



TO: Rural Hotel Beer Vendors
FROM: Grant Boak, Director, Commercial Retail Partners
DATE: June 6, 2019
RE: **Assortment Expansion- Spirit Based Cider and Cooler Sales at Beer Vendors**

On June 3, 2019, Bill 11 received royal assent in the Manitoba Legislature. This Bill amends *The Liquor, Gaming and Cannabis Control Act* as follows:

Authorized sales

38(2) A retail beer vendor licence authorizes the licensee to sell beer, cider and coolers on a retail basis from the premises specified in the licence.

Manitoba Liquor & Lotteries has been hard at work preparing for this change, however, certain operational procedures could not be implemented until the LGCA regulation was amended. A short transition period is needed to apply the system changes required to allow for processing of spirit-based cooler/cider orders for new customers.

On June 10, 2019 all hotel beer vendor accounts will be set up to reflect the current commercial customer discount of 11.75% on the spirit-based cooler and cider category.

During this transition period, we encourage our hotel beer vendors that are new to the spirit based cooler category to contact their local Liquor Mart, prior to purchasing product, so that we can work with you to determine inventory requirements, as well as order and pick-up days. **You may request your Liquor Mart to order inventory for you, but you will not be able to purchase or pick up your inventory requirements until June 10, 2019.** Attached to this message is both an Implementation Guide and an Order Template Form to assist you with this process.

If you have any questions, please don't hesitate to email channel.partners@mbl.ca. You can also reach the Commercial Retail Department as listed below, or outside of Winnipeg call toll-free 1-800-265-3912:

Rosanna Chenier, Commercial Retail Partners	204-957-2500, ext. 2416
Grant Kennedy, Manager Commercial Customer Sales	204-957-2500, ext. 5103
Eric Scheepers, Manager Commercial Customer Sales	204-957-2500, ext. 5122
John Buchanan, Manager Commercial Customer Sales	204-957-2500, ext. 5879
Liquor Contact Centre	204-957-2500, ext. 5500