

June 3, 2019



Implementation Guide

Liquor Vendor Assortment Expansion

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Introduction

In March 2019, the Province of Manitoba proposed legislative changes to regulations for both Manitoba Liquor & Lotteries (MBLL) and the Liquor, Gaming, and Cannabis Authority of Manitoba (LGCA), which took effect on June 3, 2019. The changes address gaps in current regulations between both organizations with a focus on red tape reduction and business effectiveness. Specifically, the changes will allow all retail liquor vendors who currently do not have temporary beer endorsements the ability to sell single serve privately distributed beer and malt-based products. The information outlined in this guide will assist you with the implementation process.

Once updated, details will be found in Liquor & Lotteries' Commercial Customer Manual: Liquor Licensees, located on [MBLLpartners.ca](https://www.mblpartners.ca) at:

<https://www.mblpartners.ca/liquor-partners/liquor-licensees>

Until then, please reference this implementation guide which is also available on the same page noted above.

If you have any questions about this process, please email channel.partners@mbl.ca. You can also reach the Commercial Retail Department at 204-957-2500 using the extensions listed below (outside of Winnipeg, call toll-free 1-800-265-3912):

Rosanna Chenier	Commercial Retail Partners	ext. 2416
Grant Kennedy	Manager, Commercial Customer Sales	ext. 5103
Eric Scheepers	Manager, Commercial Customer Sales	ext. 5122
John Buchanan	Manager, Commercial Customer Sales	ext. 5879
Liquor Contact Centre		ext. 5500

Product Information

For the purposes of this document, the products in addition to what Liquor Vendors currently retail are considered privately distributed single serve beer and are identified by distributor in the MBLL Privately Distributed Beer price list.

Liquor vendors affected by this initiative are not authorized to retail privately distributed packaged beer. If you order privately distributed beer, MBLL reserves the right to charge back the full retail value of the packaged beer as well as any additional taxes or fees. Repetitive ordering of privately distributed packaged beer without the authorization of MBLL may lead to reduction of Liquor Vendor allowances.

Definitions

Single Serve Format

MBLL Category Management defines single serve beer format as a retail selling unit of beer or malt-based refreshment beverage where the container is under 750 ml. by volume.

Beer

- Any beverage produced by the fermentation of an infusion or decoction of barley, malt, hops, or other similar products in water.

Malt Based Cooler

- Malt-based coolers are malt beverages to which various fruit juices or other flavourings have been added. In Manitoba, the distribution of malt-based beverages is handled similarly to beer.

Private Beer Listing & Delisting Processes

MBLL Supply Chain department lists and prices single serve privately distributed beer for sale in Manitoba. As these products are warehoused and distributed outside of MBLL's distribution centre, the Supply Chain team facilitates orders between customers and private beer distributors via the ATLAS ordering system.

MBLL Supply Chain department will not list single serve privately distributed beer if the product attributes or naming/labeling conventions do not meet Corporate Social Responsibility mandated goals.

Ordering Privately Distributed Single Serve Beer

- Orders must be placed with MBLL via the ATLAS ordering system for delivery by an authorized beer distributor or assigned transfer company.
- Orders should be placed in unit multiples (ie: 1 case would be ordered as 24 units)
- Products shipped will only be in full case lot quantities.

Since private beer orders are delivered by private distribution companies, any questions regarding beer deliveries should be directed to the appropriate distributor. Contact each distributor to receive order and delivery days.

Distributor	Order Minimum	Delivery Charge if Minimum Not Met	Distributor Contact info
Brewer Distributor Ltd (BDL)	25 Flats of 24 units	\$30 +GST	custservmb@bdl.ca 1-204-958-7930
WETT Sales and Distribution	10 Flats of 24 units	\$20 +GST	rob@wettsales.com sunny@wettsales.com 1-204-885-9388
Minhas creek Brewing	N/A	N/A	1-204-632-7335

The following Manitoba breweries also have distribution agreements with MBLL. Please contact local brewers directly for order minimum and delivery area information

Distributor	Distributor Contact info
Ft Garry Brewing	orest@fortgarry.com
Half Pints	zach@halfpintsbrewing.com
Torque	adam@torquebrewing.beer
Barn Hammer	brian@barnhammerbrewing.ca
Nonsuch	ben@nonsuch.beer
One Great City	tim.hudek@ogcbrewingco.com
Stone Angel	paulc@stoneangelbrewing.com
Sookram Brewing	andrew@sookrams.com

Product Pricing

Under *The Manitoba Liquor and Lotteries Corporation Act*, [uniform pricing](#) applies to all liquor products sold in Manitoba, including privately distributed beer. Products must be priced and sold according to the product price lists and bulletins published by MBLL.

You can learn more about refreshment beverage products and prices (such as coolers and ciders). This information is published to ATLAS:

- MBLL Privately Distributed Beer Price list is expressed in Licensee/Vendor price., as well as the Price to Public
- LTO Bulletins- Prices are displayed in both licensee/vendor price and price to public. You may purchase products on LTO (Limited Time Offer) during the pre-buy period. Your vendor discount is taken from the LTO price to public.

