

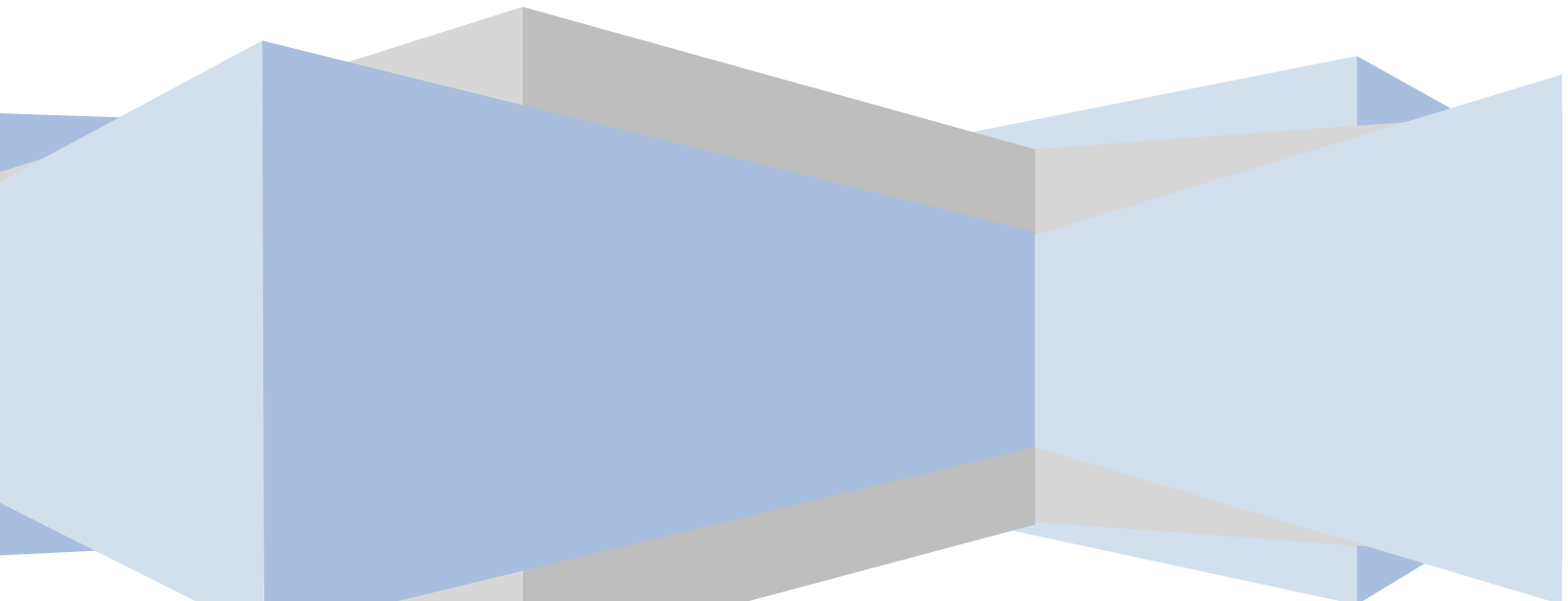


Commercial Customer Manual

Assisting Your Business

Last updated: September 2025
(Subject to change without notice)

The most current version of this document is maintained on the MANITOBA LIQUOR & LOTTERIES website at: <https://www.mblpartners.ca/>



Contents

Commercial Customer Manual	1
General Information	4
Recent Changes.....	4
Introduction	5
Liquor, Gaming & Cannabis Authority of Manitoba (LGCA)	5
Manitoba Liquor & Lotteries Contact Information	6
Business Partner Contact Information - Private Distributors	7
Finance	9
New Customers - Setting up a Customer Account Once You Have Obtained a Liquor Licence	9
Updating Your Account Information	9
Customer Cards	10
Invoices, EFT Acknowledgements, and Monthly Statements	10
Payment for Liquor/Beer Orders	11
Terms.....	11
Returned/Non-Sufficient Funds (NSF)	12
Restoring Credit.....	12
Account Inquiries	12
Refund of Any Credit Balance Upon Close-out	13
Requests for Financial Information from Customers.....	13
Liquor Purchases	13
Documentation Requirements	13
Order Methods	14
Order Processing Fees	15
Order Multiples	15
Deliveries from Manitoba Liquor & Lotteries.....	16
Deliveries from Private Distributors.....	17
Return of Empties	18
Receiving MBL Delivery Orders.....	20
Pick-up Orders / In-Store Shopping	21
Returning Liquor	23
Liquor Mart Returns	23
Distribution Centre Returns.....	23
Beer Returns.....	24
Quality Control	24

Purchasing.....	25
Special Orders.....	25
Bulletins and Price Lists	25
Additional Services.....	27
Consultation and Advice.....	27
Staff Training	27
Menu Planning	27
Retail Product Assortment	28
Beer	28
Ready to Drink.....	28
Pricing.....	28
Empty Beer Containers Returns	28
Fees and Discounts	29
Close Outs	29
Contact Us.....	30
Frequently Asked Questions (FAQ's)	30

General Information

Recent Changes

Date	Page Number	Heading	Description of Change
April 1, 2014	ALL	ALL	New Document
August 5, 2014	11	Documentation Requirements	Clarification of Liquor Purchase documentation requirements.
August 24, 2014	25	Cooler and Cider Approval	Inclusion of the processes around the seasonal listing and delisting of Coolers and Ciders.
July 8, 2016	24	Other	Removal of LGA approval to sell other items in hotel beer vendor.
July 8, 2016	25	Deliveries	Remove LGA approval for retail beer vendors to deliver.
February 4, 2022		ALL	Updated Document
June 9, 2022	6, 15	Private Distributors, Minimum Orders	Addition of Shrugging Doctor to Private Distributors. Updated BDL delivery charge if order minimum not met.
April 1, 2024		ALL	Updated Document
February 11, 2025		ALL	Updated Document
September 4, 2025	15, 16	Order Processing Fees, Deliveries from MBLL, Winnipeg Customers	Updated minimum order quantities and minimum order fees. Addition of order and delivery schedule for Winnipeg Licensees.

