

# **MANITOBA LIQUOR & LOTTERIES**



## **PRICING INFORMATION MANUAL – September 1, 2025**

**Last updated: June 18, 2025**

**(Subject to change without notice)**

## **CONTENTS**

<b>Updates .....</b>	<b>3</b>
<b>List Types .....</b>	<b>4</b>
A Items (General List) .....	4
B Items (Specialty Core).....	4
C Items (Specialty Fringe) .....	4
One Time Buy (formerly Seasonal) .....	4
Limited Release (formerly Buy Now) .....	4
Product Definitions and Categories .....	4
<b>Pricing Information .....</b>	<b>5</b>
Contact Information .....	5
Minimum Markup .....	5
Social Reference Pricing.....	5
Per Package Surcharge .....	5
Package Equalization .....	5
Commercial Consideration.....	5
Recycling Charge (MBLL Distributed Beer Only) .....	6
Handling Charges (Privately Distributed Beer) .....	6
Trial Pricing Calculator .....	6
<b>Manitoba Liquor &amp; Lotteries Corporate Markup .....</b>	<b>7</b>
Spirits .....	7
Liqueurs .....	7
Wines (Still, Fortified & Effervescent).....	7
Beers .....	8
<b>Micro Producer Markup and Surcharge Levels .....</b>	<b>10</b>
Breweries.....	10
Cider Producers.....	10
Distilleries .....	10
Mead and Wine Producers .....	11
Refreshment Beverage Producers .....	11
<b>Customs and Excise Duty Rates .....</b>	<b>12</b>
<b>Signed Trade Agreement Rates.....</b>	<b>13</b>
<b>Price Change Information.....</b>	<b>14</b>
MBLL and Privately Distributed Products .....	14

<b>Price Change Deadlines - Fiscal 2025/2026 .....</b>	<b>15</b>
<b>Out of Cycle Price Change Requests.....</b>	<b>15</b>
<b>Retail Price Reductions.....</b>	<b>16</b>
<b>Agents Submitting Price Change Requests on Behalf of Suppliers.....</b>	<b>16</b>
<b>Purchase Order Adjustments for Products Affected by Price Change.....</b>	<b>16</b>
<b>Social Reference Pricing .....</b>	<b>17</b>
<b>Pricing Policy for Marketing Programs .....</b>	<b>18</b>
<b>Limited Time Offers, Hot Buy and Black Friday .....</b>	<b>18</b>
<b>Temporary Price Reduction .....</b>	<b>18</b>
<b>Value – Add Program.....</b>	<b>18</b>
<b>Discounted Products .....</b>	<b>18</b>
<b>Case Weight Restrictions in Manitoba .....</b>	<b>19</b>

## UPDATES

The following pricing components have been updated:

- **Social Reference Pricing effective September 1, 2025**

## LIST TYPES

At the time of listing, the Listing Committee will assign a list type to all products. List types may change based on sales performance and availability. The following is a basic definition of each list type.

### **A Items (General List)**

A Items or General List represent the top 70% of profitability within each category's shelf group, all General List items will be forecasted and inventoried. General List products must be represented by a local agent to be active in the market. General List products have the greatest store distribution and the highest in stock service level.

### **B Items (Specialty Core)**

B Items or Specialty Core represent the next 25% of profitability within each category's shelf group, Specialty Core items will be forecasted and inventoried. Specialty Core products do not require representation by a local agent. These products have significant store distribution and the second highest in stock service level.

### **C Items (Specialty Fringe)**

C Items or Specialty Fringe represent the final 5% of profitability within each category's shelf group, Specialty Fringe items are forecasted and inventoried. Specialty Fringe products are unique or rare products and are typically higher-priced. They do not require representation by a local agent. These products have limited store distribution and a lower in stock service level.

### **One Time Buy (formerly Seasonal)**

One Time Buy products are items that are purchased in limited quantities for a specific season (Holidays, Summer, Harvest, etc.) They are generally flavoured or labeled for a specific season or occasion. One Time Buy products are ordered only once per season and will be run out or delisted and do not require representation by a local agent. One Time Buy products are included in the Product Information Bulletin and are available for order by all customer types.

### **Limited Release (formerly Buy Now)**

Limited Release products are items that are purchased in limited quantities usually for a specific season (Holidays, Summer, Harvest, etc.) They are generally flavoured or labeled for a specific season or occasion. Limited Release products are ordered only once per season and will be run out or delisted and do not require representation by a local agent. Limited Release products are made available to Commercial Customers through pre-commitment and are distributed to a pre-determined group of Liquor Marts.

