



April 3, 2020

Dear ABLE BC Members,

As a long-time Associate Member of the Alliance, Rising Tide Consultants wants you to know we are here for our industry now and in the future.

My involvement with the hospitality industry goes back to when I was General Manager of the Liquor Branch in the 1980s. Over the past 32 years, Rising Tide has provided consulting services to an industry that has been very good to us and to which we have given back.

We want to see everyone come through the storm together. In these challenging times, **we are prepared to give back in the following ways:**

- Work with and offer our recommendations to industry leaders and stakeholders on ways to help mitigate the damage COVID-19 has caused to the hospitality and liquor industry;
- Encourage government to practice a policy of sympathetic administration now and through the eventual recovery;
- Continue to have our office open (safely) and staff working for clients remotely;
- Continue to work with all existing and new clients;
- Provide advice to clients who need assistance now but are unable to pay fees due to financial hardship. In addition to our **Free Initial Consultation**, we can defer all invoicing until June 2020 or offer our services at a **further reduced rate** than our current 10% discount available to ABLE BC members (case-by-case basis).
- Work with clients who are interested in new acquisitions, whether it be a restaurant, pub, liquor or cannabis store location and/or licence;
  - Note: we have partnered with Matthew Greenwood (Realtor with Re/Max Commercial Advantage) who quarterbackes these opportunities. Matthew has several liquor stores, cannabis stores, and pubs available for purchase. If you're interested in buying or selling, he can be reached at [mrg@strataassembly.com](mailto:mrg@strataassembly.com) or 778-389-0422.

If you need help, direction, or advice regarding your liquor licence in anyway (i.e. contraventions, renewals, general issues), please don't hesitate to contact us by phone (604-669-2928) or email ([info@risingtideconsultants.ca](mailto:info@risingtideconsultants.ca)).



If you think there is something more that can be done to help the hospitality or liquor industry, or see a problem that should be addressed, please reach out to me directly by phone (604-812-2322) or email ([bert@risingtideconsultants.ca](mailto:bert@risingtideconsultants.ca)).

I look forward to the day, later this year when we are together at the next ABLE BC event, and can have a celebratory libation of having weathered this storm.

Take care and be safe,

A handwritten signature in black ink, appearing to read 'Bert Hick', written in a cursive style.

Bert Hick | President  
Rising Tide Consultants Ltd.