Introduction

Manitoba Liquor & Lotteries is a Crown corporation of the Province of Manitoba, responsible for the importation, distribution, and sale of beverage alcohol, and for providing gaming and entertainment experiences, all in a socially responsible manner.

Manitoba Liquor & Lotteries operates Liquor Marts and Liquor Mart Express stores and oversees a network of liquor vendors in rural areas. As a purchaser of over 3,500 products, Manitoba Liquor & Lotteries brings an incredible array of beverage alcohol into our province from over 50 different countries.

As the wholesaler and distributor of liquor, Manitoba Liquor and Lotteries Distribution Centre serves a vast network of commercial customers across Manitoba including on-premises licensees and retail beer vendors.

Manitoba Liquor & Lotteries is committed to providing services to our commercial customers that will help ensure their success.

This manual is intended to assist our licensed commercial customers in accessing the services offered to them by Manitoba Liquor & Lotteries Commercial Retail Partners team.

Liquor, Gaming & Cannabis Authority of Manitoba (LGCA)

Manitoba Liquor & Lotteries is a separate entity from the Liquor, Gaming & Cannabis Authority of Manitoba (LGCA). All questions or concerns relating to licensing, compliance or inspections should be directed to the LGCA. They can be reached at:

Liquor, Gaming & Cannabis Authority of Manitoba
Phone (Toll Free in Manitoba): 1-800-782-0363
Winnipeg (204) 927-5300 Fax: (204) 927-5385
www.lgcamb.ca

Winnipeg Office
1055 Milt Stegall Drive
Winnipeg, MB R3G 0Z6

Brandon Office
Unit D -2015 Brandon Avenue
Brandon, MB R7B 4E5

Manitoba Liquor & Lotteries Contact Information

Liquor Contact Centre

Phone – (204) 474-5500

Email: liquorcontactcentre@mbll.ca

Liquor Customer Self Service Support

Phone – (204) 474-5500

Email: liquorcontactcentre@mbll.ca

Special Orders

Email: SpecialOrders@mbll.ca

Supply Chain Department Inquiries

Email: supplychainadministration@mbll.ca

Customer Account Set-Up and Account Changes, Banking

Email: Accounting@mbll.ca

Customer Account Inquiries on Invoices, Payments, Statements etc

Email: Accounting@mbll.ca

Program Manager, Commercial Customer Accounts- Retail Licensees

Danyelle Kudar Email: danyelle.kudar@mbll.ca

Eric Scheepers Email: eric.scheepers@mbll.ca

Licensee Sales Coordinator – On Premise

Brooke Dmytriw Email: brooke.dmytriw@mbll.ca

Business Partner Contact Information - Private Distributors

Barn Hammer Brewing	info@barnhammerbrewing.ca
Black Wheat Brewing	info@blackwheatbrewing.ca
Blumstein Brewing Company	mark@blumsteinbrewing.com
Brazen Hall Kitchen & Brewery	erin@brazenbrewing.ca
Brewers Distributor Ltd.	custservmb@bdl.ca
Dead Horse Cider Company	deadhorsecider@gmail.com
Devil May Care	colin@devilmaycarebrewing.com
Fort Garry Brewing Company	info@fortgarry.com
Good Neighbour Brewing	orders@goodneighbourbrewing.com
Half Pints Brewing Company	elise@halfpintsbrewing.com
Kilter Brewing Company	sales@kilterbrewing.co
Little Brown Jug Brewing Company	Kristin@littlebrownjug.ca
Low Life Barrel Company	lucas@lowlifebarrelhouse.com
Nonsuch Brewing Company	sales@nonsuch.beer
Obsolete Brewing Co.	Obsoletebrewingco@gmail.com
One Great City Brewing Company	rachel@ogcbrewingco.com
Oxus Brewing Company	info@oxusbrewing.com
Section 6 Brewing Company	sid@section6brewing.ca

Sookram's Brewing Company	sales@sookrams.com
The Public Brewhouse & Gallery	thepublicbrewhouseandgallery@gmail.com
Torque Brewing	info@torquebrewing.beer
Trans Canada Brewery	josh.vandenende@tcb.beer
WETT Sales & Distribution	CustomerSupport@WETTsales.com
Wooden Gate Cider Inc	woodengatecider@gmail.com

A full list of distributors can be found at: <https://www.mblpartners.ca/>

Finance



A liquor licence must be issued by the Liquor, Gaming & Cannabis Authority before Manitoba Liquor & Lotteries can create your commercial customer account.

New Customers - Setting up a Customer Account Once You Have Obtained a Liquor Licence

Once you become licenced by the LGCA, Manitoba Liquor & Lotteries will be notified and provided with your basic licence account information which will allow us to set you up as a Manitoba Liquor & Lotteries customer. New licensees will be required to complete a “*New Customer Application Form*” which can be found online at <https://www.mblpartners.ca/>, or by contacting the Accounting Department for new account set-ups at accounting@mbll.ca

This form is designed to gather further information not provided by LGCA, and will:

- Facilitate the process of obtaining a customer card which must be presented when purchasing product at Liquor Marts.
- Ensure we have proper contact information for sending out invoices, correspondence, etc.
- Provide us with your business retail sales tax number in order to qualify for RST exemption.
- Ensure your product orders are processed efficiently with timely payment processing by providing banking information for electronic funds transfer (EFT).

Completed forms should be sent by one of the following methods:

Email: accounting@mbll.ca

Mail: Manitoba Liquor and Lotteries - Attn: Accounting
P.O. Box 1023, Winnipeg, MB, R3C 2X1.

Updating Your Account Information

In order to keep you informed, it is important that we have your most current business and contact information. Any changes required to your customer account information (i.e. phone or email change, banking changes, etc.) can be communicated to Manitoba Liquor & Lotteries Accounting at accounting@mbll.ca.

