

MBLL 2025 INDUSTRY LUNCH & LEARN

September 26, 2025 – RBC Convention Centre



TODAY'S PROGRAM



Introduction & Land Acknowledgement

Greg Paseshnik, Director – Programming & Partnerships

Marketing & Communications Update

Danielle Rice, Vice President – Marketing and Communications

Business Update

Robert Holmberg, Executive Vice President - Liquor & Cannabis Operations

Special Olympics Manitoba

Rachel Wheatley, CEO, Special Olympics MB.

Special Olympics Manitoba

Larry Chornoboy (Chair)

Mallory Cordingley

Adel Gauthier

Manitoba Liquor and Lotteries

Gillian Bourroughs

Paul Rogers

Peter Wilk

Industry Partners

Fredrik Bergstrom – Bergstrom Brands

Flavia Fernandez Fabio – Escalade Wine and Spirits

Darren Ford – Decanter Wine and Spirits

Krista Jenkinson – Dandurand Group

Wendy Kolsun – Prestige Beverage Group

Alisa Lacroix - Mark Anthony Wine & Spirits

WINNIPEG WINE FESTIVAL 2025 ORGANIZING COMMITTEE



DANIELLE RICE

Vice President, Marketing & Communications
Manitoba Liquor & Lotteries

MARKETING & COMMUNICATIONS



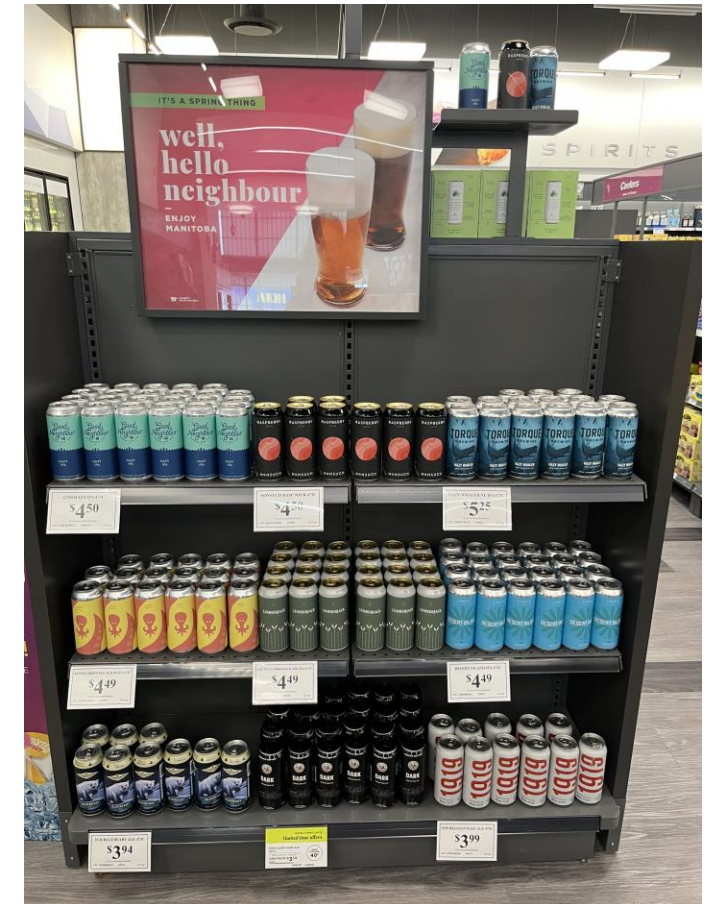
CHOOSE CANADIAN CAMPAIGN

- Launched Feb. 7
- End Cap Displays & Discretionary Display Space
- Social Media & Web Promotions
- Wine Festival
 - Loss of 8 booths overall
- Whisky Festival
 - TBD



PROGRAMMING TRENDS YTD

- +40% of our Liquor Mart sales typically comes from programming
- Shift to some MBLL driven programming this past year has led to a YTD increase being 43%
- Although Liquor Mart sales are slightly down, Programming Sales are up.
 - Unit sales are up 8.7%



MARKETING PROGRAM GUIDE

- Save the Date for Fiscal 2026-27 Release
- October 21, 2025 at the Club Regent Event Centre



SEASONAL THEMATICS

- Support MBLL Driven Displays
- Seasonal
- Marketing Program Guide Calendar

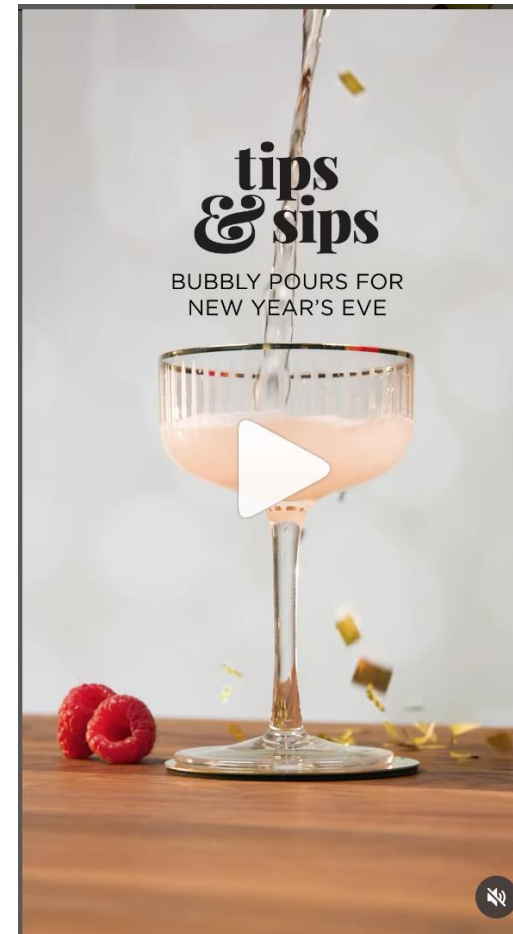


SOCIAL MEDIA VIDEOS

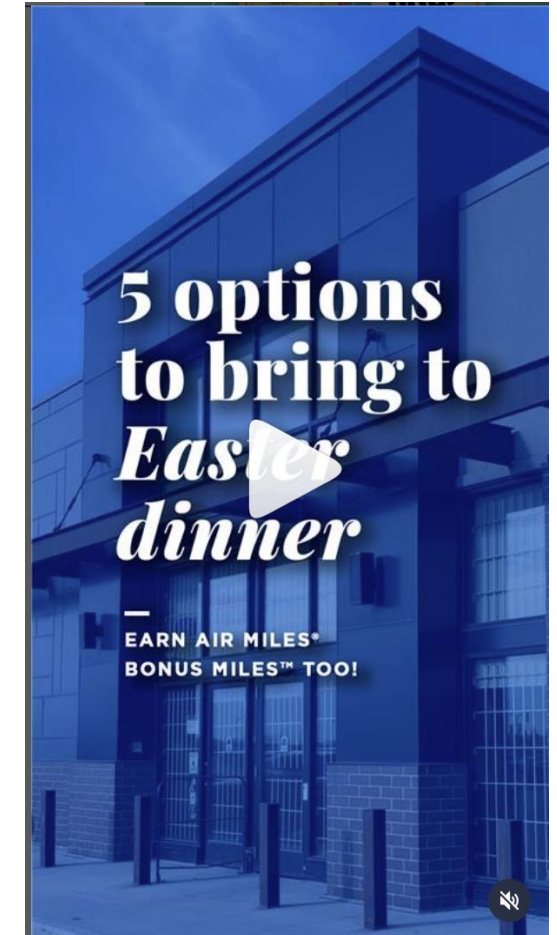
- Cocktails
- Tips & Sips
- In-store Reels
- On average
 - 4.7K Manitobans see our Instagram videos



[Play Video](#)



