

# LGA guide

## Liquor Licensing

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In Manitoba, businesses that serve, sell or manufacture liquor must have a valid liquor licence issued by the LGA. To help current and prospective licensees better understand what type of licence is appropriate for their business, the LGA has developed this guide to assist applicants through the licensing process.

In this guide you will find information on:

- Types of liquor licences and endorsements available
- Licence fees
- The steps required when applying for a liquor licence

For those looking to obtain a liquor licence, LGA employees are available to work with you to answer any questions you may have and to provide assistance at every step of the licensing process. If you're ready to get started and would like more information, please [email](#) our Liquor Licensing Department or contact us at 204-474-5619 or toll-free at 1-888-898-6522.



Liquor and Gaming  
Authority of Manitoba

[www.LGManitoba.ca](http://www.LGManitoba.ca)

## Liquor Licensing in Manitoba

The Liquor and Gaming Authority of Manitoba (LGA) regulates the provincial liquor and gaming industries, as authorized by *The Liquor and Gaming Control Act (the Act)* and accompanying regulations. The LGA provides complementary services to licence and monitor the businesses that sell, serve and manufacture liquor. Licensees must comply with the Act, regulations and any additional licence terms and conditions set by the LGA.

If you have any questions as you read through this guide, or if you wish to apply for a liquor licence, please contact the Liquor Licence Department.

Address: Unit 10 – 1146 Waverley Street  
Winnipeg MB, R3T 0P4

Phone: 204-474-5619 or Toll free at 1-888-898-6522

Fax: 204-453-5254

Email: [LiquorLicence@LGAmanitoba.ca](mailto:LiquorLicence@LGAmanitoba.ca)

Web: [LGAmanitoba.ca](http://LGAmanitoba.ca)

All liquor sold in Manitoba must be listed with the Manitoba Liquor and Lotteries Corporation, which is authorized to bring liquor product into Manitoba for sale in Manitoba by retail and liquor service premises. Any questions regarding ordering liquor for sale in licensed premises should be directed to the Manitoba Liquor and Lotteries Corporation at 204-957-2500.

## Determining the Appropriate Type of Liquor Licence

### 1. Serving Liquor to the Public

Anyone who wishes to have a business that serves liquor to the public must hold a liquor service licence. This licence authorizes an individual or business to serve liquor for consumption at licensed premises. There are a variety of liquor service licences each with its own terms and conditions depending on the purpose of the premises.

### 2. Retailing Liquor to the Public

In Manitoba liquor can be sold by the holder of a retail liquor licence, or by a manufacturer holding a retail endorsement. The retail liquor licence or endorsement authorizes the licensee to sell liquor from the retail premises for customers to purchase for off-site consumption (buying liquor to take home or to another location for consumption).