Customer Cards

Once Manitoba Liquor & Lotteries receives notification from LGCA of a new licensee and receives the completed New Customer Application Form, a Customer Identification Card will be produced for use at Liquor Marts when making purchases. This card will be sent out in the mail or can be picked up in person (upon request) from the Manitoba Liquor & Lotteries corporate office.

Please note the following:

- The Customer Identification Card should be kept secure at all times.
- Manitoba Liquor & Lotteries should be notified of any lost or stolen cards.
- Replacement Customer Cards are issued by the Accounting Department. To arrange for a replacement Customer Card, please email accounting@mbll.ca.
- If a Customer Card is lost or stolen, it is the responsibility of the account holder to watch account activity and notify MBLL if suspicious transactions are occurring.
- Upon notification of licence termination, the Customer Card will be cancelled and no longer accepted; Liquor Marts POS system will alert staff the customer card is no longer valid.
- Customer Identification Cards can only be presented for purchases for their licensed premise, and not for personal use. All purchases on an MBLL customer account must be for their purposes of their business.

Commercial Identification cards must be presented for all purchases made through a Liquor Mart.

Invoices, EFT Acknowledgements, and Monthly Statements

Invoices and credits for all orders placed through Manitoba Liquor & Lotteries will be generated daily and will be sent out by mail or email, based on the information provided on the New Customer Application Form.

For customers paying by EFT, an EFT acknowledgement will be generated two business days prior to funds being withdrawn from your account. These EFT acknowledgements will provide the total amount to be withdrawn, the date of the withdrawal, and include a breakdown of the invoices being withdrawn and credits applied.

A Purchase Summary and Customer Statement detailing all purchases and payments will be generated monthly and will also be sent out by mail, fax, or email based on the information provided on the New Customer Application Form.

All purchases made through Liquor Marts will appear on the monthly statement. Please note that purchases made at Liquor Vendors or Specialty Wine Stores will not appear on the monthly statement.

It is beneficial to provide an email address in order to receive these documents as quickly as possible. To receive the above documents by email or to make changes to the email address on file, please contact Accounting at accounting@mbll.ca. All documents will be sent to the email address on file. MBLL's accounting system only allows for one email address to be associated with the commercial account. Correspondence can only be sent to one address at this time.



Receipts for purchases made at Liquor Marts will be provided by the Liquor Mart at the time of purchase and will not be sent out as an invoice. **Please retain this receipt** as Accounting is not able to provide a reproduction.

Note: Liquor Marts will only retain this sales information for 45 days after purchase date.

Payment for Liquor/Beer Orders

Purchases through Liquor Customer Self Service online ordering or the Liquor Contact Centre may be paid by EFT, a company or business cheque or an account credit. Payments can be made to your Head Office account at any Liquor Mart Location.

Product purchased at Liquor Marts must be paid for by cash, debit card, company or business cheque; EFT approved customers may also charge Liquor Mart purchases to their account.

Customers not on EFT will have their orders placed on hold until the Liquor Contact Centre staff has secured payment. Once payment is secured, orders will be released. To ensure timely processing of your orders, you are encouraged to use the EFT payment process.

Terms

A customer may be approved to use EFT by providing banking information on the New Customer Application Form. Initial terms for EFT payments are two (2) days after invoice date.

After three months of continuous operation on EFT, the customer may apply to the Controller, Liquor Operations to extend terms up to 15 days.

After an additional three months of continuous operations on EFT, the customer may apply to the Controller, Liquor Operations to further extend terms up to 30 days.

Upon cancellation or termination of a licence, all outstanding amounts owing to Manitoba Liquor & Lotteries become payable immediately.

Questions about EFT can be directed to the Accounting Department at accounting@mbll.ca.

Returned/Non-Sufficient Funds (NSF)

An NSF charge will be assessed for all payments returned by the customer's financial institution.

First Returned/NSF Cheque or EFT - Manitoba Liquor & Lotteries requires a certified replacement cheque. No further orders will be processed until this cheque is received. The NSF cheque, or a copy of the EFT advice, will be returned along with a letter stating Manitoba Liquor & Lotteries' policy on such cheques. EFT terms will be reduced accordingly.

Second Returned/NSF Cheque or EFT - Manitoba Liquor & Lotteries requires a certified replacement cheque. All subsequent orders must be paid in cash or by certified cheque. EFT privileges are cancelled for future orders. Outstanding EFT payments will be processed on the due date.

Restoring Credit

To cancel the certified cheque requirement, customers must provide Manitoba Liquor & Lotteries with adequate proof that they have the resources available to meet financial obligations.

This is done by one of the following:

- supplying an audited financial statement for the latest year of operation; **or**
- supplying a letter of credit or a bank guarantee; **or**
- after 18 months, supplying Manitoba Liquor & Lotteries with a written statement from the customer's banker on the improved financial position of the customer

Please note that the restoration of credit is subject to management approval.

Account Inquiries

For any questions about your customer account (i.e., invoices, credits, payments, etc.) please contact Accounting at accounting@mbll.ca. If your question is about a credit processed by a beer distributor for empties or full return credits, please contact the applicable Distributor directly (please see page 5 for Beer Distributor contact information).

Refund of Any Credit Balance Upon Close-out

Upon cancellation or termination of a licence, all outstanding amounts owing to Manitoba Liquor & Lotteries become payable immediately.

Manitoba Liquor & Lotteries will issue a refund of a credit balance remaining in a customer's account upon request. Customers are required to contact the Accounting Department at accounting@mbll.ca advising of EFT back to account on file, or with the correct mailing address in order for payment to be issued.

Note: If a licenced premises has been sold, the cut-off as to who will receive the refund is the date the existing licence is cancelled and the new one is issued. Any transaction being processed can only be attributed to the licence in effect on that particular date. Refunds are made on this basis unless a court order to do otherwise has been received by Manitoba Liquor & Lotteries, or a *Limited Authority to Successor* form has been signed by the purchaser/assignee and the vendor.

Requests for Financial Information from Customers

Requests for financial information from customers are reviewed on an individual basis to see if the information is available and whether it should be supplied.