[Play Video](#)



[Play Video](#)

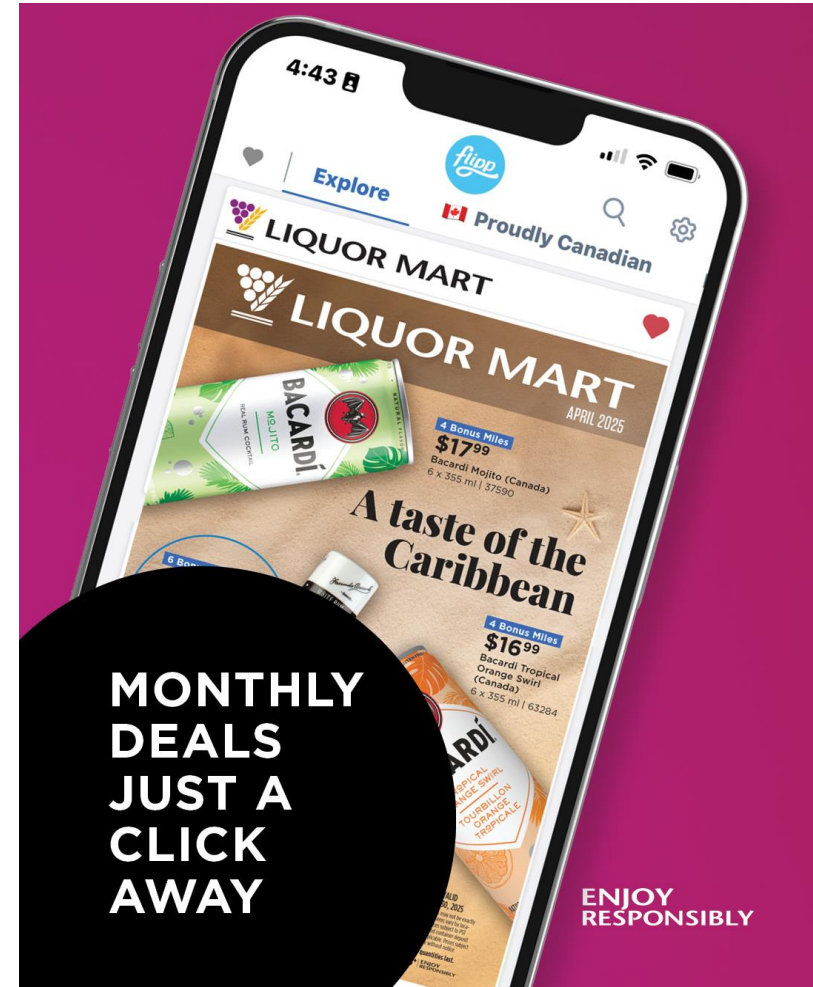
FLIPP

- What is Flipp?
 - Digital merchandising
 - Performance based
 - Optimized for ROI & Efficiency
- How can Flipp help?
 - Drive readership
 - Increase store traffic
 - Enhance digital experience



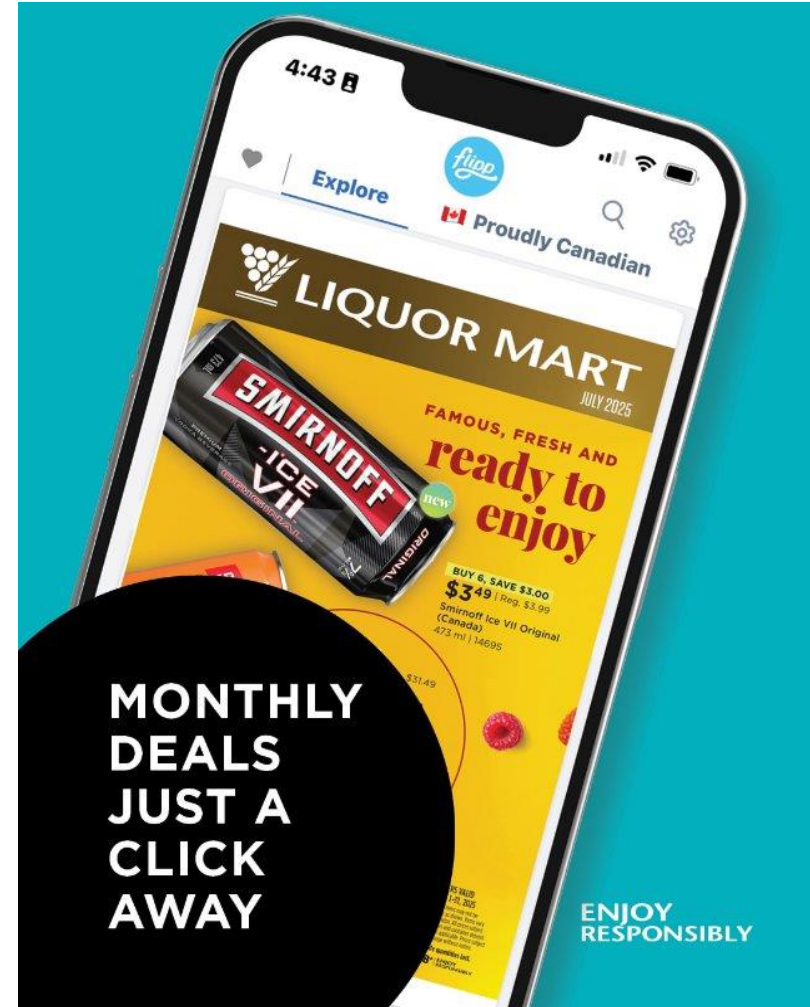
FLIPP DIGITAL FLYER

- Objective
 - Engage shoppers
 - Drive store trips
- Strategy
 - Target shoppers
 - Reduce carbon footprint
 - Optimize costs
 - Measure performance



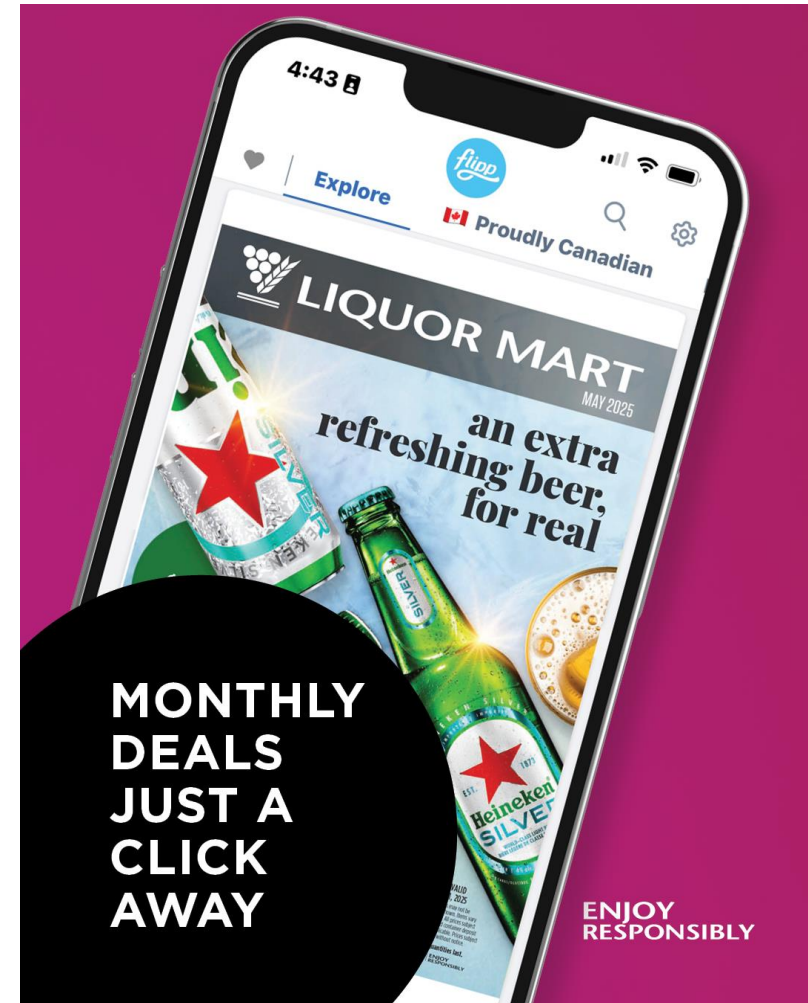
FLIPP DIGITAL FLYER

- Q1 Results
 - Impressions
 - 5,017,248
 - Unique Engagements
 - 148,042
 - Website Transfers
 - 4,388



