

**To:** Liquor Suppliers, Industry Representatives, and Commercial Partners  
**From:** Manitoba Liquor & Lotteries  
**Date:** January 30, 2026  
**RE:** New Harmonized Liquor Pricing Calculator

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## New Harmonized Liquor Pricing Calculator

**Effective April 1, 2026**, Manitoba Liquor & Lotteries (MBLL) will implement a **harmonized liquor pricing calculator**, replacing the use of two pricing calculators in Manitoba. This new calculator will be applicable to all liquor products sold in Manitoba regardless of distribution (MBLL or private).

This initiative is a **process improvement** designed to simplify pricing, reduce administrative effort for suppliers, agents, and MBLL staff, and improve transparency. It is not intended to generate additional revenue for MBLL.

### What is changing on April 1<sup>st</sup>?

MBLL is transitioning away from using two pricing calculators, one for MBLL Distributed products and one for Privately Distributed products, and replacing these calculators with a single, harmonized liquor pricing calculator. This change will reduce complexity and introduce a simplified approach to pricing alcohol in Manitoba while ensuring that Suppliers remain in control of their desired retail shelf price in Manitoba.

The harmonized liquor pricing calculator will maintain MBLL's "cost-plus" pricing model. Retail shelf price is established through the following pricing elements:

**Start: Supplier Unit Cost**

**Add:** Foreign Exchange

**Add:** Federal Excise Tax and Import Duties

**Add:** Freight

**Equals: Duty Paid Landed Cost**

**Add:** MBLL Markup

**Add:** Cost of Service System Administration Fee

**Add:** Cost of Service Warehouse Fee (MBLL distributed products only)

**Add:** Empty Container Handling Fee (for products that have container deposits)

**Equals: Retail Shelf Price**

For complete details on the harmonized liquor pricing calculator, and its components, please refer to the updated [Pricing Information Manual](#) published on the MBLL Partners site.

## **Notable Improvements:**

The introduction of a harmonized pricing calculator will deliver the following enhancements:

- A simplified pricing methodology that provides Suppliers with a more transparent understanding of what influences retail shelf price.
- The application of MBLL warehouse fees for MBLL distributed products only.
- A simplified, consistent commercial customer discount structure that allows retailers and licensees to benefit from a growing RTD category.
- An ability to apply container deposits to non-beer products. This creates new opportunities for Hotel Beer Vendors while aiding in reducing RTD related littering and keeping containers out of the curbside waste stream.
- Ensuring a consistent application of markup values across all distribution methods and matching the posted markup rate to the effective markup rate.
  - The posted markup rate for macro-beer will change from 75% to 78% effective April 1, 2026. This is not an increase of the current markup value applied to macro-beer products but rather an alignment to the actual markup value produced by the Privately Distributed pricing calculator today.
  - The posted markup rate for micro-beer will change from 36% to 29.5% effective April 1, 2026. This is not a decrease of the current markup value applied to micro-beer products but rather an alignment to the actual markup value produced by the Privately Distributed pricing calculator today.

## **Pricing Blackout:**

To support the implementation of the new harmonized liquor pricing calculator, there will be a **blackout period**. During this time the following pricing activities will be paused:

- **New product set-ups and pricing** between March 9 and March 31, 2026
- **Specialty Wine Store and Special Order receivals and pricing** between March 30 and March 31, 2026

To help minimize the impacts of this short-term pricing blackout, MBLL has extended the price change submission deadline for the May 1, 2026, price change window. For F27 only, the deadline for May 1, 2026, price changes will be **April 12, 2026**.

## Next Steps:

MBLL is currently providing Suppliers and Industry Representatives with an opportunity to **re-quote invoice costs** for the purpose of adjusting the desired retail prices that will be in effect on 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.
- If a change is required, the **deadline for submission is 11:59 p.m. (CST), Sunday, February 22, 2026.**

An updated [\*\*Trial Pricing Calculator\*\*](#) and [\*\*Price Change Request Form\*\*](#) reflecting the harmonized pricing model are now available on the [\*\*MBLL Partners\*\*](#) website.

If you have any questions, please contact [ProductManagementCoordination@mbll.ca](mailto:ProductManagementCoordination@mbll.ca)

Thank you.