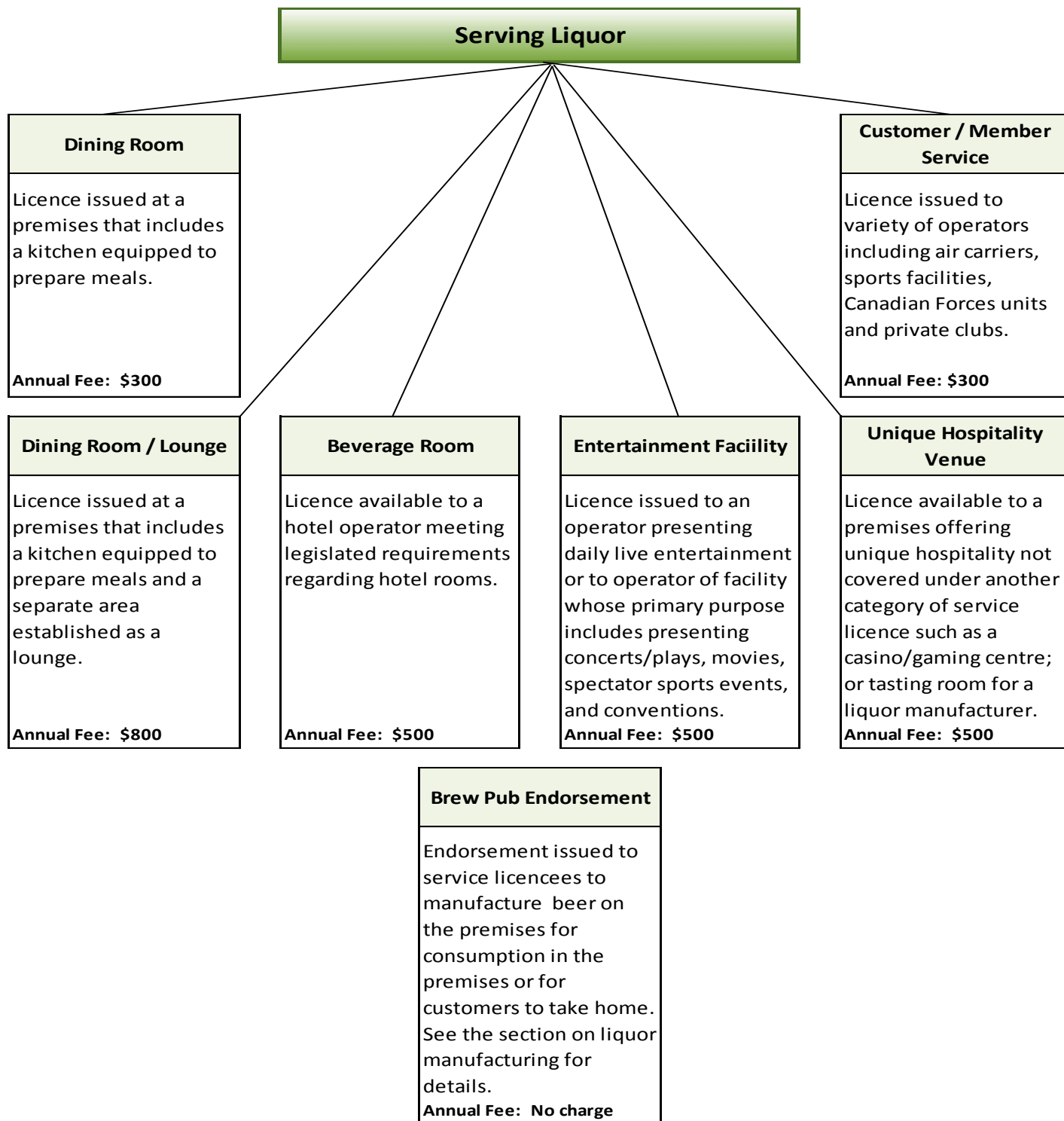
### 3. Manufacturing Liquor

Anyone wishing to manufacture beer, wine or spirits in Manitoba must hold a manufacturer's licence or brew pub endorsement each with different terms and conditions.



## Serving Liquor

Liquor service licences are issued to a variety of applicants authorizing the licensee to sell liquor for consumption in the licensed premises. All licensees must comply with legislation and the terms and conditions set by the LGA. There are six categories of liquor service licences



## Liquor Service Licences

### Dining Room Licence

A dining room licence authorizes a licensee to serve liquor in a premises which operates a kitchen on the licensed premises. The kitchen must be in operation at all times when the licensed premises is open and must be stocked with sufficient food and supplies to prepare the items on the menu. The licence category allows minors to be present in the premises and has restrictions around seating.

A licensee may sell liquor for consumption without a meal only if at least half of the seating in the dining room is available for persons ordering a meal or who have eaten a meal.

### Dining Room/Lounge Licence

A premises holding a dining room/lounge licence contains two areas within the premises – a dining area which must follow all the legislation around dining rooms, and a lounge area that is separated from the dining room area by a physical barrier. This licence type has restrictions around when liquor can be sold in the lounge area when the dining room is closed.

The lounge area allows minors to be present when accompanied by his or her parent, spouse, common-law partner or guardian who is at least 18 years of age.

### Beverage Room Licence

A beverage room licence is available to a hotel operator authorizing the licensee to sell liquor for consumption in the beverage room which must be located in the hotel or in a building adjacent to the hotel.

There are restrictions around the number and size of guest rooms the hotel must have in order to hold a beverage room licence as well as restrictions around minors entering the beverage room.

A hotel must have the following number of guest rooms to hold a beverage room licence:

- a) at least 40 rentable guest rooms if the hotel is in Winnipeg or Brandon;
- b) at least 20 rentable guest rooms if the hotel is in a municipality with 8,000 people or more;
- c) at least 10 rentable guest rooms if the hotel is in a municipality with between 2,500 and 8,000 people; or
- d) at least 4 rentable guest rooms if the hotel is in a municipality with less than 2,500 people.

Beverage rooms licensees may also request a 'family friendly' authorization which allows a beverage room to operate subject to a dining room licence during the day up to no later than 9:00 p.m.. To be eligible for a family friendly authorization the beverage room must ensure the premises are appropriate to admit minors including no adult entertainment, age appropriate posters and ensuring VLTs are not visible to minors.

### Entertainment Facility Licence

There are two sub-categories of entertainment facility licence. This licence is appropriate for a variety of operators:

- Those who present live entertainment in the premises every day that the premises are open for business. These premises must be restricted to persons 18 years of age or older unless he or



she is accompanied by his or her parent, spouse, common-law partner or guardian, who is at least 18 years of age.

- Operators of a facility that is designed for the primary purpose of presenting musical concerts, plays, dance performances, movies, spectator sporting events, conventions, exhibitions or art displays. Minors may be in attendance at these premises.

### Customer/Member Service Licence

Operators of a variety of businesses may apply for one of the various sub-categories of a customer/member service licence, which have distinct terms and conditions based on the type of business.

Operators of the following types of business should speak to the LGA about this licence category:

- Air carrier, railway, excursion ship, intercity bus line or an international airport or a lessee of premises at an international airport.
- Facility or residence for elderly persons or for persons requiring health care or support.
- Unit of the Canadian Forces or law enforcement agency.
- Personal services provider such as salons.
- Sports or recreational facility, golf course, curling rink, or a hunting or fishing lodge.
- Hotel which is not the subject of a dining room licence.
- Private club or veterans' organization (some restrictions regarding the number of members apply).

Customer/member service licences have restrictions around liquor service that are unique to the type of operation being conducted by the licensee. These include restrictions regarding members and guests consuming in the premises, and when and where liquor service may occur.

### Unique Hospitality Venue Licence

This licence category may be available to premises that offer a unique hospitality experience that cannot be accommodated under another liquor service licence category such as a casino or gaming centre or manufacturer's tasting room.

