

For immediate release

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Liquor Mart Launches Pop-Up Store

Today, a unique pop-up Liquor Mart opened just west of the perimeter at Portage Avenue and Festival Drive near the new Costco.

“As the new Costco opens nearby, I am excited to see Manitoba Liquor Marts establish a presence in this community,” said Glen Simard, minister responsible for the Manitoba Liquor and Lotteries Corporation, “Manitobans have some of the best options when it comes to product selection and convenience shopping for liquor, and we want to see that continue and evolve.”

The pop-up demonstrates MBLL’s interest in exploring the establishment of a Liquor Mart in the community, while also making holiday shopping more convenient. “The community of Headingley has grown and is still growing and likely has sufficient demand to warrant a new, full-size Liquor Mart, offering a complete range of products,” said Gerry Sul, President & CEO. “A location for a permanent Liquor Mart is not confirmed, but we will continue to look for suitable retail space in the community.”

Liquor Marts are typically located in leased space within larger retail complexes found in high-traffic areas.

Visiting the Pop-Up

The pop-up is in a temporary structure and uses a service window model where customers place their orders from available products listed on a large digital menu. Liquor Mart employees fulfil the orders and complete the sales at the counter.

The pop-up is open daily from 11:00 a.m. to 6:00 p.m. Payment may be made by credit or debit (no cash), and AIRMILES can be collected on purchases.

Product assortment includes a limited selection of best-sellers and limited time offers as found at other Liquor Marts. The pop-up is scheduled to be open throughout the holiday season.

[Browse product selection here.](#)

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Photo assets are available to media at www.mbl.ca/content/media-centre

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