

To: Liquor Suppliers, Marketing Representatives, and Agents

From: Bryan Letkeman, Director, Supply Chain

Date: September 12, 2024

RE: Updates to Social Reference Pricing in Manitoba

Manitoba Liquor & Lotteries (MBLL) will be making changes to social reference pricing (SRP) to come into effect in Manitoba on **January 1, 2025**.

SRP is the minimum retail price (before taxes) at which liquor may be retailed in Manitoba. This includes during special promotions, limited time offers, or clearance sales. SRP is a standard retail pricing practice used across Canada and is recognized as a socially responsible way to reduce alcohol-related harms by strategically managing the cost per litre of absolute alcohol sold through controlled retail environments.

Inflation adjustment

MBLL reviews SRP annually in alignment with the province's consumer price index for all packaged liquor sold in Manitoba, but has not adjusted SRP for a number of years.

New and existing products listed through MBLL will see an adjusted SRP as shown in the table below. Any items that fall below SRP will be adjusted automatically to the minimum allowable price. Most products carried by MBLL will not be affected as they are already priced above SRP.

Inclusion of previously exempted micro format

MBLL is now applying SRP to the smallest format within the spirits category. All liquor in all formats is now covered by the SRP.

More information

The price models will be available for download on [the Liquor Agents & Suppliers page of MBLLpartners.ca](#). Please direct any questions to Mark Ogg, Manager of Core Merchandising and Product Administration: Mark.Ogg@mbll.ca.

		Current Rate	Future Rate effective January 1, 2025
Product Category	Total Volume	Cost per Litre of Absolute Alcohol	Cost per Litre of Absolute Alcohol
Spirits	< 60 ml		\$128.00
	60 - 99 ml	\$116.26	\$123.83
	100 - 299 ml	\$95.12	\$101.31
	300 - 399 ml	\$79.27	\$84.43
	400 - 699 ml	\$73.98	\$78.80
	= > 700 ml	\$69.81	\$74.36
Beer	< 10,000 ml	\$69.81	\$74.36
	10,000 - 19,999 ml	\$63.41	\$67.54
	= > 20,000 ml	\$58.13	\$61.92
Ready to Drink	< 100 ml	\$422.75	\$450.28
	100 - 249 ml	\$95.12	\$101.31
	250 - 399 ml	\$79.27	\$84.43
	400 - 699 ml	\$73.98	\$78.80
	= > 700 ml	\$69.81	\$74.36
Wine	< 100 ml	\$137.39	\$146.34
	100 - 374 ml	\$100.40	\$106.94
	375 - 699 ml	\$73.98	\$78.80
	700 - 3,999 ml	\$69.81	\$74.36
	= > 4,000 ml	\$58.13	\$61.92
Fortified Wine	< 100 ml	\$211.38	\$225.15
	100 - 374 ml	\$100.40	\$106.94
	375 - 699 ml	\$73.98	\$78.80
	= > 700 ml	\$69.81	\$74.36