

# 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 specialty wine stores?

- Most of the legislative changes will modernize Manitoba's current liquor laws, which have been in place since 1956. While this will lead to some important changes for specialty wine stores, we are working to make the transition as seamless as possible for you and your customers.
- The number of specialty wine store licences will continue to be capped at eight.
- Specialty wine stores will require a sales licence under the new legislation. The LGA will automatically consider you to have a licence that is valid until March 31, 2015. Before that time, we will send you a licensing form to complete and return to the LGA to maintain your sales licence past March 31, 2015.
- As a licensee, inspectors will begin to routinely monitor your compliance with legislation and regulations. The LGA will take a risk-based approach to inspections to focus on high-risk premises and working with licensees to ensure compliance through education and information.
- 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.
- 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 wine store posters that depict accepted forms of identification.



Liquor and Gaming  
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## Will I have more flexibility?

- Specialty wine stores will have consistent hours with Liquor Marts and liquor vendors. Liquor can be sold from 8:00 a.m. to midnight, seven days a week. As a licensee, you may determine your operating hours within this period.
- Restrictions on Sunday and holiday hours have been eliminated, with the exception of restrictions on Remembrance Day.
- Specialty wine stores will be able to apply to the LGA for temporary locations at major events (e.g. Wine Festival).

## Will I be able to advertise?

- Our new approach to advertising and marketing levels the field for all licensees. Specialty wine stores 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](http://www.LGManitoba.ca) on April 1.

## What about occasional permits?

- Occasional liquor permits will now be called social occasion permits. This is a name change only. Manitobans will continue to be able to apply for permits at the LGA Permit Department, at [www.LGManitoba.ca](http://www.LGManitoba.ca), and at Liquor Marts, specialty wine stores and rural liquor vendors. **Only the LGA will be able to issue permits.**
- Manitobans will continue to be required to apply for a social occasion permit at least three business days before their event. The LGA is planning a communication strategy to remind the public of this requirement.
- The LGA will send you new social occasion permit application forms in late March, along with instructions for how to submit completed forms.

**Questions?** Contact us at 204-474-5619, toll-free at 1-888-898-6522, or email [liquorlicence@LGManitoba.ca](mailto:liquorlicence@LGManitoba.ca) for questions about specialty wine store licensing.