Requirements and terms and conditions vary based on the nature of the business holding this licence. Hours of operation for these types of licences may vary from other types of liquor service licences.

## Additional Service Licence Information

### Patios

A licensee holding a liquor service licence may be eligible for a patio area. Specific terms and conditions may be placed on a patio including restrictions on noise and hours of operation of the patio. For more information on liquor service on a patio, contact the Liquor Licence Department.

### Video Lottery Terminal

An applicant applying for a liquor service licence may apply to the LGA to hold a VLT siteholder licence. Interested applicants should first contact Manitoba Liquor & Lotteries Video Lotto Division at 204-957-2777 or toll free at 1-800-563-2500 as holding a VLT siteholder licence does not guarantee



that VLTs will be installed. Manitoba Liquor & Lotteries owns and manages all VLTs under agreement with the licensed premises and will make the final business decision about where VLT machines will be installed. Manitoba Liquor & Lotteries requires VLTs be located in an area not visible to any minor allowed on the premises.

### **Additional Licences**

The holder of a liquor service or a manufacturer's licence may wish to hold an additional type of service licence or endorsement such as a dining room with a brew pub endorsement. An applicant can apply for multiple licences or a licence and endorsement at the same time or can apply for the additional licence/endorsement at any time after having acquired their initial liquor licence. The application process for an additional licence or an endorsement on a licence is similar to the process for applying for the initial licence.

### **Hours of Service**

The same operating hours apply to all liquor service licence categories except for the unique hospitality experience category. With this exception, all licensed establishments may sell and serve liquor from:

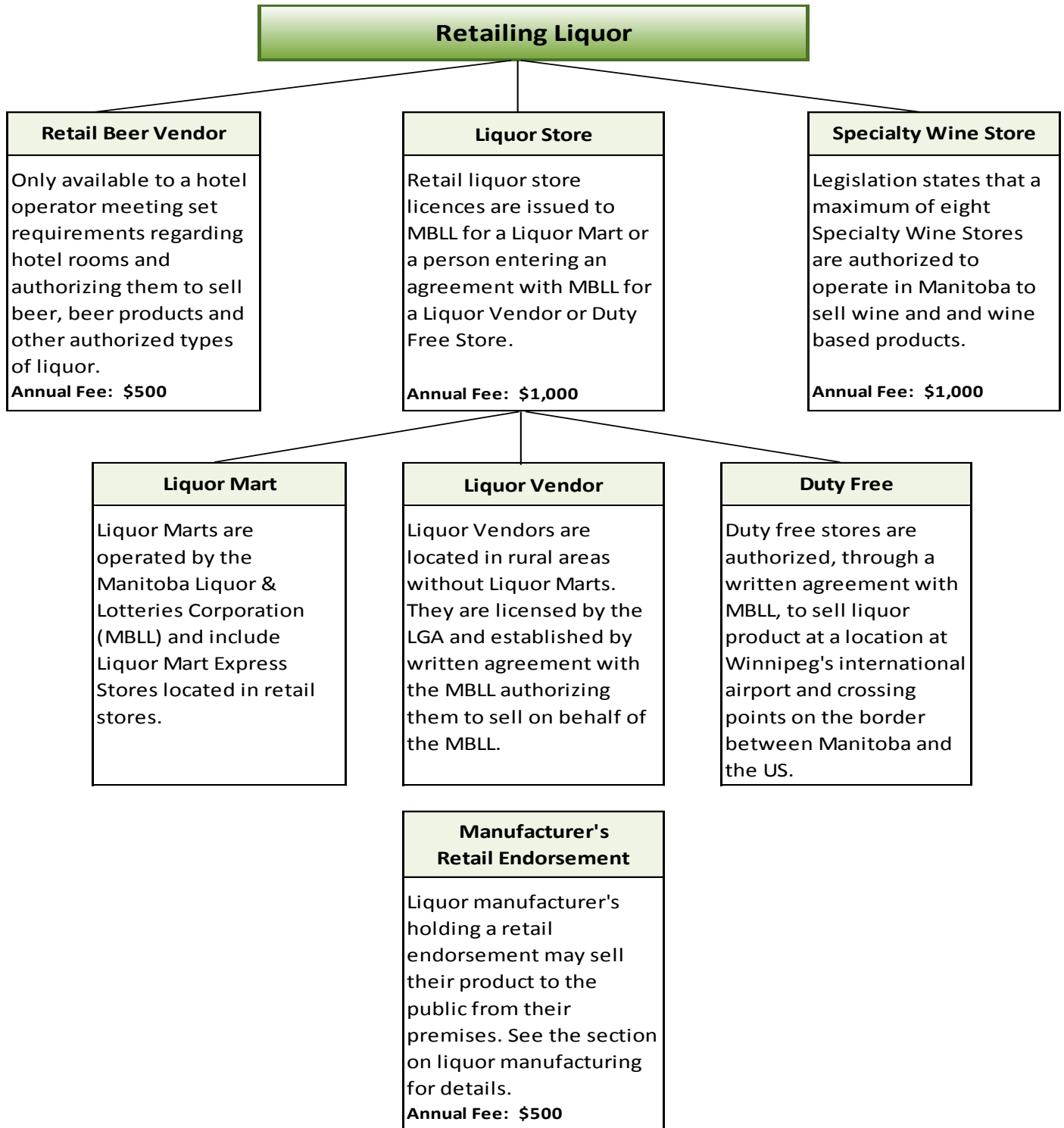
- 9:00 a.m. to 2:00 a.m., seven days a week, except on Remembrance Day.
- Remembrance Day hours of service:
  - 12:00 noon until 2:00 a.m. if the licensee is a veterans organization, or
  - 1:00 p.m. until 2:00 a.m. for all other licensees.

