

**To:** Liquor suppliers, marketing representatives, and agents  
**From:** Manitoba Liquor & Lotteries – Liquor Operations  
**Date:** January 13, 2025  
**RE:** **Annual Application for Micro-Producer Markup and Surcharge Rates**

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Micro-producers who wish to receive reduced markup and surcharge rates for 2025-26 must submit all required documentation to Manitoba Liquor & Lotteries (MBLL) no later than **February 23, 2025**.

There are important changes in 2025:

- **New production thresholds for beer and refreshment beverage producers**
- **New micro-producer level for refreshment beverages using neutral grain spirits**

Qualification in a previous year does not automatically renew. Incomplete or late submissions will not be processed, and markups will default to regular rates starting May 1, 2025.

If you lose micro-producer status, your case cost will be adjusted, and current retail price will be maintained. The next opportunity to have the case cost adjusted for products marked up under a micro-producer category will be the July price change. No payment adjustments will be made on sales during the lapsed period.

An updated submission form and reference information is enclosed with this memo. Please include all supporting documents with your application e-mail. Partial submissions will be rejected. If you are applying in more than one product category, a separate email for each category is needed.

If you have any questions, please don't hesitate to contact Product Management Coordination at [ProductManagementCoordination@mbll.ca](mailto:ProductManagementCoordination@mbll.ca)