FLIPP DIGITAL FLYER

- Q1 Results
 - Average Time
 - 52 s
 - Offer views per Engagement
 - 51
 - Item Views
 - 6,536,841



HOT BUY ADVERTISING

- Flipp Flyer
- Social Media
- Web
- Print
- Billboard

F25 Program Results

- \$13 million B2C sales in Liquor Marts



HURRY, WHILE QUANTITIES LAST!
hot buys
SEPT 1-15, 2025

SAVE \$10.00
\$40⁴⁹ | Reg. \$50.49
Molson Canadian (Canada)
24 x 355 ml | 905844

SAVE \$7.00
\$25⁴⁹ | Reg. \$32.49
Simply Spiked Limeade Variety Pack (Canada)
12 x 355 ml | 62677

SAVE \$6.00
\$27⁹⁹ | Reg. \$33.99
Sleeman Honey Brown Lager (Canada)
15 x 355 ml | 37488

SAVE \$2.75
\$14⁸⁴ | Reg. \$17.59
Bud Light (Canada)
8 x 355 ml | 736330



SAVE \$4.50
\$17⁴⁹ | Reg. \$21.99
Errazuriz Max Reserva Cabernet Sauvignon (Chile)
750 ml | 287805

SAVE \$5.00
\$30⁹⁹ | Reg. \$35.99
Capital K Baltic Bros Bomba Blueberry Lavender Lemonade Vodka (Manitoba)
750 ml | 47187

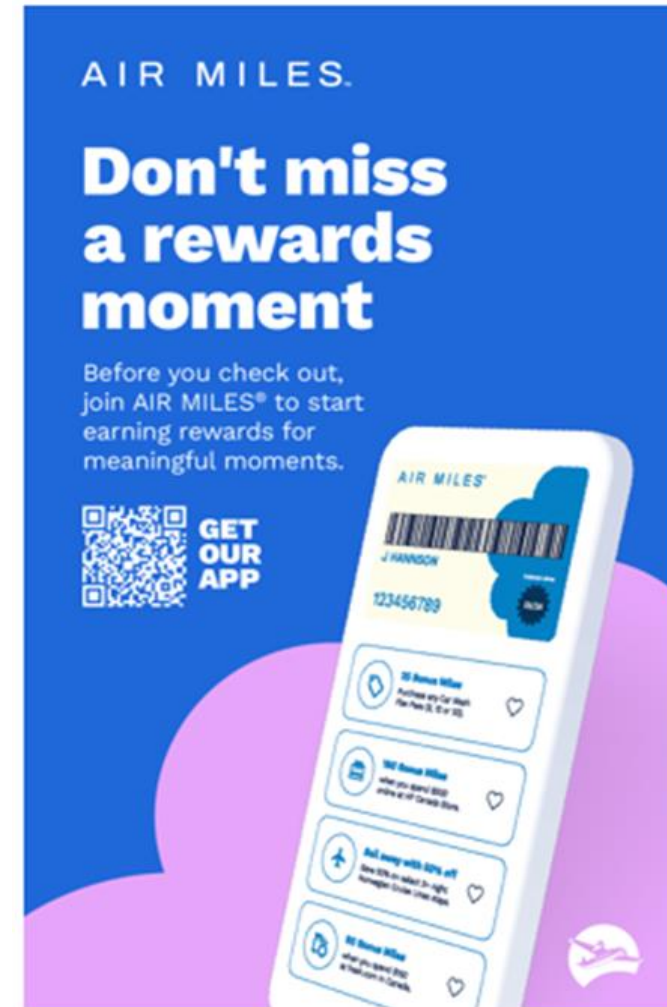
SAVE \$3.75
\$14²⁴ | Reg. \$17.99
Left Field Pinot Gris (New Zealand)
750 ml | 37343

SAVE \$2.00
\$10⁹⁹ | Reg. \$12.99
Honest Lot Rosé (Canada)
750 ml | 52910

SAVE \$2.00
\$10⁹⁹ | Reg. \$12.99
Honest Lot Pinot Grigio (Canada)
750 ml | 57752

AIR MILES REWARD MILES

- AIR MILES Rebrand
- Collect More Moments
- In-store Signage



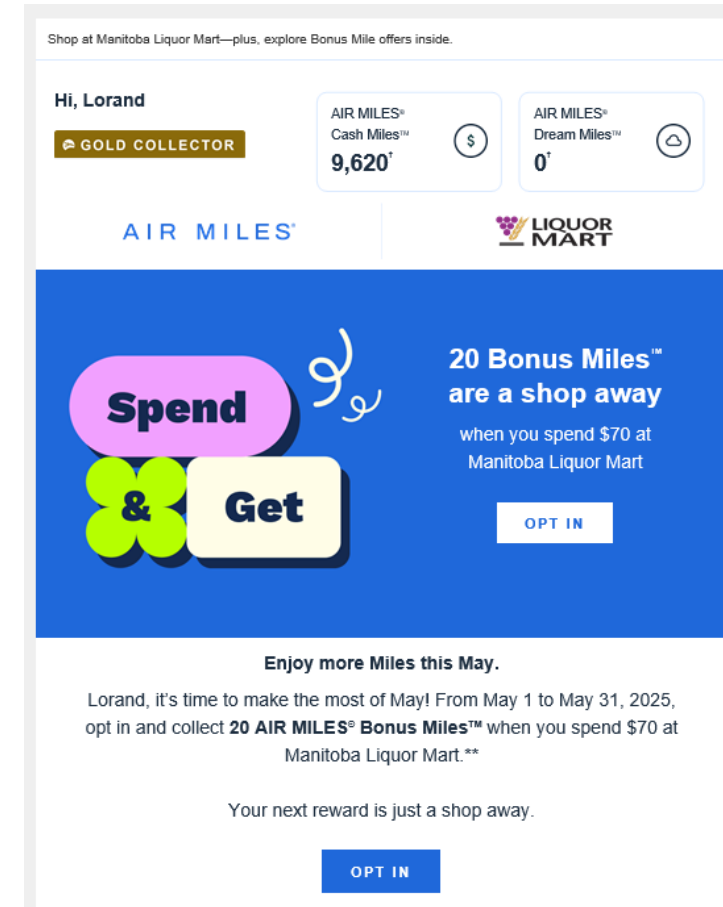
AIR MILES REWARD MILES

- Active Collectors
 - 173K
- AIR MILES \$ Sales %
 - 49%
- AIR MILES Transaction %
 - 38%
- AIR MILES Average Basket
 - \$61.02
- Non – AIR MILES Average Basket
 - \$39.67



AIR MILES REWARD MILES

- AIR MILES CRM Program
 - Spend & Get offer
 - Lifecycle segments
 - F25 +316k incremental
 - F26 +500k incremental



AIR MILES REWARD MILES

- AIR MILES Max Miles
 - Celebrate Moments
 - Occasion Based Themes
- Advertising
 - Direct Email
 - Social Media
 - Web
 - Print

