



Manitoba Liquor Control Commission

News Release

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FAIR TRADE WINES NOW AVAILABLE AT LIQUOR MARTS

Socially-conscious Manitobans now have the opportunity to support the Fair Trade movement through their purchase of Fair Trade certified wines at Manitoba Liquor Marts.

There are currently 30 Fair Trade wineries operating in three countries – South Africa, Chile and Argentina.

“We are pleased to offer seven Fair Trade wines in our Liquor Marts and are expecting to bring in several more in the coming months,” said Al Bowness, Manager, Specialty Purchasing. “By purchasing Fair Trade wines, our customers are not only getting a great product, they can be assured that employees in the vineyards and wineries are receiving an appropriate wage.”

Fair Trade is an international system of doing business based on dialogue, transparency and respect. It contributes to sustainable development by offering better trading conditions for producers and workers in developing countries. Behind the principles and goals of Fair Trade is a rigorous international system of monitoring, auditing and certification. The international Fair Trade system is structured to produce the following outcomes for farmers and workers in developing countries:

- Fair compensation for their products and labour
- Sustainable environmental practices
- Improved social services
- Investment in local economic infrastructure

Fair Trade wines currently available in Liquor Marts throughout the province include three from Argentina and four from South Africa ranging in price from \$14.95 - \$15.99. Manitobans interested in purchasing Fair Trade wines are invited to visit their local Liquor Mart.