



Manitoba Liquor Control Commission

News Release

For Immediate Release: October 25, 2012

MLCC Wins at Inaugural Canadian Fairtrade Awards

The MLCC is the first liquor jurisdiction to win a Canadian Fairtrade Award in recognition of its on-going commitment to the Fair Trade movement.

The MLCC won the Provincial Liquor Board category at Fairtrade Canada's inaugural awards presentation held in Toronto on September 20.

In order to receive this award, judges looked at the following criteria:

- Range of Fair Trade Certified products offered
- Promotion
- Education and engagement
- Vision, Mission, Values
- Participation of multiple locations

"All Manitobans can be proud of their Liquor Commission for winning this award. Together we are showing leadership by promoting a great product that combines quality with the assurance that employees in the vineyards and wineries are receiving a fair wage," said Jim Rondeau, Minister Responsible for the Manitoba Liquor Control Commission.

"This award recognizes the efforts of many who work hard behind the scenes to give customers the opportunity to purchase these outstanding products with a conscience," said Roman Zubach, Vice President Liquor Operations.

Fair Trade is a socially-conscious movement that supports ethical social, labour and environmental practices around the world. It advocates sustainable development, transparent commerce, and the payment of fair prices to aid marginalized producers and workers in developing countries.

There are 24 Fair Trade wines currently available in Liquor Marts across the province with four additional listings on the way. Manitobans interested in purchasing Fair Trade wines are invited to visit their local Liquor Mart.

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