

MEMO

To: Private Distributors
From: Manitoba Liquor & Lotteries
Date: July 31, 2025
RE: **New Product Lifecycle Criteria – Privately Distributed Products**

New Product Lifecycle Criteria – Privately Distributed Products.

Effective Friday August 15, 2025, Manitoba Liquor & Lotteries (MBLL) will implement new criteria to manage products that are available in Liquor Marts through private distribution. As of the effective date, products that have no activity associated with them for a period of fifteen (15) months or more will be reviewed on a quarterly basis and terminated from our systems if they meet the established criteria.

During the quarterly review process, a product will be terminated if it meets the following criteria:

- The product has not received any commercial or public customer orders within the last fifteen (15) months.
- The product currently listed and available for sale at Manitoba Liquor & Lotteries.

The fifteen (15) month timeline allows MBLL to consider the seasonal nature of liquor products and not prematurely terminate products that may only sell during a few weeks of the year.

Going forward, please ensure that privately distributed inventory files do not contain products which have been terminated as this will cause errors in processing.

Please contact Category Management (category.management@mbll.ca) with any questions related to this Bulletin.

Thank you.