

BULLETIN



To: All Suppliers, Industry Representatives, and Specialty Wine Stores
From: Manitoba Liquor & Lotteries
Date: January 30, 2026
RE: **Rate Changes Effective April 1, 2026**

Effective April 1, 2026, rate changes for Exchange, Freight, Excise, Minimum Markup, and Cost of Service will be applied. **See attached Appendices** for new rates.

These changes are implemented on an annual basis and are not due to the implementation of MBLL's harmonized pricing calculator. The new rates are, however, reflected in the harmonized pricing calculator.

MBLL is providing all suppliers and industry representatives with the opportunity to **re-quote invoice costs to adjust desired retail prices effective April 1, 2026**.

- If no change to the desired retail price is required, **no action is necessary**. Case costs will be automatically adjusted to maintain the current retail price.
- All price change submissions **must** be sent to: PriceChange@mbll.ca. Submissions sent to other email addresses will not be processed.
- Requests must be completed using the updated [Price Change Submission Form](#). Outdated forms will not be accepted.
- Deadline for submission: **11:59 p.m. (CST), Sunday, February 22, 2026**.
- To reduce errors and processing delays, please submit **one completed form per submission**.

An updated **Trial Pricing Calculator** and **Price Change Request Form** reflecting the new rates are available on the [MBLL Partners](#) website.

If you have any questions, please contact ProductManagementCoordination@mbll.ca

Thank you.

Appendix A

MANITOBA LIQUOR & LOTTERIES LIQUOR MARKUP AND FEES As of April 1, 2026

Product Category	Format Sizes	Markup %	Min Markup (\$/L)	COS-Admin (\$/L)	Freight Region	COS-Wareh (\$/L)
Spirits	All	153%	\$ 19.8850	\$ 1.4760	Domestic	\$ 0.3178
					USA Import	\$ 0.5125 \$ 0.8200
Wine	All	95%	\$ 3.2800	\$ 2.4088	Domestic	\$ 0.3178
					USA Import	\$ 0.5125 \$ 0.8200
RTD	All	95%	\$ 2.4600	\$ 1.2198	Domestic	\$ 0.1948
					USA Import	\$ 0.4818 \$ 0.5330
Beer	All	78%	\$ 1.9475	\$ 0.5535	Domestic	\$ 0.1948
					USA Import	\$ 0.4818 \$ 0.5330

NOTES

1. Retail shelf prices are calculated by applying the greater of the minimum dollar markup as above or markup percentage as above, on the landed cost of the product. The Cost of Service System Administration fee is added to this amount. For MBLL distributed products, the Cost of Service Warehouse fee is then added. For items on the container deposit program, the Empty Container Handling fee is then added. Provincial sales tax of 7% and Goods and Services Tax of 5% and refundable container deposit where applicable is then applied.
2. Gift items (including liquor in special bottles, gift packs, special packaging, etc.) are priced by applying the full markup to the landed cost of the liquor.
3. Ready-to-drink beverages include spirit, wine, and malt-based coolers over 4% residual sugar or sweetened with artificial sweeteners, stevia or other sweetening agents and ciders.

Appendix B

MICRO-PRODUCER MARKUP AND FEES As of April 1, 2026

Product Category	Level	Markup %	COS-Admin (\$/L)	Freight Region	COS- Wareh (\$/L)
Spirits	1	40%	\$ 0.2870	Domestic	\$ 0.3178
				USA	\$ 0.5125
				Import	\$ 0.8200
Wine & Mead	1	40%	\$ 0.4613	Domestic	\$ 0.3178
				USA	\$ 0.5125
				Import	\$ 0.8200
Cider	1	40%	\$ 0.2358	Domestic	\$ 0.1948
				USA	\$ 0.4818
				Import	\$ 0.5330
RTD	1	40%	\$ 0.2358	Domestic	\$ 0.1948
				USA	\$ 0.4818
				Import	\$ 0.5330
Beer	1	29.5%	\$ 0.1128	Domestic	\$ 0.1948
				USA	\$ 0.4818
				Import	\$ 0.5330

NOTES

1. For qualifying micro-producers, retail prices are calculated by applying the markup percentage as above on the landed cost per selling unit. The Cost-of-Service System Administration fee is added to this amount. For MBLL distributed products, the Cost-of-Service Warehouse fee is then added. For items on the container deposit program, the Empties Handling fee is then added. Provincial sales tax of 7% and Goods and Services Tax of 5% and container deposit where applicable is then applied.

Appendix C

FOREIGN CURRENCIES EXCHANGE RATES
As of April 1, 2026
(Subject to change without notice)

Country	Currency	Exchange Rate in CAD for Pricing
Australia	Dollar	\$0.93
European Community	Euro	\$1.64
New Zealand	Dollar	\$0.82
South Africa	Rand	\$0.08
United Kingdom	Pound	\$1.88
United States	Dollar	\$1.46

Note: All other exchange rates are actual Bank of Canada rates at time of receipt of goods.