Any information that is supplied is charged on a cost of retrieval recovery basis.

Note: In the interest of customer confidentiality, proper identification must be supplied before any information is released.

Liquor Purchases

Documentation Requirements

All liquor purchased for sale and/or service in licenced premises must be purchased using your customer account number. You must maintain copies of all account purchase invoices, statements and receipts for review if requested.

Commercial Customers can purchase liquor three ways:

1	2	3
Liquor Customer Self Service Online Ordering System	Placing an order through our Liquor Contact Centre by: • Email • Phone	Purchasing liquor through a retail location: • Liquor Mart • Liquor Vendor • Specialty Wine Store • Beer Vendor



Cash or cheque payments must be received before your order will be processed. Customers that have EFT or sufficient account credit will have their orders processed automatically.

Order Methods

Liquor Customer Self Service (<https://css.mbl.ca/>)

Liquor Customer Self Service is available 24 hours a day, seven days a week and is your best option for ordering liquor and beer for delivery.

Liquor Customer Self Service provides you with real-time information about your order including pricing, order multiple information, and item availability.

To get setup on the Liquor Customer Self Service system, please contact the Accounting Department at accounting@mbl.ca. They will initiate the set-up process and communicate computer system requirements.

Liquor Contact Centre Hours

The Liquor Contact Centre processes orders from 8:00 AM to 4:00 PM Monday to Friday, except on statutory holidays.

Email and voice mail, received after hours will be processed the following business day. An order template for email orders can be found at <https://www.mblpartners.ca/> Commercial Customer Order Form

Email: liquorcontactcentre@mbl.ca

Phone: (204) 474-5500



It is a good practice to call the Liquor Contact Centre to ensure your emailed order has been received. When sending, make sure you specify the correct order multiple and that you use the correct item numbers. This reduces delays and fees in the processing of your order.

Order Processing Fees

Order Method	Order Processing Fees	
	First Order of the Week	Subsequent Orders
Liquor Customer Self Service (CSS)	No Charge	No Charge
Liquor Contact Centre - Email	No Charge	No Charge
Liquor Contact Centre - Phone	\$10.00	\$ 10.00

MBLL Distributed Orders	MBLL Order Minimum Requirement	
	First Order of the Week	Subsequent Orders
Orders less than thirteen (13) units per order.	\$30.00	\$30.00 Plus, delivery charge
Orders that hit a minimum of thirteen (13) units per order or more.	No Charge	Customer pays delivery charge

Order Multiples

Reminder: When placing an order, make sure that you enter the correct selling units. For example, beer that is sold by the single bottle: entering "1" will get you 1 bottle not one case, and the request will not transmit. Also, some products must be ordered by a full case.

Deliveries from Manitoba Liquor & Lotteries

Manitoba Liquor & Lotteries endeavors to have our products shipped to you within three (3) business days after we process your order.

Every effort will be made to deliver liquor orders between the hours of 9:00 AM – 5:00 pm, Monday to Friday. Exceptions may occur due to weather, vehicle issues, etc. that are beyond our control. No deliveries are made on statutory holidays (including Easter Monday).

Licensees in Winnipeg and Brandon are entitled to one free delivery per week. Delivery charges for subsequent orders during the week are paid for by the licensee. For information on current delivery charges, please contact the Liquor Contact Centre at (204) 474-5500.

Note: Any Winnipeg order delivered from the Distribution Centre must be for thirteen (13) units per order or more. If the order falls below thirteen (13) units per order, an MBLL order minimum requirement fee of \$30.00 will be added to the order.

Winnipeg Customers

- Each customer will be assigned a dedicated order cutoff day and delivery day.
- Orders must be placed before 11:59 PM on the assigned order cutoff day to receive your delivery on the designated delivery day assigned to your business. Orders submitted after 11:59 PM will be delivered on the following delivery cycle (i.e. the following week).
- One (1) free liquor delivery is provided per week. Additional deliveries can be made; however, delivery charges will apply.
- Delivery drivers will deliver to the address associated with your account.
- Deliveries are made to a designated receiving area which should be no more than thirty (30) feet inside the building.
- Receiving areas should be on the ground floor, unless otherwise agreed upon and a safe ramp, elevator, or lift device is made available.
- Delivery vehicles must have access to a clear and unobstructed delivery dock or unloading area. Unfit access may result in the return of your order; if so, charges will apply.
- The Bill of Lading (BOL) must be signed along with time of signature indicated on the BOL. This verifies the arrival/departure times indicated on the BOL by the driver, case/pallet count, goods received, and time of delivery.
- Any damages or discrepancies between the BOL and product delivered should be indicated in writing on the BOL and contact the Liquor Contact Centre as soon as possible.

Brandon Customers

- Manitoba Liquor & Lotteries offers a delivery service for commercial customers within the city of Brandon.
- Customers are provided one (1) free delivery per week. Deliveries are made Monday through Friday and arrangements can be made with the staff at the 10th and Victoria Liquor Mart.
- Orders can be emailed into the store.
- Orders must be paid for prior to delivery.

Rural Establishments

The Distribution Centre does not provide a delivery service for rural on-premises licensees. Rural on-premises customers may make arrangements with the local Liquor Mart or Liquor Vendor to purchase their liquor.

The Distribution Centre will deliver to rural Hotel Beer Vendors who meet specific criteria for ordering MBLL distributed RTD's, ciders, beers. Contact channel.partners@mbll.ca for information about direct delivery from MBLL for retail beer vendors.

Otherwise, rural beer vendor customers may make arrangements with the local Liquor Mart.

Deliveries from Private Distributors

Orders may be placed with Manitoba Liquor & Lotteries for delivery by an authorized liquor distributor or an assigned transfer company. It is not necessary to specify which product is purchased for on-premises consumption or off-premises sales.

Since private liquor orders are delivered from the private liquor distributors, any questions, concerns, or issues regarding deliveries should be directed to the appropriate distributor.

