



Manitoba Liquor Control Commission

News Release

For Release: April 21, 2008

LIQUOR MARTS TO OFFER REUSABLE ENVIROBAG Disposable Plastic Bags to be Discontinued

Manitoba Liquor Marts will begin offering its customers another environmentally-friendly alternative to disposable plastic bags with the launch of polypropylene envirobags beginning Earth Day, Tuesday, April 22.

MLCC President and CEO Don Lussier said Liquor Marts is discontinuing the use of disposable plastic bags and hoped consumers would embrace the reusable envirobag; which contains 100% post consumer recycled materials.

“We are concerned about the environment and in particular, the number of plastic bags going to landfills,” said Lussier. “By offering more environmentally-friendly options, we will prevent an estimated 2.8 million plastic bags from entering Manitoba landfills each year.”

Lussier said Liquor Marts will continue to offer Manitoba-made paper bags as well as a cloth bag, in addition to the envirobag. He said the envirobag will sell for 99 cents each.

“With the popularity of reusable bags being offered in other retail stores, consumers are discovering they can make a positive contribution to the environment simply by using an environmentally-friendly bag,” he said. “With shorter handles and slotted compartments for bottles, the reusable Liquor Mart envirobag should also make shopping more convenient for our customers.”

Lussier says Liquor Marts will continue to use up its current supply of plastic bags until the inventory is depleted.

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