



2024 Virtual Q&A Session: What We Heard

On October 30, 2024, Manitoba Liquor & Lotteries 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 2023/24. This document summarizes responses to questions on topics most frequently raised by our customers. If you would like to submit other questions, please go to [Mbl.ca/contactus](https://mbl.ca/contactus).

Will Manitoba Liquor & Lotteries be expanding public liquor stores? Will this mean additional Liquor Marts in Manitoba at the expense of other retailers? How will beer vendors and liquor vendors outside Winnipeg be affected?

We continually assess the performance of our Liquor Marts and look for new opportunities to construct retail stores that will provide convenience for Manitobans. When deciding to expand, contract, relocate, close, or open a new store, we always look to ensure there is a positive business case to do so. Our goal is to consistently optimize our net income contributions to the province and be aligned to the needs of our customers.

Manitobans have raised concerns that there are too many online gambling ads during televised sports. How is MBLL managing its commitment to socially responsible, particularly in mitigating the effect of these ads on children and those struggling with gambling addictions?

We agree that there are far too many gambling ads on TV in Manitoba. Unfortunately, when single event sports betting became legal in Canada, Ontario introduced an open market model which caused iGaming advertising to explode. 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 made for Ontario.

Manitoba Liquor & Lotteries is an active member of the Canadian Lottery Coalition. We joined forces with other provincial gaming corporations to try and combat illegal operators from advertising and conducting business in our respective provinces.

PlayNow is the only legal gambling website in Manitoba and its net revenue goes to support provincial government programs.

Can Manitobans expect new casinos in Winnipeg and Brandon anytime soon?

Currently, there are no plans to consider the development of new casinos.

Why are there so many cannabis/weed stores? Why isn't there a limit?



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When the cannabis sector was established in Manitoba five years ago, 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. Overall growth has been relatively on par this year with the previous year. There are currently 211 cannabis retailers operating in the province.

Although MBLL manages the retail application process, the Corporation is 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 (LGCA) as well as the city or municipality that each retailer operates within.

How does MBLL manage its controlled entrances to best suite 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.

Why were some customers having trouble logging into their PlayNow account this summer?

In late July 2024, PlayNow advised its customers to reset their passwords following a credential stuffing attack. This is where criminals attempted to access player accounts using email addresses and passwords previously exposed or stolen from other companies. Out of an abundance of caution, PlayNow continues to lock accounts where suspicious activity may be suspected and requires customers to contact PlayNow for identity verification and password reset. The integrity and security of player accounts is extremely important.

How much does MBLL contribute to social responsibility and who are the recipients of the social responsibility funding?

MBLL's 2% Social Responsibility funding in fiscal 2023/24 is focused on three areas: consumer awareness, program funding, and evidence-based research. The largest portion of this funding goes to Addictions Foundation of Manitoba/Shared Health and to Marymount to support their Youth Addictions Stabilization Unit program, but we also support many other great organizations in Manitoba such as Community Financial Counseling services, Eaglewood, Checkstop, Operation Red Nose, and the Thompson community safety officers.



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How often do Liquor Marts add new products? Why does Manitoba carry different products than other provinces and states?

Manitoba Liquor & Lotteries offers more than 10,000 liquor products from 70 countries and just last year we introduced 900 new products. MBLL is the fifth largest single buyer of liquor products in the world, giving us greater access to a variety of new products for customers. MBLL works with our supplier partners to manage a broad assortment of products in all categories to feature new, exciting, and popular products on Liquor Mart shelves.

Our experienced and knowledgeable Liquor Mart staff can assist consumers that are searching for specific products by informing them as to whether a product is available in the Manitoba market at one of the various retailer options, or by inquiring about special order options on a consumer's behalf if an item is available to MBLL from another market.