

### **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 MLCC, responsible for selling most types of liquor.

### **1943 – Beer Rationed**

Beer rationing is introduced due to World War II. Rationing remains in effect until 1948.

### **1965 - New-style Stores Introduced**

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

### **1971 – First Women to Work in Retail**

Women begin working in government liquor stores after being excluded for years.

### **2001 – Sunday Sales**

The *Liquor Control Act* is amended to allow for the sale of liquor on Sundays.

### **2008 – Paper or Plastic?**

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

### **2011 – Hospitality Strategy**

The 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.

### **2014 – Manitoba Liquor & Lotteries**

On April 1, the *Manitoba Liquor and Lotteries Corporation Act* and the *Manitoba Liquor and Gaming Control Act* came into effect. Regulatory oversight for liquor moved from the MLCC to the new Liquor and Gaming Authority of Manitoba. The sale and distribution of liquor and gambling products were combined under the Manitoba Liquor and Lotteries Corporation.

### **2016 – Craft Producers Supported**

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.

### **2019 – Fair Trade Workplace**

MBLL is designated a Fair Trade Workplace by Fairtrade Canada and Canadian Fairtrade Network, making it the largest such workplace in Canada. Manitoba Liquor Mart has the largest assortment of Fair Trade wines in Canada.

### **2020 – Global Pandemic**

Liquor Mart stores remain open as an essential service.

**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.

**2023 – Liquor Mart 100**

Liquor Mart celebrates a century of serving Manitobans. Today we've become one of the world's largest liquor buyers operating 63 Liquor Mart and Liquor Mart Express stores, while also supporting numerous private liquor and beer vendors, specialty wine stores and duty-free retailers throughout the province. MBL is also a leader in social responsibility programming.