AIR MILES. April 14-20
Easter Max Miles

Product	Bonus Miles	Price	Details
Concha Y Toro Marques De Casa Concha Cabernet Sauvignon (Chile)	40 BONUS MILES	\$25 ⁹⁹	750 ml 337238
Pfaffner Moscato (Australia)	36 BONUS MILES	\$19 ⁹⁹	750 ml 12838
Great Western Original 16 Prairie White Wheat Beer	48 BONUS MILES	\$31 ⁹⁹	15 x 355 ml 24782
Campo Viejo Tempranillo Doc (Spain)	30 BONUS MILES	\$18 ⁴⁹	750 ml 15198
Thomas Goss Shiraz (Australia)	28 BONUS MILES	\$20 ⁹⁹	750 ml 22858
Gran Passione Rosso (Italy)	24 BONUS MILES	\$16 ⁹⁹	750 ml 509018
Santa Margherita Cabernet Sauvignon (Italy)	32 BONUS MILES	\$21 ⁹⁹	750 ml 31915
Sileni Selection Sauvignon Blanc (New Zealand)	30 BONUS MILES	\$19 ⁹⁹	750 ml 3854
Gouguenheim Reserva Malbec (Argentina)	30 BONUS MILES	\$18 ⁹⁹	750 ml 8438
Campo Viejo Rose (Spain)	26 BONUS MILES	\$18 ⁴⁹	750 ml 31987

AIR MILES REWARD MILES

- AIR MILES Cash
 - Coming Soon!
- +20% Larger Baskets
- 2-3 More Visits
- 4x More Loyalty
- \$4.6M in AM Cash
 - Ready to Redeem



WINNIPEG WHISKY FESTIVAL

- Largest festival to date
 - 71 booths
 - 4 activations
- Record attendance
 - ~900 attendees
- Curated product selection
 - 328 products
 - 130 exclusives
- Record LM sales
 - ~\$110K



FLATLANDERS BEER & BEVERAGE FESTIVAL



- New floorplan for 2 in 1 festival
 - Local / National / International Beers on Concourse
 - RTD/RTS at Ice Level
- Largest festival to date
 - 109 booths
- Record product selection
 - 500 samples
 - 200 exclusive
- Record attendance
 - 3700 tickets sold
 - +21% YOY



TASTING EVENTS AND EXPERIENCES

- Exclusive releases
 - Sold out events
 - High Rye Straight Whisky
- Bottles signings
 - John and Cooper Sleeman
- Intimate and interactive
 - Renovated education center
- Experiential samplings
 - In and out of store activations



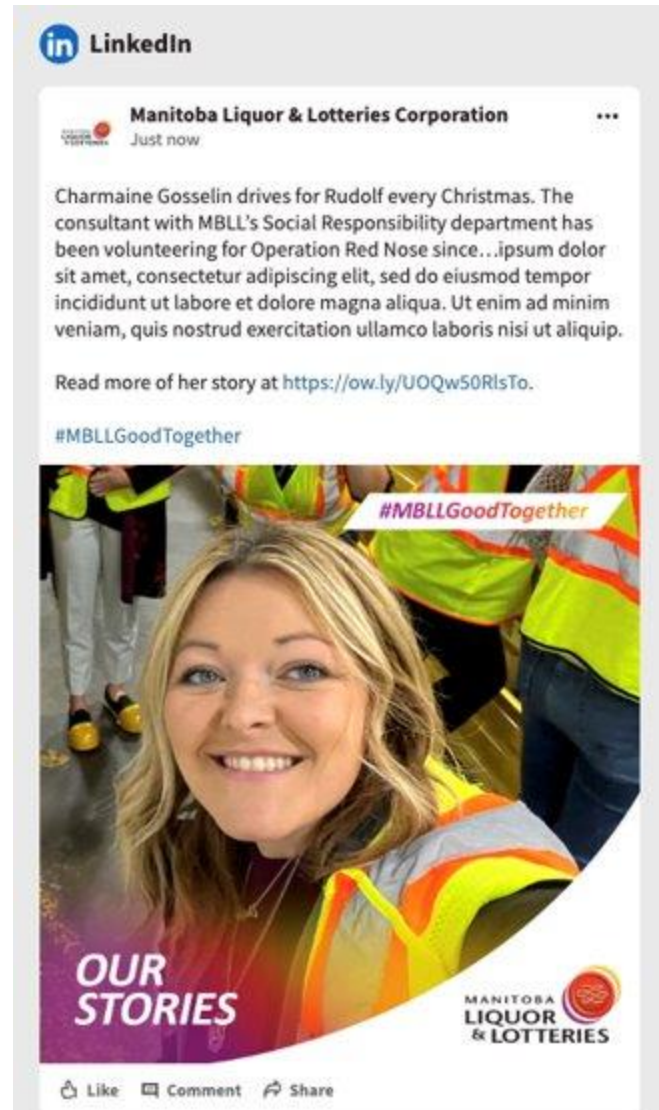


#MBLLGOODTOGETHER CAMPAIGN

VISION, MISSION, PURPOSE



2023-24 RECAP



2024-25 RECAP

See how we're doing good together, Manitoba!

Everyday, the people at Manitoba Liquor & Lotteries strive to make positive contributions to Manitoba's economic, environmental, and social well-being. Read how we're doing in our recently published **2023-24 Environmental, Social, and Governance Progress Report** by scanning the QR code below or visiting MBLLGoodTogether.ca.



SCAN TO READ

\$732.5 million
to provincial government programs and services

8,057 hours
volunteered by MBL employees

\$9.4 million
to addiction, support and prevention services

21% reduction
in carbon emissions since 2017

\$3.7 million
to 418 community, non-profit and charitable organizations

37% reduction
in vehicle fuel consumption since 2015



MANITOBA LIQUOR & LOTTERIES

#MBLLGoodTogether



MANITOBA LIQUOR & LOTTERIES

[Our Responsibilities](#) [Our Products](#) [Careers](#) [About Us](#) [Media Centre](#) [Contact Us](#)

Home

MBLL Good Together



Sponsorships and funding for what Manitobans care about.

From sponsorships for community festivals and arts-groups to funding for smaller infrastructure projects and social responsibility programming, Manitoba Liquor & Lotteries helps support a wide range of initiatives that contribute to the quality of life in our province. If you are a Manitoba based charitable or not-for-profit organization, you may be eligible for sponsorship or funding. Please use this page to quickly find out more about eligibility and the types of support available through MBLL. Manitoba let's do something good together!

Manitoba Liquor & Lotteries is proud to work with more than 400 charitable, non-profit and community-based organizations across Manitoba.



Discover more ways how Manitoba Liquor & Lotteries is contributing to a better Manitoba.

Read our annual Environmental, Social, and Governance Progress Report.

2025 Sponsorships Now Open

MANITOBA LIQUOR & LOTTERIES

#MBLLGoodTogether

MANITOBA LIQUOR & LOTTERIES

#MBLLGoodTogether

2024-25 RECAP



#MBLLGoodTogether



MANITOBA LIQUOR & LOTTERIES

#MBLL GOOD TOGETHER

It's the First Friday of the month at the Manitoba Museum, and the Manitoba Liquor & Lotteries (MBLL) Community Support Team is on-hand to assist with another busy evening of interactive programming and fun.

Through its partnership with MBLL, the Manitoba Museum is able to open its doors and provide free general admission the first Friday of every month, from 4 to 9 p.m., to its three core attractions – the museum galleries, Planetarium and Science Gallery – enthralling both new and returning visitors alike and creating memories that will last a lifetime.

"When the doors open for First Fridays at the Manitoba Museum, there is a special spirit of wonder and delight in the air," says Zoe McCain, director of learning engagement, Manitoba Museum. "You can see and feel the power of connection through the wide smiles, warm conversations and joyous play in our spaces. Together, with Manitoba Liquor & Lotteries, we're not just opening doors; we're opening hearts and minds, creating unforgettable moments that enrich lives and strengthen our community bond for a brighter, more inclusive future."

