

Industry Partners,

Manitoba Liquor and Lotteries Corporation (MBLL), is interested in establishing new multiyear beverage alcohol supplier partnerships for the Casinos of Winnipeg (COW), in exchange for exclusive pouring rights in four categories. These categories include; Major Brand Beer Partnership, Craft Beer Partnership, Spirits Partnership and Wine Partnership.

The objective of these supplier partnerships is to maximize potential revenue, promote and increase brand awareness, and provide top level products and experiences to their customers. The exclusive beverage alcohol partner in each category will obtain category specific point of sale distribution locations and marketing rights with the COW properties. The level of marketing and benefits provided by MBLL is dependent on the level of marketing partnerships investment offered by proponents.

Premiere entertainment attractions in central Canada, and some of Manitoba’s busiest entertainment attractions, the COW consisting of McPhillips Station Casino, Club Regent Casino and the Club Regent Event Centre, welcomed 2.5 million unique visitors to their properties in 2019/20. The combined COW properties span over 306,000 square feet of premium entertainment, gaming, food and beverage amenity space.

MBLL has established the following schedule for this Request for Proposal (RFP) process. Such dates may be subject to change.

Schedule	Date & Time
RFP Release	June 25, 2020
Last day to submit questions and request clarification	August 7, 2020
Responses to questions provided by	August 21, 2020
Closing Date and Time	September 4, 2020, 4pm Winnipeg Time

For full details on the RFP, including process, requirements, instructions, questions and inquiries, please visit: <https://www.merx.com>

