



Manitoba Liquor Control Commission

# News Release

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**For Immediate Release: Tuesday, November 1, 2011**

## **More Hospitality Strategy Options Now In Effect**

A bring-your-own-wine program, a new brew pub licence and multi-year liquor licences are some of the latest initiatives taking effect today as part of the amendments to Manitoba's *Liquor Control Act* under the province's New Hospitality Strategy.

Manitoba now joins five other provinces in allowing a bring-your-own-wine service. This voluntary program allows patrons to bring their own, unopened bottle of commercially made wine to have with a meal in a licensed dining room. The bottle will be opened and served by staff and all regulations regarding sale and service apply. Licensed premises who choose to offer this service will be permitted to set their own corkage fee.

"There are often times when patrons want to bring in a special wine or specific vintage to celebrate a significant event, or simply enjoy with their meal," said Roman Zubach, Acting MLCC President & CEO. "A bring-your-own-wine program recognizes this and provides licensed dining rooms with the flexibility to meet the needs of their customers."

Manitoba also has a new class of licence for brew pubs - a licensed premises that manufactures beer for on-premise consumption and off-premise sales.

"Brew pubs and microbreweries across North America and Europe have become increasingly popular in recent years," said Zubach. "Recognizing them in legislation not only promotes economic development within our province, it increases Manitoba's appeal as a tourist destination."

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In an effort to reduce red-tape, the MLCC will now be able to issue multi-year liquor licences. Instead of year-to-year liquor licence renewals, licences will now be issued for a three-year term, greatly simplifying the licensing process for business owners.

The pilot program to allow boutique-style stores - called Liquor Mart Express - in up to five urban grocery stores is well underway. A request for proposal is currently out and will close on November 7. The first Liquor Mart Express location will open at the Winnipeg James A. Richardson International Airport later in the month.

For information about these and other changes to Manitoba's liquor laws and the New Hospitality Strategy, visit [www.mlcchospitality.com](http://www.mlcchospitality.com)

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