

**To:** All Liquor Suppliers, Marketing Representatives, and Agents  
**From:** Justin Comte, Product Administration & Pricing Development  
Mike Tarr, Program Manager, Micro Craft Manufacturers  
**Date:** January 5, 2026  
**RE:** **Micro-Producer Program Status Submission Deadline**

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Producers who wish to apply for the micro-producer program for 2026/2027, must submit all required documentation to Manitoba Liquor & Lotteries (MBLL) no later than **February 22, 2026**.

It is important to note that both new and current producers who are currently receiving a reduced markup **must** submit the required documentation to continue to have a reduced markup rate applied:

- Only one submission per supplier/producer per email, all required supporting documentation must be contained in a single e-mail.
- Only submissions that include all completed paperwork and required third part documentation will be considered for approval.
- In the absence of an approved submission, **markups will default to regular markup rates starting April 1, 2026**.
- If micro-producer status is removed, the case cost will be adjusted, and the current retail will be maintained.
- The next opportunity to have the case cost adjusted for **eligible micro-producer products** will be as a part of the July Price Change and no payment adjustments will be made on the sales during the lapsed period.

Please note that only micro-producers that meet the requirements and sell directly to MBLL will be eligible for the Micro Producer Status.

For additional information and qualifying products please refer to the [Manitoba Liquor & Lotteries Product Information Pricing Manual](#).

Review and complete the “Annual Declaration of Production Submission Form” attached to this e-mail and include all required supporting documentation with third party verification (in English or French) by **February 22, 2026**.

**Incomplete or late submissions will not be processed, and the regular markup rate will apply.**

If you have any questions, please don't hesitate to contact Product Management Coordination at [ProductManagementCoordination@mbll.ca](mailto:ProductManagementCoordination@mbll.ca)

Best Regards,

**Justin Comte,**  
Product Administration & Pricing Development

**Mike Tarr**  
Program Manager, Micro Craft Manufacturers