Container Deposits

All beer and malt-based refreshment beverages have container deposits. You are charged container deposits on your beer purchases, and you must collect deposits from the public on beer/malt-based purchases.

The public consumer returns their empty containers to a hotel beer vendor which refunds the container deposit to the customer

Discount Process

Beer is currently the only category discounted for all commercial customer types. Each product will have slightly different margin and discount applied.

Refer to the most recent Privately Distributed Beer Price List to determine the price to public as well as discount and margin per product listing.

Because beer and malt-based products are invoiced commercially at a discount, you do not want to apply the same pricing process as you might with other categories (wine and spirits). If you take the Liquor Vendor discount off your invoice price, you will be selling beer/malt-based products below what you paid for it.

Quality Control

Occasionally, a product may be recalled/withdrawn for various reasons. In that event, the Distributor will notify commercial customers and provide full instructions as to the disposition or return of the product.

If you have quality concerns about a product, contact the Distributor directly

Product Returns

All returns of privately distributed products must be arranged directly with the appropriate private beer distributor.

Under no circumstances can these items be returned to Liquor Mart.

Assortments

The main objective of this initiative is to increase consumer choice and convenience in rural Manitoba. The MBLL Commercial Customer Sales team strongly encourages you to consider listing products from the following provided top sellers lists.

Consideration should be given to products not available in your community today. The following are the top selling single serves listed by each distributor. Order minimums for each distributor stated at the top of each list.

If you require further analysis on privately distributed single serve beer category, please email channel.partners@mbll.ca

WETT Sales and Distribution -Order minimum 10 flats of 24 units

<u>rank</u>		<u>SKU Description</u>	<u>Item Type</u>
1	13534	TWISTED TEA HARD ICED TEA 355B BOSTON BEER COMPANY 355	Beer- Wett Sales
2	26170	1919 BELGIAN PALE ALE 473C LITTLE BROWN JUG 473	Beer- Wett Sales
3	12598	KRONENBOURG 1664 BLANC 330B CARLSBERG (FRANCE) 330	Beer- Wett Sales
4	14783	TWISTED TEA HALF&HALF 355B BOSTON BEER COMPANY 355	Beer- Wett Sales
5	18869	SULTANA GOLD BLONDE ALE 473C LAKE OF THE WOODS BREWING CO 473	Beer- Wett Sales
6	17704	KRONENBOURG 1664 BLANC 500C CARLSBERG (FRANCE) 500	Beer- Wett Sales
7	15334	FARMERY PREMIUM LAGER 473C FARMERY ESTATE BREWING CO (MB) 473	Beer- Wett Sales
8	25182	TWISTED TEA ORIGINAL 473C BOSTON BEER COMPANY 473	Beer- Wett Sales
9	19607	FORGOTTEN LAKE BLUEBRY ALE473C LAKE OF THE WOODS BREWING CO 473	Beer- Wett Sales
10	16601	ERDINGER WEISSBIER 500B (GERMANY) 500	Beer- Wett Sales
11	22832	LAKESIDE KOLSCH 473C LAKE OF THE WOODS BREWING CO 473	Beer- Wett Sales
12	25603	LAMP LIGHTER AMBER ALE 355B TRANS CANADA BREWING 355	Beer- Wett Sales
13	26664	TCB BLUEBEARY ALE 355B TRANS CANADA BREWING 355	Beer- Wett Sales
14	14143	BARKING SQUIRREL LAGER 473 C HOP CITY BREWERY 473	Beer- Wett Sales
15	23140	XTRA CITRA ALE 473C SURLY BREWING CO (USA) 473	Beer- Wett Sales
16	26073	ARROW IPA 355B TRANS CANADA BREWING 355	Beer- Wett Sales
17	3307	MOOSEHEAD LAGER 473 C 473	Beer- Wett Sales
18	19725	FARMERY BLONDE CPA 473C FARMERY ESTATE BREWING CO (MB) 473	Beer- Wett Sales
19	21682	BIG TIMBER IPA 473C LAKE OF THE WOODS BREWING CO 473	Beer- Wett Sales
20	12083	KRONENBOURG 1664 330B CARLSBERG (FRANCE) 330	Beer- Wett Sales

Brewers Distributors Ltd (BDL) -Order minimum 25 flats of 24 units

<u>rank</u>	-	<u>SKU Description</u>	<u>Item Type</u>
1	17330	LABATT EXTRA DRY 740 C	Beer- BDL
2	767062	BUDWEISER 740 C LABATT 740	Beer- BDL
3	9550	MOLSON DRY 710 C 710	Beer- BDL
4	18903	LABATT BLUE DRY 740C 740	Beer- BDL
5	186510	CORONA EXTRA BEER 330 B CERVECERIA MODELO (MEXICO) 330	Beer- BDL
6	17545	BUDWEISER 473C LABATT 473	Beer- BDL
7	693093	MILLER GENUINE DRAFT 355 B MILLER BREWING 355	Beer- BDL
8	17546	BUD LIGHT 473C LABATT 473	Beer- BDL
9	487264	STELLA ARTOIS 500C AB-INBEV (BELGIUM) 500	Beer- BDL
10	487256	STELLA ARTOIS 330 B AB-INBEV (BELGIUM) 330	Beer- BDL
11	767065	BUD LIGHT 740C LABATT 740	Beer- BDL
12	15485	COORS BANQUET 473 C MOLSON (USA) 473	Beer- BDL
13	18	HEINEKEN LAGER 330 B (NETHERLANDS) 330	Beer- BDL
14	337949	HEINEKEN LAGER 500 C (NETHERLANDS) 500	Beer- BDL
15	17329	LABATT BLUE 740 C 740	Beer- BDL