Minimum Orders/ Delivery Charges

The following minimum order quantities should be noted when placing your orders for privately distributed products from 3rd party distributors:

DISTRIBUTOR	MINIMUM ORDER QUANTITIES	DELIVERY CHARGE IF MINIMUM NOT MET	KEG EQUIVALENTS	DELIVERY AREA
Brewers Distributors Ltd. (BDL)	70 dozen or equivalent	\$75 + GST	1 - 58.67L keg = 20 doz.	No restrictions
Fort Garry Brewing Company Ltd.	20 dozen or equivalent	\$35 + GST	1 keg = 20 doz.	No restrictions
WETT Sales & Distribution Inc.	20 dozen or equivalent	\$55 + GST	1 keg = 20 doz.	No restrictions
Local Brewers: Email/Phone Direct for Info				

Note: Minimum order quantities are set by each distributor and each distributor's minimum order quantities must be met individually. If any distributor's minimum order quantity is not met, the distributor's delivery charge, plus GST, will be added to the liquor order.

A full list of distributors and order minimums is available at <https://www.mblpartners.ca/>

Return of Empties

Empty beer bottles and cans may be returned to hotel beer vendors for a deposit refund. Alternately a pickup by an authorized beer distributor or an assigned transfer company may be requested, provided quantities of empty bottles or cans are sufficient for pick up.

Brewers Distributors Ltd. (BDL)	(204) 958-7930 Toll Free: 1-800-661-2337	WINNIPEG: Will pick up all empty containers for product that they distribute, including all Industry Standard Bottles (ISB) for product distributed by other private distribution companies within the province. RURAL MANITOBA: BDL's rural partner carriers will pick up all empty containers for product distributed by BDL, including all ISB for product distributed by other private distribution companies within the province.
Fort Garry Brewing Co. Ltd.	(204) 487-3678	WINNIPEG: Will pick up all empty Fort Garry/Two Rivers kegs and PET bottles. RURAL MANITOBA: Gardewine will pick up all empty Fort Garry/Two Rivers kegs and PET bottles.
WETT Sales & Distribution Inc.	(204) 885-9388	WINNIPEG & RURAL MANITOBA: Will pick up empty bottles (non-ISB), cans and kegs for all products they distribute, as well as empty bottles and cans for products sold through Manitoba Liquor & Lotteries Distribution Centre. Will collect stainless steel cider kegs sold through MBLL

When a distributor picks up empty containers, they will provide you with a slip showing the number of containers they collected. The distributor enters the empties credit into their system; the information is transmitted electronically to Manitoba Liquor & Lotteries so that the amount owing can be credited to your account.

If an empties refund has not been applied to the account, please contact the relevant distributor to follow up and apply the credit. The distributor must enter the credit before MBLL can see it on the commercial account.

Reminder: Only beer containers are refundable.



It is good practice to reconcile your statements to your empty container slips. Your inventory of empties is just like cash. If there are any discrepancies on deposit refunds, you need to contact the appropriate beer distributor to resolve the difference.

Receiving MBL Delivery Orders

Before the delivery driver leaves, and before signing the bill of lading, ensure that each box delivered bears the order number; that the correct number of cases has been delivered; and that there are no visibly damaged products in the order. When you have confirmed these three things the driver will have you sign the bill of lading as well as indicate the time of signing. It is important that the signature be legible. If necessary, the name can be printed as well. You will be provided with a copy of the bill of lading.

If there are any damages or discrepancies between the bill of lading and the product that was delivered, please indicate the problem in writing on the bill of lading and contact the Liquor Contact Centre as soon as possible.

For example: If 17 cases are on the bill of lading and you receive 16 cases, mark 16 cases on the bill of lading.

Once you have signed for your order, you must make sure that the goods received correspond with the packing list that is found with your order and that none of the goods inside the boxes are damaged.

You should contact the Liquor Contact Centre immediately if you find any mistakes in the order or if any products have arrived damaged. If product has been broken or damaged, please photo document the breakage for MBL.

While in transit, the products are the responsibility of the carrier, so it is important to submit a carrier claim with the carrier and advise the Liquor Contact Centre of any breakage as soon as possible. Alternately, a Commercial Customer Program Manager or Licensee Sales Coordinator can be advised of breakage/damage via photo documentation.

Problems with deliveries of privately distributed liquor should be addressed with the appropriate distributor.



It is good practice to verify your order as soon as possible so that any errors or damages can be addressed promptly.

Pick-up Orders / In-Store Shopping

Liquor Marts

- In store shopping is allowed during regular business hours. It is advisable to discuss with the Liquor Mart Manager when the best times to make your liquor purchases are as this will assist in providing a positive experience for all.
- Rare product or a product that has been purchased in limited quantities intended for the public may be unavailable for commercial orders. Contact store management or the commercial retail partners area for enquiries.
- Store management reserves the right to restrict quantities to ensure product access for all customer types.
- Payment can be made by EFT, cash, debit card, or cheque at the time of purchase.
- Your commercial customer identification card **must** be presented prior to purchase, failure to produce your physical card will result in the refusal of your transaction.
- Credit cards are **NOT** accepted as tender on commercial customer transactions.
- The AIR MILES® program is **NOT** available to commercial customers.
- Gift cards cannot be purchased or redeemed under a commercial account. Gift cards may only be purchased or redeemed for personal use.
- Customer identification cards should be kept secure at all times.
- Customer identification cards are intended for business use only.
- Manitoba Liquor & Lotteries must be notified of any lost or stolen cards. Replacement cards are issued by the Accounting Department.



While Liquor Marts strive to meet the needs of all customers, product inventory levels are not warehoused in commercial quantities. Contact the store in advance of shopping so they can procure inventory for you in advance of your visit.

Liquor Vendors

- Licensees should provide advance notice to the liquor vendor indicating that their establishment will be picking up their alcohol products from their location.
- The liquor vendor operator will advise the licensee of the best times to make liquor purchases during the store's regular hours of operation. At liquor vendors, payment may be made by cash, debit card, cheque or credit card, providing these forms of payment are accepted by the vendor.
- A customer identification card **must** be presented at time of purchase. Customer identification cards should be kept secure at all times.
- Manitoba Liquor & Lotteries must be notified of any lost or stolen cards. Replacement cards are issued by the Accounting Department.

