

To: Liquor suppliers, agents, and industry representatives
From: Manitoba Liquor & Lotteries
Date: January 6, 2026
RE: Manitoba Liquor Pricing Calculator

Evolution of the Manitoba Liquor Pricing Calculator

Effective April 1, 2026, Manitoba Liquor & Lotteries (MBLL) will implement a new harmonized liquor pricing calculator. This enhancement will see MBLL move away from the current practice of using two pricing calculators, one for MBLL Distributed products and one for Privately Distributed beer. They will be replaced with a new harmonized pricing calculator that will be applicable to all products regardless of distribution point.

Suppliers will remain in control of their desired retail shelf price in Manitoba.

Why is a change being made?

This change will allow MBLL, and the suppliers that serve the Manitoba market, to transition away from the complexity of understanding multiple pricing calculators and the nuances that accompany them. This simplified approach to pricing alcohol will improve pricing transparency, ensure pricing elements are consistent, reduce administrative efforts, and better align pricing with operational best practices.

This change is purely a process improvement initiative and is not designed to generate additional MBLL revenue.

What is changing?

Complete details of MBLL's new pricing calculator will be shared with all business partners in late January 2026, including the release of a new trial pricing calculator. In the meantime, we can share that the new harmonized calculator will use a "cost-plus" approach to pricing.

- Provincial liquor markups are applied to the duty paid landed cost of a product.
- MBLL applies a two-part cost-of-service structure: a system administration fee applicable to all products, and a warehouse fee applicable to products warehoused and distributed by MBLL.
- Empty container handling fee will then be added to arrive at the retail shelf price.
- Commercial partners in Manitoba will continue to receive a discount from the retail shelf price.

Next Steps:

- Week of January 19, 2026: MBL will share details of the improved Commercial Customer discount structure that will accompany the harmonized pricing calculator.
- Week of January 26, 2026: MBL will publish complete details of this enhancement along with an updated **MBLL Pricing Information Manual**, and an improved **Trial Pricing Calculator**. This will provide suppliers time to explore the pricing impacts prior to go-live April 1, 2026.
- March 1, 2026: As previously communicated, the March 1 price change has been postponed until April 1, 2026 to allow for implementation of the harmonized pricing calculator.
- April 1, 2026: As previously communicated, there will be no Limited Time Offers or Hot Buy programs available for the month of April. These programs will resume in May 2026.

Recognizing that price changes require careful planning by suppliers and agents, MBL is committed to providing timely information and support to ensure a smooth transition. Full details and an opportunity to ask questions will be available in late January.

Thank you.