First Fridays is just one example of the impact MBLL is hoping to have through its hundreds of partnerships with community groups, non-profits and charitable organizations in Manitoba – an approach captured under the banner #MBLLGoodTogether. The corporation first started using #MBLLGoodTogether last year to communicate its commitment to work with Manitobans to make the province an even better place to live.

As a Crown corporation, MBLL

already contributes to the province's economic and social well-being by providing net revenue to support provincial programs and initiatives such as health care, schools and infrastructure that touch everyone who lives here.

By partnering and investing in organizations that Manitobans care about, MBLL is also supporting the communities in which they live and operate to grow and flourish.

"Manitoba Liquor & Lotteries has a long and active history of being a proud community partner," says Gerry Solt, president and CEO. "Whether it's providing funding for a small capital project, supporting a local festival or partnering with

programs that make a difference in the lives of Manitobans and is all delivered in the spirit of 'good together'."

Currently, MBLL Community Support funding is provided under the program areas of general sponsorships, community festivals and everyone's summer favourite, the golf program. Recently, the Crown corporation reintroduced its Small Capital Sponsorship Program, which provides funding for small projects that benefit communities across the province. The program funds up to 50 per cent of a project's total cost, beginning at a minimum of \$5,000 and up to a maximum of \$30,000.

MBLL also considers donation requests from charitable and non-profit organizations for prize donations, used assets and their Coin Box program, where organizations can apply to have coin boxes placed in Liquor Marts and Casinos of Winnipeg for a one-month period.

As the distributor and retailer of liquor and provider of gaming and entertainment experiences in the province, MBLL also recognizes the potential harm its products and services can create. MBLL wants its customers to have positive experiences with its products and is committed to helping them make informed decisions.

Each year, MBLL dedicates two per cent of its anticipated net income to social responsibility programming, an amount that is entrenched in legislation under the Manitoba Liquor and Lotteries

Corporation Act. In 2022-23, this accounted for \$52.7 million being spent on social responsibility.

These monies provide funding to more than 40 community partners in treatment and support, FASD prevention, community safety and harm minimization programming, informed Gambling Centres at both casinos provide supports and fact-based information about gambling to visitors, and the DrinkSense program provides tips and tools to help Manitobans make better choices about alcohol.

Additionally, MBLL partners on valuable research studies related to the responsible use of liquor and gaming products.

Last but certainly not least is the focus on employee volunteerism at MBLL. Recognizing that giving back is an important part of making our communities better, MBLL offers its employees various ways to help organizations so they can make a difference, building stronger communities in the

process. Each year, employees dedicate thousands of hours to corporate-driven and personal volunteerism, as well as participate in the annual workplace giving campaign, fundraising collections and blood donor drives, all of which encourage a more caring and compassionate corporate culture.

"Everyone who works at MBLL is a part of Manitoba," Solt says. "We live and work in communities across the province, we are proud volunteers, and we all have a vested interest in ensuring our province is a great place to live. By partnering with so many worthy organizations who are committed to elevating our province, we really are demonstrating how 'good together' we can be."

To explore partnership opportunities or to find out more about how MBLL supports our communities, please visit mbll.ca or follow MBLL on Facebook or Instagram at [mbliquorlotteries](https://www.facebook.com/mbliquorlotteries).



TWO-PAGE FEATURE

- Summer 2024 Issue
- Opportunity to position MBLL's positive impacts with Manitoba business community
- Distribution: 70,000

NEW! 2025-26 SOCIAL MEDIA CONTESTS



- 2-3 contests with partner prizing
- Grow MBLL brand presence
 - Increase follower count
 - Increase engagement
- Winnipeg Folk Fest Contest Results
 - 900 entries
 - 750 new followers



2025-26 SOCIAL MEDIA



- Beginning to make the connection between our product and corporate brands through the great work we and our partners do, and highlighting the contributions made by Manitobans for Manitobans





Deer Lodge Ce.

Harvest Manitoba

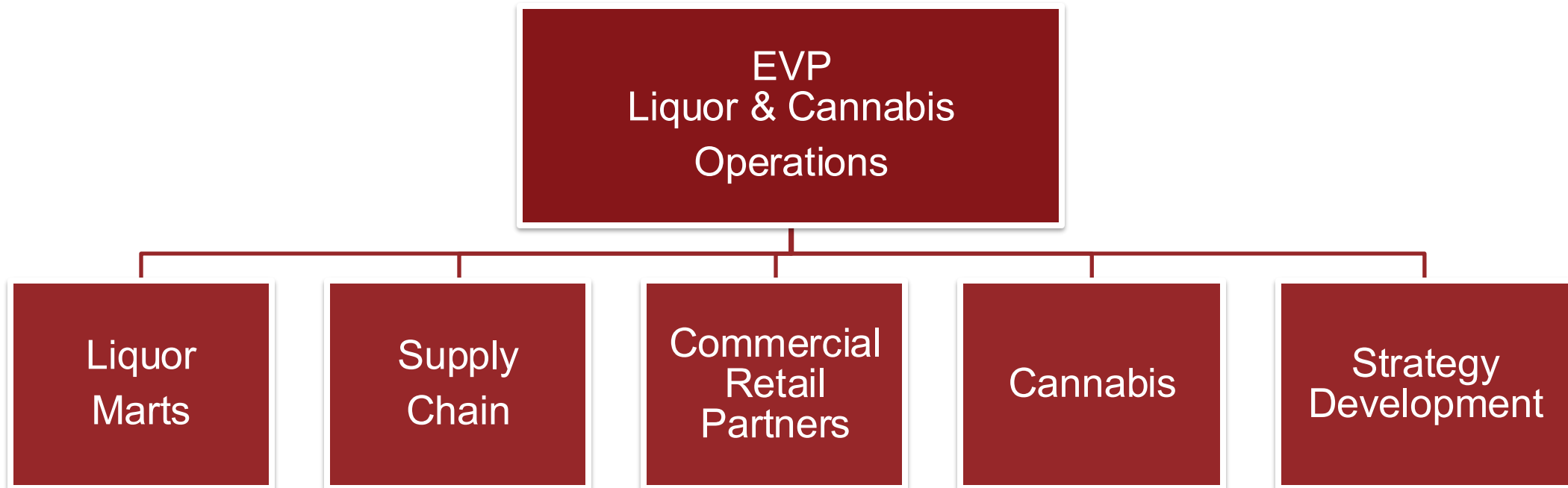


ROBERT HOLMBERG

Executive Vice President, Liquor & Cannabis Operations
Manitoba Liquor & Lotteries

LIQUOR & CANNABIS OPERATIONS

The division is organized into five areas:



SINCE WE LAST MET



- Jeff Reid retired, and Cheryl Adams-Farrell joined MBLL.
- MBLL continued to support our valued wine store business partners with a new set of governing documents, introduction of a dedicated delivery partner, and updated consignment program.
- MBLL introduced a new Manitoba Craft Liquor Support Strategy as a means of continuing to support our valued business partners in the local craft industry.
- Store development and renovations resumed; some new Liquor Marts in the works and many stores receiving a much-needed renovation.
- Introduction of a new kiosk style liquor retail option that MBLL will place in the Save On Foods at Northgate this year.
- American products removed from retail and distribution in Manitoba.
- Grant Park Education Centre has been fully renovated.

GRANT PARK ED CENTRE



Grant Park Ed Centre

- MBLL is excited to introduce our newly renovated education centre located at the Grant Park Liquor Mart.
- The new Ed Centre offers an expanded space, a modernized aesthetic, as well as new technology that will allow for product education sessions to be hosted with experts from around the world.
- Suppliers can work directly with MBLL to set up public and private events that utilize this space.

