

To: All Domestic Suppliers, Industry Representatives and Specialty Wine Stores

From: Manitoba Liquor and Lotteries Supply Chain Department

Date: March 12, 2025

RE: Changes to Rates: Freight, Exchange, Excise, Minimum Markup, Surcharge & Equalization effective May 1, 2025

Please be advised that there will be **rate changes for Exchange, Freight, Excise, Minimum Markup, Surcharge and Equalization effective May 1, 2025**. *(With the exception of federal excise rates, which will be updated April 1st, 2025)*. **See the attached schedules for new rates.**

Manitoba Liquor & Lotteries is giving all suppliers and marketing representatives the opportunity to re-quote invoice costs to adjust desired retail prices. As outlined in the memo “Price Change Process Improvements” distributed October 22, 2019, if there is no desired to change retail price, no action is required, and case cost will be automatically adjusted to maintain current retail price.

All submissions must be submitted to the price change mailbox: pricechange@mbll.ca **Submissions to other email addresses will not be actioned.** **Price change requests must be completed on the MBL Price Change Request Form, and submitted by 11:59 pm Sunday, March 23, 2025.** To increase accuracy, please ensure your submission is completed in a single Form.

Updated **Trial Pricing Calculator** and the **Price Change Submission** form reflecting the new rates are available for download on [MBLL Partners](#) website. **Kindly refrain from utilizing any outdated versions, as they will not be accepted.** In our commitment to supporting our valued partners, we’ve extended the deadline for price change submissions. If you’ve already submitted your price change request and no adjustments are required, there’s no need for resubmission.

Reminder effective April 9, 2018, the retail price overrides were removed from all Fringe (C) items. You are now required to submit pricing information along with General (A) and Specialty (B) items. Listed Fringe (C) items are no longer eligible for case cost adjustments on open purchase orders outside of the established price change schedule and process.

If you have any questions, please contact ProductManagementCoordination@mbll.ca

Regards,

Bryan Letkeman
Director, Supply Chain

FOREIGN CURRENCIES EXCHANGE RATES
As of May 1, 2025

COUNTRY	CURRENCY	RATE IN CANADIAN \$ FOR PRICING PURPOSES
Australia	Dollar	\$0.90*
European Community	Euro	\$1.52
New Zealand	Dollar	\$0.82*
South Africa	Rand	\$0.08
United Kingdom	Pound	\$1.82
United States	Dollar	\$1.46*

*** Change in rate**

Note: All other exchange rates are actual Bank of Canada rates at time of receipt of goods.

STANDARD DOMESTIC FREIGHT RATES

Effective: May 1, 2025

(Subject to change without notice)

ZONES	F.O.B. POINT	RATE PER LITRE
Quebec Zone 1	MONTREAL / POINTE CLAIRE	\$0.42*
Quebec Zone 2	MONTREAL / WINE TOTES	\$0.42*
Quebec Zone 3	MONTREAL – SAQ & MISC.	\$0.42*
Quebec Zone 4	VALLEYFIELD	\$0.42*
Ontario Zone 1	BRAMPTON – BACARDI	\$0.42*
Ontario Zone 2	HAMILTON / NIAGARA	\$0.42*
Ontario Zone 3	TORONTO / MISSISSAUGA - Constellation	\$0.42*
Ontario Zone 4	WINDSOR / WALKERVILLE, CORBY	\$0.42*
Ontario Zone 5	WINONA / GRIMSBY	\$0.42*
Ontario Zone 6	ONTARIO MISC	\$0.42*
Alberta Zone 1	EDMONTON / ST. ALBERT	\$0.16*
Alberta Zone 2	CALGARY	\$0.16*
B.C. Zone 1	B.C. MISC. - SUMAC, OKANAGAN CONSOLIDATION	\$0.42*
B.C. Zone 2	OLIVER - Constellation	\$0.42*
B.C. Zone 3	VANCOUVER - BCLDB, MISCELLANEOUS	\$0.42*
B.C. Zone 4	VANCOUVER - MARK ANTHONY	\$0.42*
B.C. Zone 5	VANCOUVER – HILLEBRAND WESTLINK	\$0.42*
Atlantic Zone 1	ATLANTIC PROVINCES	\$0.42*

* Change in rate

The following ship points do not have standard rates.

