

## History – A timeline of Manitoba Liquor & Lotteries milestones

### 2023. Liquor Mart 100 celebrates a century of serving Manitobans

Today we operate more than 60 Liquor Mart and Liquor Mart Express stores alongside a healthy mix of private retailers including rural liquor vendors, hotel beer vendors, specialty wine stores, and duty-free stores.

Manitoba Liquor & Lotteries (MBLL) is among the world's largest liquor buyers and a leader in social responsibility programming.



### 2022. Phasing out single-use paper bags

Liquor Mart launches BYOB – Bring Your Own Bag – and moves to reusable bags and can/bottle carriers, expecting to save the equivalent of 3,700 trees every year.



### 2022. Truth & Reconciliation Commitments

Building on years of informal relationship work with First Nations partners, MBLL formally begins its reconciliation journey with its land acknowledgment.

### 2021. Open market for cannabis

Manitoba moves to an open market model for licensed retailers, who enter into supply agreements with MBLL. Previously, retail opportunities were awarded based on a lottery

Accessible text version of [www.mbl.ca/content/history](http://www.mbl.ca/content/history)

system as in other provinces, with the goal of making cannabis accessible to Manitobans within a 30-minute drive.

### **2020. Global Pandemic**

Liquor Mart stores remain open as an essential service while casinos and video lottery terminal (VLT) and lottery ticket networks suspend in-person operation in accordance with public health restrictions.

### **2019. Fair Trade Workplace**

MBLL earns the Fair Trade Workplace designation from Fairtrade Canada and Canadian Fairtrade Network, making it the largest such workplace in Canada.



### **2018. Cannabis legalized**

Canada legalizes non-medical cannabis. MBLL is responsible for sourcing and distributing cannabis to Manitoba's privately-owned licensed retailers.

### **2016. Support for craft producers**

Manitoba introduces a craft brewing strategy coordinating regulatory and policy changes plus incentives, leading to more than 20 craft breweries starting up over the next half decade.

### **2015. Casinos of Winnipeg serves sustainable fish**

Manitoba Liquor & Lotteries receives certification to serve certified sustainable Manitoba-harvested pickerel (walleye) at the Casinos of Winnipeg.



### **2014. Manitoba Liquor & Lotteries**

On April 1, the Manitoba Liquor and Lotteries Corporation Act and the Manitoba Liquor and Gaming Control Act takes effect. Regulatory oversight for liquor moves from the MLCC to the new Liquor and Gaming Authority of Manitoba. Sale and distribution of liquor and gambling products combine under the Manitoba Liquor and Lotteries Corporation (MBLL).



**2014. Sand Hills Casino opens**

Sand Hills Casino opens June 22, 2014, the third First Nations casino in Manitoba.



**2014. Club Regent Event Centre opens**

Club Regent Event Centre opens.



### **2013. Playnow.com**

PlayNow.com launches and by year-end offers casino games, live poker, live sports betting, and lottery games.



### **2013. Third Generation Video Lottery Terminals**



### **2013. Shark Club Gaming Centre**

Shark Club Gaming Centre opens in Cityplace in partnership with True North Sports and Entertainment.



### **2011. Manitoba Gambling Research Program**

Manitoba Gambling Research Program launches, with \$1 million annual funding towards research on responsible gaming and problem gambling.



### **2011. Hospitality Strategy**

A hospitality strategy modernizes the Liquor Control Act, introducing Liquor Mart Express locations, a bring-your-own-wine restaurant program, incentives for microbreweries, standardized Sunday hours, and more.

### **2008. Wine and Spirits Guild**

The MLCC becomes the only Canadian liquor authority to be accepted into the guild.



### **2008. Paper or Plastic?**

Liquor Marts stop using plastic bags – one of the first jurisdictions in Canada to do so.

### **2007. Enhance Lottery Procedures**

Enhanced lottery procedures are introduced to protect consumers. Customers are now to sign their ticket before it can be validated.





## 2006. Lottery Training

Responsible Gaming Awareness Training for Lottery Retailers launches – the first program of its kind in Canada.



## 2005. Responsible Gaming Information Centres

Club Regent Casino opens a Responsible Gaming Information Centre.