GRANT PARK ED CENTRE – A LOOK INSIDE



LIQUOR IN MANITOBA AT A GLANCE



1

223
HBV

2

162
Liquor Vendors

3

63
Liquor Marts

4

8
Private Wine
Stores

5

3
Duty Free
Stores

6

50
Craft Liquor
Producers

A Wide Selection of Service:

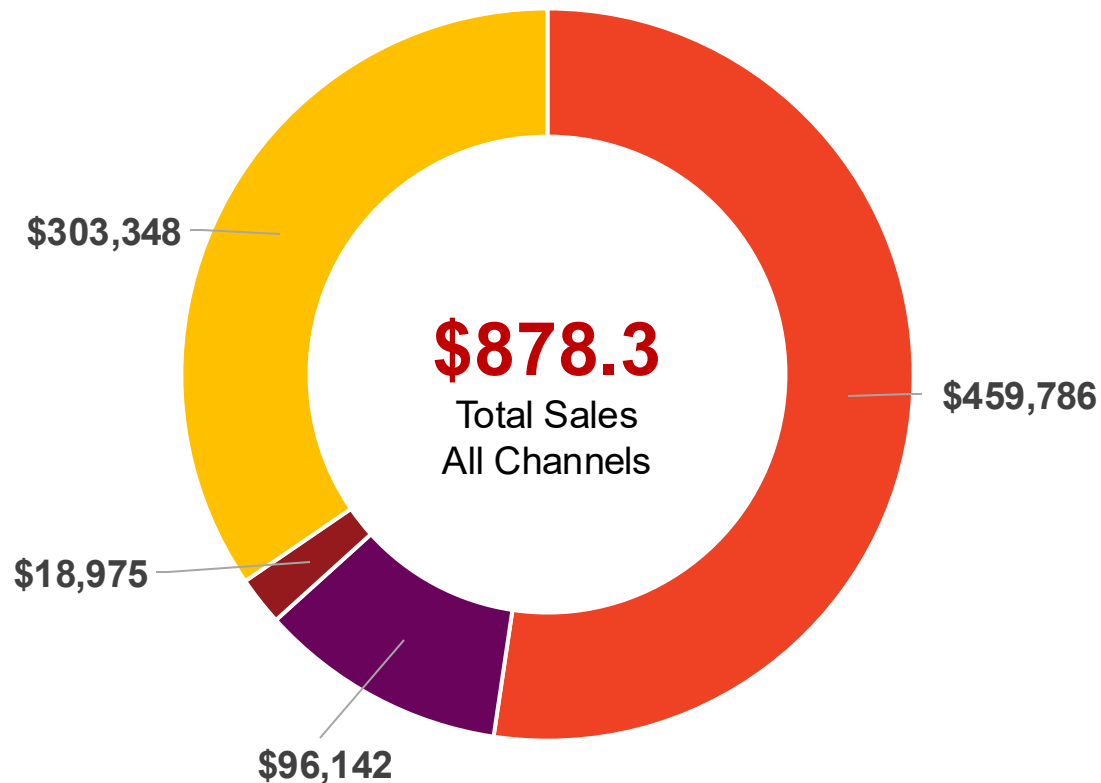
- ~400 private liquor retail locations throughout Manitoba
- 63 publicly-run Liquor Marts
- +1,100 restaurants, lounges, bars and event centres

Distribution:

- MBLL oversees the wholesale and distribution of liquor products
- Products are warehoused at our King Edward Distribution Centre and by third-party private distributors
- Distribution to Liquor Marts and Commercial Partners is via:
 - MBLL Distribution
 - WETT Sales Distributors
 - BDL (Beer) Distributors
 - Direct from Local Manufacturers

DIVISIONAL PERFORMANCE (F25)

F25 Sales by Channel (\$000)

