



## Social Responsibility Product Listing Guidelines

This information provides liquor agents with some of the factors in Manitoba Liquor & Lotteries' decision process on whether to list a product. In addition to Canadian Food Inspection Agency (CFIA) requirements, social reference pricing, and performance measurements, potential products are reviewed for social responsibility and corporate reputation concerns as part of the listing process.

We review new, updated and existing products for their potential to communicate inappropriate or harmful messages to our customers. We also consider a product's potential impact on our corporate reputation if we were to carry it.

We want to work collaboratively with you in the product development stage to help prevent unnecessary redevelopment costs when a product's name, branding, or packaging has customer safety or reputation concerns. The following considerations are important for you to think about as you develop new products.

A product is at risk of not being listed when it:

### *Minors*

- Uses imagery portraying minors or persons who may reasonably be mistaken for minors.
- Appeals to minors (e.g. child-oriented cartoon characters).

### *Accuracy*

- Uses misleading, deceptive or false information.
- Implies it contains ingredients that were not used in its production.
- Resembles mainstream non-alcoholic beverages or food, unless clearly alerting consumers to alcohol content.

### *Alcohol content*

- Emphasizes high alcohol content as a selling feature. (Product must adhere to CFIA guidelines for the term "light" and only reference ABV as an information or safety feature.)
- Implies it may be preferred because of its high alcohol content.
- Depicts alcohol as a necessity or requirement for relaxation.
- Suggests it offers any health, therapeutic or sedative benefits.

### *Attainment of Status:*

- Suggests that drinking can enhance personal qualities, improve self-image or self-esteem.
- Suggests drinking as a way to gain control, admiration, or social or financial success.
- Implies inferiority or unpopularity for not consuming.

### *Safety*

- Promotes or depicts intoxication, decreased inhibitions, or irresponsible or illegal behaviour.
- Refers to consumption at generally inappropriate times (e.g. breakfast) or any reference to driving.



### *Tastefulness & Sensitivities*

- Refers to addiction or dependency.
- Refers to political, cultural or religious sensitivities.
- Degrades or depicts in a disrespectful way the image or status of any individual or group in society, past or present.
- Is shaped as items associated with dangerous behaviour (e.g. hypodermic needles, weapons).
- Contains nudity, overt sexual activity, sexually lewd or indecent images, or indecent language – explicit or implicit (such as through acronyms).

#### **1. When does a review happen?**

Products are reviewed when an application for listing is made, when a product is updated significantly, or when we receive concerns from consumers or others.

#### **2. What can I do to avoid having a product declined for listing?**

We strongly encourage any company wishing to list a new or significantly updated product in Manitoba to contact their category manager before investing in labels or marketing materials destined for our market. We are not responsible for costs related to product that we decline to carry.

#### **3. What do you mean by “corporate reputation”?**

Corporate reputation refers to maintaining respect and integrity, good taste and sensitivities, and recognizing the risk of negative reactions from our customers and other stakeholders.

#### **4. What do you mean by “social responsibility”?**

Social responsibility refers to drinking responsibly, not portraying minors, upholding generally safe and healthy behaviours, and avoiding excessive use or misleading information.

#### **5. What do you look at when reviewing a product?**

We look at brand and product names, tasting notes and other text, images, labels, packaging and associated advertising.

#### **6. What does the review process look like?**

Generally this process is invisible to the listing agent – it requires no additional documentation or submissions. Our buying team reviews each product before it is listed. If a possible concern is identified, it is escalated internally for further review.

#### **7. How long does the process take if a product is flagged for review?**

While each case is unique, we try to review products as expediently as possible.

#### **8. If a product is declined for listing, does that mean it cannot be sold anywhere in Manitoba?**

Depending on the level of risk, the product may not be approved for listing in Liquor Marts, in privately operated stores, or in both.

#### **9. What happens if a product is declined for listing?**

We will contact the listing agent and explain the reason for our decision. While the decision is final,

we will provide feedback on changes that may improve the product's chances of being accepted for listing in the future.

A product may be resubmitted for consideration only after the product is modified to address the issue. The product will then undergo a new review.