



2025 Virtual Q&A Session: What We Heard

On October 29, 2025, Manitoba Liquor & Lotteries (MBLL) held a virtual Q&A session as part of its Annual Public Meeting where President & CEO Gerry Sul answered questions about MBLL's fiscal year 2024/25. This document summarizes responses to questions on topics most frequently raised by our customers.

Manitobans have raised concerns that there are too many online gambling ads during televised sports. What is MBLL doing to address this proliferation of advertising?

We agree that there are far too many gambling ads on TV. Many of the advertisements we are being exposed to in Manitoba are for operators that are licensed to operate only in Ontario. Because the large media outlets broadcast nationally, they do not filter out the ads exclusive to that province. In Manitoba, PlayNow is the only legal gambling website with net revenues going to support important government programs and initiatives.

As a member of the Canadian Lottery Coalition, Manitoba Liquor & Lotteries, along with the Atlantic Lottery Corporation, British Columbia Lottery Corporation, Loto-Québec, and Lotteries and Gaming Saskatchewan, work to combat illegal operators from advertising and conducting business in our respective provinces.

Recently, MBLL, on behalf of the Coalition, sought an injunction against the gambling site Bodog from operating within Manitoba. This past May, it was ruled that Bodog has no legal authority to operate in Manitoba and that MBLL has the sole legal authority to provide gambling offerings within the province. [Please click here for further information about this ruling.](#)

MBLL, and the Canadian Lottery Coalition remains committed to creating a safer online gaming environment for all Canadians.

Is Manitoba looking at changing to allow an open online gaming market like they have in Ontario?

No. PlayNow is the only safe and legal online gaming website in Manitoba. The online gaming model in Manitoba is designed to ensure all revenues stay here and benefit Manitobans by supporting programs such as health care, infrastructure, and education. Introducing new gaming operators would inevitably see revenues funnelled outside the province.

In comparison to the Ontario online gaming market, PlayNow is making more money for Manitoba per capita.

Why are there so many cannabis stores? Are there any plans to slow their growth?

When the cannabis sector was established in Manitoba in 2018, it was intended to be an open market private retail model. Under this open market model, it is cannabis consumers who ultimately determine the optimal number of retailers that operate in the market.



2025 Virtual Q&A Session: What We Heard

Although MBLL manages the retail application process, we are not authorized to establish the total number of retail locations operating in the province, the geographic location of those retail operations, or the proximity of one retailer to another. These responsibilities fall under the authority of the Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) as well as the city or municipality that each retailer operates within.

There are currently 211 cannabis retailers operating in the province.

How does MBLL manage its controlled entrances to best serve its customers, especially in the winter months?

We recognize there are times of the year when waiting in line outside for extended periods can impact our customers' shopping experience. We have implemented a process whereby employees will identify when lineups are beyond a reasonable length and deploy staff outside with handheld scanners to pre-scan customer IDs, helping to accelerate the entry process. We have seen significant improvements when this process is used at peak shopping times.

How is it that someone can repeatedly steal from your stores when they are required to give their ID at the door before getting in?

Some thieves have become comfortable with the controlled entrances, so even though their ID has been scanned, they will still take a chance that they won't be noticed and shoplift a bottle.

Our staff have been trained to not be reliant on controlled entrances, and to keep an eye out for these instances of traditional shoplifting, which is what we are typically seeing.

Unfortunately, we do experience some instances of theft at Liquor Marts that are committed by prolific offenders. In these cases, individuals are responsible for multiple thefts, not just at Liquor Marts, but at other retailers as well. But even in these cases, it is not a matter of if these individuals get caught, it's when.

Why doesn't MBLL sell the US liquor it has already purchased?

MBLL continues to follow the direction of the Province of Manitoba in regard to US liquor sales.

UPDATE: In December, the province directed MBLL to sell its stored US liquor with proceeds going to charities.



2025 Virtual Q&A Session: What We Heard

What are you doing with US liquor that expires?

As of August 21, 2025, there was approximately \$29,000 of US product that expired and has been destroyed. Most of the \$29,000 refers to the value of the portion of inventory that has been disposed. About \$2,400 of that amount relates specifically to the cost of its disposal.

Have Canadian liquor sales made up for the absence of US products in Liquor Marts?

We have seen significant increases in Canadian VQA wine sales, both in February before US products were pulled, and since, as a replacement to US wines. On the spirits side, Irish whiskey has had lots of sales growth, followed by Canadian whisky.

We continue to find new and exciting liquor products including local and Canadian sourced products to bring a full breadth and depth to the assortment available to Manitoba consumers.

Manitobans have rallied around seeking out and supporting Manitoban - and Canadian - produced liquor products. In support of this enthusiasm, we have made it easy for customers to locate Manitoban products with our expanded Enjoy MB marketing program, and promoted Canadian products through our new Choose Canadian campaign.