A licensee may determine operating days and hours within this period.

The hours for the unique hospitality venue licence will be specified in any terms and conditions placed on the licence by the LGA based on the type of venue.

## Retailing Liquor

A retail liquor licence or retail endorsement is required to authorize someone to sell authorized liquor product to the public out of a retail location. Various terms and conditions apply to each type of licence.



### **Retail Beer Vendor**

In order to be eligible for a retail beer vendor licence an applicant must operate a hotel with the following number of guest rooms:

- at least 40 rentable guest rooms if the hotel is in Winnipeg or Brandon;
- at least 20 rentable guest rooms if the hotel is in a municipality with 8,000 people or more;
- at least 10 rentable guest rooms if the hotel is in a municipality with between 2,500 and 8,000 people; or
- at least 4 rentable guest rooms if the hotel is in a municipality with less than 2,500 people.

The retail beer vendor must be located in a hotel operated by the licensee, on a building located on the same land as the hotel, or on land adjacent to the hotel meeting criteria set by the LGA in order that the hotel and beer vendor operate as a single establishment.

A retail beer vendor can only sell product purchased from Manitoba Liquor & Lotteries and the licence is for off-site consumption (buying liquor to take home or to another location for consumption).

Retail beer vendor hours:

- 8:00 a.m. to 2:30 a.m., seven days a week, except on Remembrance Day;
- 1:00 p.m. until 2:30 a.m. on Remembrance Day.

### **Retail Stores and Speciality Wine Stores**

Liquor Marts, duty free stores and specialty wine store licences are established by the government and no applications are currently available for these licence types.

### **Liquor Vendor**

Anyone wishing to hold a liquor vendor licence should first contact Manitoba Liquor & Lotteries Retail Sales regarding available opportunities. If an opportunity is available, Manitoba Liquor & Lotteries will work with the applicant to establish a liquor vendor agreement. The LGA will, at the same time, work with the applicant to complete an application for a liquor vendor licence.

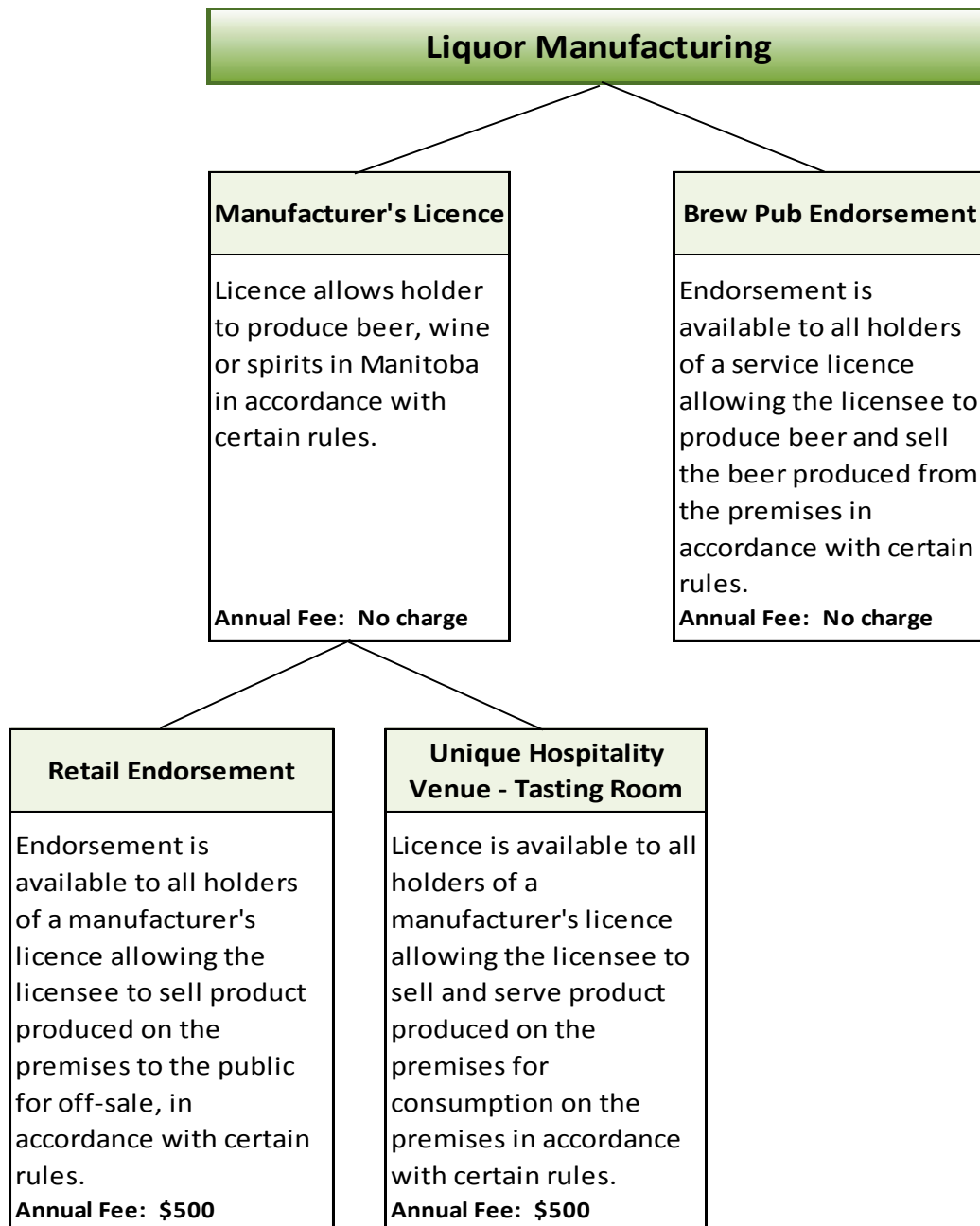
### **Manufacturer's Retail Endorsement**

