

TO: All Local Manufacturers and All Local Contract Producers

FROM: Laurie Kennedy, Manager, Product Administration and Pricing Development

DATE: September 20, 2021

RE: **Test Batches only available for Taproom**

To reduce red tape for local manufacturers, MBLL has allowed the use of test batch SKU's for experimental or innovative products sold only in their taproom. The use of a test batch SKU allows the manufacturer to experiment with many different flavour profiles and styles without having to submit a new Product application for every iteration. It has come to our attention that some of the test batches are being sold to licensees in error, as Test Batch products are eligible for sale in the taproom only.

Please be advised that effective **October 1, 2021**, we will be implementing this restriction on all test batch products. These restrictions will limit availability of test batch SKU's to taproom only as part of self-reported sales to public customers.

Products intended for other on-premises or retail licensees, require a unique item number and name, and cannot be sold under "test-batch" or other generic SKU's. A new product application form must be submitted by end of day on September 25, 2021 to meet the October 1st implementation.

If you have any questions, please contact productmanagementcoordination@mbll.ca.

Best Regards,



Laurie Kennedy
Manager, Product Administration and Pricing Development

