

**To:** All Suppliers and Industry Representatives  
**From:** Manitoba Liquor & Lotteries – Supply Chain  
**Date:** April 25, 2025  
**RE:** Enhancements to Private Beer and RTD Set-Up and Pricing Notification Process

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Good day,

Manitoba Liquor & Lotteries Supply Chain is pleased to announce an improvement to the product set-up and pricing process for private beer and Ready-to-Drink (RTD) products, aimed at increasing operational efficiency and adding value for all liquor stakeholders. Effective May 1<sup>st</sup>, 2025, the existing pricing approval notification will be repurposed and renamed to an *Item Set-Up Complete Notification*. This streamlined notification will now indicate that the product is set-up, priced, and ready for inventory to be loaded.

This change is designed to reduce overall set-up and pricing time by removing a secondary pricing approval process, reducing the overall time between product information receipt and product set-up completion. Suppliers and agents will benefit from shorter set-up times, enabling faster product-to-market response times and improved service delivery to our valued partners. This enhancement is part of our broader commitment to modernize our processes and support our partners with tangible, value-added improvements to processes.

Please refer to [Appendix A](#) for a sample of the new *Item Set-Up Complete Notification*. We encourage all suppliers and agents to review the sample in detail to familiarize themselves with the revised format and communicated information. Should you have any questions or require further clarification, please contact your category manager or reach out to our product management coordination team directly.

Best Regards,



Bryan Letkeman  
Director, Supply Chain

April 25, 2025

## Process Overview

Privately distributed products are bulletined every Tuesday to communicate to the private channel's that new products are available for purchase and the applicable retail price.

- Supplier/agent submits applications thru Smartsheet, complete with the required info including (if required): Image, pricing (either Gross Price to Brewer or Firm Retail Price) and bulletin date.
- Category Management will verify that all the information submitted is correct.
- Product Management Coordination (PMC) will set-up and price the product. Pricing will take effect overnight.
  - **Pricing Approval will no longer be required as pricing submitted will be used to price the product.** PMC will ensure that the Social Reference Pricing is achieved.
- An automatic **email to the supplier/agent** will be sent using Smartsheet once pricing is complete. Please see [Appendix A](#) for a sample notification.
- PMC will activate the product the **next business day** after overnight processing.

PMC will include the product on the Weekly New Product bulletin on the date provided by the supplier/agent on their application. **There will be no further bulletin approval email sent to the supplier/agent. If the bulletin date submitted needs to be changed, please inform [productmanagementcoordination@mbl.ca](mailto:productmanagementcoordination@mbl.ca).**

## Appendix A - Sample confirmation email:

**From:** Manitoba Liquor and Lotteries via Smartsheet <[automation@app.smartsheet.com](mailto:automation@app.smartsheet.com)>

**Sent:** Date

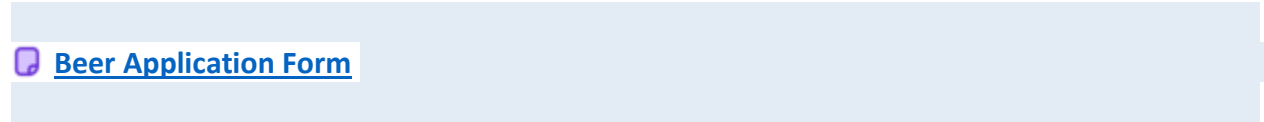
**To:** Name

**Subject:** Item Set-up is Complete



### Item Set-up is Complete

Hello, the item noted below is now set-up and will be activated the following business day. Inventory can be uploaded once activation is complete. Thank-you!



**Details** Changes since 4/16/25, 9:42 AM

1 row changed

1 row added or updated (shown in yellow)

[Row 122](#)

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<b>Full Product Name</b>	ABC
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<b>Container size (ml)</b>	355
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<b>Item #</b>	XXXXX
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<b>Firm Retail</b>	XXXX
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**Gross Price to Brewer**      XXXX

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**Privately Distributed Beer Bulletin Date**      None

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**Licensee Price**      \$XXXX

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You are receiving this email because you are subscribed to a workflow "Privately Distributed Item Set-up Complete" (ID# 1981000919082884) on sheet [Beer Application Form](#)  
[Exclude your changes from all notifications](#) | [Unsubscribe](#)  
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