See the section on manufacturing liquor for information on a retail endorsement available to holders of a manufacturer's licence authorizing them to sell the product they manufacture from their premises.



## Manufacturing Liquor

Liquor can be manufactured in Manitoba in one of two ways; by holding a manufacturer's licence which allows a holder to produce any kind of liquor; or by obtaining a brew pub endorsement which allows the holder of a service licence to produce beer on the premises.



## Manufacturer's Licence

In order to manufacture liquor in Manitoba, a manufacturer must comply with a number of federal and provincial legal manufacturing requirements, one of which is to hold a manufacturer's licence from the LGA. The holder of a LGA manufacturer's licence is authorized to manufacture beer, wine or spirits as stated in their licence at the premises specified in the licence. There are no minimum production requirements set by the LGA to hold a manufacturer's licence.

## Retail Endorsement

In order to be able to sell the product produced on the premises to the public to take home from their manufacturing premises the licensee must apply for a retail endorsement.

When applying for the manufacturer's licence, the applicant may choose to apply for a retail endorsement at the same time or can apply for a retail endorsement at any time after having received their manufacturer's licence.

### **General Provisions of a Retail Endorsement**

Any manufacturer operating with a retail licence can sell liquor products to the public under these general provisions:

- only product that is manufactured or bottled on-site can be sold for off-premises sale under the retail endorsement;
- liquor must be sold from a separate retail area, not from any other licensed areas; and
- the licensee must sell their manufactured product at prices that are in accordance with uniform pricing requirements. Prices are set by Manitoba Liquor & Lotteries.

## Unique Hospitality Venue – Tasting Room

A unique hospitality venue licence – tasting room is available to someone holding a manufacturer's licence that would also like to have an area where patrons can sit and purchase a drink of liquor product made on the premises.

This licence allows the manufacturer to sell the product they produce at the site to customers for on-site consumption with limited food requirements, under certain terms and conditions.

A tasting room can have a maximum capacity of 50 persons, and can sell and serve between 11:00 a.m. and 11:00 p.m.

## Other Service Licences

A manufacturer may also hold any other the other types of liquor service licences at the premises. If a manufacturer chooses to hold an additional service licence, they must follow all the terms and conditions that apply to that type of licence, including hours of operation and food or entertainment requirements.

## Brew Pub Endorsement

Any holder of a liquor service licence may apply for a brew pub endorsement which will allow the licensee to produce beer on the licensed premises. The beer produced on the premises may be:

- Sold for consumption in the licensed premises.
- Sold from a retail location within the licensed premises for persons to consume at home.
- Sold to Manitoba Liquor & Lotteries.



In accordance with the Province of Manitoba's Liquor Licensing Regulation 61/2014:

- The brewing equipment must have proper metering equipment attached that record the amount of beer produced (applies to any liquor manufacturing facility).
- A brew pub operator must not produce more than 2,000 hectoliters of beer a year at the brew pub premises unless otherwise authorized by the LGA.
- If the licensee is going to sell the beer from a retail site, all sales must be made from a location immediately adjacent to the entrance of the premises and must make sure that all purchasers leave the premises immediately following the purchase with the beer they purchased.

### **Manufacturer and Brew Pub Specific Requirements**

Information on manufacturing liquor in Manitoba and links to relevant sites can be found on Manitoba Liquor & Lotteries *Manitoba Brew Hub* website at [manitobabrewhub.ca](http://manitobabrewhub.ca).

Persons manufacturing beer, wine or spirits must comply with federal legislation; *the Excise Act* (beer) and *the Excise Act, 2001* (spirits and wine) which includes holding the relevant Canada Revenue Agency (CRA) licensing.

### **Canada Revenue Agency (CRA) Manufacturing Licence**

Prior to licensing, applicants planning to manufacture beer, wine or spirits under a manufacturer's licence or brew pub endorsement must obtain all necessary Canada Revenue Agency (CRA) licensing in the legal name of the applicant for the liquor licence.

To reach a CRA representative about CRA requirements for manufacturing businesses go to [www.cra-arc.gc.ca/E/pub/em/edm1-1-2/edm1-1-2-e.html](http://www.cra-arc.gc.ca/E/pub/em/edm1-1-2/edm1-1-2-e.html) or contact the Prairie Region Excise Duty Office at (403) 231-4124. Information on CRA licensing of beer manufacturers can also be found on the CRA website at [www.cra-arc.gc.ca/menu/EXDC-e.html](http://www.cra-arc.gc.ca/menu/EXDC-e.html). Information on CRA licensing for the manufacturers of spirits and wine can be found on the CRA website at [www.cra-arc.gc.ca/menu/EXMS-e.html](http://www.cra-arc.gc.ca/menu/EXMS-e.html).