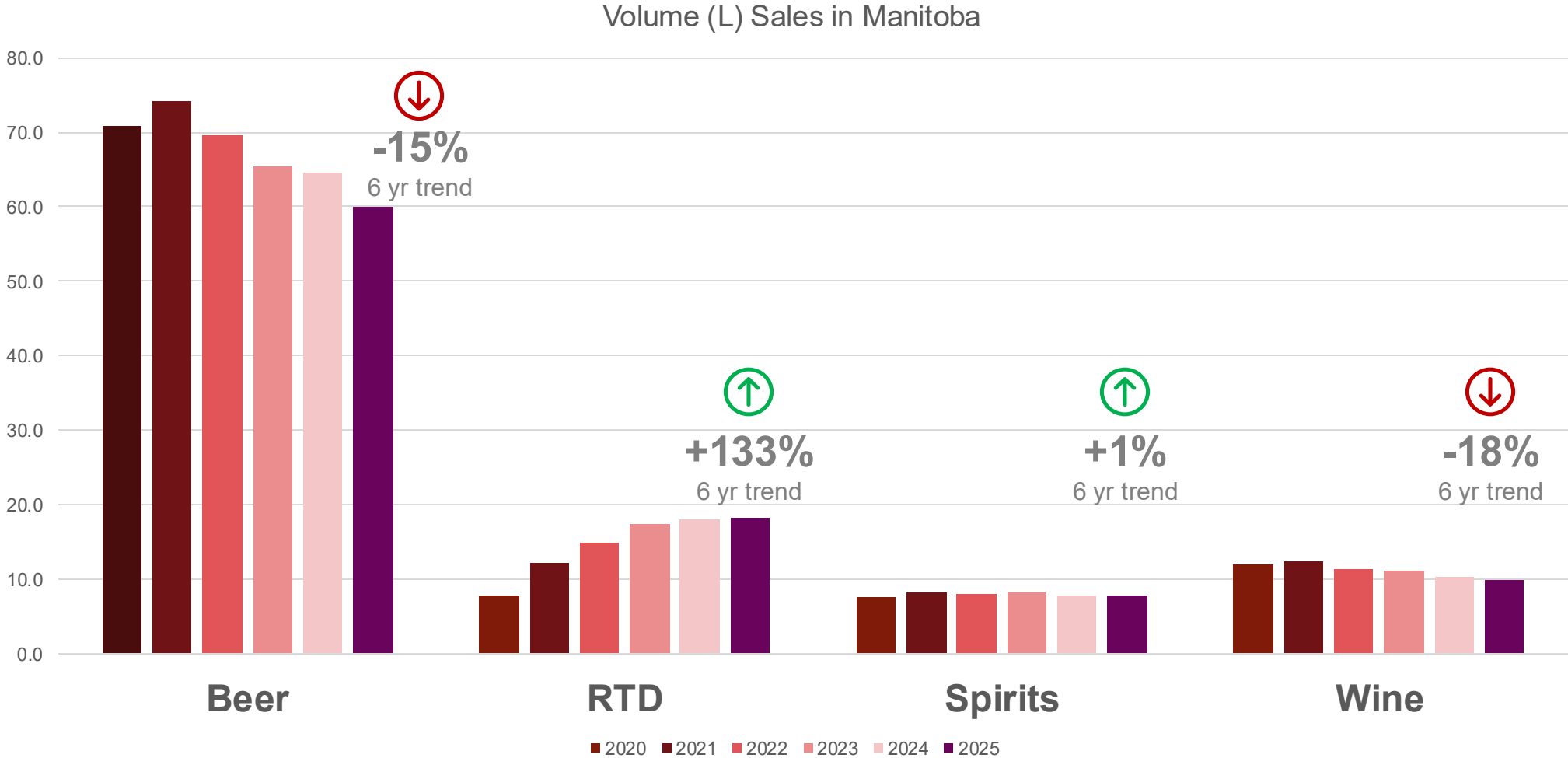


■ Liquor Marts ■ Liquor Vendors ■ Wine Stores ■ Licensees

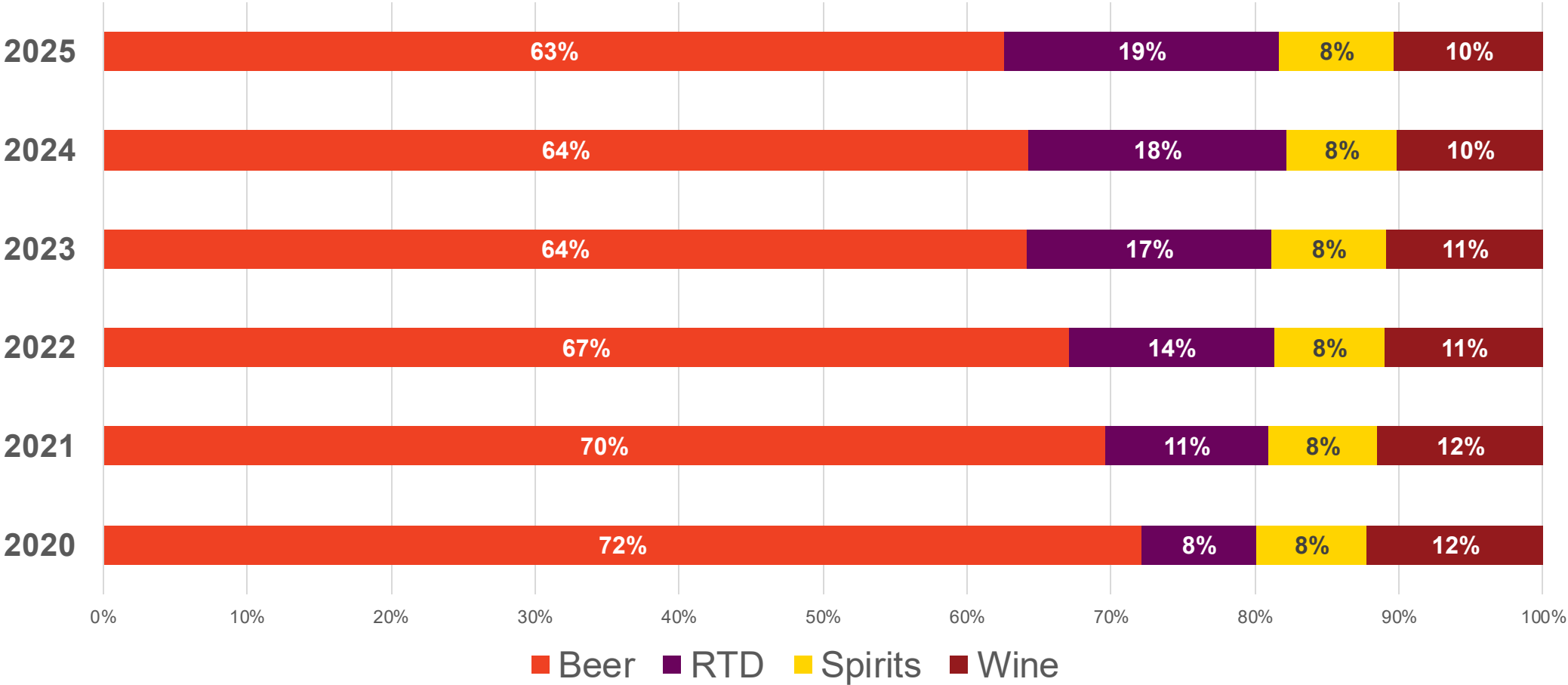
Annual Sales by Retail Channel:

- In F25, the 63 publicly-run Liquor Marts, 400 private liquor locations, and 1,100+ licensees had total sales of **\$878.3M**.
- The allocation of these sales by channel is as follows:
 - Liquor Marts = 52% of Sales
 - Licensees = 35% of Sales
 - Liquor Vendors = 11% of Sales
 - Specialty Wine Stores = 2% of Sales

