

# News Release



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## LIQUOR MART EXPRESS NOW OPEN AT SOUTH WINNIPEG SAFEWAY

Manitoba's first Liquor Mart *Express* located within a grocery store is now open in the Pembina Village Safeway located at 2155 Pembina Highway. The Liquor Mart *Express* store within a grocery store is a new model of convenience shopping in Manitoba. The concept was first announced in May 2011 by the Province of Manitoba as part of the New Hospitality Strategy.

"One of the goals of our New Hospitality Strategy was to implement new and innovative initiatives like the *Express* stores," said Jim Rondeau, Minister responsible for *The Liquor Control Act*. "These new locations allow Manitobans to shop for groceries and beverage alcohol in one place, while ensuring that these products continue to be sold in a socially responsible manner."

"After months of preparation, we are excited to be able to offer customers a selection of popular products and the friendly, knowledgeable service Liquor Marts are known for with the convenience of one-stop shopping," said Al Roney, Executive General Manager, Retail Stores for Manitoba Liquor & Lotteries. "We are thrilled to be partnering with Canada Safeway in this new endeavour."

"Based on our experience providing this service in many of our stores across North America, we have every confidence that this new addition will prove to be both popular and a tremendous success," said Scott Chollak, Vice President Retail Operations, Canada Safeway Limited. "We look forward to being able to provide our Pembina Village Safeway shoppers with the convenience of the Liquor Mart *Express*".

Manitoba Liquor Mart employees will operate the *Express* store with the same customer service and social responsibility standards found in full service Liquor Marts. The Liquor Mart *Express* store in Safeway is 755 square feet in size and located behind the check-out in the area formerly occupied by a national bank. It features a selection of approximately 400 of the top selling products consisting of popular wine, spirits and beer. Safeway customers can shop in the Liquor Mart *Express* area either before or after shopping for their groceries.

The Liquor Mart *Express* Safeway location will be open Monday to Saturday 10 a.m. to 10 p.m. and on Sunday from noon to 6 p.m. It is the second Liquor Mart Express location in the province. The first opened in November 2011 on the arrivals level of the Winnipeg James A. Richardson International Airport. A third Liquor Mart *Express* location is anticipated to open in Brandon in 2013. As a pilot project, the strategy allows for up to 10 Liquor Mart *Express* locations with up to five of the stores to be located within grocery stores.

Minister Rondeau also noted that in another step to modernize operations, as of January 2013, Manitobans will be able to apply for an occasional liquor permit via a new Liquor Marts website on an electronic form that can be submitted instantly, simplifying the process to apply for a liquor permit for wedding and fundraising socials.

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**MEDIA CONTACT:**

**Susan Harrison**

Senior Communications Coordinator | MLCC

P: (204) 474-5529

[sharrison@mlcc.mb.ca](mailto:sharrison@mlcc.mb.ca)