## **Product Definitions and Categories**

MBLL does not maintain definitions for specific products and categories. Instead MBLL uses a combination of Canada Revenue Agency (CRA), Canadian Food Inspection Agency (CFIA) Labelling Requirements for Alcoholic Beverages and permitted Food Additives and Food and Drug Regulations (FDR): Foods – Division 2 Alcoholic Beverages to define and categorize products.

MBLL reserves the right to determine markup and surcharges on unstandardized alcoholic beverages that do not meet CRA, CFIA or FDR standards or definitions.

## PRICING INFORMATION

### Contact Information

For questions regarding pricing, trial pricing calculators or price change applications please contact Product Management Coordination at [ProductManagementCoordination@mbll.ca](mailto:ProductManagementCoordination@mbll.ca).

### Minimum Markup

Markups are calculated on a percentage basis of the duty paid landed cost of a particular product. The percentage calculated depends on the product category. A minimum dollar per litre markup structure is employed in conjunction with the percentage markup. Markup applied is based on the greater of the percentage or the minimum markup value.

### Social Reference Pricing

Social Reference Pricing (SRP) refers to the minimum retail price, before taxes, that liquor must be sold at in Liquor Marts, liquor vendors, specialty wine stores, and hotel beer vendors in Manitoba. No liquor product sold in the province can be priced lower than this established threshold, including special promotions, LTO's or if delisted.

The SRP can be found on our MBLL Partners website and may be adjusted annually dependent on the Manitoba Consumer Price Index (CPI [all items]) for the previous year.

[MBLL Partners Website](#)

### Per Package Surcharge

The Per Package Surcharge is made up of an environmental recycling component and a product administration component. This surcharge is calculated on a per litre basis and may be adjusted annually dependent on the Manitoba Consumer Price Index (CPI [all items]) for the previous year. (See Markup Schedule)

### Package Equalization

The Package Equalization on the markup structure is intended to provide fairness and equity to consumers in the pricing of various product sizes. This surcharge is calculated on a per package basis unique to each size. (See markup schedule attached)

### Commercial Consideration

Commercial Consideration is applied to import products sourced from outside Canada only. This warehousing fee is applied to offset the additional costs of warehousing products due to larger inventories (see markup schedule attached). Rates are applied to each product after the application of the appropriate markup rate.

# Recycling Charge (MBLL Distributed Beer Only)

The containers from Manitoba Liquor & Lotteries distributed beer can be returned to beer vendors by customers for refund but cannot be reused. Manitoba Liquor & Lotteries has a contract with a private beer distributor to recycle these containers and adds a recycling charge to the price of Manitoba Liquor & Lotteries distributed beer to offset the cost of recycling the containers. The recycling charge is built into the landed cost of the product, called **Extra Cost**.

## Current Rates Charged:

Containers	Charge added
24 bottles	\$1.68
24 cans	\$1.10
Each PET container	\$0.10

# Handling Charges (Privately Distributed Beer)

Manitoba Liquor & Lotteries adds a charge to the price of privately distributed beer to offset the handling fee paid to beer vendors for accepting returns of privately distributed beer containers. This charge is added after the licensee markup but before the markup to the public. The current handling charge added to the price of privately distributed beer is \$0.34 per dozen on all package sizes.

## Trial Pricing Calculator

The Trial Pricing Calculators for MBLL Distributed and Privately Distributed products are available on the [MBLL Partners](#) website for agents/suppliers to calculate an approximate retail price or case cost for any new or listed MBLL distributed products with the current freight and exchange rates.

An updated Trial Pricing calculator will be posted to the MBLL Partners website in advance of the Price Change deadline with updated rates for both freight and exchange rates.

