



TO: All Liquor Suppliers, Marketing Representatives, and Agents
FROM: Brad Fulham
DATE: December 20, 2019
RE: Markup and Surcharge Levels: Microbreweries and Micro Distilleries

Both current and new manufacturers who wish to apply to microbrewery or micro distillery markup and surcharge rates for **2020/2021** must submit all documentation outlined below to Manitoba Liquor and Lotteries no later than **January 19, 2020 at 11:59 pm.**

It is important to note that any manufacturer currently receiving a reduced markup must submit the required documentation in order to continue to have a reduced markup rate applied:

- In the absence of an approved submission, markups will default to regular markup rates starting April 16, 2020.
- If micro-status is removed case cost will be adjusted and the current retail will be maintained.
- The next opportunity to have case cost adjusted for micro-products will be as a part of the July Price Change and no payment adjustments will be made on the sales during the lapsed period.

Please note that only microbreweries and micro distilleries that produce product entirely through active, on-site distillation or fermentation through to finishing and bottling and sell directly to Manitoba Liquor and Lotteries will be eligible for the reduced markup and surcharge rates outlined below.

For additional information and qualifying products please refer to the attachment titled "Requirements for Micro Producers".

All documentation must be provided in English or French for review on attached Annual Declaration of Production **with 3rd party verification** no later than **January 19, 2020 at 11:59 pm.**

Incomplete or late submissions will not be processed, and the full regular markup rate and surcharges will apply.

If you have any questions please don't hesitate to contact Product Management Coordination at 204-957-2500 ext. 4998 (ProductManagementCoordination@mbll.ca).

Best Regards,

A handwritten signature in blue ink, appearing to be "B. Fulham".

Brad Fulham
Director, Supply Chain