



# Commercial Customer Manual

## Assisting Your Business

**Last updated: June 2022**  
(Subject to change without notice)

The most current version of this document is maintained on the MANITOBA LIQUOR & LOTTERIES website at: <https://www.mblpartners.ca/>

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## General Information

### Recent Changes

<b>Date</b>	<b>Page Number</b>	<b>Heading</b>	<b>Description of Change</b>
April 1, 2014	ALL	ALL	New Document
August 5, 2014	11	Documentation Requirements	Clarification of Liquor Purchase documentation requirements.
August 24, 2014	25	Cooler and Cider Approval	Inclusion of the processes around the seasonal listing and delisting of Coolers and Ciders.
July 8, 2016	24	Other	Removal of LGA approval to sell other items in hotel beer vendor.
July 8, 2016	25	Deliveries	Remove LGA approval for retail beer vendors to deliver.
February 4, 2022		ALL	Updated Document
June 9, 2022	6, 15	Private Distributors, Minimum Orders	Addition of Shrugging Doctor to Private Distributors. Updated BDL delivery charge if order minimum not met.

## Introduction

Manitoba Liquor & Lotteries is a Crown corporation of the Province of Manitoba, responsible for the importation, distribution, and sale of beverage alcohol, and for providing gaming and entertainment experiences, all in a socially responsible manner.

Manitoba Liquor & Lotteries operates Liquor Marts and Liquor Mart Express stores and oversees a network of liquor vendors in rural areas. As a purchaser of over 3,500 products, Manitoba Liquor & Lotteries brings an incredible array of beverage alcohol into our province from over 50 different countries.

As the wholesaler and distributor of liquor, Manitoba Liquor and Lotteries Distribution Centre serves a vast network of commercial customers across Manitoba including on-premises licensees and retail beer vendors.

Manitoba Liquor & Lotteries is committed to providing services to our commercial customers that will help ensure their success.

This manual is intended to assist our licensed commercial customers in accessing the services offered to them by Manitoba Liquor & Lotteries Commercial Retail Partners team.

## Liquor, Gaming & Cannabis Authority of Manitoba (LGCA)

Manitoba Liquor & Lotteries is a separate entity from the Liquor, Gaming & Cannabis Authority of Manitoba (LGCA). All questions or concerns relating to licensing, compliance or inspections should be directed to the LGCA. They can be reached at:

Liquor, Gaming & Cannabis Authority of Manitoba

Phone (Toll Free in Manitoba): 1-800-782-0363

Winnipeg (204) 927-5300 Fax: (204) 927-5385

[www.lgcamb.ca](http://www.lgcamb.ca)

Winnipeg Office

1055 Milt Stegall Drive

Winnipeg, MB R3G 0Z6

Brandon Office

Unit D -2015 Brandon Avenue

Brandon, MB R7B 4E5

Thompson Office

11 Nelson Road

Thompson, MB R8N 0B3

## Manitoba Liquor & Lotteries Contact Information

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<b>Liquor Contact Centre</b>	Phone – (204) 474-5500 Fax – (204) 477-1406 Email: <a href="mailto:liquorcontactcentre@mbll.ca">liquorcontactcentre@mbll.ca</a>
<b>Liquor Customer Self Service Support</b>	Phone – (204) 474-5500 Fax – (204) 477-1406 Email: <a href="mailto:liquorcontactcentre@mbll.ca">liquorcontactcentre@mbll.ca</a>
<b>Special Orders</b>	Email: <a href="mailto:SpecialOrders@mbll.ca">SpecialOrders@mbll.ca</a>
<b>Supply Chain Department Inquiries</b>	Email: <a href="mailto:supplychainadministration@mbll.ca">supplychainadministration@mbll.ca</a>
<b>Customer Account Set-Up and Account Changes, Banking</b>	Email: <a href="mailto:Accounting@mbll.ca">Accounting@mbll.ca</a>
<b>Customer Account Inquiries on Invoices, Payments, Statements etc</b>	Email: <a href="mailto:Accounting@mbll.ca">Accounting@mbll.ca</a>
<b>Commercial Customer Sales Managers-Retail Licensees</b>	John Buchanan Email: <a href="mailto:john.buchanan@mbll.ca">john.buchanan@mbll.ca</a>  Grant Kennedy Email: <a href="mailto:grant.kennedy@mbll.ca">grant.kennedy@mbll.ca</a>  Eric Scheepers Email: <a href="mailto:eric.scheepers@mbll.ca">eric.scheepers@mbll.ca</a>
<b>Licensee Sales Coordinator – On Premise</b>	Brooke Dmytriw Email: <a href="mailto:brooke.dmytriw@mbll.ca">brooke.dmytriw@mbll.ca</a>

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## Business Partner Contact Information - Private Distributors

