

To: Liquor Commercial Retail Partners
From: Manitoba Liquor & Lotteries
Date: October 16, 2026
RE: Enhancements to Dealcoholized Products

Enhancements to Dealcoholized Products

Effective November 1, 2026, dealcoholized products will be displayed in a new format on all Price List Bulletins. These products will now be displayed with a Commercial Purchase Price only, which represents the purchase price of these products for Commercial Retail Partners.

Effective November 1, 2026:

- Dealcoholized products will appear at the bottom of the Price List Bulletins in a separate section with a column titled Commercial Purchase Price.
- These products will no longer display a Qualified Licensee/Vendor Price or Retail Price.
- The Commercial Purchase Price shown on the Price List Bulletins and in CSS is the Commercial Retail Partner purchase price from MBLL. Invoices will no longer include a separate line showing the discount for these products.
- Dealcoholized products are not subject to Uniform pricing. Retailers are free to set their own retail shelf prices for these items.
- Dealcoholized products have been assigned their own product category. To view all available items in CSS, search "dealcoholized" in the Category field.
- Beginning this Fall, commercial customers may see additional dealcoholized products available through private distribution. This selection may differ from Liquor Marts and offers new opportunities for retailers to meet the needs of their customers.
- If there is a dealcoholized product you are interested in ordering that is not available through CSS, please contact the supplier.

If you have any questions, please contact the MBLL Channel Partners team at channel.partners@mbll.ca or your Commercial Customer Sales Manager.