Retails will be based on estimates for each purchase order issued.

- Ontario – Bloomfield Exworks
- Ontario – Concord FCA
- Saskatchewan - Saskatoon
 - Regina
- Any New Locations

IMPORT FREIGHT RATES PER LITRE

UNITED STATES

Effective: May 1, 2025

LOCATION	RATE PER LITRE FOR PRICING PURPOSES
ARKANSAS - Fort Smith	\$0.60*
CALIFORNIA - Modesto - Gallo	\$0.88
CALIFORNIA – American Canyon	\$1.00*
ILLINOIS	\$0.81*
INDIANA	\$0.51*
KENTUCKY	\$0.72*
MAINE	\$1.12
MARYLAND	\$1.01
MICHIGAN	\$0.36
MINNESOTA	\$0.30*
MISSOURI	\$2.03*
NEW JERSEY	\$1.32*
NEW YORK	\$1.92
OHIO	\$0.82
PENNSYLVANIA	\$0.80*
TENNESSEE	\$1.06*
WASHINGTON	\$1.75*
WISCONSIN	\$1.00*

* **Change in rate**

The following ship points do not have standard rates.
Retails will be based on estimates for each purchase order issued.

- Florida - Miami
- South Dakota
- Any New Locations
- **NOTE: Rates are subject to change without notice**

IMPORT FREIGHT RATES PER LITRE

Effective: May 1, 2025

COUNTRY	RATE PER LITRE FOR PRICING PURPOSES	COUNTRY	RATE PER LITRE FOR PRICING PURPOSES
Argentina – FCA & FOB	\$1.45*	Jamaica – Exworks & FOB	\$1.50*
Australia – FCA & FOB	\$1.45*	Netherlands	\$1.87*
Australia – Exworks	\$2.63*	New Zealand – FCA	\$1.47
Austria	\$4.00*	Poland	\$2.08*
Belgium	\$1.81*	Portugal – FCA & FOB	\$1.11*
Chile – FCA & FOB	\$1.20	Portugal – Exworks & Islands	\$1.85*
Denmark	\$2.44	South Africa – FCA & FOB	\$1.71*
France	\$1.84*	Spain - Barcelona - FCA & FOB	\$0.98*
Germany – FCA & FOB	\$1.55*	Spain – Exworks	\$1.64*
Germany – Exworks	\$1.80*	Sweden – FOB	\$1.27*
Greece – Exworks, FCA & FOB	\$4.00*	United Kingdom – FCA & FOB	\$1.16*
Hungary	\$4.00*	United Kingdom – Exworks	\$1.59*
Ireland – Exworks, FCA & FOB	\$1.47*	Uruguay (thru Chile)	\$3.00*
Italy	\$1.43*		

*** Change in rate**

The following ship points do not have standard rates.
 Retails will be based on estimates for each purchase order issued.

- Switzerland
- Any New Locations

Note: Rates subject to change without notice.