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<b>Barn Hammer Brewing</b>	<a href="mailto:sales@barnhammerbrewing.ca">sales@barnhammerbrewing.ca</a>
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<b>Black Wheat Brewing</b>	<a href="mailto:info@blackwheatbrewing.ca">info@blackwheatbrewing.ca</a>
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<b>Brazen Hall Kitchen &amp; Brewery</b>	<a href="mailto:stefan@brazenhall.ca">stefan@brazenhall.ca</a>
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<b>Brewers Distributor Ltd.</b>	<a href="mailto:custservmb@bdl.ca">custservmb@bdl.ca</a>
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<b>Dead Horse Cider Company</b>	<a href="mailto:deadhorsecider@gmail.com">deadhorsecider@gmail.com</a>
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<b>Fort Garry Brewing Company</b>	<a href="mailto:info@fortgarry.com">info@fortgarry.com</a>
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<b>Half Pints Brewing Company</b>	<a href="mailto:elise@halfpintsbrewing.com">elise@halfpintsbrewing.com</a>
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<b>Kilter Brewing Company</b>	<a href="mailto:sales@kilterbrewing.co">sales@kilterbrewing.co</a>
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<b>Little Brown Jug Brewing Company</b>	<a href="mailto:Kristin@littlebrownjug.ca">Kristin@littlebrownjug.ca</a>
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<b>Minhas Creek Craft Brewing Company</b>	<a href="mailto:warehousemb@damngoodbeer.biz">warehousemb@damngoodbeer.biz</a>
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<b>Nonsuch Brewing Company</b>	<a href="mailto:logan@nonsuch.beer">logan@nonsuch.beer</a>
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<b>One Great City Brewing Company</b>	<a href="mailto:rachel@ogcbrewingco.com">rachel@ogcbrewingco.com</a>
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<b>Oxus Brewing Company</b>	<a href="mailto:info@oxusbrewing.com">info@oxusbrewing.com</a>
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<b>Shrugging Doctor</b>	<a href="mailto:isaacs@shrugdoc.com">isaacs@shrugdoc.com</a>
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<b>Sookram's Brewing Company</b>	<a href="mailto:sales@sookrams.com">sales@sookrams.com</a>
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<b>Stone Angel Brewing Company</b>	<a href="mailto:info@stoneangelbrewing.com">info@stoneangelbrewing.com</a>
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<b>Torque Brewing</b>	<a href="mailto:adam@torquebrewing.beer">adam@torquebrewing.beer</a>
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<b>WETT Sales &amp; Distribution</b>	<a href="mailto:Sunny@WETTsales.com">Sunny@WETTsales.com</a>
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A full list of distributors can be found at: <https://www.mblpartners.ca/>

## Finance



A liquor licence must be issued by the Liquor, Gaming & Cannabis Authority before Manitoba Liquor & Lotteries can create your commercial customer account.

### **New Customers - Setting up a Customer Account Once You Have Obtained a Liquor Licence**

Once you become licenced by the LGCA, Manitoba Liquor & Lotteries will be notified and provided with your basic licence account information which will allow us to set you up as a Manitoba Liquor & Lotteries customer. New licensees will be required to complete a “*New Customer Application Form*” which can be found online at <https://www.mblpartners.ca/>, or by contacting the Accounting Department for new account set-ups at [accounting@mbl.ca](mailto:accounting@mbl.ca)

This form is designed to gather further information not provided by LGCA, and will:

- Facilitate the process of obtaining a customer card which must be presented when purchasing product at Liquor Marts.
- Ensure we have proper contact information for sending out invoices, correspondence, etc.
- Provide us with your business retail sales tax number in order to qualify for RST exemption.
- Ensure your product orders are processed efficiently with timely payment processing by providing banking information for electronic funds transfer (EFT).

Completed forms should be sent by one of the following methods:

Email: [accounting@mbl.ca](mailto:accounting@mbl.ca)  
Fax: Accounting at (204) 478-4740  
Mail: Manitoba Liquor and Lotteries - Attn: Accounting  
P.O. Box 1023, Winnipeg, MB, R3C 2X1.

### **Updating Your Account Information**

In order to keep you informed, it is important that we have your most current business and contact information. Any changes required to your customer account information (i.e. phone or email change, banking changes, etc.) can be communicated to Manitoba Liquor & Lotteries Accounting at [accounting@mbl.ca](mailto:accounting@mbl.ca).

## Customer Cards

Once Manitoba Liquor & Lotteries receives notification from LGCA of a new licensee and receives the completed New Customer Application Form, a Customer Identification Card will be produced for use at Liquor Marts when making purchases. This card will be sent out in the mail or can be picked up in person (upon request) from the Manitoba Liquor & Lotteries corporate office.

Please note the following:

- The Customer Identification Card should be kept secure at all times.
- Manitoba Liquor & Lotteries should be notified of any lost or stolen cards.
- Replacement Customer Cards are issued by the Accounting Department. To arrange for a replacement Customer Card, please email [accounting@mbll.ca](mailto:accounting@mbll.ca).
- If a Customer Card is lost or stolen, it is the responsibility of the account holder to watch account activity and notify MBLL if suspicious transactions are occurring.
- Upon notification of licence termination, the Customer Card will be cancelled and no longer accepted; Liquor Marts POS system will alert staff the customer card is no longer valid.
- Customer Identification Cards can only be presented for purchases for their licensed premise, and not for personal use. All purchases on an MBLL customer account must be for their purposes of their business.

**Commercial Identification cards must be presented for all purchases made through a Liquor Mart.**

## Invoices, EFT Acknowledgements, and Monthly Statements

Invoices and credits for all orders placed through Manitoba Liquor & Lotteries will be generated daily and will be sent out by mail or email, based on the information provided on the New Customer Application Form.

For customers paying by EFT, an EFT acknowledgement will be generated two business days prior to funds being withdrawn from your account. These EFT acknowledgements will provide the total amount to be withdrawn, the date of the withdrawal, and include a breakdown of the invoices being withdrawn and credits applied.

A Purchase Summary and Customer Statement detailing all purchases and payments will be generated monthly and will also be sent out by mail, fax, or email based on the information provided on the New Customer Application Form.

All purchases made through Liquor Marts will appear on the monthly statement. Please note that purchases made at Liquor Vendors or Specialty Wine Stores will not appear on the monthly statement.



It is beneficial to provide an email address in order to receive these documents as quickly as possible. To receive the above documents by email or to make changes to the email address on file, please contact Accounting at [accounting@mbl.ca](mailto:accounting@mbl.ca). All documents will be sent to the email address on file. MBL's accounting system only allows for one email address to be associated with the commercial account. Correspondence can only be sent to one address at this time.



Receipts for purchases made at Liquor Marts will be provided by the Liquor Mart at the time of purchase and will not be sent out as an invoice. **Please retain this receipt** as Accounting is not able to provide a reproduction.