# MANITOBA LIQUOR & LOTTERIES CORPORATE MARKUP

*Effective May 1, 2025*

	Size/ml	Markup %	Per Package	Per Package Surcharge \$	Package Equalization \$	Commercial Consideration Per Package	
			Minimum Markup \$			U.S. \$	Other \$
Spirits	50	153	0.9700	0.0722	0.2436	0.0190	0.0325
	200	153	3.8800	0.2887	0.3654	0.0760	0.1300
	375	153	7.2750	0.5413	0.4872	0.1425	0.2438
	700	153	13.5800	1.0105		0.2660	0.4550
	750	153	14.5500	1.0826		0.2850	0.4875
	1000	153	19.4000	1.4435		0.3800	0.6500
	1140	153	22.1160	1.6456	0.3046	0.4332	0.7410
	1750	153	33.9500	2.5261	0.3654	0.6650	1.1375
	3000	153	58.2000	4.3305		1.1400	1.9500
	3750	153	72.7500	5.4131		1.4250	2.4375
Liqueurs	50	153	0.9700	0.0722	0.2436	0.0155	0.0340
	200	153	3.8800	0.2887	0.3654	0.0620	0.1360
	375	153	7.2750	0.5413	0.4872	0.1163	0.2550
	700	153	13.5800	1.0105		0.2170	0.4760
	750	153	14.5500	1.0826		0.2325	0.5100
	1000	153	19.4000	1.4435		0.3100	0.6800
	1140	153	22.1160	1.6456	0.3046	0.3534	0.7752
	1750	153	33.9500	2.5261	0.3654	0.5425	1.1900
Wines (Still, Fortified & Effervescent)	50	95	0.1600	0.1118		0.0075	0.0220
	200	95	0.6400	0.4470		0.0300	0.0880
	375	95	1.2000	0.8381		0.0563	0.1650
	500	95	1.6000	1.1175		0.0750	0.2200
	750	95	2.4000	1.6763	0.3046	0.1125	0.3300
	1000	95	3.2000	2.2350	0.3046	0.1500	0.4400
	1500	95	4.8000	3.3525	0.7065	0.2250	0.6600
	2000	95	6.4000	4.4700	0.7919	0.3000	0.8800
	3000	95	9.6000	6.7050	0.8528	0.4500	1.3200
	4000	95	12.8000	8.9400	1.4254	0.6000	1.7600
	10000	95	32.0000	22.3500	1.8518	1.5000	4.4000
	16000	95	51.2000	35.7600	6.9318	2.4000	7.0400
	18000	95	57.6000	40.2300	7.7967	2.7000	7.9200



*\*See Micro Producer Markup and Surcharge Levels on Page 10-11 if applicable*

	Size/ml	Markup %	Per Package Minimum Markup \$	Per Package Surcharge \$	Package Equalization \$	Commercial Consideration Per Package U.S. \$	Other \$
<b>Refreshment Beverages</b> (Coolers & Ciders)	330	95	0.7920	0.3607	0.0609	0.0726	0.1353
	341	95	0.8184	0.3727	0.0609	0.0750	0.1398
	355	95	0.8520	0.3881	0.0609	0.0781	0.1456
	375	95	0.9000	0.4099	0.0609	0.0825	0.1538
	473	95	1.1352	0.5170	0.0853	0.1041	0.1939
	710	95	1.7040	0.7761	0.1219	0.1562	0.2911
	750	95	1.8000	0.8198	0.1340	0.1650	0.3075
	1000	95	2.4000	1.0931	0.1705	0.2200	0.4100
	1364 (4/341)	95	3.2736	1.4910	0.2436	0.3001	0.5592
	1420 (4/355)	95	3.4080	1.5522	0.2436	0.3124	0.5822
	1980 (6/330)	95	4.7520	2.1643	0.3654	0.4356	0.8118
	2000	95	4.8000	2.1862	0.3411	0.4400	0.8200
	2046 (6/341)	95	4.9104	2.2365	0.3654	0.4501	0.8389
	4260(12/355)	95	10.2240	4.6566	0.7308	0.9372	1.7466

	Markup %	Per Package Minimum Markup \$	Per Package Surcharge \$	Package Equalization \$	Commercial Consideration Per Package U.S. \$	Other \$
<b>Beers</b>						
MBLL Distributed	75	1.9800	0.5367	See Below	0.5700	0.6400
Privately Distributed	75	1.3300	0.5367	See Below	0.5700	0.6400

#### Beer - Package Equalization

24 bottle packages	0.4368
8 can packages	0.1832
15 can packages	0.1725
20 can packages	0.2420
30 can packages	0.3030
36 can packages	0.3024

