



TO: Rural Liquor Vendors
FROM: Grant Boak, Director, Commercial Retail Partners
DATE: June 6, 2019
RE: **Assortment Expansion- Single Serve Privately Distributed Beer Sales at Liquor Vendors**

On June 3, 2019, Bill 11 received royal assent in the Manitoba Legislature. Part of this initiative will allow all retail liquor vendors who currently do not have temporary beer endorsements the ability to sell single serve privately distributed beer and malt-based products.

Manitoba Liquor & Lotteries has been hard at work preparing for this change, however, certain operational procedures could not be implemented until the LGCA regulation was amended. A short transition period is needed to apply the system changes required to allow for processing of single serve privately distributed beer orders for new customers.

To get Liquor Vendors affected by this initiative access as soon as possible, their accounts will be set up to allow ordering access for privately distributed beer effective June 10, 2019.

Liquor vendors affected by this initiative are not authorized to retail privately distributed packaged beer. If you order packaged privately distributed beer, MBLL reserves the right to charge back the full retail value of the packaged beer as well as any additional taxes or fees. Repetitive ordering of privately distributed packaged beer without the authorization of MBLL may lead to canceling your access to all privately distributed beer, and a reduction of Liquor Vendor allowances.

Liquor Vendors that want to retail privately distributed single serve beer will be required to order these products directly through the Atlas ordering system in full case lot quantities.

Attached to this message is an Implementation Guide to assist you with this process.

If you have any questions, please don't hesitate to email channel.partners@mbll.ca. You can also reach the Commercial Retail Department as listed below, or outside of Winnipeg call toll-free 1-800-265-3912:

Rosanna Chenier, Commercial Retail Partners	204-957-2500, ext. 2416
Grant Kennedy, Manager Commercial Customer Sales	204-957-2500, ext. 5103
Eric Scheepers, Manager Commercial Customer Sales	204-957-2500, ext. 5122
John Buchanan, Manager Commercial Customer Sales	204-957-2500, ext. 5879