CUSTOMS AND EXCISE DUTY RATES

Effective April 1, 2025

DESCRIPTION	Customs Duty Rate	Excise Duty Rate
SPIRITS		
Gin	4.92/LAA	13.840/LAA
Rum	24.56/LAA	13.840/LAA
Vodka	12.28/LAA	13.840/LAA
Liqueur	12.28/LAA	13.840/LAA
Miscellaneous Spirits	12.28/LAA	13.840/LAA
Whisky(ey), Brandy, Tequila		13.840/LAA
WINE		
Vermouth & Aperitif Wine	N/A	0.730/L
Fortified Wine		
Exceeding 13.7% alc/vol but not 14.9% alc/vol	4.68/L AU/NZ 2.75/L	0.730/L
Exceeding 14.9% alc/vol	N/A	0.730/L
Table/Still Wine		
Not exceeding 7% alc/vol and < 2 litres	1.87/L	0.351/L
>2 litres	N/A	0.351/L
7% -13.7% alc/vol and < 2 litres	1.87/L	0.730/L
>2 litres	N/A	0.730/L
Exceeding 13.7% alc/vol but not 14.9% alc/vol	4.68/L	0.730/L
Exceeding 14.9% alc/vol	N/A	0.730/L
Sparkling Wine		
Not exceeding 7% alc/vol	N/A	0.351/L
Exceeding 7% alc/vol	N/A	0.730/L
REFRESHMENT BEVERAGES		
Not exceeding 7% alc/vol		
- Spirit Based	12.28/LAA	0.351/L
- Wine Based <2 litres	12.28/LAA	0.351/L
- Wine Based >2 litres	N/A	0.351/L
- Ciders	0.2816/L	0.351/L
BEER and Malt Based Coolers		
(Rates may vary on supplier production levels)		
Not exceeding 1.2% alc/vol	N/A	0.03067/L
Exceeding 1.2% alc/vol but not 2.5% alc/vol	N/A	0.1848/L
Exceeding 2.5% alc/vol	N/A	0.3695/L

LAA = Litre of Absolute Alcohol (formula: size of selling unit (L) x Alcohol by volume x applicable rate)

L = Litre (Formula: Size of selling unit (L) x applicable rate)

Domestic products are subject to Excise rates only.

Products with Certificate of Origins submitted for Signed Trade Agreements will not have customs applied.

Additional information on custom rates can be found:

<https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2020/01-99/ch22-2020-eng.pdf>

And additional information on excise rates can be found:

https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/edrates/excise-duty-rates.html#_Toc505753867

MANITOBA LIQUOR & LOTTERIES CORPORATION MARKUP EFFECTIVE: MAY 1, 2025

(*See Micro Producer Markups if applicable)

