wraps up five games in one complete package.

5

Highlight limited time offers

New and infrequent players may be attracted to the idea of a limited time offer to celebrate a special occasion – in this case, the holiday season. When they discover how much fun it is to play, you may get a new regular customer.

Remember, holiday sales are a chance to boost your commissions so take full advantage of every chance to add to your bottom line.

Season's Greetings

All the best to you and your family in health and happiness this holiday season and in the new year.
May you have success in both your business and personal endeavours in 2013.

Know your limit
Play within it

knowyourlimit.ca



RETAILER INQUIRIES ☎ 1-800-387-0104
CONSUMER INQUIRIES ☎ 1-800-387-0098

For lottery information, visit us at **olg.ca**