



NEWS RELEASE

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EXPANDING MANITOBA'S GROWLER PROGRAM: More variety and sizes at more locations

Manitoba Liquor & Lotteries is expanding the incredibly popular Growler program in response to its overwhelming popularity with craft beer loving Manitobans.

“The craft beer movement has taken hold in Manitoba, and our government is pleased to support the local craft brewing industry by making it easier get their products into the hands of Manitobans,” said Ron Lemieux, Minister responsible for Manitoba Liquor & Lotteries.

Manitobans have spoken loud and clear – we love growlers. Manitoba Liquor & Lotteries has completed its review of the Growler Bar pilot and is preparing to expand the program later this year. A call for Expressions of Interest has been sent to all Manitoba beer and liquor vendors who might be interested in selling growlers at their establishments starting November 2015.

The expansion will put growlers into more locations and retailers, with more product variety and size options. New locations will include a mix of Liquor Marts, beer vendors and possibly liquor vendors. A smaller version of the popular 1.89L growler, about half the size, with a 950ml fill capacity will also be available. Manitoba Liquor & Lotteries is hoping to generate new product options from both local brewers and those in neighbouring provinces.

It is also expected that as more breweries and brewpubs open they will offer growlers right where their beer is brewed. “It’s very exciting to see the growler format gain momentum with consumers in Manitoba – this allows us to conveniently sell our beer in growlers while keeping our packaging costs down and the outgoing product fresh,” said Tim Hudek, co-owner of One Great City Brewing Co.

Commonly found at breweries and brewpubs across North America, growlers are becoming an increasingly popular way to enjoy craft beer. Currently available at five Liquor Marts and two hotel beer vendors in Winnipeg and Brandon, growlers have been available in Manitoba since October 2014. More information on growlers can be found at www.liquormarts.ca/growler.

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