

For immediate release

August 6, 2026

New-concept Liquor Mart opens

New store in Save-On-Foods offers customers greater convenience

Manitoba's newest Liquor Mart opened today in the Save-On-Foods at Northgate Shopping Centre, 1399 McPhillips St., in Winnipeg.

"Manitobans are looking for more convenient ways to get their shopping done, and our Crown corporations should evolve alongside those expectations," said Municipal and Northern Relations Minister Glen Simard, whose responsibilities include oversight of Manitoba Liquor & Lotteries.

"Whether it's people doing their grocery shopping after work or loading up for a weekend at the cabin, this new Liquor Mart concept makes shopping more convenient for customers while ensuring Manitoba Liquor and Lotteries continues to innovate."

The freestanding store-within-a-store differs from the existing Liquor Mart Express model already operating in grocery stores.

All products at the Northgate Liquor Mart are on display behind glass, accessible only by the Liquor Mart employee. With a digital menu board listing products and prices, shoppers will order, pay for, and collect their chosen product from a service window at the Liquor Mart's front counter.

"We're always looking to align with growing consumer demand for convenience"," said Gerry Sul, President & CEO, Manitoba Liquor & Lotteries, "a more-seamless shopping experience is one more way we can deliver on our mandate to creatively and responsibly expand public liquor retail options in our province."

"The new Liquor Mart kiosk brings an innovative and more convenient shopping experience to our Save-On-Foods Northgate International store," said Pattison Food Group President Jamie Nelson. "Whether customers are planning a family dinner, celebrating a special occasion or entertaining with friends, this partnership makes it easier to find complete meal and beverage solutions in one place."

The Northgate Liquor Mart is open Monday to Saturday, from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 6 p.m.

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Northgate Liquor Mart

Hours: Monday-Saturday 10 a.m. to 9 p.m.; Sunday 11 a.m. to 6 p.m.

Inside Save-On-Foods at 1399 McPhillips St., Winnipeg, MB

Phone: 204-987-4087

Store features

- Inventory of 240 top-selling beer, wine, spirits and ready-to-drink beverages, including an assortment from local manufacturers
- Selection of chilled products available
- Debit/credit only – no cash transactions
- Service window for customers to order, pay for, and receive their purchase
- No controlled entrance

Quick facts

- The Northgate Liquor Mart is a freestanding, fully enclosed store-within-a-store located inside the Save-On-Foods at Northgate Shopping Centre.
- Approximately 580 square feet.
- Products are on display behind glass, and a digital menu board next to the service window lists available products and prices for customers to review before placing their order.
- Customers who appear to be under the age of 25 will be asked to show proof of age with valid, government-issued photo identification.
- This style of Liquor Mart does not have a controlled entrance as there is no retail space for customers to enter.
- MBLL operates 64 Liquor Marts across Manitoba; the Northgate Liquor Mart marks our first new location since the Seasons Liquor Mart opened in 2019.

About Manitoba Liquor & Lotteries

Manitoba Liquor & Lotteries (MBLL) is a Crown corporation of the Province of Manitoba. We distribute and sell liquor, provide gaming and entertainment experiences, and source and distribute non-medical cannabis to retailers in the province, all in a socially responsible manner.

Our profits go to the Province of Manitoba's general revenue and support priority programming in areas like health care, education, social and community services.

Two per cent of anticipated annual net income is committed towards responsible gambling, responsible liquor and cannabis consumption, and research and treatment programs.

About Save-On-Foods

Save-On-Foods is a Canadian owned and operated Pattison Food Group business, committed to giving customers a little extra in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 11,000 Canadian products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for more than 110 years. Save-On-Foods, its supplier partners, team members and generous customers have donated almost \$50 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.