



FOR RELEASE
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New Whitehorse Liquor Store customer service survey

WHITEHORSE—The Yukon Liquor Corporation is seeking feedback from customers at its Whitehorse Liquor Store. Between August 9 and 15, surveyors from the Yukon Bureau of Statistics will be inviting shoppers to participate in a short survey.

The information gathered at the Whitehorse store will be used to assist all stores in improving service to the public. Results from the survey will help the corporation plan for renovations, develop its product selection and enhance services.

"The feedback we received from the last survey in 2009 was very useful," Minister responsible for the Yukon Liquor Corporation Scott Kent said. "We acted on many of the suggestions, such as improving the store lighting, stocking a greater variety of wines and beers, and providing store staff with more product knowledge training through the Wine and Spirit Education Trust programs."

All survey participants will receive a complimentary flash drive to thank them for their participation.

In addition to the survey at the Whitehorse store, the Yukon Liquor Corporation also has comment cards in all of its stores.

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