Local Breweries – Contact Brewery Directly for order minimums

Rank	CSPC	SKU Description	Item Type
1	26170	1919 BELGIAN PALE ALE 473C LITTLE BROWN JUG 473	Beer- Wett Sales
2	25696	SAT NT LUMBERJACK DBL IPA 473C BARN HAMMER BREWING COMPANY 473	Beer - Barn Hammer Brewing Co.
3	5862	FORT GARRY DARK ALE 473 C FORT GARRY BREWING 473	Beer- Fort Garry
4	15334	FARMERY PREMIUM LAGER 473C FARMERY ESTATE BREWING CO (MB) 473	Beer- Wett Sales
5	21411	RED LINE IPA 473C TORQUE BREWING CO 473	Beer - Torque Brewing Company
6	26664	TCB BLUEBEARY ALE 355B TRANS CANADA BREWING 355	Beer- Wett Sales
7	25678	GRAMPA'S SWEATER OAT ST 473C BARN HAMMER BREWING COMPANY 473	Beer - Barn Hammer Brewing Co.
8	25603	LAMP LIGHTER AMBER ALE 355B TRANS CANADA BREWING 355	Beer- Wett Sales
9	25681	LE SNEAK BELGIQUE WITBIER 473C BARN HAMMER BREWING COMPANY 473	Beer - Barn Hammer Brewing Co.
10	5863	TWO RIVERS LAGER 710 PET FORT GARRY BREWING 710	Beer- Fort Garry
11	21410	THE WITTY BELGIAN 473C TORQUE BREWING CO 473	Beer - Torque Brewing Company
12	21409	WHAT THE HELLES LAGER 473C TORQUE BREWING CO 473	Beer - Torque Brewing Company
13	25680	THE 7TH STAB RED ALE 473C BARN HAMMER BREWING COMPANY 473	Beer - Barn Hammer Brewing Co.
14	26675	CODENAME GHOST IPA 473C HALF PINTS BREWING CO 473	Beer- Half Pints Brewing
15	7293	FORT GARRY PALE ALE 473 C FORT GARRY BREWING 473	Beer- Fort Garry
16	27669	KILTER BREWING JUICII IPA 473C STONE ANGEL 473	Beer - Stone Angel Brewing Com
17	26073	ARROW IPA 355B TRANS CANADA BREWING 355	Beer- Wett Sales
18	25686	LOUSY BEATNIK KELLERBIER 473C BARN HAMMER BREWING COMPANY 473	Beer - Barn Hammer Brewing Co.
19	17908	FORT GARRY ROUGE 473 C FORT GARRY BREWING 473	Beer- Fort Garry
20	26326	PORTAGER PILSNER 355B TRANS CANADA BREWING 355	Beer- Wett Sales

Frequently Asked Questions

General

Q: How do I order privately distributed single serve product?

A: Orders are placed using the ATLAS ordering system.

Q: What types of product does Single Serve Privately Distributed allow me to carry?

A: You may retail any single serve beer or malt based single serve refreshment beverage product currently listed in Manitoba.

Q: Can I order privately distributed packaged beer?

A: No. Liquor Vendors in communities without access to privately distributed beer must receive authorization to sell packaged beer from MBLL.

Q: Will I be advised of Limited Time Offers?

A: Yes, all price changes including Limited Time Offers are bulletined via ATLAS ordering system.

Q: Will I be advised of Limited Time Offers (LTOs)?

A: Yes, all price changes, including Limited Time Offers, are bulletined just like current LTO beer bulletins.

Q: How do I know the public price?

A: Pricing to both retail and commercial customers can be found using the Privately Distributed Beer Price List on the ATLAS ordering system.

Q: What do I do if a product is received damaged?

A: If product is received damaged in transit, contact the private beer distributor to arrange for credit.

Q: What if product is damaged by my employees or customers while handling it?

A: You will need to ask each distributor what their policy is in regards to customer/employee breakage.

Q: Do I have to order on a certain date?

A: You will need to communicate to each respective distributor to find out what day they are delivering in your area.

Q: Is there a delivery charge?

A: The delivery is free if you meet the minimum order quantity for each distributor. If you do not meet the minimum, then a fee may be imposed by the distributor.

Q: When will I receive my first order?

A: Contact the respective distributor to find out when they will be in your area. This will most likely determine when you should place your order.

Q: What if I notice the product is broken while it's being delivered?

A: Make note of the breakage on your bill of lading. You will also need to advise the appropriate beer distributor if the delivery is made by a transfer company.

If you have any other questions, please contact your Commercial Customer Sales Manager.