

**A GREAT
NIGHT OUT
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HERE.**

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Best Bar None (BBN) is a voluntary accreditation program that recognizes excellence in Alberta's liquor-licensed establishments. For patrons, it's a symbol of exceptional safety and service. For business owners and managers, it's a tool to help ensure your customers have a fun and safe night out.

THE REWARDS OF BBN MEMBERSHIP



There's lots of great things about joining the BBN program. We asked real owners and managers of BBN accredited establishments which benefits they've experienced so far.

**GOOD FOR
REPUTATION**

| **43%**




Accreditation tells your customers you take their fun and safety seriously. They know you and your staff are always working towards giving them the best night out; and patrons who have a great time at your place are more likely to return, share photos, leave reviews and tell their friends about you.

PARTNERSHIP WITH AGLC

43% 

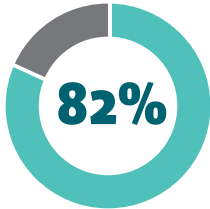
Partnering with AGLC gives you easy access to industry news, training resources, leadership and specialized programs. It also opens the door for active, ongoing communication between you, AGLC and BBN partners such as police, fire and your municipality.

QUALITY ASSURANCE AND TRAINING MATERIALS

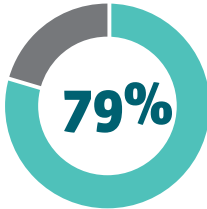
38% 

Accreditation gives you access to full training manuals for serving and handling liquor, as well as training programs and quality assurance documents and guides to help owners and managers prepare for inspections. Using and following the BBN Checklist keeps you on top of industry fundamentals as well as helping ensure compliance with regulations.

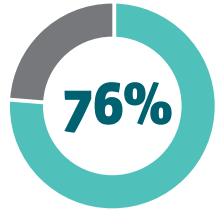
Percentage of customers who say safety within the establishment is their #1 priority when picking a place to go:



Calgary



Edmonton

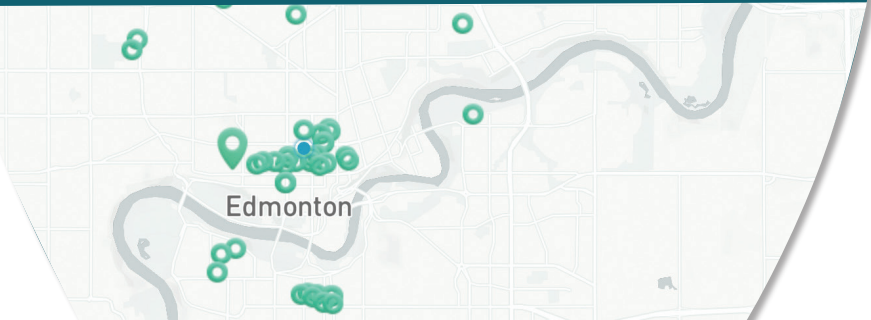


Grande Prairie

Safety is a key factor for customers deciding where to go on a night out. In our customer survey, it's been ranked as the top deciding factor for the last three years, rated higher than price, location or online reviews.

PUT YOUR BAR ON THE MAP WITH THE BEST BAR FINDER & DIRECTORY

The Best Bar Finder is a GPS map tool that helps people find accredited bars in their city. It's a great way to drive traffic to your establishment, because customers looking for a great night out have peace of mind when using the Best Bar Finder.



When you're BBN accredited, you'll also be listed in the full bar directory on our website—giving your future customers just another easy way to find you.

TOP 5



January - June 2018

TOP FIVE CALGARY BARS:

Jamesons Irish Pub – 1.2K hits

Hudsons Canada's Pub (Downtown) – 434 hits

National on 10th – 432 hits

Mill Street BrewPub – 408 hits

Commonwealth Bar and Stage – 384 hits

TOP FIVE EDMONTON BARS:

Match Public Eatery – 985 hits

The Common – 539 hits

O'Byrne's Irish Pub – 352 hits

The Billiard Club – 343 hits

On the Rocks – 338 hits

THE ANNUAL BBN AWARDS SHOWS



AGLC hosts industry awards nights for accredited establishments to recognize the best nightlife in Calgary, Edmonton, Lethbridge and Grande Prairie.

- For the BBN Awards, the BBN steering committee selects accredited establishments that demonstrate excellence, with the winners receiving an award at the show.
- For the People's Choice Awards, customers go online to vote for their favourites and the establishments with the most votes receive awards at the show.

Winners can display their awards year-round, so their customers know they are industry leaders when it comes to fun and safety.

Examples of competition categories (some variation between cities):

Best bar/lounge
Best restaurant and bar
Best small pub
Best pub
Best large pub
Best club
Best casino
Best campus bar
Best event venue
Best hotel bar

HOW TO GET ACCREDITED

1

Apply online at bestbarnone.drinksenseab.ca

2

Complete the mandatory checklist requirements.

3

Pass the physical assessment.

4

Receive your accreditation plaque and door signage. Display them proudly.

BEST BAR NONE



A good night out starts here

STILL NOT CONVINCED?

Get in touch with us at bestbarnone@aglc.ca to learn more about how accreditation can help you reach your customers, prepare for inspections and improve your bottom line.



DrinkSense