

LGA news

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

What does this mean for liquor manufacturers?

- Liquor manufacturers will continue to require licences. Your existing MLCC licence will be transferred to the LGA and will remain in effect until its expiry date.
- 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.
- Instead of a separate retail licence, liquor manufacturers can now apply for a retail endorsement on their manufacturing licence. This endorsement will allow them to sell liquor that they produce on their premises. There will be a \$500 annual fee for a retail endorsement; this is the same amount that liquor manufacturers currently pay for a separate retail licence.
- There are more sponsorship opportunities under the new legislation. Manufacturers will be able to give liquor to charitable organizations to sell or auction under a special sale permit, for consumption at charitable events, or as a prize at a gaming event.



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Will I be able to advertise?

- Our new approach to advertising and marketing levels the field for all licensees. Advertising restrictions have been removed and liquor manufacturers will be able to advertise their products under the same rules and standards as other liquor and gaming licensees.
- 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.

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



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