

**To:** All liquor agents and suppliers  
**From:** Manitoba Liquor & Lotteries  
**Date:** March 5, 2025  
**RE:** Availability and purchasing of American liquor products

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On March 4, 2025, the Province of Manitoba directed Manitoba Liquor & Lotteries (MBLL) to remove all liquor products made in the United States from sale at Liquor Marts and to stop further orders of these products, regardless of shipping or source point.

**On Tuesday, March 4:**

- MBLL stopped ordering liquor made in the United States, determined through the product's declared country of origin.
- MBLL's online product ordering catalogue used by commercial customers, Customer Self Service (CSS), was updated overnight to disable the ordering option for liquor made in the United States.
- MBLL initiated the removal of liquor made in the United States from Liquor Marts.

**On Wednesday, March 5:**

- All liquor made in the United States will be restricted from sale at all Liquor Marts.
- Liquor made in the United States is no longer available to view or order on CSS.
- MBLL will cease "clearing" commercial beverage-alcohol samples for products manufactured in the United States. Agents and Suppliers are encouraged to seek alternative clearance options for beverage-alcohol samples intended for personal use and are made in the United States.

Orders submitted before 8:00 p.m. on March 4 that contain affected products will be shipped. This means that commercial customers may continue to receive affected products for up to a week following their removal from CSS.

Purchase orders for affected products that have been picked up by MBLL's carrier, and are in transit, will be received at MBLL's warehouse and paid to the supplier per normal payment practices.

Purchase orders that have been placed for affected products that are in process with the supplier, or that have been fulfilled by the supplier but not yet picked up by MBLL's carrier, will not be picked up.

A list of all affected products has been published on the MBLL Partners website, this list can be found at: <https://www.mblpartners.ca/liquor-partners/information-and-reference>.

If there are products that have been incorrectly removed from sale or distribution by MBLL, please contact [CategoryManagement@mbl.ca](mailto:CategoryManagement@mbl.ca) to discuss.