**Note:** Liquor Marts will only retain this sales information for 45 days after purchase date.

### Payment for Liquor/Beer Orders

Purchases through Liquor Customer Self Service online ordering or the Liquor Contact Centre may be paid by EFT, a company or business cheque or an account credit. Payments can be made to your Head Office account at any Liquor Mart Location.

Product purchased at Liquor Marts must be paid for by cash, debit card, company or business cheque; EFT approved customers may also charge Liquor Mart purchases to their account.

Customers not on EFT will have their orders placed on hold until the Liquor Contact Centre staff has secured payment. Once payment is secured, orders will be released. To ensure timely processing of your orders, you are encouraged to use the EFT payment process.

### Terms

A customer may be approved to use EFT by providing banking information on the New Customer Application Form. Initial terms for EFT payments are two (2) days after invoice date.

After three months of continuous operation on EFT, the customer may apply to the Controller, Liquor Operations to extend terms up to 15 days.

After an additional three months of continuous operations on EFT, the customer may apply to the Controller, Liquor Operations to further extend terms up to 30 days.

Upon cancellation or termination of a licence, all outstanding amounts owing to Manitoba Liquor & Lotteries become payable immediately.

**Questions about EFT can be directed to the Accounting Department at [accounting@mbl.ca](mailto:accounting@mbl.ca).**

### **Returned/Non-Sufficient Funds (NSF)**

An NSF charge will be assessed for all payments returned by the customer's financial institution.

**First Returned/NSF Cheque or EFT** - Manitoba Liquor & Lotteries requires a certified replacement cheque. No further orders will be processed until this cheque is received. The NSF cheque, or a copy of the EFT advice, will be returned along with a letter stating Manitoba Liquor & Lotteries' policy on such cheques. EFT terms will be reduced accordingly.

**Second Returned/NSF Cheque or EFT** - Manitoba Liquor & Lotteries requires a certified replacement cheque. All subsequent orders must be paid in cash or by certified cheque. EFT privileges are cancelled for future orders. Outstanding EFT payments will be processed on the due date.

### **Restoring Credit**

To cancel the certified cheque requirement, customers must provide Manitoba Liquor & Lotteries with adequate proof that they have the resources available to meet financial obligations.

This is done by one of the following:

- supplying an audited financial statement for the latest year of operation; **or**
- supplying a letter of credit or a bank guarantee; **or**
- after 18 months, supplying Manitoba Liquor & Lotteries with a written statement from the customer's banker on the improved financial position of the customer

Please note that the restoration of credit is subject to management approval.

### **Account Inquiries**

For any questions about your customer account (i.e., invoices, credits, payments, etc.) please contact Accounting at [accounting@mbl.ca](mailto:accounting@mbl.ca). If your question is about a credit processed by a beer distributor for empties or full return credits, please contact the applicable Distributor directly (please see page 5 for Beer Distributor contact information).

### [Refund of Any Credit Balance Upon Close-out](#)

Upon cancellation or termination of a licence, all outstanding amounts owing to Manitoba Liquor & Lotteries become payable immediately.

Manitoba Liquor & Lotteries will issue a refund of a credit balance remaining in a customer's account upon request. Customers are required to contact the Accounting Department at [accounting@mbl.ca](mailto:accounting@mbl.ca) advising of EFT back to account on file, or with the correct mailing address in order for payment to be issued.

**Note:** If a licenced premises has been sold, the cut-off as to who will receive the refund is the date the existing licence is cancelled and the new one is issued. Any transaction being processed can only be attributed to the licence in effect on that particular date. Refunds are made on this basis unless a court order to do otherwise has been received by Manitoba Liquor & Lotteries, or a *Limited Authority to Successor* form has been signed by the purchaser/assignee and the vendor.

### [Requests for Financial Information from Customers](#)

Requests for financial information from customers are reviewed on an individual basis to see if the information is available and whether it should be supplied.

Any information that is supplied is charged on a cost of retrieval recovery basis.

**Note:** In the interest of customer confidentiality, proper identification must be supplied before any information is released.


## **Liquor Purchases**

### [Documentation Requirements](#)

All liquor purchased for sale and/or service in licenced premises must be purchased using your customer account number. You must maintain copies of all account purchase invoices, statements and receipts for review if requested.

Commercial Customers can purchase liquor three ways:

<b>1</b>	<b>2</b>	<b>3</b>
Liquor Customer Self Service Online Ordering System	Placing an order through our Liquor Contact Centre by: <ul style="list-style-type: none"> <li>• Email</li> <li>• Phone</li> <li>• Fax</li> </ul>	Purchasing liquor through a retail location: <ul style="list-style-type: none"> <li>• Liquor Mart</li> <li>• Liquor Vendor</li> <li>• Specialty Wine Store</li> <li>• Beer Vendor</li> </ul>



Cash or cheque payments must be received before your order will be processed. Customers that have EFT or sufficient account credit will have their orders processed automatically.

## Order Methods

### [Liquor Customer Self Service \(https://css.mbl.ca/\)](https://css.mbl.ca/)

Liquor Customer Self Service is available 24 hours a day, seven days a week and is your best option for ordering liquor and beer for delivery.

Liquor Customer Self Service provides you with real-time information about your order including pricing, order multiple information, and item availability.

To get setup on the Liquor Customer Self Service system, please contact the Accounting Department at [accounting@mbl.ca](mailto:accounting@mbl.ca). They will initiate the set-up process and communicate computer system requirements.

### [Liquor Contact Centre Hours](#)

The Liquor Contact Centre processes orders from 8:00 AM to 4:00 PM Monday to Friday, except on statutory holidays.

Emailed, voice mail, fax orders received after hours will be processed the following business day. An order template for fax or email can be found at <https://www.mblpartners.ca/> Commercial Customer Order Form

Email: [liquorcontactcentre@mbl.ca](mailto:liquorcontactcentre@mbl.ca)

Phone: (204) 474-5500

Fax: (204) 477-1406



It is a good practice to call the Liquor Contact Centre to ensure your emailed order has been received. When sending, make sure that your fax is legible and that you use the correct item numbers. This reduces delays in the processing of your order.

