

MEMO



To: Liquor Suppliers, Agents, and Industry Representatives
From: Manitoba Liquor & Lotteries
Date: September 28, 2026
RE: Enhancements to Dealcoholized Products

Enhancements to Dealcoholized Products

Manitoba Liquor & Lotteries (MBLL) is advising liquor suppliers, agents, and industry representatives of an upcoming pricing model change for dealcoholized products. Effective November 1, 2026, Commercial Purchase Prices for dealcoholized products will be calculated using a dedicated pricing approach that reflects the unique nature of this product category.

Pricing Model Overview

Under the new model, dealcoholized products will be priced using the following calculation:

Landed Cost + Dealcoholized Markup + Cost of Service Administration + Cost of Service Warehouse (if applicable) = Commercial Purchase Price.

This approach establishes a Commercial Purchase Price for dealcoholized products and does not include container deposits. Where MBLL warehousing and distribution services apply, the applicable warehouse cost-of-service component will be included in the calculation.

Product Price Lists and Bulletins

Product price lists and bulletins will identify products within the dealcoholized product category. The price reflected on those lists and bulletins will represent the Commercial Purchase Price **only**.

Distribution Eligibility

Dealcoholized spirits and wine are eligible to be distributed through private distribution.

Product Intake Form

A new Dealcoholized Product Intake form will be available on [MBLLpartners.ca](https://mbllpartners.ca) through Smartsheet for industry use. Suppliers and agents should use the new intake form when submitting dealcoholized products for MBLL review and processing.

Trial Pricing Calculator

The MBLL Trial Pricing Calculator has been updated to include a dealcoholized product category. Suppliers and agents must use this category when trial pricing dealcoholized

products. The calculator will provide the calculated Commercial Purchase Price based on the desired case cost or gross price to brewer.

Liquor Mart Shelf Pricing

All MBLL Liquor Mart shelf prices for dealcoholized products will be set by MBLL through internal price decision making. The Commercial Purchase Price generated through the model and reflected on price lists and bulletins will represent the Commercial Retail Partner purchase price, not the final Liquor Mart shelf price.

Liquor Mart Assortment Planning

At this time, MBLL is not seeking to expand dealcoholized product assortments in Liquor Marts. Suppliers and agents should wait for the appropriate future Call for Listing opportunity before submitting new dealcoholized products for Liquor Mart assortment consideration.

Price Change Submissions

Beginning with this change, price change submissions for dealcoholized products will only accept firm case cost submissions. Case cost change requests for Liquor Mart listed dealcoholized products must be approved by Category Management. Requests that do not include Category Management approval will not be processed. Suppliers and agents should ensure future submissions are prepared accordingly.

Effective Date

The dealcoholized enhancements will go live on November 1, 2026.

For additional information, please reference the Manitoba Liquor & Lotteries Product Information Pricing Manual. Dealcoholized product pricing can now be completed using the MBLL Trial Pricing Calculator. All documents are available on [MBLLpartners.ca](https://mbllpartners.ca).

If you have any questions, please contact the Product Administration team at ProductManagementCoordination@mbll.ca