

**A Directive to
Manitoba Liquor and Lotteries Corporation
Respecting Sale of American Liquor Products**

Issued by: Honourable Minister Adrien Sala

Effective: March 4, 2025

BACKGROUND

The *Crown Corporations Governance and Accountability Act* provides for the issuing of directives to one or more Crown corporations as follows:

Directives

13(1) The minister may — with the approval of the Lieutenant Governor in Council — issue a directive to a corporation

- (a) respecting matters of policy;
 - (a.1) requiring the corporation to conduct an organizational review as specified in the directive;
 - (a.2) requiring the corporation to do something in accordance with its approved annual business plan or prohibiting it from doing anything inconsistent with that plan;
- (b) to ensure that practices of two or more corporations are consistent; or
- (c) to ensure that two or more corporations act in concert with each other or with government departments or agencies when doing so will further efficiency and effectiveness.

PURPOSE

Manitoba intends to send a strong message in response to the imposition of tariffs by the United States of America.

Aligned with the government of Canada and the governments of other provinces and territories, this directive instructs Manitoba Liquor and Lotteries Corporation to cease making American liquor products available for sale from LiquorMart and LiquorMart Express retail locations and through online ordering, effective March 4, 2025.

In addition, new orders for American liquor products from other retail liquor streams and from liquor service licence holders will no longer be processed, effective March 4, 2025.

Concurrently, Canadian and locally sourced liquor products will be highlighted.

APPLICATION AND SCOPE

For the purpose of this directive, “American liquor products” means beer, wine, spirits and any other product intended for human consumption that contains more than 1% alcohol by volume that are manufactured in the United States of America.

DIRECTIVE

Manitoba Liquor and Lotteries Corporation is directed, effective March 4, 2025:

- (a) to cease making American liquor products available for sale from LiquorMart and LiquorMart Express retail locations and through online ordering;
- (b) to remove American liquor products from food and beverage menus and from gift stores at Club Regent Casino and McPhillips Station Casino;
- (c) to cease processing new orders for American liquor products from retail beer vendors, duty free liquor stores, rural liquor vendors, specialty wine stores and liquor service licence holders;
- (d) where requested by retail beer vendors, duty free liquor stores, rural liquor vendors, specialty wine stores and liquor service licence holders, to facilitate the return of American liquor products in accordance with the applicable return policies in effect; and
- (e) in consultation with Manitoba, to develop marketing initiatives to highlight Canadian and locally produced liquor products.