### Order Processing Fees

Order Method	Order Processing Fees	
	First Order of the Week	Subsequent Orders
Liquor Customer Self Service (CSS)	No Charge	No Charge
Liquor Contact Centre - Email	No Charge	No Charge
Liquor Contact Centre - Phone	\$10.00	\$ 10.00
Liquor Contact Centre – Fax	\$10.00	\$ 10.00

Order Method	Order Processing Fees	
	First Order of the Week	Subsequent Orders
City Assembly charge (orders less than 3 cases)	\$10.00	2 <sup>nd</sup> delivery of the week is to pay full delivery charge

### Order Multiples

Reminder: When placing an order, make sure that you enter the correct selling units. For example, beer that is sold by the single bottle: entering “1” will get you 1 bottle not one case, and the request will not transmit. Also, some products must be ordered by a full case.

## **Deliveries from Manitoba Liquor & Lotteries**

Manitoba Liquor & Lotteries endeavors to have our products shipped to you within three (3) business days after we process your order.

Every effort will be made to deliver liquor orders between the hours of 9:00 AM – 5:00 pm, Monday to Friday. Exceptions may occur due to weather, vehicle issues, etc. that are beyond our control. No deliveries are made on statutory holidays (including Easter Monday).

Licensees in Winnipeg and Brandon are entitled to one free delivery per week. Delivery charges for subsequent orders during the week are paid for by the licensee. For information on current delivery charges, please contact the Liquor Contact Centre at

(204) 474-5500.

Note: Any Winnipeg order delivered from the Distribution Centre must be for three cases or more. If the order falls below three cases of product, an assembly charge of \$10.00 will be added to the order.

### **Winnipeg Customers**

- One (1) free liquor delivery is provided per week. Additional deliveries can be made; however, assembly and delivery charges will apply.
- Delivery drivers will deliver to the address associated with your account.
- Deliveries are made to a designated receiving area which should be no more than thirty (30) feet inside the building.
- Receiving areas should be on the ground floor, unless otherwise agreed upon and a safe ramp, elevator, or lift device is made available

### **Brandon Customers**

- Manitoba Liquor & Lotteries offers a delivery service for commercial customers within the city of Brandon.
- Customers are provided one (1) free delivery per week. Deliveries are made Monday through Friday and arrangements can be made with the staff at the 10<sup>th</sup> and Victoria Liquor Mart.
- Orders can be emailed into the store.
- Orders must be paid for prior to delivery.

### Rural Establishments

The Distribution Centre does not provide a delivery service for rural on-premises licensees. Rural on-premises customers may make arrangements with the local Liquor Mart or Liquor Vendor to purchase their liquor.

The Distribution Centre will deliver to rural Hotel Beer Vendors who meet specific criteria for ordering MBLL distributed coolers, ciders, beers. Contact [channel.partners@mbl.ca](mailto:channel.partners@mbl.ca) for information about direct delivery from MBLL for retail beer vendors.

Otherwise, rural beer vendor customers may make arrangements with the local Liquor Mart.

### **Deliveries from Private Distributors**

Orders may be placed with Manitoba Liquor & Lotteries for delivery by an authorized liquor distributor or an assigned transfer company. It is not necessary to specify which product is purchased for on-premises consumption or off-premises sales.

Since private liquor orders are delivered from the private liquor distributors, any questions, concerns, or issues regarding deliveries should be directed to the appropriate distributor.

### Minimum Orders/ Delivery Charges

The following minimum order quantities should be noted when placing your orders for privately distributed products from 3<sup>rd</sup> party distributors:

DISTRIBUTOR	MINIMUM ORDER QUANTITIES	DELIVERY CHARGE IF MINIMUM NOT MET	KEG EQUIVALENTS	DELIVERY AREA
Brewers Distributors Ltd. (BDL)	50 dozen or equivalent	\$75 + GST	1 - 58.67 litre keg = 20 doz.	No restrictions
Fort Garry Brewing Company Ltd.	8 dozen or equivalent	Order will be canceled	1 keg = 20 doz.	No restrictions
WETT Sales & Distribution Inc.	20 dozen or equivalent	\$25 + GST	1 keg = 20 doz.	No restrictions
Minhas Creek Brewing Co.	20 dozen or equivalent	\$20 + GST	1 keg = 20 doz.	No restrictions
Local Brewers: Email/Phone Direct for Info				

**Note:** Minimum order quantities are set by each distributor and each distributor’s minimum order quantities must be met individually. If any distributor’s minimum order quantity is not met, the distributor’s delivery charge, plus GST, will be added to the liquor order.

A full list of distributors and order minimums is available at <https://www.mbllpartners.ca/>

## Return of Empties

Empty beer bottles and cans may be returned to hotel beer vendors for a deposit refund. Alternately a pickup by an authorized beer distributor or an assigned transfer company may be requested, provided quantities of empty bottles or cans are sufficient for pick up.

<b>Brewers Distributors Ltd. (BDL)</b>	(204) 958-7930  Toll Free: 1-800-661-2337	<b>WINNIPEG:</b> Will pick up all empty containers for product that they distribute, including all Industry Standard Bottles (ISB) for product distributed by other private distribution companies within the province.  <b>RURAL MANITOBA:</b> BDL’s rural partner carriers will pick up all empty containers for product distributed by BDL, including all ISB for product distributed by other private distribution companies within the province.
<b>Fort Garry Brewing Co. Ltd.</b>	(204) 487-3678	<b>WINNIPEG:</b> Will pick up all empty Fort Garry/Two Rivers kegs and PET bottles.  <b>RURAL MANITOBA:</b> Gardewine will pick up all empty Fort Garry/Two Rivers kegs and PET bottles.
<b>WETT Sales &amp; Distribution Inc.</b>	(204) 885-9388	<b>WINNIPEG &amp; RURAL MANITOBA:</b> Will pick up empty bottles (non-ISB), cans and kegs for all products they distribute, as well as empty bottles and cans for products sold through Manitoba Liquor & Lotteries Distribution Centre.  Will collect stainless steel cider kegs sold through MBLL
<b>Minhas Creek Brewing Co.</b>	(204) 632-7335	<b>WINNIPEG &amp; RURAL MANITOBA:</b> Will pick up empty containers for all products they distribute.