## NOTES

1. Calculations of Per Package Surcharge for each category are done on a per litre basis but have been listed for each size.
2. Calculations of Package Equalization for each category are done on a per package basis unique to each size in the category.
3. Calculations of commercial consideration for each category are done on a per litre basis. Commercial Consideration is applied to all import products.
4. Retail prices are calculated by applying the greater of the minimum dollar markup as above or markup percentage as above, on the landed cost per bottle or per can cost. The Per Package Surcharge are added to this amount. For MBL distributed, imported products, a fixed dollar-per-litre "commercial consideration" is then added. Provincial sales tax of 7% and Goods and Services Tax of 5% is then applied.
5. All alcoholic beverages, excluding beer, which are in non-deposit but recyclable containers, have an environmental protection tax built into the pricing structure.
6. Gift items (including liquor in special bottles, gift packs, special packaging, etc.) are priced by applying the full markup to the landed cost of the liquor. No markup is applied to the gift and/or packaging of the product.
7. Refreshment beverages include spirit, wine-based coolers, malt-based coolers over 4% residual sugar or sweetened with artificial sweeteners, stevia or other sweetening agents and ciders.

## MICRO PRODUCER MARKUP AND SURCHARGE LEVELS

(Please note that this applies to all Listed and Unlisted Products)

### Breweries

To qualify for the markup and surcharge rates, breweries must have total annual worldwide production of less than 20,000 hectolitres, including product produced at or as a contract brewer. All Beer must be produced through active, on-site fermentation through finishing and bottling at the same facility. ***Beer with greater than 4% residual sugar content will be classified as a cooler and will have the standard refreshment beverage markup rate and retail commission applied.***

#### LEVEL for Brewers (Effective May 1, 2025)

LEVELS	HECTOLITRES (100 Litres)	MARKUP #1 (LICENSEE PRICE)	SURCHARGE \$/Litre	MARKUP TO RETAIL	MARKUP TOTAL
1	≤20,000	10%	\$0.1111	26%	36%
Macro	>20,001	49%	\$0.5367	26%	75%

\*Applicable pricing components exist between licensee markup and markup to retail.

### Cider Producers

To qualify for the markup and surcharge rates, cider producers must have total annual worldwide production of less than 250,000 litres. All products must be produced through active, on-site fermentation through finishing and bottling at the same facility.

#### LEVEL for Cider Producers (Effective May 1, 2025)

LEVELS	LITRES	MARKUP TO RETAIL	SURCHARGE
1	≤250,000	40%	\$0.2181
Macro	>250,001	95%	\$1.0931

### Distilleries

To qualify for the markup and surcharge rates, distilleries must have total annual worldwide production of less than 25,000 litres. All products must be produced through active, on-site distillation through finishing and bottling at the same facility. All grape-based spirits and any products manufactured using Neutral Grain Spirits (NGS) or purchased bulk spirits either in whole, as part of a blending, bottling, dilution, or re-distillation process will not qualify for Micro-Distillery Markup status.

#### LEVEL for Distillers (Effective May 1, 2025)

LEVELS	LITRES	MARKUP TO RETAIL	SURCHARGE
1	≤25,000	40%	\$0.2804
Macro	>25,001	153%	\$1.4435

## Mead and Wine Producers

To qualify for the markup and surcharge rates, mead and wine producers must have total annual worldwide production of less than 25,000 litres. All products must be produced through active, on-site fermentation through finishing and bottling at the same facility.

### LEVEL for Mead and Wine Producers (Effective May 1, 2025)

LEVELS	LITRES	MARKUP TO RETAIL	SURCHARGE
1	≤25,000	40%	\$0.4466
Macro	>25,001	95%	\$2.2350

## Refreshment Beverage Producers

To qualify for the markup and surcharge rates, refreshment beverage producers must have total annual worldwide production of less than 15,000 hectolitres. All products must be produced through active, on-site distillation through finishing and bottling at the same facility.

A new level (**level 2**) has been added to the **Refreshment Beverage Category** to include the use of **purchased Bulk Spirits or Neutral Grain Spirits (NGS)**. The new level only applies to **Refreshment Beverages**.