### **Zoning Requirements for Manufacturing**

All licensees are required to meet municipal zoning requirements for their proposed location. Each municipality sets their own zoning requirements.

To assist applicants in discussions with the City of Winnipeg Zoning it should be noted that the City of Winnipeg refers to liquor manufacturing under the category of 'light industrial' in city by-laws. References to Brew Pubs can be found under the category 'micro-brewery/winery/distillery' as an accessory to a restaurant or drinking establishment in the City of Winnipeg Downtown Zoning By-law. The City of Winnipeg also has zoning rules around the-sale of beer to licensees from a Brew Pub in the downtown zoning area.

For more information in Winnipeg contact the Planning, Property and Development Department, Unit 31 – 30 Fort Street or direct your questions to a Zoning Department Officer at 204-986-5140. In rural Manitoba, contact your municipal offices for guidance.



### **Selling Manufactured Liquor Product**

In order to retail product in Manitoba, whether by selling the product at a retail liquor store, or from the manufacturing premises, arrangements must be made to list the product with Manitoba Liquor & Lotteries Corporation.

The *Manitoba Brew Hub* website at [manitobabrewhub.ca](http://manitobabrewhub.ca) provides links to all forms, and pricing & listing information from Manitoba Liquor & Lotteries.

If you plan to sell the manufactured liquor product in any other province or country, contact that province or country for information on their requirements to list and sell liquor product.

### **Manufacturer and Brew Pub Specific Requirements**

The following table provides a comparison of manufacturing beer as a brew pub and under a manufacturer's licence. The various options available to someone interested in manufacturing liquor can be discussed in detail with the Liquor Licensing Department.

Manufacturer's Licence	Brew Pub Endorsement
<b>General Information</b>	
<ul style="list-style-type: none"> <li>• Relevant Canada Revenue Agency (CRA) licensing must be acquired prior to Manufacturing Licence being issued.</li> <li>• The providing of free samples in legislated sizes to adults is allowed.</li> <li>• For information on where liquor manufacturers can be established within a municipality contact the applicable municipality.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant Canada Revenue Agency (CRA) Licensing must be acquired prior to a brew pub endorsement being issued for a liquor service licence.</li> <li>• The providing of free samples in legislated sizes to adults is allowed.</li> <li>• For information on where liquor manufacturers can be established within a municipality contact the applicable municipality</li> </ul>
<b>Manufacturing</b>	
<ul style="list-style-type: none"> <li>• Authorizes a licensee to manufacture any form of liquor - wine, beer or spirits.</li> <li>• The LGA does not impose any restrictions on the quantity produced</li> </ul>	<ul style="list-style-type: none"> <li>• Authorizes the holder of a service licence to manufacture beer only on the premises.</li> <li>• Legislation restricts the maximum yearly quantity allowed to be produced to 2000 hectolitres unless otherwise authorized by the LGA.</li> </ul>
<b>Retailing Liquor – Off-Sale</b>	
<ul style="list-style-type: none"> <li>• Licensees must list manufactured product with Manitoba Liquor &amp; Lotteries (MBLL) prior to selling the product to the public and other licensees in retail stores and prior to selling their product from their own premises.</li> </ul>	<ul style="list-style-type: none"> <li>• Authorizes the licensee to sell beer produced on the premises to Manitoba Liquor &amp; Lotteries (MBLL) for sale in retail stores. Arrangements must be made with MBLL to list beer product prior to selling the product to the public.</li> </ul>
<ul style="list-style-type: none"> <li>• Licensees must hold a Retail Endorsement to</li> </ul>	<ul style="list-style-type: none"> <li>• Authorizes the licensee to sell beer produced</li> </ul>

<p>sell the liquor product they make in the premises to the public to take home from the premises.</p> <ul style="list-style-type: none"> <li>• Licensee may sell listed beer product produced on the premises in growler containers from their retail area.</li> </ul> <p><b>Restrictions:</b></p> <ul style="list-style-type: none"> <li>• Contact the applicable municipality for questions regarding any zoning restrictions on retailing liquor from the manufacturing site.</li> </ul>	<p>on the premises to the public to take home from the premises.</p> <ul style="list-style-type: none"> <li>• Licensee may sell listed beer product produced on the premises in growler containers from their retail area.</li> </ul> <p><b>Restrictions:</b></p> <ul style="list-style-type: none"> <li>• Selling location must be immediately adjacent to entrance.</li> <li>• Purchaser must leave immediately following purchase.</li> <li>• Contact the applicable municipality for questions regarding any zoning restrictions on retailing liquor from the manufacturing site.</li> </ul>
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**Service of Liquor On-Premises**