When a distributor picks up empty containers, they will provide you with a slip showing the number of containers they collected. The distributor enters the empties credit into their system; the information is transmitted electronically to Manitoba Liquor & Lotteries so that the amount owing can be credited to your account.

If an empties refund has not been applied to the account, please contact the relevant distributor to follow up and apply the credit. The distributor must enter the credit before MBLL can see it on the commercial account.

**Reminder:** Only beer and malt based cooler containers are refundable.



It is good practice to reconcile your statements to your empty container slips. Your inventory of empties is just like cash. If there are any discrepancies on deposit refunds, you need to contact the appropriate beer distributor to resolve the difference.

### Receiving MBLL Delivery Orders

Before the delivery driver leaves, and before signing the bill of lading, ensure that each box delivered bears the order number; that the correct number of cases has been delivered; and that there are no visibly damaged products in the order. When you have confirmed these three things the driver will have you sign the bill of lading and will provide you with a copy. It is important that the signature be legible. If necessary, the name can be printed as well.

If there are any damages or discrepancies between the bill of lading and the product that was delivered, please indicate the problem in writing on the bill of lading and contact the Liquor Contact Centre as soon as possible.

*For example: If 17 cases are on the bill of lading and you receive 16 cases, mark 16 cases on the bill of lading.*

Once you have signed for your order, you must make sure that the goods received correspond with the packing list that is found with your order and that none of the goods inside the boxes are damaged.

You should contact the Liquor Contact Centre immediately if you find any mistakes in the order or if any products have arrived damaged. If product has been broken or damaged, please photo document the breakage for MBLL.

While in transit, the products are the responsibility of the carrier, so it is important to submit a carrier claim with the carrier and advise the Liquor Contact Centre of any breakage as soon as possible. Alternately, a Commercial Customer Sales Manager or Licensee Sales Coordinator can be advised of breakage/damage via photo documentation.

Problems with deliveries of privately distributed liquor should be addressed with the appropriate distributor.



It is good practice to verify your order as soon as possible so that any errors or damages can be addressed promptly.

## Pick-up Orders / In-Store Shopping

### Liquor Marts

- In store shopping is allowed during regular business hours. It is advisable to discuss with the Liquor Mart Manager when the best times to make your liquor purchases are as this will assist in providing a positive experience for all.
- Rare product or a product that has been purchased in limited quantities intended for the public may be unavailable for commercial orders. Contact store management or the commercial retail partners area for enquiries. Store management reserves the right to restrict quantities to ensure product access for all customer types.
- At Liquor Marts, payment can be made by EFT, cash, debit card, or cheque at the time of purchase. Your commercial customer identification card **must** be presented.
- Credit cards are **NOT** accepted as tender on commercial customer transactions.
- The AIR MILES® program is **NOT** available to commercial customers.
- Gift cards cannot be purchased or redeemed under a commercial account. Gift cards may only be purchased or redeemed for personal use.
- Customer identification cards should be kept secure at all times.
- Customer identification cards are intended for business use only.
- Manitoba Liquor & Lotteries must be notified of any lost or stolen cards. Replacement cards are issued by the Accounting Department.



While Liquor Marts strive to meet the needs of all customers, product inventory levels are not warehoused in commercial quantities. Contact the store in advance of shopping so they can procure inventory for you in advance of your visit.

### Liquor Vendors

- Licensees should provide advance notice to the liquor vendor indicating that their establishment will be picking up their alcohol products from their location
- The liquor vendor operator will advise the licensee of the best times to make liquor purchases during the store's regular hours of operation. At liquor vendors, payment may be made by cash, debit card, cheque or credit card, providing these forms of payment are accepted by the vendor.
- A customer identification card **must** be presented at time of purchase. Customer identification cards should be kept secure at all times.
- Manitoba Liquor & Lotteries must be notified of any lost or stolen cards. Replacement cards are issued by the Accounting Department.

### Specialty Wine Stores

- Licensees may purchase wine from a specialty wine store operator. Arrangements should be made directly with the specialty wine store for the ordering and pick-up of product.
- Licensee identification cards **must** be used to place an order.
- Licensees must retain a copy of their specialty wine store order form on their premises for review by the LGCA or Manitoba Liquor & Lotteries.

### Beer Vendors

- Licenced on-premises establishments may purchase beer, coolers and ciders through a retail beer vendor.
- Arrangements and/or prices must be mutually agreed upon by the involved parties.
- The agreed upon selling price must be based on the retail beer vendor's purchase price from Manitoba Liquor & Lotteries plus a handling fee, but not exceed the public selling price, excluding RST.
- **Calculation:** retail beer vendor purchase price + handling fee = selling price to licensee + GST + container deposit = final price to licensee. The retail beer vendor licensee must provide the purchasing licensee with a receipt or bill of sale and record the sales in such a manner to be acceptable to Revenue Canada and the Retail Sales Tax Branch.
- Records of the transaction must be kept by both parties.
- Retail beer vendors can pick up empty containers from licenced establishments and may charge for this service.

**NOTE:** The retail beer vendor does not collect the retail sales tax (RST) if the purchasing licensee provides their RST number to the retail beer vendor. This number should be recorded on the bill of sale. If a purchasing licensee does not provide this RST number, then the RST must be collected from the licensee. Goods & Services Tax (GST) is to be collected based upon the selling price (excluding deposits) to the purchasing licensee.