### LEVEL for Refreshment Beverage Producers (Effective May 1, 2025)

Production Method	LEVELS	HECTOLITRES (100 Litres)	MARKUP TO RETAIL	SURCHARGE
On-site	1	≤15,000	40%	\$0.2181
NGS - <b>NEW</b>	2	≤15,000	70%	\$0.2181
	Macro	>15,001	95%	\$1.0931

## CUSTOMS AND EXCISE DUTY RATES

***Effective April 1, 2025***

DESCRIPTION	Customs Duty Rate	Excise Duty Rate
<b>SPIRITS</b>		
Gin	4.92/LAA	13.840/LAA
Rum	24.56/LAA	13.840/LAA
Vodka	12.28/LAA	13.840/LAA
Liqueur	12.28/LAA	13.840/LAA
Miscellaneous Spirits	12.28/LAA	13.840/LAA
Whisky(ey), Brandy, Tequila		13.840/LAA
<b>WINE</b>		
Vermouth & Aperitif Wine	N/A	0.730/L
Fortified Wine		
Exceeding 13.7% alc/vol but not 14.9% alc/vol	4.68/L	0.730/L
Exceeding 14.9% alc/vol	AU/NZ 2.75/L	
Table/Still Wine	N/A	0.730/L
Not exceeding 7% alc/vol and < 2 litres	1.87/L	0.351/L
>2 litres	N/A	0.351/L
7% -13.7% alc/vol and < 2 litres	1.87/L	0.730/L
>2 litres	N/A	0.730/L
Exceeding 13.7% alc/vol but not 14.9% alc/vol	4.68/L	0.730/L
Exceeding 14.9% alc/vol	N/A	0.730/L
Sparkling Wine		
Not exceeding 7% alc/vol	N/A	0.351/L
Exceeding 7% alc/vol	N/A	0.730/L
<b>REFRESHMENT BEVERAGES</b>		
Not exceeding 7% alc/vol		
- Spirit Based	12.28/LAA	0.351/L
- Wine Based <2 litres	12.28/LAA	0.351/L
- Wine Based >2 litres	N/A	0.351/L
- Ciders	0.2816/L	0.351/L
<b>BEER and Malt Based Coolers</b>		
(Rates may vary on supplier production levels)		
Not exceeding 1.2% alc/vol	N/A	0.03067/L
Exceeding 1.2% alc/vol but not 2.5% alc/vol	N/A	0.1848/L
Exceeding 2.5% alc/vol	N/A	0.3695/L

LAA = Litre of Absolute Alcohol (formula: size of selling unit (L) x Alcohol by volume x applicable rate)

L = Litre (Formula: Size of selling unit (L) x applicable rate)

Domestic products are subject to Excise rates only.

Products with Certificate of Origins submitted for Signed Trade Agreements will not have customs applied.

**Additional information on custom rates can be found:**

<https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2020/01-99/ch22-2020-eng.pdf>

**And additional information on excise rates can be found:**

[https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/edrates/excise-duty-rates.html#\\_Toc505753867](https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/edrates/excise-duty-rates.html#_Toc505753867)

## SIGNED TRADE AGREEMENT RATES

To qualify for the lower trade agreement rates, each agent/supplier from the originating country must supply Manitoba Liquor & Lotteries with a Certificate of Origin. This certificate must be submitted on an annual basis or the duty rate on these products will lose the MFN (Most Favored Nation) rate. These blanket certificates must indicate all products the agent/exports to Canada for one year (January 1 to December 31). A new certificate will be required for each calendar year.

Each year if a Certificate of Origin has not been received by the date required, the agent/supplier's products will revert to the higher tariff rate and the corresponding higher retail price will be implemented at the earliest convenient date after January 1.

Any Certificate of Origin received for listed products between November 1 and December 31 will be applied to the following calendar year. Certificate of Origin's submitted for new listings during this time will be applied immediately; please note that a separate Certificate of Origin must also be submitted for the following calendar year.

**For more information on signed trade agreements, please contact Manitoba Liquor & Lotteries Customs Department:**

Natalie Rempel  
[Natalie.Rempel@mbll.ca](mailto:Natalie.Rempel@mbll.ca)

Tonya Heilman  
[Tonya.Heilman@mbll.ca](mailto:Tonya.Heilman@mbll.ca)

## PRICE CHANGE INFORMATION

### MBLL and Privately Distributed Products

Supplier lead Price Changes are available six (6) times annually for all eligible products. Manitoba Liquor & Lotteries initiated changes to freight rates, exchange rates, markups and/or other changes and will be applied for the May 1<sup>st</sup>, 2025 price change. Where possible, two weeks prior to the price change submission deadline, industry will be notified of any freight, exchange, or other changes. All requests for price changes must be submitted by the deadline dates outlined on the following page. Absolutely no extensions will be allowed.

**Suppliers and Agents will only be required to submit price changes for items they wish to have the retail price adjusted for.** Changes to freight and exchange will be applied to case cost and previously submitted supplier retail will be maintained unless a price change request is submitted.

