

To: All Suppliers and Industry Representatives
From: Manitoba Liquor & Lotteries – Supply Chain
Date: July 3, 2025
RE: Consolidation of LTO and Hot Buy Notification Communications

Good day,

As part of our ongoing commitment to improving operational efficiency and enhancing communication with our stakeholders, Manitoba Liquor & Lotteries (MBLL) is implementing a change to the way Limited Time Offer (LTO) and Hot Buy notifications are distributed. Effective July 1st, 2025, all LTO and Hot Buy information—covering both MBLL-distributed and Privately Distributed products—will be consolidated into a single email communication. The first communication under the new format will be for the September 1, 2025 programming period.

Key Benefits of This Change:

- **Reduced Email Volume:** Stakeholders will receive fewer emails, minimizing inbox clutter.
- **Streamlined Communication:** All relevant promotional information will be presented in one email with two attachments:
 - 1) MBLL Distributed Products
 - 2) Privately Distributed Products
- **Improved Efficiency:** This change will reduce administrative time for both MBLL and suppliers and agents by summarizing all key details in a single, easy-to-reference format.

This adjustment will support a more efficient and user-friendly experience for all parties involved. Should you have any questions or require further clarification, please do not hesitate to contact Product Management Coordination at: ProductManagementCoordination@mbll.ca

Thank you for your continued partnership and support.

Best Regards,

Bryan Letkeman
Director, Supply Chain