

**To:** Commercial Liquor Retail Partners  
**From:** Manitoba Liquor & Lotteries  
**Date:** March 5, 2025  
**RE:** Availability of American Liquor Products

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

Attached to this bulletin and published on the MBLL Partners website is a list of all affected products, this list can be found at: <https://www.mblpartners.ca/liquor-partners/information-and-reference> . If you currently use a template to organize your orders you are encouraged to reference the list of affected products that have been removed and update your template accordingly to avoid order discrepancies.

**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.

Orders submitted to MBLL 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.

Commercial customers with inventory of affected products may continue to sell through this inventory until depleted. You will not be required to remove these products from your stores.

Once inventory is depleted, these products will not be available for reorder. If you wish to return inventory of products made in the United States, you may do so provided the product adheres to MBLL's General Returns criteria:

- Product was purchased in the last 90 days.
- Product is in saleable condition with no damage to labels or product seals.
- Products are returned in full cases (no individual bottles).
- Applicable Quality Control and Quality Assurance fees will be applied.

Small volume returns can be made to a rural Liquor Mart provided the total quantity being returned is less than one case (i.e. fewer than 12 bottles).

### **New Signage Files:**

If you would like to support the "Canada Campaign" and help customers identify the Canadian products you sell, MBLL has shared signage files that can be printed off for use in your store. These files can be found on the MBLL Partners website at the following link

<https://www.mblpartners.ca/liquor-partners/forms-and-templates>

- 1 x "Shelf Talker" signage file (Canada\_Campaign\_Shelf\_Talker)
- 1 x "11 x 17" signage file (Canada\_Campaign\_17x11)
- 1 x 4UP signage file (Canada\_Campaign\_4UP)

Please contact your Commercial Customer Sales Manager or the Channel Partners inbox ([Channel.Partners@mbll.ca](mailto:Channel.Partners@mbll.ca)) with questions.