Specialty Wine Stores

- Licensees may purchase wine from a specialty wine store operator. Arrangements should be made directly with the specialty wine store for the ordering and pick-up of product.
- Licensee identification cards **must** be used to place an order.
- Licensees must retain a copy of their specialty wine store order form on their premises for review by the LGCA or Manitoba Liquor & Lotteries.

Beer Vendors

- Licenced on-premises establishments may purchase beer, ready to drink beverages and ciders through a retail beer vendor.
- Arrangements and/or prices must be mutually agreed upon by the involved parties.
- The agreed upon selling price must be based on the retail beer vendor's purchase price from Manitoba Liquor & Lotteries plus a handling fee, but not exceed the public selling price, excluding RST.
- **Calculation:** retail beer vendor purchase price + handling fee = selling price to licensee + GST + container deposit = final price to licensee. The retail beer vendor licensee must provide the purchasing licensee with a receipt or bill of sale and record the sales in such a manner to be acceptable to Revenue Canada and the Retail Sales Tax Branch.
- Records of the transaction must be kept by both parties.
- Retail beer vendors can pick up empty containers from licenced establishments and may charge for this service.

NOTE: The retail beer vendor does not collect the retail sales tax (RST) if the purchasing licensee provides their RST number to the retail beer vendor. This number should be recorded on the bill of sale. If a purchasing licensee does not provide this RST number, then the RST must be collected from the licensee. Goods & Services Tax (GST) is to be collected based upon the selling price (excluding deposits) to the purchasing licensee.

Returning Liquor

Customers may return liquor purchased from Manitoba Liquor & Lotteries/Liquor Marts if the product:

- Product was purchased through a Liquor Mart or Manitoba Liquor and Lotteries Distribution Centre
- Product was purchased within the last ninety (90) days
- Product is in saleable condition
- Product has current packaging and all labels intact
- All product seals are intact
- Product is still listed for sale

Products and packaging that have deteriorated because of time, moisture or excess temperature cannot be accepted for return. Products are inspected by the Quality Control Department before a credit is issued. The value of the returnable product will be credited to your account.

Liquor Mart Returns

When returning product to a Liquor Mart:

- Contact the Liquor Mart Store Manager for authorization to return product.
- Bring receipts or invoices to the Liquor Mart with the product.
- Ensure the liquor is safely packed in cardboard boxes.
- Total count of items being returned is equal to or less than eleven items (combined count of individual bottles or cases of beer).
- All approved returns to a Liquor Mart will be credited to your account.

Liquor Marts reserve the right to refuse product returns on product that is unsaleable. Where the condition of a return item is in question the product will be sent to Quality Control for inspection.

Distribution Centre Returns

To return liquor to Manitoba Liquor and Lotteries Distribution Centre:

- Commercial Customers must email [Returns@mbll.ca](mailto>Returns@mbll.ca) to arrange the return of product to the MBLL Distribution Centre.
- Record a list of items to be returned (including quantities and the reasons for the return) on the MBLL Return document. The customer return form can be found at <https://www.mbllpartners.ca/>
- Bottles and/or cans are to be safely packed in cardboard boxes/flats and sealed. When a return is assembled unsafely and packed poorly it compromises the return process

and could mean less is credited/approved.

- MBLL will prepare a return request and make arrangements to have a driver pick up the product or book a drop off time at warehouse.
- When the product is picked up, ensure that the return document is accurate.
- Manitoba Liquor and Lotteries reserves the right to solely approve return requests.
- Commercial customers are responsible for freight charges on returned product.

MBLL Quality Assurance fee schedule for product returns is as follows:

FEE DESCRIPTION	FEE	UNIT
Unauthorized product returns – disposal fee	\$2.00	Per Case
Quality Assurance Inspection fee	\$2.50	Per Case
Repackaging of cartons and trays fee for loose products	\$1.50	Per Case
Re-Taping fees for unsealed cases	\$0.50	Per Case
Sticker Removal fee for stickers added to the product.	\$0.50	Per Unit
Warehouse Restocking fee	\$0.50	Per Case
Warehouse Recycling or Product Destruction fee	\$2.00	Per Case
Freight Charge for product returns – Winnipeg customers	\$25.00	Per Return
Freight Charge for product returns – Outside Winnipeg customers	Carrier Quote	Per Return

Beer Returns

For information about returning privately distributed beer, please contact the supplier's local marketing representative to make arrangements.

Quality Control

- The Quality Control (QC) Department is responsible for ensuring the safety of alcoholic beverages within the Manitoba Liquor and Lotteries Distribution Centre.
- QC also oversees routine testing of products and ensuring that labels conform to Canadian Food Inspection Agency guidelines. QC deals with consumer, store, vendor, licensee and private wine store complaints.
- When a health concern exists, QC may communicate with the industry to assist CFIA or Health Canada in order to ensure affected product is removed from sale.
- Licensees who have a concern about the safety or quality of a liquor product are encouraged to contact the Liquor Contact Centre at (204)-474-5500 to arrange to have the product inspected.
- If you have questions about any QC bulletins regarding health concerns, product recalls or product withdrawals, please contact the Liquor Contact Centre.

Purchasing

Special Orders

A special order can be placed by contacting your local Liquor Mart and speaking with one of our knowledgeable staff or by contacting the Special-Order desk directly at specialorders@mbll.ca.

Please provide the Special-Order department with as much information about the product as possible, such as the product name, bottle size, supplier name, etc. The lead time on orders shipping within Canada is anywhere from 6-10 weeks; and 5-7 months for international orders. The estimated retail price will be provided to you before the order is placed however the final retail price is calculated once the product arrives and is subject to change from the original estimated retail price.

Special Orders typically have a minimum order quantity of one case, but sometimes suppliers will impose a much higher minimum order quantity. You will be notified if there is a supplier minimum order quantity, and at that time will be given the option to continue with the order or cancel the request.