<p><b>Option 1 – Unique Hospitality Venue - Tasting Room Licence</b></p> <ul style="list-style-type: none"> <li>• Only liquor produced on premises can be served.</li> <li>• Hours of service 11:00 a.m. - 11:00 p.m.</li> <li>• Minors may attend if accompanied by parent, spouse or guardian - no consumption by minor allowed.</li> <li>• Maximum capacity restricted to 50 persons.</li> </ul>	<p><b>Option 2 – Service Licence</b></p> <ul style="list-style-type: none"> <li>• Any liquor purchased from MBLL can be served</li> <li>• Hours of service based on licence type.</li> <li>• Minors may attend/consume in accordance with legislation around the specific licence type.</li> </ul>	<ul style="list-style-type: none"> <li>• In order to hold a brew pub endorsement a licensee must hold a service licence. All rules around the service licence held would apply.</li> <li>• Any liquor purchased from Manitoba Liquor &amp; Lotteries can be sold.</li> <li>• Hours of service based on licence type.</li> <li>• Minors may attend/consume in accordance with legislation around the specific licence type.</li> </ul>
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## Licence Fees

APPLICATION	FEE
Licence Application Fee (non-refundable) <sup>1</sup>	\$500 <sup>1</sup>
Sacramental Wine Vendor	\$500
Brew Pub Endorsement on liquor service licence	\$300
LICENCE/ENDORSEMENT TYPE	ANNUAL FEE
<b>Liquor Service Licences</b>	
Dining Room	\$300
Dining Room/Lounge	\$800
Beverage Room	\$500
Entertainment Facility	\$500
Customer / Member Service	\$300
Unique Hospitality Venue	\$500
<b>Retail Liquor Licences</b>	
Liquor Store	\$1,000
Specialty Wine Store	\$1,000
Retail Beer Vendor	\$500
Sacramental Wine Vendor	No charge
<b>Manufacturer's Licence</b>	No charge
Retail Endorsement	\$500
Unique Hospitality Venue – Tasting Room	\$500
OTHER FEES	FEE
Late payment of annual fee	\$50
Late application renewal fee	\$150
<sup>1</sup> If holder holds one or more liquor service licences and applies for another category of liquor service licence for same premises application fee reduced to \$300.	

## Additional Options

### In Store Brewing

Anyone operating a store offering beer and wine making supplies may also apply for an in-store brewing authorization. This authorization allows the store owner to provide customers with the ingredients, instructional advice, and equipment for the customer to make wine and beer in the store according to standards set by the LGA. The customer will then take the product home for personal consumption.



### **Seasonal Licences**

If your licensed premises is a seasonal business open eight months of a year or less you may be eligible for a seasonal licence fee. This fee is half the rate of an annual licence. Certain restrictions apply.

Contact the Liquor Licence Department for more information on any of these opportunities.

## Licensing Process

To be eligible to apply for a liquor licence in Manitoba, an applicant:

- may be an individual, a partnership or corporation authorized to do business in Manitoba; and
- must be the owner of the business and have a 'valid interest' in the property where the establishment will be located (i.e., owning or have a lease on the property).

Please note that liquor licences are not transferable. Anyone wishing to hold a liquor licence, even on premises previously licensed, must apply for a liquor licence.

### Where to Apply

Address: Unit 10 – 1146 Waverley Street  
Winnipeg MB, R3T 0P4

Phone: 204-474-5619 or Toll free at 1-888-898-6522

Fax: 204-453-5254

Email: [LiquorLicence@LGAmanitoba.ca](mailto:LiquorLicence@LGAmanitoba.ca)

Web: [LGAmanitoba.ca](http://LGAmanitoba.ca)

## Applying for a Liquor Licence

The time required to process a liquor licence varies based on a number of factors. An applicant should allow up to six weeks to process a liquor licence application for a premises that has not previously had a liquor licence. This time frame may be shorter if the premises being licensed were licensed in the past year.

To have your application processed promptly ensure the information provided is complete and accurate, and that all requested documentation is provided in a timely manner.

Processing times may be affected by:

- time required to obtain necessary municipal, provincial or federal approvals
- further investigation of any of the information provided is required
- public objections to the application

The premises may open prior to a liquor licence being issued but no liquor can be kept on the premises or sold or served until the premises is licensed.

### Step 1 – Application

Anyone interested in holding a liquor licence should contact the LGA Liquor Licensing & Permits Department to apply for a liquor licence.

An LGA Liquor Licensing & Permits Department staff member will require certain basic information in order to forward an application, including:

- the contact person's name, address and phone number;
- the location of premises the licence application is being applied for; and
- the type of business and type of liquor licence you are interested in obtaining.

A formal application will then be sent out to the prospective applicant. The information required to process the application will vary based on factors such as the type of licence being applied for;





whether the premises have been previously licensed; or whether the applicant currently holds another liquor or gaming licence.

Along with the application an applicant will also receive a summary of items required by the LGA. This may include:

- how the business will be owned such as a sole proprietorship, partnership or corporation
- interest the applicant has in the premises i.e. owned or leased
- authorization by the applicant for the LGA to conduct all necessary background investigations including a criminal record check and credit check
- a non-refundable application fee

Upon return of the application, required documents, and a non-refundable application fee, the LGA will review the information received and conduct a background investigation to determine if the applicant is suitable to hold a liquor licence. If the applicant is determined to be suitable, the applicant will move on to step two of the licensing process to determine the suitability of the premises.

### Background Investigation

A background check is conducted by the LGA to review the background of a licence applicant and the applicant's principals to determine their suitability to hold a liquor licence. The background investigation may include, but not limited to:

- a criminal records check
- a credit check

The applicant's principals include:

- all officers and directors if the applicant is a corporation
- all partners, including general partners of a limited partnership, when the applicant is a partnership
- all persons directing the affairs of an association of persons, or any other organization

Having a criminal record, driving infraction or poor credit does not automatically mean that an application will be turned down. The LGA will look carefully at the circumstances of each case including the circumstances of any record, type of convictions, and length of time since last conviction as they relate to the responsibilities of holding a liquor licence.