## Returning Liquor

**Commercial Customers must contact the Commercial Customer Sales department to arrange the return of product to the MBL Distribution Centre.**

Customers may return liquor purchased from Manitoba Liquor & Lotteries/Liquor Marts if the product:

- Was purchased through a Liquor Mart or Manitoba Liquor and Lotteries Distribution Centre
- is in saleable condition
- has current packaging labels intact
- seals are intact
- is still listed for sale

Products and packaging that have deteriorated because of time, moisture or excess temperature cannot be accepted for return. Products are inspected by the Quality Control Department before a credit is issued. The value of the returnable product will be credited to your account.

### *Liquor Mart Returns*

When returning product to a Liquor Mart:

- Contact the Liquor Mart Store Manager for authorization to return product.
- Bring receipts or invoices to the Liquor Mart with the product.
- Ensure the liquor is safely packed in cardboard boxes.
- All approved returns to a Liquor Mart will be credited to your account.

Liquor Marts reserve the right to refuse product returns on product that is unsaleable. Where the condition of a return item is in question the product will be sent to Quality Control for inspection.

### *Distribution Centre Returns*

To return liquor to the Distribution Centre:

- Contact the Commercial Customer Sales Manager or Licensee Sales Coordinator to request a return to the MBL Distribution Centre.
- Record a list of items to be returned (including quantities and the reasons for the return) for the Commercial Customer Sales Manager or Licensee Sales Coordinator on the MBL Return document. The customer return form can be found at <https://www.mblpartners.ca/>
- Bottles and/or cans are to be safely packed in cardboard boxes/flats and sealed. When a return is assembled unsafely and packed poorly it compromised the return process and could mean the less is crediting/approved.
- MBL will prepare a return request and make arrangements to have a driver pick up the product or book a drop off time at warehouse.
- When the product is picked up, ensure that the return document is accurate.
- Manitoba Liquor and Lotteries reserves the right to solely approve return requests.
- Commercial customers are responsible for freight charges on returned product.

**Manitoba Liquor and Lotteries reserves the right to charge additional /restocking fees for large volume returns or returns that require re-work from the Quality Control Department.**

### *Beer Returns*

**For information about returning privately distributed beer, please contact the supplier's local marketing representative to make arrangements.**

## **Quality Control**

- The Quality Control (QC) Department is responsible for ensuring the safety of alcoholic beverages within the Manitoba Liquor and Lotteries Distribution Centre.
- QC also oversees routine testing of products and ensuring that labels conform to Canadian Food Inspection Agency guidelines. QC deals with consumer, store, vendor, licensee and private wine store complaints.
- When a health concern exists, QC may communicate with the industry to assist CFIA or Health Canada in order to ensure affected product is removed from sale.
- Licensees who have a concern about the safety or quality of a liquor product are encouraged to contact the Liquor Contact Centre at (204)-474-5500 to arrange to have the product inspected.
- If you have questions about any QC bulletins regarding health concerns, product recalls or product withdrawals, please contact the Liquor Contact Centre.

# Purchasing

## Special Orders

A special order can be placed by contacting your local Liquor Mart and speaking with one of our knowledgeable staff or by contacting the Special-Order desk directly at

[specialorders@mbll.ca](mailto:specialorders@mbll.ca).

Please provide the Special-Order department with as much information about the product as possible, such as the product name, bottle size, supplier name, etc. The lead time on orders shipping within Canada is anywhere from 6-10 weeks; and 5-7 months for international orders. The estimated retail price will be provided to you before the order is placed however the final retail price is calculated once the product arrives and is subject to change from the original estimated retail price.

Special Orders typically have a minimum order quantity of one case, but sometimes suppliers will impose a much higher minimum order quantity. You will be notified if there is a supplier minimum order quantity, and at that time will be given the option to continue with the order or cancel the request.

Special Order purchases are final sale unless extenuating circumstances are applied.

## Bulletins and Price Lists

### Bulletins

Manitoba Liquor & Lotteries regularly distributes the following product bulletins:

- **Price Change Bulletins** – Identifies products that are changing in price. This could affect your purchase price or the public selling price of products in your retail beer vendor operation.
- **Limited Time Offer** - Identifies products that are temporarily reduced in price for a defined period. These bulletins can also affect the public selling price of products in your retail beer vendor operation.
- **Product Information Bulletin** – Identifies newly listed products available for ordering as well as products no longer available.
- **Discontinued Bulletin** – Identifies products that are being discontinued and possibly discounted. These products are typically no longer available for ordering once the current inventory has been depleted.
- **Temporary Price Reduction** – Identifies any products that are being discounted on a temporary basis.
- **Privately Distributed New Product Bulletins** - Identifies new products available for ordering from Private Distributors.

## Price Lists

Following are samples of the price lists available from our Supply Chain Department. Current price lists can be accessed by the [www.mbillpartners.ca](http://www.mbillpartners.ca) website.

### Licensee Cooler and Cider Price List

- This price list only shows coolers and ciders. It lists the price that you will pay for the products and the price that you charge the public for coolers and ciders sold in your retail beer vendor.