Special Order purchases are final sale unless extenuating circumstances are applied.

Bulletins and Price Lists

Bulletins

Manitoba Liquor & Lotteries regularly distributes the following product bulletins:

- **Price Change Bulletins** – Identifies products that are changing in price. This could affect your purchase price or the public selling price of products in your retail beer vendor operation.
- **Limited Time Offer** - Identifies products that are temporarily reduced in price for a defined period. These bulletins can also affect the public selling price of products in your retail beer vendor operation.
- **Product Information Bulletin** – Identifies newly listed products available for ordering as well as products no longer available.
- **Discontinued Bulletin** – Identifies products that are being discontinued and possibly discounted. These products are typically no longer available for ordering once the current inventory has been depleted.
- **Temporary Price Reduction** – Identifies any products that are being discounted on a temporary basis.
- **Privately Distributed New Product Bulletins** - Identifies new products available for ordering from Private Distributors.

Price Lists

Following are samples of the price lists available from our Supply Chain Department.
Current price lists can be accessed by the www.mblpartners.ca website.

Manitoba Liquor and Lotteries Price List

- This price list shows all products distributed by Manitoba Liquor and Lotteries. It lists the price that you will pay for the products and the price that you charge the public for eligible Ready to Drink products sold in your retail beer vendor.

Manitoba Liquor and Lotteries MBLL Distributed Price List effective March 1, 2024 Licensee Prices subject to 5% GST Retail Prices Subject to 5% GST and 7% PST Items may be restricted by Customer or License Type							
Item Number	UPC	Product Description	Unit Volume (ML)	Case Size	Qualified Licensee/Vendor Price	Refund Deposit	Retail Price
RTD - Spirit Based/à base d'alcool							
49310	89540536125	ABSOLUT BERRY VODKARITA 4/355C HIRAM WALKER & SONS LTD	1420	6	12.35		13.99
42963	89540535821	ABSOLUT GRAPEFRUIT PALOMA 4/355C HIRAM WALKER & SONS LTD	1420	6	12.35		13.99
38070	89540535807	ABSOLUT MANGO MULE 4/355C HIRAM WALKER & SONS LTD	1420	6	12.35		13.99
37590	80480986292	BACARDI MOJITO 6/355C BACARDI (CANADA)	2130	4	13.23		14.99
42914	80480987800	BACARDI PINA COLADA 6/355C BACARDI (CANADA)	2130	4	13.23		14.99
33150	80480985332	BACARDI RUM PUNCH 6/355C BACARDI (CANADA)	2130	4	13.23		14.99
34020	80480981204	BACARDI SPICED&COLA 473C BACARDI (CANADA)	473	24	3.34		3.79
50219	80480988647	BACARDI VARIETY PACK 12/355C BACARDI (CANADA)	4260	2	25.58		28.99
772285	620213270023	BREEZER TROP ORNG SM 1L PET COOLER BACARDI	1000	12	7.05		7.99
54071	696852081016	CABRON CANTARITO 6/355C NORTHAM BEVERAGES CO	2130	4	13.23		14.99
RTD - Spirit Based/à base d'alcool							
53838	696852081009	CABRON RANCH WATER 6/355C NORTHAM BEVERAGES CO	2130	4	13.23		14.99
49834	80686823520	CANADIAN CLUB & GINGER ALE473C WALKER	473	24	3.31		3.75
42920	80686823605	CANADIAN CLUB&GINGER ALE6/355C WALKER	2130	4	14.11		15.99
49523	82000802396	CAPTAIN MORGAN MANGO MT 4/355C CAPTAIN MORGAN	1420	6	10.58		11.99
49527	82000802402	CAPTAIN MORGAN PINE DAQ 4/355C CAPTAIN MORGAN	1420	6	10.58		11.99

Privately Distributed Beer Price List – Hotel Beer Vendors only

- This price list shows privately distributed beer products. It lists the price that you will pay for the products, the container deposit amount that is charged and refunded, and the price charged to the public including all taxes and container deposits. This list is to assist with pricing in your retail beer vendor operation.

Manitoba Liquor and Lotteries Privately Distributed Price List for January 1, 2024 Licensee Prices subject to 5% GST Retail Prices subject to 5% GST & 7% PST Items may be restricted by Customer or License Type							
Item Number	UPC	Product Description	Unit Volume (ML)	Case Size	Qualified Licensee/Vendor Price	Refund. Deposit	Retail Price
BREWERS DISTRIBUTOR LTD.							
AWARE BEVERAGES INC							
COOLER - SPIRIT BASED =<7%							
44297	763331937192	SOCIAL LITE SPIKED FR PUNCH 4L SOCIAL LITE	4000	4	24.26	0.00	27.49
BIG ROCK BREWERY							
BEER- BDL							
50668	64294927948	ALBERTA GENUINE DR LIME12/355C BIG ROCK BREWERY	4260	1	21.36	1.20	24.99
635862	64294100891	BIG ROCK ALTA LITE 58.67L KEG	58670	1	201.65	40.00	235.93
633511	64294100655	BIG ROCK HNY BRN LG 58.67L KEG	58670	1	242.23	40.00	283.40
38931	64294699982	BIG ROCK LEOS LAGER 60L BIG ROCK BREWERY	58670	1	205.93	40.00	240.93
26166	64294623697	BIG ROCK NANO VERT 30L KEG BIG ROCK BREWERY	30000	1	125.57	40.00	146.91
739495	64294675108	BIG ROCK PILSNER 30L KEG BIG ROCK BREWERY	30000	1	132.11	40.00	154.56

Additional Services

Consultation and Advice

Manitoba Liquor & Lotteries supports its business partners. In an effort to assist our retail beer vendors and on-premises accounts, the Commercial Customer Sales team is available to consult with you and provide advice in the following areas:

- Product assortment
- Industry trends
- New product information
- Operational support
- Purchase history review
- Retail store layout and design (new construction or renovations)
- Retail product merchandising and display suggestions
- Product knowledge training

The Commercial Customer Sales team can also assist you with any other questions that you have regarding your business by providing you with contact information for the appropriate department(s).