### Step 2 – Assessment

In order to evaluate the suitability of the premises a Licensing & Permit Advisor (LPA) or other member of the LGA staff will contact the applicant to either arrange a visit to the premises, or discuss the proposal in person in the LGA offices or over the phone. Information will be reviewed to determine if the premises is suitable for the type of licence being requested.

If the LGA believes the premises will be suitable for the requested licence type the applicant may be required to provide the public with notice of the proposed licensed premises. The LGA will provide:

- Advertising notice form
- Notice poster(s) if public notice is required



## Public Notice

A public notice is to advise the community of the licence application and sets out the time in which the public can get more information on the proposed premises and file an objection.

If public notice is required:

1. A notice poster(s), provided by the LGA, must be erected at the site of the proposed licensed premises. Information will be provided specify the posting dates and location.
2. An advertising notice must be placed in the local newspaper. Instructions will be provided.

An applicant for new service licences, manufacturer's licences, patios, and some retail licences and endorsements will be required to post public notice. If the premises has never been licensed, or the application is for a different type of licence than was held at that location during the past year the posting of a public notice is also required. The applicant is responsible for all costs associated with advertising.

If an applicant is purchasing or leasing a premises that is currently licensed or had the same type of licence within the past year, no public notice is required.

An applicant must consider the posting and objection times when calculating the time it will take to obtain a liquor licence. A notice poster must remain posted at the premises for 14 days to provide time for objections.

Any person objecting to the issuance of the liquor licence is required to contact the LGA. The LGA will then review the objections; talk to all objectors; and attempt to solve the objector's concerns. This may result in the LGA placing specific terms and conditions on the liquor licence.

Either the applicant or the objector can appeal the decision of the Executive Director of the LGA or the terms and conditions imposed. An appeal would then be heard by the LGA Board. The liquor licence processing time may be extended if an appeal occurs.

## Step 3 – Approval

Prior to the licence being issued, all final required documents must be received and requirements met.

### ***Municipal, Provincial and Federal Requirements***

All liquor licence holders, same as all business owners in Manitoba, must comply with the legislation relevant to their business. These include all relevant municipal, provincial and federal laws. The Liquor Licence Department will discuss any requirements that must be completed in order to receive the liquor licence applied for.

It is then the applicant's responsibility to ensure that these requirements are met in order to receive the liquor licence applied for, and the applicant must consider the time it may take to meet these requirements in order to receive a liquor licence. These requirements will include:

- Municipal zoning approval
- Relevant occupancy and fire safety approvals
- Municipal/provincial health approval



## **Responsible Service Training**

In Manitoba, the successful completion of responsible service training is a requirement for all persons involved in the sale and service of liquor. Licensees serving or retailing liquor must ensure that all staff, including security and managers have successfully completed responsible service training prior to the start of employment in a licensed premises.

Effective January 2, 2017, the new **Smart Choices** training program is being offered through the Manitoba Tourism Education Council (MTEC). Persons who have successfully completed the former It's Good Business program or Serving It Safe program have a five-year grace period before they have to take Smart Choices. Persons working in retail premises have until January 1, 2018 to complete the new training.

## **Licensing Seminar**

A licensing seminar is conducted with the applicant to review a variety of information including information on renewing a liquor licence; responsible service; available posters and signage and the role of the Liquor Inspector. This seminar may be held at the premises if the LPA is conducting a final inspection or at the LGA offices.

## **Final Inspection**

If a final inspection of the premises is required the LPA will arrange a time to conduct a final inspection to ensure all requirements have been met. Other government regulatory agencies responsible for fire, health and building may also be conducting final inspections.

## **Receiving the Liquor Licence**

An applicant will be notified when the licence is ready. The applicant will receive the liquor licence and any terms and conditions that apply to that licence. The licensee must follow all terms and conditions of the liquor licence. Once the liquor licence has been issued the licensee may arrange to receive liquor at the premises and commence selling liquor.

Note: Applicants must make arrangements for liquor orders through Manitoba Liquor & Lotteries or a Specialty Wine Store.

## **Holding a Liquor Licence**

The liquor licence may be valid for a period of up to five years but the licensee will be required to update paperwork and pay a licence fee annually. Arrangements can be made to pay for these annual fees by setting up an electronic funds transfer (EFT) account. A review form will be forwarded to a licensee on an annual basis approximately one month before the required form and fee are due.

Upon expiry of a liquor licence, a licensee will be required to renew their licence. A renewal form will be forwarded to the licensee approximately six weeks prior to the due date for the renewal and fee.

Once a premises is licensed the licensee will be assigned an inspector who will be available to answer any licensing questions on an ongoing basis. The inspector will conduct inspections of the premises and offer ongoing training or training requested by the licensee. Liquor licence information can also be found on the LGA website at [LGAmanitoba.ca](http://LGAmanitoba.ca).

It is the responsibility of the licensee to notify the LGA if major renovations are made to the premises if there is a change to the partners or officers of the corporation, or if the licensee intends to close their premises. Liquor licences are not transferable and become void when ownership changes.