Manitoba Liquor and Lotteries Cooler and Cider Price List for 01/01/2022 Licensee Discounted Prices subject to 5% GST Public Retail Prices subject to 5% GST and 7% PST				Page: 1 of 8								
Brand	UPC Number	SCC Number	Product Description	Unit Volume (ML)	Order Multiples	Discounted Price to Lic/Ven	GST 5%	Total Discounted Price to Lic/Ven	Price to Public	GST 5%	PST 7%	Total Price to Public
CIDER												
18153	087692000846	10876928210039	ANGRY ORCHARD CRISP APPLE 473C BOSTON BEER COMPANY (USA)	473	24	3.3623	.17	3.53	3.81	.19	.27	4.27
39111	696550945405	10696550945402	CHERRY ON CIDER 355C DEAD HORSE CIDER CO (MB)	355	24	3.5124	.18	3.69	3.98	.20	.28	4.46
39114	759126181697	10759126181694	ENJOY VARIETY 4PK CID 4/355C DEAD HORSE CIDER CO (MB)	1420	6	13.8994	.69	14.59	15.75	.79	1.10	17.64
39112	696550951666	10696550951663	FAR FROM THE TREE CIDER 355C DEAD HORSE CIDER CO (MB)	355	24	3.5124	.18	3.69	3.98	.20	.28	4.46
39113	759126491369	10759126491366	FEELIN' FINE APPLE CIDER 355C DEAD HORSE CIDER CO (MB)	355	24	3.5124	.18	3.69	3.98	.20	.28	4.46
33243	063657041659	20063657041653	GROWERS LT RASP PEA CID 4/355C ARTERRA WINES CANADA	1420	6	8.3396	.42	8.76	9.45	.47	.66	10.58
33060	063657041161	20063657041165	GROWERS LT XDRY APPLECID4/355C ARTERRA WINES CANADA	1420	6	8.3396	.42	8.76	9.45	.47	.66	10.58
344119	067932000362	10067932000369	GROWERS ORCH BRY CIDER 2L PET	2000	8	8.8162	.44	9.26	9.99	.50	.70	11.19
307371	067932000409	10067932000406	GROWERS PEACH CIDER 2L PET	2000	1	8.8162	.44	9.26	9.99	.50	.70	11.19
314906	067932000355	10067932000352	GROWERS RASP CIDER 2L PET	2000	8	8.8162	.44	9.26	9.99	.50	.70	11.19
18326	063657032312	10063657032319	GROWERS STRW RHUB CIDER 2L PET (BC #863498)	2000	1	8.8162	.44	9.26	9.99	.50	.70	11.19
168773	626990098638	10626990098635	LONETREE AUTH DRY CIDER 6/355C LONETREE CIDER COMPANY	2130	4	13.0522	.65	13.70	14.79	.74	1.04	16.57

### Privately Distributed Beer Price List – Hotel Beer Vendors only

- This price list shows privately distributed beer products. It lists the price that you will pay for the products, the container deposit amount that is charged and refunded, and the price charged to the public including all taxes and container deposits. This list is to assist with pricing in your retail beer vendor operation.

Manitoba Liquor and Lotteries Privately Distributed Beer Price List for 11/01/2021 Licensee Prices subject to 5% GST Retail Prices subject to 5% GST and 7% PST												
Brand	UPC Number	SCC Number	Product Description	Order Multiples	Price to Lic/Vend	GST 0.05	Refund. Deposit	Total Price to Lic/Vend	Price to Public	GST 0.05	PST 0.07	Total Price to Public
BREWERS DISTRIBUTOR LTD.												
BIG ROCK BREWERY												
26216	64294798302	26216	BR ALB GENUINE DR LIGHT15/355C BIG ROCK BREWERY	1	20.49	1.02	1.50	23.01	23.97	1.20	1.68	28.35
24071	64294624052	10064294652212	BR ALBERTA GENUINE DR 473C BIG ROCK BREWERY	24	2.21	0.11	0.10	2.42	2.58	0.13	0.18	2.99
710707	64294821116	710707	BR ALBERTA GENUINE DR 15/355C BIG ROCK BREWERY	1	20.49	1.02	1.50	23.01	23.97	1.20	1.68	28.35
693622	64294708301	693622	BR ALBERTA GENUINE 58.67L K BIG ROCK BREWERY	1	196.65	9.83	40.00	246.48	230.08	11.50	16.11	40.00
635862	64294100891	635862	BIG ROCK ALTA LITE 58.67L KEG	1	196.65	9.83	40.00	246.48	230.08	11.50	16.11	40.00
26804	64294797749	10064294797685	BR CITRADELIC SINGLE HOP 473C BIG ROCK BREWERY	24	2.83	0.14	0.10	3.07	3.31	0.17	0.23	3.81
30464	64294861983	10064294861980	BR CITRADELIC IPA 4/473C BIG ROCK BREWERY	6	11.11	0.56	0.40	12.07	12.99	0.65	0.91	14.95
778593	64294765618	10062947665547	BR CITRADELIC SGLHOP IPA6/330B BIG ROCK BREWERY	4	11.01	0.55	0.60	12.16	12.88	0.64	0.90	15.02
778553	64294765625	778553	BR CITRADELIC SGL HOP IPA 30LK BIG ROCK BREWERY	1	125.57	6.28	40.00	171.85	146.91	7.35	10.28	40.00
740297	64294613384	740297	BR DUNKLEWEIZEN 30L K BIG ROCK BREWERY	1	125.57	6.28	40.00	171.85	146.91	7.35	10.28	40.00
761147	64294614077	10064294657286	BR HONEY BROWN LAGER 6/330 B BIG ROCK BREWERY	4	11.01	0.55	0.60	12.16	12.88	0.64	0.90	15.02

## **Additional Services**

### ***Consultation and Advice***

Manitoba Liquor & Lotteries supports its business partners. In an effort to assist our retail beer vendors and on-premises accounts, the Commercial Customer Sales team is available to consult with you and provide advice in the following areas:

- Product assortment
- Industry trends
- New product information
- Operational support
- Purchase history review
- Retail store layout and design (new construction or renovations)
- Retail product merchandising and display suggestions
- Product knowledge training

The Commercial Customer Sales team can also assist you with any other questions that you have regarding your business by providing you with contact information for the appropriate department(s).

### ***Staff Training***

The Commercial Customer Sales team is also available to co-ordinate product training for your staff. Training sessions are available as customized sessions for on-premises accounts to fit the education needs of the restaurant or bar. The training focuses on product knowledge, selling skills and service techniques.

Training sessions for retail accounts are tailored to beer and refreshment beverage categories and are periodically facilitated in person or virtually. The Commercial Retail Partner team will advise the industry when sessions are being held.