Note all price change requests must be submitted on the Manitoba Liquor & Lotteries Request for Price Change form:

- **All listed products are eligible for price changes except for:**
  - ❖ Distinctions
  - ❖ Allocations
  - ❖ Specialty Wine Store Exclusives
  - ❖ Special Orders\*\*
  - ❖ Limited Release
- Items included on price change submission must have a retail price change. **Do not** list any products that do not have changes to their prices; retail is maintained for all products and case cost is adjusted.
- All required fields (marked with \*) must be completed with up-to-date information.

**\*\*Special orders are priced upon arrival to maintain case cost. In the event of rate fluctuations case cost will be maintained and retail price will be adjusted.**

Retail prices for all Allocations and Distinctions will be evaluated based on date of arrival per purchase order. These are “open” price changes, where suppliers (or their assigned agents/representatives) can submit new case costs/retails for any of their products. Submit all price change submissions to [pricechange@mbll.ca](mailto:pricechange@mbll.ca)

## PRICE CHANGE DEADLINES - FISCAL 2025/2026

(Deadlines will be strictly enforced)

PRICE CHANGE SUBMISSION DEADLINE <sup>1</sup>	PRICE CHANGE EFFECTIVE DATE <sup>2</sup>	NEW CASE COST EFFECTIVE DATE
March 16, 2025	<b>May 1, 2025*</b>	April 24, 2025
May 18, 2025	<b>July 1, 2025</b>	June 24, 2025
July 20, 2025	<b>September 1, 2025</b>	August 25, 2025
September 14, 2025	<b>November 1, 2025</b>	October 25, 2025
November 16, 2025	<b>January 1, 2026</b>	December 25, 2025
January 18, 2026	<b>March 1, 2026</b>	February 22, 2026

### NOTES

All agent/supplier requested price reductions must remain in effect for a minimum of 60 days and will be subject to a chargeback on all inventory in the Warehouse and Liquor Stores. This chargeback for Liquor Stores and the Warehouse will be the calculated difference in invoice cost of the old retail and the new lower retail price.

- 1) Price Change effective dates are subject to change. Every effort will be made to communicate any changes to all stakeholders.
- 2) The May 1<sup>st</sup> price change is the MBLL lead price change where updates are made to established rates. All other price change opportunities are supplier lead, subject to change without notice.

## OUT OF CYCLE PRICE CHANGE REQUESTS

An out of cycle price change is another option for suppliers and marketing representatives to re-quote invoice costs to adjust desired retail prices **outside the regular price change schedule**. This option comes with an administrative fee plus 5% GST.

Please see below schedule of fees per SKU (per fiscal year):

1 <sup>st</sup> request within the fiscal year	\$250
2 <sup>nd</sup> request within the fiscal year	\$500
3 <sup>rd</sup> request within the fiscal year	\$1,000
4 <sup>th</sup> request within the fiscal year	<b>Decline</b>



## RETAIL PRICE REDUCTIONS

**All supplier wholesale price quotation reductions must remain in effect for a minimum of two months (60 days).**

Any request for a reduction in retail price for all **MBLL distributed products** will result in a **chargeback** to the supplier for all inventories on hand on the effective date of the price reduction. The chargeback for Liquor Stores and Distribution Centre inventory is calculated by taking the difference between the invoice cost that is required for the current retail price and the invoice cost required for the requested price multiplied by the total inventory on hand. The reduced quote will be in effect approximately one week prior to the reduced retail price to ensure that inventories received once the price change is in effect are at the same price. The date the quote is effective will be confirmed to suppliers.

### **Example of chargeback calculation:**

- **Before the Price change request**
  - Case Cost = \$220.00      Retail Price = \$41.99
- **After the Price change request**
  - Case Cost = \$209.00      Retail Price = \$39.99
- **Inventory in the warehouse and at the stores on the effective date of the price change**
  - 60 cases remaining
  - **Difference in case cost = \$11.00**
- **Total Chargeback = \$11.00 x 60 cases = \$660.00**

## AGENTS SUBMITTING PRICE CHANGE REQUESTS ON BEHALF OF SUPPLIERS

Manitoba Liquor & Lotteries will accept price change submissions from Agents on behalf of their suppliers.

### **The following conditions must be met:**

1. The Agent accepts full responsibility to inform the supplier of these changes and ensure that future invoicing is appropriate.
2. Should any chargebacks be involved, the Agent will be held responsible for all charges, in the event the supplier refuses payment.

