

LGA news

On April 1, 2014, the Manitoba Gaming Control Commission and the Manitoba Liquor Control Commission's Regulatory Services Division will combine to become a single regulatory agency: the **Liquor and Gaming Authority of Manitoba (LGA)**.

What does this mean for beer vendors?

- *The Liquor and Gaming Control Act* will modernize Manitoba's current liquor laws, which have been in place since 1956. While this will lead to some minor changes for beer vendors, we are working to make the transition as seamless as possible for you and your customers.
- Your current retail beer vendor licence will be transferred to the LGA and will remain in effect until its expiry date. Hotels will continue to be exclusively able to operate beer vendors.
- The LGA will require you to provide information to update your regulatory file. During 2014/15, the LGA will send you a licensing form to complete and return to the LGA.
- As a licensee, inspectors will monitor your compliance with the legislation and regulation. The LGA will take a risk-based approach to inspections to focus on high-risk vendors and on working with licensees to ensure compliance through education and information.
- Beer vendors will be permitted to sell from 8:00 a.m. to 2:30 a.m., seven days a week and on holidays, with the exception of Remembrance Day, when restricted hours will apply. Municipalities will still have the local option to reduce or prohibit liquor sales.
- Effective April 1, you will be required to accept the Secure Certificate of Indian Status issued by the Government of Canada as a new valid form of identification. The LGA will send each beer vendor posters that depict accepted forms of identification.



Liquor and Gaming
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Will I be able to advertise?

- Our new approach to advertising and marketing levels the field for all licensees. Beer vendors will be able to advertise their products and sales under the same rules and standards as other licensees, including Liquor Marts.
- The LGA believes that self-monitoring is an effective and modern way to regulate advertising. As a licensee, you will be responsible to ensure your advertising meets the Canadian Code of Advertising Standards.
- All licensees will also be required to include a tagline about responsible alcohol consumption in all liquor advertising and marketing.
- The LGA is preparing a toolkit to guide licensees in interpreting and applying these advertising standards. This will be available at www.LGManitoba.ca on April 1.

What about public safety?

- The LGA will be working with licensees over the next year to determine appropriate regulatory standards for beer vendors that will enhance public safety. Examples of safety-related standards include interior and exterior lighting, windows and internal layouts.
- In 2014/15, the LGA will develop and launch an online social responsibility training program for retail locations, including specialty wine stores. We will provide more information about this mandatory program over the course of the year.

Questions? Contact us at 204-474-5619, toll-free at 1-888-898-6522, or email liquorlicence@LGAmanitoba.ca for questions about retail licensing.