Appendix D

STANDARD DOMESTIC FREIGHT RATES
As of April 1, 2026
(Subject to change without notice)

Zone	F.O.B Point	Rate per Litre
Quebec Zone 1	MONTREAL / POINTE CLAIRE	\$0.40
Quebec Zone 2	MONTREAL / WINE TOTES	\$0.40
Quebec Zone 3	MONTREAL – SAQ & MISC.	\$0.40
Quebec Zone 4	VALLEYFIELD	\$0.40
Ontario Zone 1	BRAMPTON – BACARDI	\$0.40
Ontario Zone 2	HAMILTON / NIAGARA	\$0.40
Ontario Zone 3	TORONTO / MISSISAUGA - Constellation	\$0.40
Ontario Zone 4	WINDSOR / WALKERVILLE, CORBY	\$0.40
Ontario Zone 5	WINONA / GRIMSBY	\$0.40
Ontario Zone 6	ONTARIO MISC	\$0.40
Alberta Zone 1	EDMONTON / ST. ALBERT	\$0.18
Alberta Zone 2	CALGARY	\$0.18
B.C. Zone 1	B.C. MISC. - SUMAC, OKANAGAN CONSOLIDATION	\$0.40
B.C. Zone 2	OLIVER - Constellation	\$0.40
B.C. Zone 3	VANCOUVER - BCLDB, MISCELLANEOUS	\$0.40
B.C. Zone 4	VANCOUVER - MARK ANTHONY	\$0.40
B.C. Zone 5	VANCOUVER – HILLEBRAND WESTLINK	\$0.40
Regina, SK Zone 1 Exw	REGINA, SK	\$0.40
Saskatoon, SK Zone 2 Exw	SASKATOON, SK	\$0.40
Atlantic Zone 1	ATLANTIC PROVINCES	\$0.40

IMPORT FREIGHT RATES
As of April 1, 2026
(Subject to change without notice)

Zone	Rate per Litre	Zone	Rate per Litre
Argentina – FCA & FOB	\$1.45	Jamaica – Exworks	\$1.50
Australia – FCA & FOB	\$1.20	Netherlands	\$1.87
Australia – Exworks	\$2.63	New Zealand – FCA	\$1.47
Austria	\$4.00	Poland	\$2.08
Belgium	\$1.81	Portugal – FCA & FOB	\$1.11
Chile – FCA & FOB	\$1.10	Portugal – Exworks & Islands	\$1.85
Denmark	\$2.44	South Africa – FCA & FOB	\$1.71
France	\$1.50	Spain - Barcelona - FCA & FOB	\$0.98
Germany – FCA & FOB	\$1.55	Spain – Exworks	\$1.64
Germany – Exworks	\$1.80	Sweden – FOB	\$1.27
Greece – Exworks, FCA & FOB	\$4.00	United Kingdom – FCA & FOB	\$1.10
Hungary	\$4.00	United Kingdom – Exworks	\$1.59
Ireland – Exworks, FCA & FOB	\$1.47	Uruguay (thru Chile)	\$3.00
Italy	\$1.20		

USA IMPORT FREIGHT RATES
As of April 1, 2026
(Subject to change without notice)

Location	Rate per Litre
Arkansas - Fort Smith	\$0.60
California - Modesto - Gallo	\$0.88
California – American Canyon	\$1.00
Illinois	\$0.81
Indiana	\$0.51
Kentucky	\$0.72
Maine	\$1.12
Maryland	\$1.01
Michigan	\$0.36
Minnesota	\$0.30
Missouri	\$2.03
New Jersey	\$1.32
New York	\$1.92
Ohio	\$0.82
Pennsylvania	\$0.80
Tennessee	\$1.06
Washington	\$1.75
Wisconsin	\$1.00

Note: For ship points that do not have standard rates, Retail price will be based on the freight estimates for each purchase order issued including any new locations.

Appendix E

Customs and Excise Duty Rates As of April 1, 2026 (subject to change)

Description	Customs Duty Rate	Excise Duty Rate
SPIRITS		
Gin	\$4.92/LAA	\$14.117/LAA
Rum	\$24.56/LAA	\$14.117/LAA
Vodka	\$12.28/LAA	\$14.117/LAA
Liqueur	\$12.28/LAA	\$14.117/LAA
Miscellaneous Spirits	\$12.28/LAA	\$14.117/LAA
Whisky(ey), Brandy, Tequila		\$14.117/LAA
WINE		
Vermouth & Apertif Wine	N/A	\$0.745/L
Fortified Wine		
> 13.7% but < 14.9% alc/vol	\$4.68/L AU/NZ \$2.75/L	\$0.745/L
>= 14.9% alc/vol	N/A	\$0.745/L
Table/Still Wine		
< 7% alc/vol and < 2 litres	\$1.87/L	\$0.358/L
< 7% alc/vol and > 2 litres	N/A	\$0.358/L
7% - 13.7% alc/vol and < 2 litres	\$1.87/L	\$0.745/L
7% - 13.7% alc/vol and > 2 litres	N/A	\$0.745/L
> 13.7% but < 14.9% alc/vol	\$4.68/L	\$0.745/L
>= 14.9% alc/vol	N/A	\$0.745/L
Sparkling Wine		
<= 7% alc/vol	N/A	\$0.358/L
> 7% alc/vol	N/A	\$0.745/L
READY TO DRINK BEVERAGES		
Not exceeding 7% alc/vol		
Spirit based	\$12.28/LAA	\$0.358/L
Wine based < 2 litres	\$1.87/L	\$0.358/L
Wine based > 2 litres	N/A	\$0.358/L
Ciders	\$0.2816/L	\$0.358/L
BEER AND MALT BASED COOLERS		
(Rates may vary on supplier production levels)		
<= 1.2% alc/vol	N/A	\$0.0301/L
> 1.2% alc/vol but < 2.5% alc/vol	N/A	\$0.1812/L
>= 2.5% alc/vol	N/A	\$0.3769/L

LAA = Litre of Absolute Alcohol (formula: size of selling unit (L) x Alcohol by volume x applicable rate)

L = Litre (Formula: Size of selling unit (L) x applicable rate)

Domestic products are subject to Excise rates only.

Products with Certificate of Origins submitted for Signed Trade Agreements will not have customs applied.

Additional information on customs rates can be found here: [Customs Tariff Schedule](#)

Additional information on excise rates can be found here: [Excise Duty Rates](#)