

# BULLETIN



**To: Liquor Suppliers, Marketing Representatives, and Agents**

**From:** Bryan Letkeman, Director, Supply Chain

**Date:** June 18, 2025

**RE: Updates to Social Reference Pricing in Manitoba**

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Manitoba Liquor & Lotteries (MBLL) will be making changes to social reference pricing (SRP), coming into effect in Manitoba on **September 1, 2025**.

SRP is the minimum retail price (before taxes) at which liquor may be retailed in Manitoba. This includes during special promotions, limited time offers, or clearance sales. SRP is a standard retail pricing practice used across Canada and is recognized as a socially responsible way to reduce alcohol-related harms by strategically managing the cost per litre of absolute alcohol sold through controlled retail environments.

## **Inflation adjustment**

MBLL conducts an annual review of Social Reference Price (SRP) for all packaged liquor sold in Manitoba, aligning pricing adjustments with the province's Consumer Price Index (CPI). In recognition of recent economic pressures, the company chose not to implement CPI-based increases for several years during peak inflationary periods. To responsibly realign SRP with CPI levels, a two-phased pricing adjustment is being implemented. Phase 1 took effect on January 1, 2025, with Phase 2 scheduled for September 1, 2025. This phased approach is intended to moderate the impact of cumulative CPI increases by spreading adjustments over an extended period.

New and existing products listed through MBLL will see an adjusted SRP as shown in the table below. **Any items that fall below SRP will be adjusted automatically to the minimum allowable price.** Most products carried by MBLL will not be affected as they are already priced above SRP.

## **More information**

Suppliers and agents are encouraged to review any SKUs within their portfolio that may be impacted by SRP by leveraging the trial pricing calculator available for download on [the Liquor Agents & Suppliers page of MBLLpartners.ca](https://theLiquorAgents.com/Suppliers). **The deadline for September 1, 2025 price change requests is July 20, 2025.** Should you have any questions, please contact MBLL Product Management Coordination: [ProductManagementCoordination@MBLL.ca](mailto:ProductManagementCoordination@MBLL.ca).

		Current Rate	Future Rate effective September 1, 2025
Product Category	Total Volume	Cost per Litre of Absolute Alcohol	Cost per Litre of Absolute Alcohol
Spirits	< 60 ml	\$128.00	\$134.40
	60 - 99 ml	\$123.83	\$130.02
	100 - 299 ml	\$101.31	\$106.38
	300 - 399 ml	\$84.43	\$88.65
	400 - 699 ml	\$78.80	\$82.74
	= > 700 ml	\$74.36	\$78.07
Beer	< 10,000 ml	\$74.36	\$78.07
	10,000 - 19,999 ml	\$67.54	\$70.32
	= > 20,000 ml	\$61.92	\$65.01
Ready to Drink	< 100 ml	\$150.28	\$157.79
	100 - 249 ml	\$101.31	\$106.38
	250 - 399 ml	\$84.43	\$88.65
	400 - 699 ml	\$78.80	\$82.74
	= > 700 ml	\$74.36	\$78.07
One-Pour Cocktail (RTD)	< 100 ml	\$157.80	\$165.69
	100 - 249 ml	\$106.38	\$111.70
	250 - 399 ml	\$88.65	\$93.08
	400 - 699 ml	\$82.74	\$86.88
	= > 700 ml	\$78.07	\$81.97
Wine	< 100 ml	\$146.34	\$153.65
	100 - 374 ml	\$106.94	\$112.29
	375 - 699 ml	\$78.80	\$82.74
	700 - 3,999 ml	\$74.36	\$78.07
	= > 4,000 ml	\$61.92	\$65.01
Fortified Wine	< 100 ml	\$225.15	\$236.40
	100 - 374 ml	\$106.94	\$112.29
	375 - 699 ml	\$78.80	\$82.74
	= > 700 ml	\$74.36	\$78.07