

# MEMO



**To:** Suppliers and Agents  
**From:** Manitoba Liquor and Lotteries  
**Date:** April 24, 2026  
**RE:** Call for Listing Notifications

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Manitoba Liquor & Lotteries releases a Call for Listing schedule ahead of each calendar year, outlining all category segments that will be reviewed for the upcoming year. Call letters are then released throughout the year in accordance with the Call for Listing schedule. Once a segment is set to be reviewed, industry is notified via email, and the call letter is posted to MBLL partners website under the header Call for Listing Notices. Once bulletined, each call for listing is open for a period of 4 weeks.

Beginning July 1, 2026, email notifications will no longer be sent out to industry communicating when a call opens, this will include call for listing schedules for upcoming years as well. All information regarding call for listing schedule and call letters will be communicated to industry via <https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>

Naming convention of the call letter hyperlinks will change as well, indicating the day the call was released, preceding the call name, and the date of closure.

Current State Example:

Call for Listing – W2026-060 – Chile

Future State Example:

2026-07-01 - Call for Listing – W2026-060 – Chile – Closing July 30, 2026

Call for Listing schedules will be released in the month of November each year to communicate the upcoming year. The schedule will be adhered to. If a call is moved to a different month within that year, extended or cancelled for whatever reason, an email notification will be sent to industry.

Call letters scheduled for April, May, and June 2026 will continue to be communicated both through email notification and on the MBLL partners site.

Please contact the Category Management team at [categorymanagement@mbl.ca](mailto:categorymanagement@mbl.ca) with any questions.