

For Immediate Release

Casinos of Winnipeg commit to serving sustainable fish Manitoba becomes home to the world's first MSC-certified casinos

WINNIPEG, Canada, October 5, 2015 – Building on its commitment to sustainable sourcing, Manitoba Liquor & Lotteries today announced it has received Chain of Custody (CoC) certification from the Marine Stewardship Council (MSC) to serve certified sustainable products at the Casinos of Winnipeg. Guests at Club Regent Casino and McPhillips Station Casino now enjoy certified sustainable Manitoba-harvested pickerel (walleye) bearing the blue MSC label. This signifies the fish is from an environmentally responsible, well-managed fishery.

The first ever casinos to enter the MSC program join 3,050 companies and 270 fisheries worldwide that are contributing to making a difference on our waters by transforming our freshwater fish and seafood market to a sustainable basis. Opened in 1993, the Casinos of Winnipeg operate five restaurants and an entertainment centre, and serve 9,000 meals each week.

The pickerel is sourced from Waterhen Lake Fisheries, the first Canadian freshwater fishery to achieve MSC certification (in 2014) and only the fourth in the world. The fishery is operated by the Lake Waterhen Fishermen's Association with continued support from the Chief and Council of Skownan First Nation, located in the Interlake Region of Manitoba.

"The Casinos of Winnipeg are demonstrating early support for a vital growth area in our province's commercial fishery – that of an eco-certified catch," said the Honourable Ron Lemieux, Minister Responsible for Manitoba Liquor & Lotteries. "Waterhen Lake is truly world-class in its eco-certification. Casino of Winnipeg guests are not only being served some of the best pickerel in the world, but they are ordering it in confidence that they are supporting healthy lakes and healthy communities. Opportunities like these showcase that Manitoba is where Canada's Heart Beats."

Local Waterhen Lake pickerel allows casino chefs to further their commitment to "Buy Manitoba" while providing Manitoba Liquor & Lotteries with an important tool in advancing the implementation of its sustainable procurement policy.

"The MSC applauds the commitment to sustainability demonstrated by the Government of Manitoba," said Jay Lugar, MSC Program Director for Canada. "First through their support of the Waterhen Lake fishery certification, and now by completing the cycle of sustainable supply through the CoC certification for the casinos."

The MSC program is widely recognized as the world's most credible standard for wild-caught sustainable seafood and supply chain traceability. When a seafood product bears the MSC label this signals that the companies in every step of the chain – from the fishers, to the processors, to the distributors, restaurants and retailers – have achieved MSC certification from an independent certifier. This proven

traceability mechanism assures consumers that from fishery to fork, their seafood can be traced back to an MSC certified fishery and that it has not been mixed or substituted for non-certified fish. Adding to its success in the ocean, use of the MSC Standard has been expanding to support not only healthier oceans but freshwater lakes and rivers as well.

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For media enquiries, please contact:

Céline Rouzaud

Marketing and Communications Manager, Canada

Marine Stewardship Council

416-779-7014

celine.rouzaud@msc.org

Lorne Kletke

Communications Officer

Manitoba Liquor & Lotteries

204-957-2500 ext. 2341

lorne.kletke@mbl.ca

Notes for editors

About Manitoba Liquor & Lotteries

Manitoba Liquor & Lotteries is responsible for the distribution and sale of liquor, and for providing gaming and entertainment experiences, in a socially responsible manner in the Province of Manitoba. The Crown corporation operates Manitoba Liquor Marts and Liquor Mart Express stores, Club Regent Casino, McPhillips Station Casino, Video Lotto and PlayNow.com, and also distributes and sells lottery products through a network of lottery ticket retailers. www.mbl.ca

About the Marine Stewardship Council (MSC)

The Marine Stewardship Council (MSC) is an international non-profit organization. Our vision is for the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations. Our ecolabel and certification program recognizes and rewards sustainable fishing practices and is helping create a more sustainable seafood market.

There are 270 fisheries in over 35 countries certified to the MSC Standard. These fisheries have a combined annual seafood production of almost nine million metric tonnes, representing close to 10 per cent of annual global yields. More than 19,000 seafood products worldwide carry the MSC ecolabel. For more information visit www.msc.org

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Quotations for media use

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- Honourable Ron Lemieux, Minister responsible for Manitoba Liquor & Lotteries

“We’re making real progress enhancing the sustainability of our restaurants. In terms of sourcing local ingredients, over the past six months alone we’ve achieved an average of 18% of total food spend, up from 9%. Our current target is to reach 25%.”

- Alain Dumonceaux, Executive Director, Hospitality & Entertainment
Casinos of Winnipeg

“We’ve embedded sustainability criteria into our procurement processes across the corporation. In order to ensure accountability, transparency and progress we require quarterly reports from our food distributor, Sysco, to track the types and amounts of local food purchased.”

- Donna Dagg, Manager, Sustainable Development
Manitoba Liquor & Lotteries

“Our chefs are excited to be working with local food, and our supplier Sysco has been supportive by taking on the responsibility of working with local food producers and processors. As an added benefit, by creating the initial demand we have enabled Sysco to offer these items to their other customers, helping local producers expand their market reach.”

- Alain Dumonceaux, Executive Director, Hospitality & Entertainment
Casinos of Winnipeg

Fact Sheet: Casinos of Winnipeg Restaurants

- Chain of custody certification has been awarded by the Marine Stewardship Council (MSC) to label the pickerel (also called walleye) on Casinos of Winnipeg restaurants' menus as certified sustainable.
- The Casinos of Winnipeg restaurants are the first in Manitoba authorized to label its pickerel as MSC-certified.
- Every week 9,000 meals are served at the casinos. More than 1.8 metric tons of pickerel are purchased annually for their restaurants.
- Using the Buy Manitoba definition for local food, the Casinos of Winnipeg have set a current target of 25% of ingredients (by cost) to be sustainable foods, including sustainably certified and local Manitoba ingredients.
- Examples of other Manitoba products and ingredients featured include:

✓ Cheese	✓ Eggs	✓ Pork	✓ Wild Rice
✓ Oil	✓ Poultry	✓ Butter	✓ Produce

Other sustainability measures:

- Other certification programs recognized by Casinos of Winnipeg include CFIA/USDA Organic, Food Alliance, Rainforest Alliance, Best Agriculture Certification, Ocean Wise, Aquaculture Stewardship Council, and Monterey Bay Seafood Watch.
- Partner in the Lake Friendly Accord, working to reverse the damage caused by excess nutrients entering Manitoba waterways.
- Certified fair trade coffee and wines are served.
- Collect approximately 150,000 kg of food and organic waste for commercial composting, contributing to a reduction of greenhouse gas emissions by 30 tonnes per year.
- All cardboard and food containers are recycled.
- Kitchen practices support efficient energy and water use.

MSC-certified pickerel is available at:

JAG's Buffet	Club Regent Casino
Toukie's Lounge	Club Regent Casino
Michele's	McPhillips Station Casino
Upperdeck Sports Bar	McPhillips Station Casino
Double Down Lounge	McPhillips Station Casino
Plus private events (by request)	Club Regent Event Centre