

Manitoba Liquor Laws

The following disclaimer must be added to the Terms & Conditions of every offer containing liquor.

“Must be of legal drinking age. Valid ID is required upon purchase. The establishment reserves the right to refuse service at any time. Additional offer restrictions may apply in-store. Please drink responsibly. See your local liquor laws for further information.”

- *The GetintheLoop liquor law advertising documents provide you with reference information about the liquor laws in your province.*
- *They may not be an exhaustive list of all the rules, regulations and laws to be followed.*
- *Consider them to be a guide to ensure offers are within the liquor laws for your province.*
- *Where you cannot find the information you seek, please err on the side of caution.*

When creating offers or doing quality checks for partners primarily in the 'Food + Drink' loop, it is important to align the offers to the Manitoba Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, [<https://lgcamb.ca/legislation-and-regulation/>] ;
- the **Canadian Radio-television and Telecommunications Commission's Code for Broadcast Advertising of Alcoholic Beverages**. [<http://www.crtc.gc.ca/eng/television/publicit/codesalco.htm>]: and the **Manitoba Liquor Advertising and Online Promotions Regulations**, [<http://digitalcollection.gov.mb.ca/awweb/pdfopener?smd=1&did=24319&md=1>]

The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) has identified best practices based on key themes in the Code, recommendations by researchers and practical experience in other jurisdictions. Licensees are responsible to follow all standards described in the Code. In response to industry requests for guidance, these best practices may help licensees develop and deliver socially responsible and acceptable advertising and marketing programs.

Advertisements:

- Safety
 - Advertisements must not depict or promote illegal, unsafe, risky or dangerous behaviour including over-consumption or over-service.
- Advertising to minors is prohibited
 - Preventing underage drinking is an important responsibility for the LGCA and an obligation for all licensees.
 - Advertisements must not be designed, branded or promoted to appeal to minors or advertised through a medium targeted to minors.
 - People depicted in advertisements must clearly appear to be of legal age. Licensees should be aware that best practices suggest that advertisements should emphasize people appearing to be 25 years and older.
- Superstitions or fears
 - Advertisements must not play upon superstitions or fears to mislead consumers.
- Unacceptable depictions and portrayals
 - Advertisements must respect standards of public decency.
 - Advertisements must not demean or denigrate any person or group of people, and must not exploit or encourage bullying, violence or daring behavior.
 - Advertisements must not suggest that drinking or gambling is a rite of passage or improves self-image.

- Disguised advertising techniques
 - The commercial intent of advertisements must be clearly presented to consumers

Social Responsibility Message – ‘Please drink responsibly’

- Liquor licensees must include a message about responsible alcohol consumption in all liquor advertising. Representatives from Manitoba’s hospitality industry and Mothers Against Drunk Driving (MADD) attended the LGCA’s focus testing research to determine an optimum advertising tagline.
- Several taglines were proposed by the LGCA and discussed by Manitobans 18 years of age and over. Based on this research, the LGCA has designated the tagline ‘Please drink responsibly’ as the best reminder for personal responsibility and to avoid over-consumption. The focus testing research showed that participants were familiar with this tagline and had an accurate and consistent understanding of its meaning.
- This tagline must be clearly visible or clearly audible to the audience. All marketing and promotional activities must also incorporate this tagline within the program’s materials. An alternative tagline may be proposed to the LGCA if a business case warrants.

Contests and giveaways

- Minimum uniform pricing
 - Uniform pricing is maintained at \$2.25 as an important responsible service and consumption measure for liquor service licensees. Licensees may not give or serve free liquor.

- Loyalty programs
 - Licensees may offer customer loyalty programs. Licensees may not give or serve free liquor, but may offer gift cards and/or promotional items.