



Manitoba Liquor Control Commission

News Release

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MLCC ENHANCES BUYING POWER THROUGH WINE AND SPIRITS GUILD MEMBERSHIP

MLCC Becomes Only Canadian Member

The MLCC has become a member of the U.S. based Wine and Spirits Guild enhancing its ability to provide Manitobans with products offering exceptional quality and value.

Don Lussier, MLCC President and CEO, said as a member of the guild, the MLCC will enjoy increased buying power and the opportunity to source high quality products at preferred wholesale prices.

“We are extremely proud to be the only Canadian liquor jurisdiction invited to join this prestigious group of liquor retailers,” said Lussier. “As a member of the guild, we look forward to introducing our customers to an array of new products.”

The Wine and Spirits Guild is comprised of over 40 independent liquor retailers operating more than 500 stores throughout the U.S. Members operate in 23 states and generate over \$2 billion in annual sales. Membership in the guild is reserved for operators in non-competing markets and is by invitation only.

Lussier said the MLCC was invited to make a presentation to the Wine and Spirits Guild membership in 2007 by Hal Gershman, owner of Happy Harry’s Bottle Shops, operating in North Dakota. After a comprehensive review by guild members, the MLCC was invited to become a member.

He also noted that membership in the guild is in keeping with the MLCC’s values of social responsibility as guild members maintain the highest standards of responsible alcoholic beverage retailing and are committed to promoting responsible consumption.

The Wine and Spirits Guild was formed in 1948 as a vehicle to exchange information and best practices among non-competitive stores in the U.S. In response to competition from large chain stores, the guild has evolved into a strong buying group with a goal to supplying its customers with highest value products at exceptional prices.

Wine and Spirits Guild products are available at Manitoba Liquor Marts and specialty wine stores.