## PURCHASE ORDER ADJUSTMENTS FOR PRODUCTS AFFECTED BY PRICE CHANGE

Changes to case cost, as part of the normal Price Change process take effect seven (7) days before the price change. Purchase Orders placed seven days or less before the Price Change effective date will reflect the new case cost.

Purchase Orders placed more than seven days before the price change will not be revised to reflect the new case cost after the price change. If required, an inventory adjustment will be made upon arrival and the agent/supplier will be charged or credited the difference.

## SOCIAL REFERENCE PRICING

**Effective September 1, 2025**

**Pricing Formula:**

Size of selling unit (L) x alcohol/volume x applicable rate

**Example:**

750ml bottle Canadian Whisky at 40% alc./vol.

$0.75 \text{ (L)} \times 0.40(\%) \times 78.07 \text{ (\$)} = \$23.42$

Product Category	Total Volume	Cost per Litre of Absolute Alcohol
Spirits	< 60 ml	\$134.40
	60 - 99 ml	\$130.02
	100 - 299 ml	\$106.38
	300 - 399 ml	\$88.65
	400 - 699 ml	\$82.74
	= > 700 ml	\$78.07
Beer	< 10,000 ml	\$78.07
	10,000 - 19,999 ml	\$70.32
	= > 20,000 ml	\$65.01
Ready to Drink	< 100 ml	\$157.79
	100 - 249 ml	\$106.38
	250 - 399 ml	\$88.65
	400 - 699 ml	\$82.74
	= > 700 ml	\$78.07
One Pour Cocktail (RTD)	< 100 ml	\$165.69
	100 - 249 ml	\$111.70
	250 - 399 ml	\$93.08
	400 - 699 ml	\$86.88
	= > 700 ml	\$81.97
Wine	< 100 ml	\$153.65
	100 - 374 ml	\$112.29
	375 - 699 ml	\$82.74
	700 - 3,999 ml	\$78.07
	= > 4,000 ml	\$65.01
Fortified Wine	< 100 ml	\$236.40
	100 - 374 ml	\$112.29
	375 - 699 ml	\$82.74
	= > 700 ml	\$78.07

## PRICING POLICY FOR MARKETING PROGRAMS

### Limited Time Offers, Hot Buy and Black Friday

Manitoba Liquor & Lotteries does not participate in cost sharing of Limited Time Offers (LTO), Hot Buy and Black Friday promotions. Agent/Suppliers are charged back the full amount of the retail discount for the promotion, including the pre-buy period.

Retail pricing, including LTO, Hot Buy and Black Friday promotions cannot fall below Social Reference Pricing. Approved applications where prices fall below SRP will be revised to meet minimum pricing. SRP is adjusted annually in accordance with CPI.

### Temporary Price Reduction

By agreement Manitoba Liquor & Lotteries may participate in cost sharing of Temporary Price Reduction (TPR).

For additional information on TPR's please contact the Category Manager responsible for the product in question.

### Value – Add Program

The agent/supplier is responsible for 50% of the minimum markup, the per-package surcharge and the package equalization on all value-added beverage alcohol applied to parent brands.

For Marketing programs and information please refer to the [Marketing-at-Retail Manual](#)

## DISCOUNTED PRODUCTS

Delisted products must be appropriately reduced in price to enable such inventory to be cleared through liquor stores, liquor vendors and licensees. There are four classifications of products which may be discounted to clear inventories:

1. Delisted general listings
2. Delisted specialty listings
3. Seasonal listings
4. Subsequent price reduction on products already delisted

Discount costs are borne by Manitoba Liquor & Lotteries, with the exception of general list products. For General listings, the agent/supplier shall be charged back 25% of the supplier invoice. The cost discounts over the 25% base shall be borne by Manitoba Liquor & Lotteries.

## CASE WEIGHT RESTRICTIONS IN MANITOBA

As part of a joint effort between liquor jurisdictions across Canada and Safe Work Manitoba, case weight restrictions have been in place for nearly 10 years in Manitoba. Effective **April 1, 2025**, MBL will be enforcing case weight restriction compliance for all packaged alcohol products distributed within Manitoba. The maximum allowable case weight for beverage alcohol in Manitoba is 18.9 kilograms.

**Any product case weights in excess of 18.9 kilograms will be charged \$1 per case on all orders.**

**Any case weights above 22.6 kilograms will be denied.**

[Government of Canada](#)