



FOR RELEASE  
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## **Results of Whitehorse Liquor Store survey available**

WHITEHORSE—The results of the 2012 Whitehorse Liquor Store customer survey, conducted in August, show that customers are happy with improvements being made to the store and staff training.

"More than five hundred customers participated in the survey," Minister responsible for the Yukon Liquor Corporation Scott Kent said. "Feedback from Yukoners is invaluable and helps determine ways to move forward and continue to improve."

The 2012 survey showed that 98 per cent of customers found the assistance offered by staff to be helpful, a significant increase from 59 per cent in 2006.

"We believe the positive customer service reviews are a direct result of internationally-recognized certification training in wines and spirits offered to staff," Yukon Liquor Corporation President Pamela Hine said. "Because we know that advice is important to customers, staff will be offered additional training in beer products this fall."

Customers also recognized substantial improvement in the interior of the store, including the reorganization of the wine section as suggested by the store staff; 96 per cent of customers said they can easily find what they want.

"In response to customer demand, we are continuing to increase the number of products carried, and to regularly refresh our listings, supplemented by one-time buys," Hine added.

The results of the survey are available at the Whitehorse Liquor Store, at Yukon Liquor Corporation's headquarters at 9031 Quartz Road, and online at [www.ylc.yk.ca](http://www.ylc.yk.ca).

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