### 2005. South Beach Casino opens

South Beach Casino opens May 28, 2005 – the second First Nations casino in Manitoba.



### 2004. Second Generation Video Lottery Terminals

### 2003. Responsible Gaming Information Centres

The Responsible Gaming Information Centre opens at McPhillips Street Station Casino, the first of its kind in North America.



### 2003. Winnipeg Casinos and Video Lottery Terminal Sites go smoke-free



**2002. Aseneskak Casino opens**

Opaskwayak Cree Nation near The Pas opens February 15, 2002.



**2001. Responsible Gaming**

Manitoba Lotteries introduces its Responsible Gaming Policy & Strategy, the first of its kind in Canada, and helps form a steering committee, later the Canadian Partnership for Responsible Gambling, to identify issues and actions to further the aims of responsible gambling in Canada.

**2001. Sunday Sales**

The Liquor Control Act amendment allows for sale of liquor on Sundays.

**1999. Problem Gambling Assistance**

The Problem Gambling Assistance Program launches to offer casino management and video lottery terminal siteholders training in problem gambling awareness.

### **1999. Crystal Casino Closes**



### **1999. Casino Renovations**

Club Regent Casino and McPhillips Street Station Casino undergo renovations and expansion in time for the Pan Am Games in Winnipeg.



### **1994. Assiniboia Downs**

Autotote machines are introduced at Assiniboia Downs. These machines combine parimutuel horse racing wagering with VLT-style games.

**1993. Club Regent Casino, McPhillips Street Station Casino**

Club Regent Casino and McPhillips Street Station Casino replaces the Bonanza Bingo and Pot O'Gold Bingo Halls.



**1993. Manitoba Lotteries Corporation**

Manitoba Lotteries Foundation becomes a Crown corporation: Manitoba Lotteries Corporation.



**1991. Video Lottery Terminals introduced**

Video Lottery Terminals arrives in rural Manitoba in 1991. They will launch in Winnipeg two years later.

### **1989. Crystal Casino**

North America's first continental-style casino and Canada's first year-round government operated casino, the Crystal Casino, opens in the Hotel Fort Garry, replacing the Casino at the Centre. As with today's provincially run casinos, profits support health care and other provincial services.



### **1989. Sport Select**

The Lotteries Distribution System is established to create a funding system that is more flexible, accountable, and accessible. Sports wagering (Sport Select) is introduced.



### **1986. Casino at the Centre**

The Winnipeg Convention Centre becomes the permanent site for the Casino at the Centre, a charitable gaming facility.

### **1984. Manitoba Lotteries Foundation**

The Manitoba Lotteries Foundation assumes responsibility for operating all casinos and distributing lottery tickets and bingo paper. It acquires three full-time bingo facilities in Winnipeg.

### **1982. Duty Free Shopping**

The first duty-free liquor store in Canada, outside of an airport, opens in Emerson.

### **1974. Western Canada Lottery Foundation**

Manitoba leads the provinces in creating what eventually grows into the Western Canada Lottery Corporation, offering lottery products spanning provinces and, eventually, the entire country.

### **1971. First women to work in retail**

Women begin working in government liquor stores after years of exclusion.



### **1971. Permanent lottery games established**

Following the previous year's successful lotteries, the Manitoba Lotteries Commission is formed (eventually becoming the Manitoba Lotteries Corporation) via The Lotteries Act. Manitoba's highly successful lotteries are the first among Western Canada.

### **1970. Manitoba introduces lotteries**

The Manitoba Centennial Lottery Act makes Manitoba one of the first provinces to conduct lotteries, to support Manitoba's centennial.

### **1969. Canada legalizes gaming**

Amendments to the Criminal Code give provinces authority to operate lotteries and casinos, and to license charitable and religious organizations to conduct lotteries.

### **1965. Old-Style Stores**

Before 1965, customers wrote their order on a slip, and a clerk would get the product from the back. A decade later, all stores are transformed to the model familiar to shoppers today.



### **1923. Liquor after Prohibition**

Following the end of Prohibition, the new Liquor Control Act forms the Government Liquor Control Commission, eventually becoming known as the Manitoba Liquor & Lotteries Corporation, responsible for selling most types of liquor.