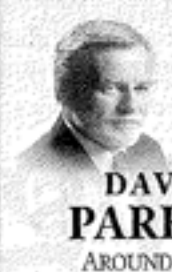


# Wine purveyor marks 30 years of success



**DAVID PARKER**

AROUND TOWN

It will be quite a celebration in Banff this weekend for staff and shareholders of Peter Mielzynski Agencies (PMA) as the company celebrates 30 years in business, and Alberta director Bernie Pearson will be recognized for his 25 years with the firm.

It's quite a remarkable story how PMA became market leader in every province it does business in since its beginnings when Mielzynski left his position as president of McGuiness Distillers to launch his agency.

The distillery had diversified into wines and Mielzynski felt its marketing was in sore need of some fresh ideas. He came to Alberta in 1980 when liquor stores were all government-owned and suggested to the ALCB that restaurants should be able to offer customers a decent red house wine. They listened, he took a plane to Italy and made arrangements with a supplier and had a second audience armed with a tasting and a label that he decided to brand Donini.

PMA currently sells 400,000 cases of Donini in Canada and today it is listed in 85 countries.

Peter Mielzynski junior moved to Calgary in 1980 when PMA had little presence and ran around southern Alberta visiting bars, hotels and restaurants to persuade them to buy his portfolio. His basic technique was to listen to owners and their customers to find out what they wanted — showing interest in their needs and drinking habits.

At that time, Pearson was representing Schenley Distillers in Alberta. He was trained as a math and science teacher, but after moving to Calgary and being able to find only substitute teaching jobs, his former liquor store manager suggested he forget teaching and join Schenley in a sales position.

He had a passion for wine and Schenley was not too interested in it, so when Peter went back to Ontario, Pearson accepted the position of PMA sales manager for southern Alberta.



Christina Ryan, Calgary Herald

Bernie Pearson is the Alberta director of Peter Mielzynski Agencies, which celebrates its 30th anniversary this year.

In those days, there was no advertising and he spent his waking hours making presentations and tastings to any group that wanted to be educated on wine.

He inherited two staff that has grown to 22 today. In his first year the company sold 65,000 cases in Alberta — today that figure is close to 460,000 cases, while nationally PMA sells 2.5 million.

PMA listed Appleton Rum when it sold 11,000 cases; they now sell 400,000. Mielzynski introduced Grants blended whiskey to Canada, which has become the No. 1 seller with 20 per cent of the blended whiskey market. In the single malt category, its Glenfiddich labels have 30 per cent of the market.

Its latest success is Jagermeister. The German owners were not happy with sales here, and PMA's reputation for building brands earned it the job earlier this year. Pearson says when he entered the business, you would find a lone, dusty bottle on the top shelf of a liquor store. Its annual sales in Alberta — of what has become a trendy drink for the under 25-year-olds — is now 70,000 cases.

So there is more to celebrate than anniversaries in Banff at PMA's gathering of around 100 people. Father and son Mielzynskis will

no doubt also toast Alberta, where it lists some of the top spirits, beer and a portfolio of 300 wines.

Congratulations to **Sturges Architecture** in being awarded a major prize in a unique FormShift competition jointly sponsored by the Architectural Institute of British Columbia and the City of Vancouver, which challenged designers with creative flair to submit innovative, built-form ideas that will guide Vancouver's future growth. The Calgary firm's submission won in the Vancouver Primary category that asked for design of a mixed-use primary site along a major Vancouver street that included a rapid transit station.

**Meyers Norris Penny (MNP)** is merging with the chartered accountancy practice of **Howard Shikaze**, effective June 1. Shikaze and his team, which specializes in providing assurance and taxation services to private and public mid-market enterprises in Calgary and surrounding area, will move into MNP's downtown office.

DAVID PARKER APPEARS TUESDAY, THURSDAY AND FRIDAY. HE CAN BE REACHED AT 403-830-4522 OR E-MAIL INFO@DAVIDPARKER.CA.

## THE CALGARY 55

Calgary-based companies trading on the TSX

### Oil and Gas

Company	Close	NtChg
Birchcliff Egy	6.52	+0.22
Cdn Nat. Res.	62.14	+2.29
EnCana Corp.	61.20	+2.18
Husky Energy	32.09	+1.00
Imperial Oil	42.53	+1.36
Iteration	1.45	+0.17
Nexen	25.30	+1.40
Niko Res.	64.33	+1.55
Nu Vista Egy	10.01	+1.05
Opti Canada	2.79	+0.55
Paramnt Res	6.59	+0.40
Petro Canada	43.54	+3.33
Petrobank	30.52	+1.91
Suncor	35.19	+2.36
Talisman	16.50	+0.04
TriStar OilGas	12.00	+0.54
UTS Energy	1.64	+0.04

### Industrials

Agrium	53.00	-0.67
ATCO Ltd.	35.63	-0.36
Cdn Hydro	3.15	unch.
Cdn Pac. Rail	45.52	+0.17
Enbridge	38.32	unch.
Ensign	13.85	+0.01
Forzani	14.47	+0.13
Pason	10.25	-0.30
Savanna Egy	6.70	+0.64
Shaw Com. B	19.15	-0.40
TransAlta	21.30	+0.12
TransCanada	30.99	+0.38
Tri Can Well	9.55	+0.12
Trinidad	5.48	+0.22
WestJet	12.88	-0.47

### Trusts

Advantage	3.87	+0.30
ARC Energy	17.36	+0.58
Baytex	18.33	+0.29
Big Rock	9.54	+0.14
Boardwalk	29.61	+0.11
Bonavista	19.10	+0.72
Cdn Oil Sands	28.50	+2.15
Crescent Pt.	30.25	+1.00
Enerplus	25.55	+0.83
Harvest	8.23	+0.99
Inter pipe	7.84	+0.03
Mullin	12.00	-0.42
Pembina	13.72	+0.07
Pengrowth	9.21	+0.55
Penn West	14.45	+0.64
Peyto	10.25	+0.49
Precision Drill	6.55	+0.74
Provident	6.20	+0.38
Vermilion	28.14	+0.14

POSITIONS IN THE CALGARY 55 ARE DETERMINED PRIMARILY BY MARKET CAPITALIZATION. THE LISTINGS ARE REVIEWED ANNUALLY AND CATEGORIES ARE SUBJECT TO CHANGE.

## Working

Wednesdays and Saturdays in the Calgary Herald.

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