	Size/ml	Markup	Minimum Markup	Per Package Surcharge	Package Equalization	Commercial Consideration Per Package U.S.	Other
		%	\$	\$	\$	\$	\$
<u>Spirits</u>							
	50	153	0.9700	0.0722	0.2436	0.0190	0.0325
	200	153	3.8800	0.2887	0.3654	0.0760	0.1300
	375	153	7.2750	0.5413	0.4872	0.1425	0.2438
	700	153	13.5800	1.0105		0.2660	0.4550
	750	153	14.5500	1.0826		0.2850	0.4875
	1000	153	19.4000	1.4435		0.3800	0.6500
	1140	153	22.1160	1.6456	0.3046	0.4332	0.7410
	1750	153	33.9500	2.5261	0.3654	0.6650	1.1375
	3000	153	58.2000	4.3305		1.1400	1.9500
	3750	153	72.7500	5.4131		1.4250	2.4375
<u>Liqueurs</u>							
	50	153	0.9700	0.0722	0.2436	0.0155	0.0340
	200	153	3.8800	0.2887	0.3654	0.0620	0.1360
	375	153	7.2750	0.5413	0.4872	0.1163	0.2550
	700	153	13.5800	1.0105		0.2170	0.4760
	750	153	14.5500	1.0826		0.2325	0.5100
	1000	153	19.4000	1.4435		0.3100	0.6800
	1140	153	22.1160	1.6456	0.3046	0.3534	0.7752
	1750	153	33.9500	2.5261	0.3654	0.5425	1.1900
<u>Wines (Still, Fortified & Effervescent)</u>							
	50	95	0.1600	0.1118		0.0075	0.0220
	200	95	0.6400	0.4470		0.0300	0.0880
	375	95	1.2000	0.8381		0.0563	0.1650
	500	95	1.6000	1.1175		0.0750	0.2200
	750	95	2.4000	1.6763	0.3046	0.1125	0.3300
	1000	95	3.2000	2.2350	0.3046	0.1500	0.4400
	1500	95	4.8000	3.3525	0.7065	0.2250	0.6600
	2000	95	6.4000	4.4700	0.7919	0.3000	0.8800
	3000	95	9.6000	6.7050	0.8528	0.4500	1.3200
	4000	95	12.8000	8.9400	1.4254	0.6000	1.7600
	10000	95	32.0000	22.3500	1.8518	1.5000	4.4000
	16000	95	51.2000	35.7600	6.9318	2.4000	7.0400
	18000	95	57.6000	40.2300	7.7967	2.7000	7.9200
<u>Refreshment Beverages</u>							
(Coolers & Ciders)							
	330	95	0.7920	0.3607	0.0609	0.0726	0.1353
	341	95	0.8184	0.3727	0.0609	0.0750	0.1398
	355	95	0.8520	0.3881	0.0609	0.0781	0.1456
	375	95	0.9000	0.4099	0.0609	0.0825	0.1538
	473	95	1.1352	0.5170	0.0853	0.1041	0.1939
	710	95	1.7040	0.7761	0.1219	0.1562	0.2911
	750	95	1.8000	0.8198	0.1340	0.1650	0.3075
	1000	95	2.4000	1.0931	0.1705	0.2200	0.4100
	1364 (4/341)	95	3.2736	1.4910	0.2436	0.3001	0.5592
	1420 (4/355)	95	3.4080	1.5522	0.2436	0.3124	0.5822
	1980 (6/330)	95	4.7520	2.1643	0.3654	0.4356	0.8118
	2000	95	4.8000	2.1862	0.3411	0.4400	0.8200
	2046 (6/341)	95	4.9104	2.2365	0.3654	0.4501	0.8389
	4260(12/355)	95	10.2240	4.6566	0.7308	0.9372	1.7466

MANITOBA LIQUOR & LOTTERIES CORPORATION MARKUP EFFECTIVE: MAY 1, 2025

(*See Micro Producer Markups if applicable)

	Size/ml	Markup %	Minimum Markup \$	Per Package Surcharge \$	Package Equalization \$	Commercial Consideration	
						U.S. \$	Other \$
Beers							
MBLL Distributed	1000	75	1.9800	0.5367	See Below	0.5700	0.6400
Privately Distributed	1000	75	1.3300	0.5367	See Below	0.5700	0.6400

Beer - Package Equalization

24 bottle packages	0.4368
8 can packages	0.1832
15 can packages	0.1725
20 can packages	0.2420
30 can packages	0.3030
36 can packages	0.3024

NOTES

- Calculations of Per Package Surcharge for each category are done on a per litre basis but have been listed for each size.
- Calculations of Package Equalization for each category are done on a per package basis unique to each size in the category.
- Calculations of commercial consideration for each category are done on a per litre basis. Commercial Consideration is applied to all import products.
- Retail prices are calculated by applying the greater of the minimum dollar markup as above or markup percentage as above, on the landed cost per bottle or per can cost. The Per Package Surcharge are added to this amount. For MBLL distributed, imported products, a fixed dollar-per-litre "commercial consideration" is then added. Provincial sales tax of 7% and Goods and Services Tax of 5% is then applied.
- All alcoholic beverages, excluding beer, which are in non-deposit but recyclable containers, have an environmental protection tax built into the pricing structure.
- Gift items (including liquor in special bottles, gift packs, special packaging, etc.) are priced by applying the full markup to the landed cost of the liquor. No markup is applied to the gift and/or packaging of the product.
- Refreshment beverages include spirit, wine-based coolers, malt-based coolers over 4% residual sugar or sweetened with artificial sweeteners, stevia or other sweetening agents and ciders.