

February 1, 2017

NOTICE TO HOTEL BEER VENDORS: GROWLER PROGRAM CHANGES

In fall 2014, Manitoba Liquor & Lotteries introduced the sale of beer in growlers in select Liquor Marts and beer vendor locations throughout the province. One year later, the popular program was expanded to a total of 18 locations in Manitoba.

To ensure the continued growth and success of the growler program, Liquor & Lotteries established Growler Bars in nine Liquor Marts in Winnipeg and Brandon, and entered into agreements with nine Hotel Beer Vendors. These agreements defined the selection of products and the equipment requirements for growler retailers.

Since the program was launched, the beer industry in Manitoba has evolved. New breweries have opened and have subsequently introduced many exciting new craft-style beers into the marketplace. In order to adapt to the shifting needs of the industry, Liquor & Lotteries is making the following changes to the growler program effective March 1, 2017:

- All growler agreements with Hotel Beer Vendors will be terminated. All current locations will be able to continue retailing growlers.
- All beer retailers in Manitoba can decide to begin, maintain or discontinue the service based on their own business decisions.
- Retailers can work directly with craft-style beer suppliers to develop a tailored growler beer selection.
- Retailers can partner with beer suppliers on promotional activities for growlers.
- Retailers can use a wider variety of equipment to fill growlers.

If you have any questions about the growler program or these changes please contact a member of the Licensee Sales team:

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