CATEGORY TRENDS - VOLUME



CATEGORY TRENDS – SHARE OF VOLUME SALES

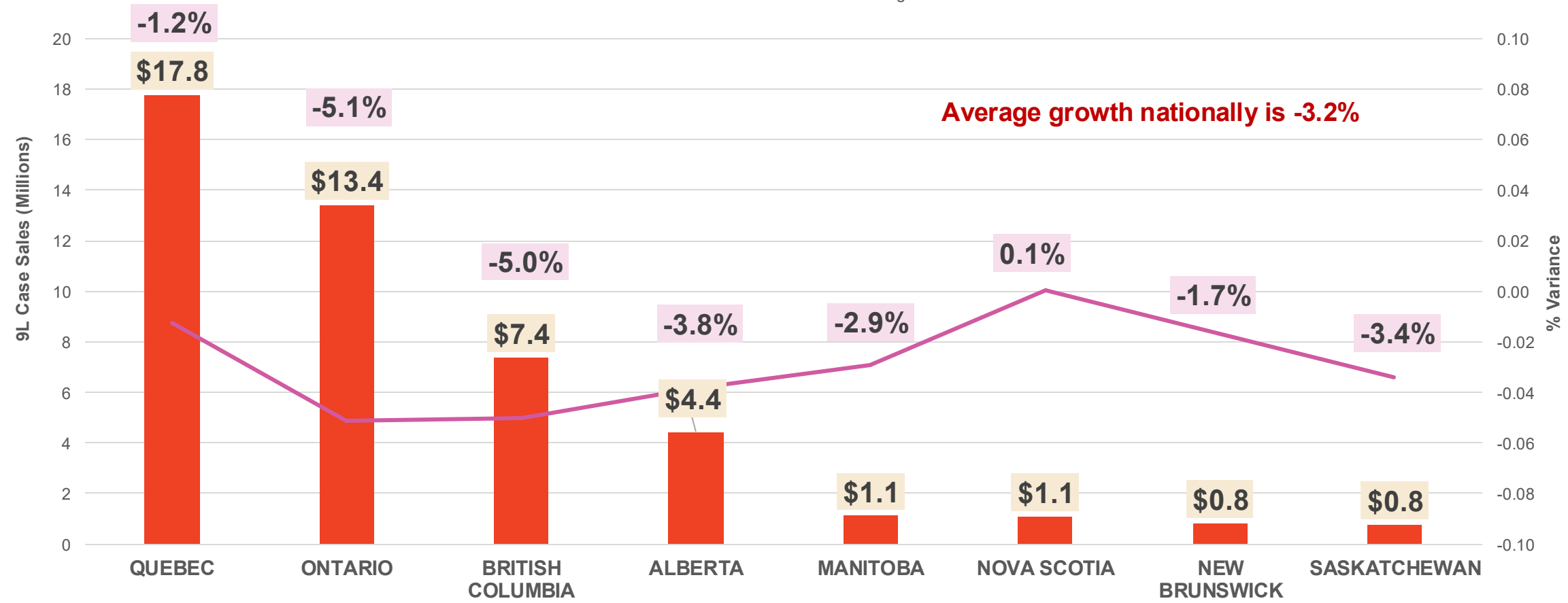


NATIONAL WINE TRENDS



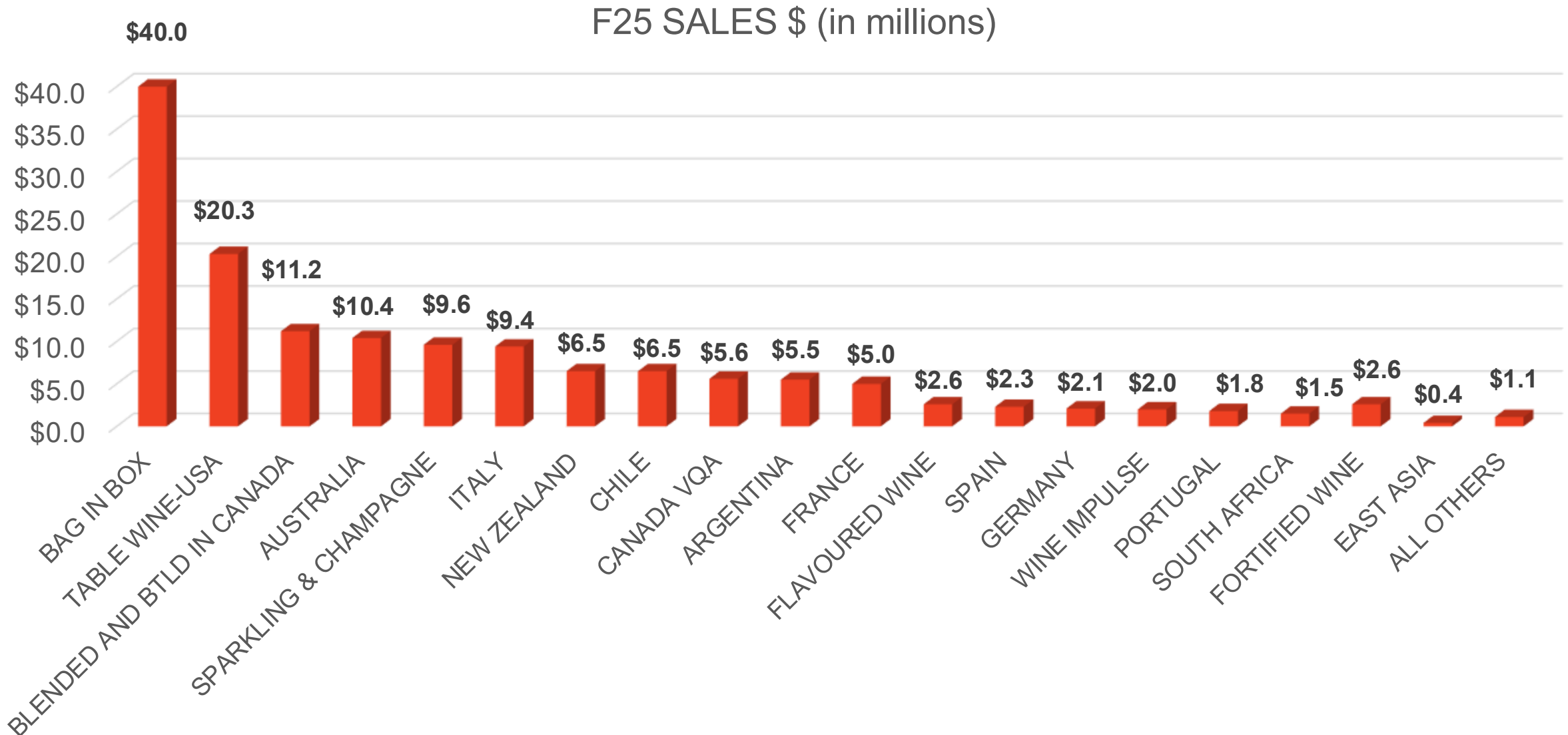
National Wine Sales
9L Case Sales and Trend

9L Cases % Change

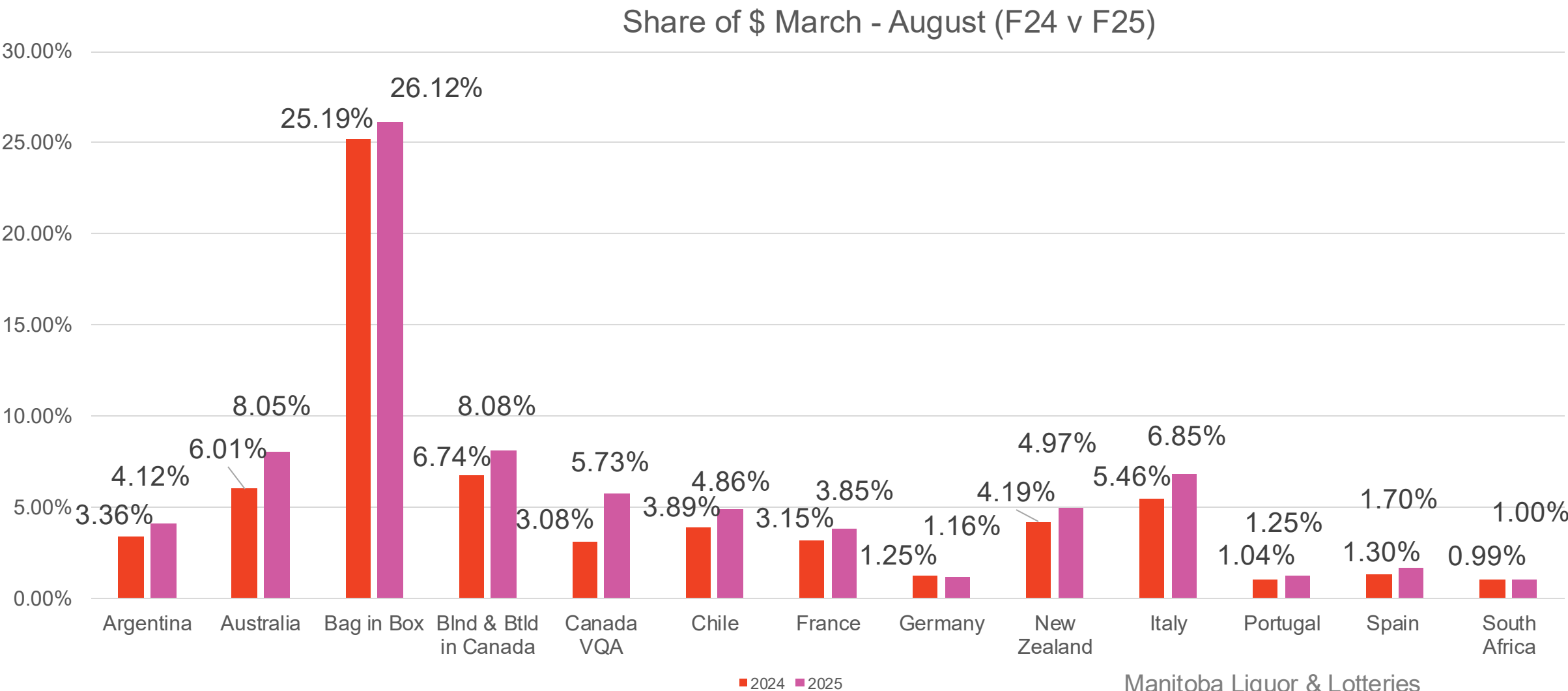


Source: ACD 12 months rolling ending March 2025

MANITOBA TOTAL WINE SALES BY SHELF GROUP



SHARE OF WINE \$ SALES – MB MARKET 2025 V 2024



LOOKING AHEAD



Challenges

- Changing Consumption Habits
- Consumer Spending & Discretionary Income
- Tariffs and the Economy

New & Notable

- New store development
- MBLL process improvements
- American Products – shelf space opportunity
- Focus on Canadian Products
- Connecting Suppliers with Commercial Retail Partners
- New Ed Centre = new opportunities for Suppliers.
- Curious and flexible consumers.

RACHEL WHEATLEY

CEO
Special Olympics Manitoba



**Special
Olympics**
Manitoba





17 sports



2500+ athletes



100+ programs across Manitoba



Athlete Dylan Collins from
Selkirk winning gold at the
2025 Special Olympics World
Winter Games in Italy



Thank

You!

ENJOY THE 2026 WINNIPEG WINE FESTIVAL!