

The New Hospitality Strategy: Scorecard

In spring 2011, the provincial government launched an exciting new strategy that would serve to modernize Manitoba's *Liquor Control Act*.

Built upon four pillars - New Hospitality Opportunities; Greater Public Safety and Well-Being; Underage Drinking Countermeasures; and Red Tape Reduction – the *New Hospitality Strategy* introduced over 40 initiatives that would ensure the province was socially progressive while maintaining our high level of social responsibility.

It has been over a year since the *New Hospitality Strategy* received royal assent on June 16, 2011 and much progress has been made. Below are the list of initiatives and their effective date/current status.

New Hospitality Opportunities

Initiative	Effective Date/ Current Status
MLCC has the authority to proceed with establishing up to 10 MLCC-operated Liquor Mart Express stores, with up to five locations in urban grocery stores. The inaugural Liquor Mart Express opened on the arrivals level of the Winnipeg James A. Richardson International Airport in November 2011. The first Liquor Mart Express located in a grocery store is on track to open in the fall of 2012 in the South Winnipeg Safeway, located at 2155 Pembina Hwy.	June 16, 2011
Manitoba Liquor Marts can now sell liquor-related products, such as barware, beverage publications and promotional merchandise for major sport and cultural events; as well as socially responsible alternative products, such as 0.5 percent alcohol and taxi-fare cards. These items will be phased in over a period of time.	June 16, 2011
Standardized Sunday night hours to 2 a.m. for cabarets and beverage rooms and 2:30 a.m. for beer vendors, unless disallowed by local bylaw come into effect.	July 1, 2011
Optional service hours for socials, charity functions and weddings expand to 2 a.m. providing consistency with licensed establishments.	July 1, 2011
The food to liquor ratio regulation is amended to allow the MLCC to provide for unique hospitality opportunities that do not fall under the current 11 classes of licence; address premises with high-value liquor products; and to replace the requirement for licensed premises to submit quarterly reports with MLCC spot checks and licensee record maintenance.	July 1, 2011
Brew pubs are recognized as an entity with a new class of licence. An exemption is created to allow off-sales and sales through MLCC Liquor Marts.	November 1, 2011
A voluntary Bring Your Own Wine (BYOW) program for restaurants comes into effect, increasing licensee's flexibility to respond to customer needs.	November 1, 2011
The Liquor Licensing Regulation under <i>The Liquor Control Act</i> is amended to allow alcohol service within a movie theatre complex under the authority of a Spectator Activities Licence.	January 12, 2012
To provide greater customer service to Manitobans, select retail beer vendors become eligible to sell coolers and ciders.	Implemented in Spring 2012
Enhanced product information and public interaction through an upgrading of the MLCC website, including a convenient online social permit application.	Anticipated to launch in fall 2012

Greater Public Safety & Well-Being

Initiative	Effective Date/ Current Status
Existing mandatory responsible service training for bar owners, operators, bartenders and servers is now set in law. Training is provided through the <i>Serving It Safe</i> program and is administered by the Manitoba Tourism Education Council.	June 16, 2011
MLCC now has the legal mandate to conduct social responsibility programming.	June 16, 2011
Fines, among the toughest in Canada, for disorderly conduct are introduced.	July 1, 2011
Licensees are charged with greater responsibility for disorder outside of their premises and property, including the immediate vicinity, for example, on the sidewalk or in a neighbouring parking lot.	July 1, 2011
Liquor inspectors and police have the authority to immediately close a licensed premise for up to 12 hours when there is an imminent risk to the public.	July 1, 2011
Strengthened wording regarding safety evaluations allows the MLCC to conduct a safety evaluation in a licensed premise if it becomes aware of safety concerns. Under previous legislation, the MLCC could only conduct a safety evaluation if an act of violence resulted in injury or death. These changes allow the MLCC to become more proactive in addressing safety concerns.	July 1, 2011
Additional wording regarding safety evaluation requirements to allow the MLCC authority to require a licensee to make specific changes in security devices such as metal detectors, surveillance cameras or devices that scan or verify the identification provided by patrons. This may include requirements to protect privacy of patrons and employees.	July 1, 2011
Automated External Defibrillators are installed at the MLCC Head Office, Brandon & Thompson Inspections Office and all Manitoba Liquor Marts.	October 7, 2012
The establishment of a new satellite inspections office to be located on Main Street in Winnipeg will include the hiring of three new downtown Winnipeg liquor inspectors, adding to Canada's best inspector-to-licensed premises ratio.	In process
The MLCC is committed to strengthening its fetal alcohol spectrum disorders public awareness campaign.	In process
The MLCC is tasked with conducting an impact analysis on the use of energy drinks as a mix with alcohol.	In process

Underage Drinking Countermeasures

Initiative	Effective Date/ Current Status
Providing identification to a minor for the purposes of purchasing alcohol is now an offence under the <i>Liquor Control Act</i> .	June 16, 2011
Possession of alcohol by a minor in a licensed premise and at occasional permit events is prohibited under the Act.	June 16, 2011
Every Act violation involving underage drinking in a licensed premises automatically results in a Licensing Board hearing.	June 16, 2011
New photo identification requirements to deter minors from purchasing beverage alcohol or gaining access to age-restricted premises were implemented.	January 1, 2012
To crackdown on the use of false identification, the MLCC will work with licensees to implement technologies such as verification scanners to identify fraudulent ID.	In process
The MLCC will phase in a strategy to deal with excessively high alcohol content beverages.	In process

Red Tape Reduction

Initiative	Effective Date/ Current Status
The obligation for licensees to retain 90% of profit from the sale of alcohol is amended to 80% to better reflect the shift from owner-run premises to franchises and chain outlets.	June 16, 2011
The requirement to publish notices for new liquor licences in the Manitoba Gazette is eliminated, saving up to a month's worth of time for applicants. Notices continue to be published on the MLCC web site and at the premises.	June 16, 2011
Previously, liquor licence fees were charged by parts of the year, not on the month a business opens. Changes to regulation introduce pro-rated licence fees based on the months of operation, ensuring business fairness.	July 1, 2011
The amendment of the Advertising Regulation to allow exceptions to outdoor advertising rules better accommodate licensee promotional needs.	July 1, 2011
MLCC now offers multi-year liquor licensing options and staggered renewal dates, greatly simplifying the licensing process for businesses.	November 1, 2011