Staff Training

The Commercial Customer Sales team is also available to co-ordinate product training for your staff. Training sessions are available as customized sessions for on-premises accounts to fit the education needs of the restaurant or bar. The training focuses on product knowledge, selling skills and service techniques.

Training sessions for retail accounts are tailored to beer and refreshment beverage categories and are periodically facilitated in person or virtually. The Commercial Customers Sales team will advise the industry when sessions are being held.

Menu Planning

Our Licensee Sales Coordinator is available to help customers with the on-premises liquor aspects of their business and can assist in the following:

- creating and/or revising liquor, beer and cocktail menus
- creating and/or revising wine lists to compliment your food offerings and provide top performing products.

Retail Product Assortment

Retail Beer Vendors are authorized to sell the following products:

Beer

- All beer that is listed for sale in Manitoba. The beer must be sold in the original format and packaging in which it was purchased.
- Licensees purchase beer at a discounted licensee price.

Ready to Drink

- All Ready to Drink items listed for sale in Manitoba including One Pour Cocktails less than, or equal to 14.5% Alcohol by Volume.
- Ciders produced through the fermentation of fruit juice.
- All products must be sold in the original format and packaging.
- Licensees purchase refreshment beverages at a discount from the retail price.

Items distributed by MBLL already factor in a breakage allowance as part of your retail discount.

Pricing

In conformance with the MLLC Act and Uniform pricing legislation, all liquor products that are sold for **off-premises** consumption must be sold at the price set by Manitoba Liquor & Lotteries.

All liquor products sold for **on-premises** consumption must meet LGCA minimum pricing guidelines.

Empty Beer Containers Returns

All beer is subject to a refundable container deposit provided the product was purchased in Manitoba. Retail beer vendors are encouraged to promote the recycling of non-refundable containers to your customers.

Retail beer vendor licensees must accept all empty beer containers for which a deposit has been paid regardless of where the product was purchased in Manitoba. Empties must be accepted for return during all hours of operation.

Retail beer vendors should contact each private distributor for information about empty container return procedures.

Empty beer containers are returned to the appropriate beer distributor, who in turn provides information to Manitoba Liquor & Lotteries.

Fees and Discounts

Handling Fees

Retail beer licensees are compensated with handling fees by Manitoba Liquor and Lotteries for accepting empty containers on the deposit system from the public. The handling fee is expressed as a per dozen rate which is applied to the volume of empty containers private beer distributors pick up from a retail licensee location.

The handling fee rate is reviewed annually by Manitoba Liquor and Lotteries Finance department and *may* be adjusted based on the *Consumer Price Index (CPI)*.

Low Volume Discount

Hotel premises that operate a retail beer vendor receive compensation for the additional costs of providing an off-premises beer sales service. Hotel premises that operate an in-house beer vendor do not qualify for a low volume discount. The following factors determine the value of the discount earned by the licensee:

- The value of beer purchased for off-premises sale, excluding container deposits, from the previous fiscal year determines the category to which the beer vendor is assigned.
- The rate of discount ranges depending on the category to which the beer vendor is assigned.

The category that your retail beer vendor is placed in will appear on your statement.

The value for purchases to determine the category assigned is reviewed annually and may be adjusted in concordance with the Consumer Price Index. A letter will be sent to you annually communicating changes to category ranges.

A discount credit will be applied to your account at predetermined points during the year. If ownership changes during the year, the purchases (excluding container deposits) by each licensee will be combined for determining the total.

Close Outs

- You must contact LGCA to terminate your liquor licence
- All products requiring return must be arranged prior to the last day of business.
- Once LGCA terminates your licence, information will be sent to Manitoba Liquor & Lotteries
- Your customer account with Manitoba Liquor & Lotteries will become inactive and all outstanding transactions will become immediately due.

Contact Us

If you have any questions, please email channel.partners@mbll.ca and a member of our Commercial Retail Partners team will get back to you.

Frequently Asked Questions (FAQ's)

Q: What is the best way to place a liquor order with MBLL?

A: Liquor Customer Self Service (CSS). While MBLL does provide phone, email, and in-person purchasing in Liquor Marts for commercial customers, CSS is available 24 hours a day, 7 days a week and has up to date product information and pricing as well as inventory availability across different distributors in Manitoba.

Q: I haven't received my delivery yet. Where is my delivery?

A: MBLL uses 3rd party carriers to deliver product throughout Manitoba. These carriers service communities using a pre-determined route schedule. While our carriers strive to deliver goods in a timely fashion, external factors such as service volume, weather, or road construction can impact service standards. For this reason, MBLL and our carriers cannot commit to specific time of day deliveries.

Q: I have product damaged in-store. Can I send it back to MBLL for credit?

A: No. MBLL does not have a method to accept damaged product returns from retailers (including Liquor Marts) for credit from product suppliers. A portion of the retail licensee discount (.5%) is intended to compensate for product damaged in store. Damaged product can also be written off as a business expense.

Q: What about product damaged during delivery?

A: Product that has left the MBLL warehouse is deemed to be in saleable condition. If product arrives damaged it should be noted with the delivery driver at time of delivery and a carrier claim should be initiated. You should also make MBLL aware of the damage during delivery.

Q: I'm a beer vendor. Do I need to take back all beer empties, even if I don't sell the same brand of beer?

A: Yes. Hotel beer vendors must accept all empty beer containers on the deposit system from the public regardless of where it was sold, provided it was purchased in Manitoba.

Q: Can I use a credit card or Airmiles card when purchasing in a Liquor Mart?

A: No. Liquor Marts and Airmiles loyalty cards are intended for public customers only. MBLL offers up to 30-day terms on liquor purchases that can also be processed in Liquor Marts. Contact MBLL Finance if you require payment terms for your business.

Q: How do I learn more about trending products or specific product attributes?

A: Contact the Commercial Retail Partners area at channel.partners@mbll.ca The team can provide industry data, and trending brand information. Product education seminars are also offered to commercial customers when available.