

# MEMO



**To:** Liquor Agents and Suppliers  
**From:** Manitoba Liquor and Lotteries Supply Chain  
**Date:** May 4, 2026  
**RE:** Additional Packaging Information Required

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Please be advised that additional information is required as part of the listing application process. In accordance with federal and provincial regulatory requirements, all products being sold in Manitoba must include complete packaging information.

Below shows the additional brand packaging section that is required for multi-pack products. This information is vital to assist with all recycling information required.

**Additional Brand Packaging \***

A screenshot of a web form showing a dropdown menu. The title above the menu is "Additional Brand Packaging \*". The dropdown is currently open, displaying a list of options: "Cardboard Ring", "Flexible Plastic Ring", "Paperboard", "Plant-Based Ring", and "Plastic Bucket". The menu has a scroll bar on the right side and a downward arrow icon in the top right corner of the selection box.

Refer to the next page for examples of required brand packaging information.

Below are some examples of the types of additional packaging:

**Paperboard**

Sturdy paper-based material, thinner than cardboard. Used for beer cases, single-bottle gift boxes, or to secure items in a multipack.



**Plastic wrap:**

Thin plastic film used to bundle multipacks on the retail shelf.

**Plastic wrap and paperboard**  
A combination of the above two materials.



**Plant-based rings**

Commonly used for beer packs that are not sold in a case.

**Rigid plastic rings**

Reusable molded plastic connectors securing items in a multipack.



**Cardboard rings**

Recyclable molded or cut connectors that secure items in a multipack.

**Plastic pouch**

Disposable sealed plastic that may or may not be resealable.



**Plastic bucket**

Rigid, reusable plastic containers sometimes intended as a value-add for the consumer to reuse (e.g. ice bucket).

Items you do not need to declare as additional brand packaging:

- Cork, foil, caps and wax enclosures
- Shrink wrap labels applied to individual cans
- Shipping boxes and pallet shrink wrap
- Value-add items that are not also serving to contain the product (e.g. bottle opener, hat)

Please keep in mind, should information be missing on the application or the packaging differs than stated, product set up delays and administrative fees may be incurred.

If you have any questions regarding additional brand packaging, please reach out to [QualityAssurance@mbl.ca](mailto:QualityAssurance@mbl.ca)

Any questions regarding the Smart Sheet applications, please reach out to [CategoryManagement@mbl.ca](mailto:CategoryManagement@mbl.ca)

Thank you,

Manitoba Liquor and Lotteries Category Management and Quality Assurance.