### ***Menu Planning***

Our Licensee Sales Coordinator is available to help customers with the on-premises liquor aspects of their business and can assist in the following:

- creating and/or revising liquor, beer and cocktail menus
- creating and/or revising wine lists to compliment your food offerings and provide top performing products.



## Retail Product Assortment

Retail Beer Vendors are authorized to sell the following products:

### Beer

- All beer that is listed for sale in Manitoba. The beer must be sold in the original format and packaging in which it was purchased.
- The beer category includes privately distributed, malt-based coolers.
- Licensees purchase beer at a discounted licensee price.

### Refreshment Beverages

- All wine, beer (malt), or spirit-based coolers that are listed by Manitoba Liquor and Lotteries for sale in Manitoba.
- Ciders produced through the fermentation of fruit juice.
- All products must be sold in the original format and packaging.
- Licensees purchase refreshment beverages at a discount from the retail price.

**Items distributed by MBLL already factor in a breakage allowance as part of your retail discount.**

### Pricing

In conformance with the MLLC Act and Uniform pricing legislation, all liquor products that are sold for **off-premises** consumption must be sold at the price set by Manitoba Liquor & Lotteries.

All liquor products sold for **on-premises** consumption must meet LGCA minimum pricing guidelines.

### Empty Beer Containers Returns

Beer and malt-based coolers are subject to a refundable container deposit provided the product was purchased in Manitoba. Retail beer vendors are encouraged to promote the recycling of non-refundable containers to your customers.

**Beer vendor licensees must accept all empty beer containers for which a deposit has been paid regardless of where the product was purchased in Manitoba. Empties must be accepted for return during all hours of operation.**

Retail beer vendors should contact each private distributor for information about empty container return procedures.

Empty beer containers are returned to the appropriate beer distributor, who in turn provides information to Manitoba Liquor & Lotteries.

## Fees and Discounts

### Handling Fees

Retail beer licensees are compensated with handling fees by Manitoba Liquor and Lotteries for accepting empty containers on the deposit system from the public. The handling fee is expressed as a per dozen rate which is applied to the volume of empty containers private beer distributors pick up from a retail licensee location.

The handling fee rate is reviewed annually by Manitoba Liquor and Lotteries Finance department and *may* be adjusted based on the *Consumer Price Index (CPI)*.

### Low Volume Discount

Hotel premises that operate a retail beer vendor receive compensation for the additional costs of providing an off-premises beer sales service. Hotel premises that operate an in-house beer vendor do not qualify for a low volume discount. The following factors determine the value of the discount earned by the licensee:

- The value of beer purchased for off-premises sale, excluding container deposits, from the previous fiscal year determines the category to which the beer vendor is assigned.
- The rate of discount ranges depending on the category to which the beer vendor is assigned.

The category that your retail beer vendor is placed in will appear on your statement.

The value for purchases to determine the category assigned is reviewed annually and may be adjusted in concordance with the Consumer Price Index. A letter will be sent to you annually communicating changes to category ranges.

A discount credit will be applied to your account at predetermined points during the year. If ownership changes during the year, the purchases (excluding container deposits) by each licensee will be combined for determining the total.

## Close Outs

- You must contact LGCA to terminate your liquor licence
- All products requiring return must be arranged prior to the last day of business.
- Once LGCA terminates your licence, information will be sent to Manitoba Liquor & Lotteries
- Your customer account with Manitoba Liquor & Lotteries will become inactive and all outstanding transactions will become immediately due.

## Contact Us

If you have any questions, please [send us a message](#) and a member of our Commercial Retail Partners team will get back to you.

## Frequently Asked Questions (FAQ's)

### **Q: What is the best way to place a liquor order with MBLL?**

**A:** Liquor Customer Self Service (CSS). While MBLL does provide phone, email, and in-person purchasing in Liquor Marts for commercial customers, CSS is available 24 hours a day, 7 days a week and has up to date product information and pricing as well as inventory availability across different distributors in Manitoba.

### **Q: I haven't received my delivery yet. Where is my delivery?**

**A:** MBLL uses 3<sup>rd</sup> party carriers to deliver product through out Manitoba. These carriers service communities using a pre-determined route schedule. While our carriers strive to deliver goods in a timely fashion, external factors such as service volume, weather, or road construction can impact service standards. For this reason, MBLL and our carriers cannot commit to specific time of day deliveries.

### **Q: I have product damaged in-store. Can I send it back to MBLL for credit?**

**A:** No. MBLL does not have a method to accept damaged product returns from retailers (including Liquor Marts) for credit from product suppliers. A portion of the retail licensee discount (.5%) is intended to compensate for product damaged in store. Damaged product can also be written off as a business expense.

### **Q: What about product damaged during delivery?**

**A:** Product that has left the MBLL warehouse is deemed to be in saleable condition. If product arrives damaged it should be noted with the delivery driver at time of delivery and a carrier claim should be initiated. You should also make MBLL aware of the damage during delivery.

### **Q: I'm a beer vendor. Do I need to take back all beer empties, even if I don't sell the same brand of beer?**

**A:** Yes. Hotel beer vendors must accept all empty beer containers on the deposit system from the public regardless of where it was sold, provided it was purchased in Manitoba.

### **Q: Can I use a credit card or Airmiles card when purchasing in a Liquor Mart?**

**A:** No. Liquor Marts and Airmiles loyalty cards are intended for public customers only. MBLL offers up to 30-day terms on liquor purchases that can also be processed in Liquor Marts. Contact MBLL Finance if you require payment terms for your business.

### **Q: How do I learn more about trending products or specific product attributes?**

**A:** Contact the Commercial Retail Partners area at [channel.partners@mbll.ca](mailto:channel.partners@mbll.ca) The team can provide industry data, and trending brand information. Product education seminars are also offered to commercial customers when available.