



Manitoba Liquor Control Commission

News Release

For Immediate Release: Thursday, October 6, 2011

ALCOHOL FREE OPTIONS NOW AVAILABLE AT LIQUOR MARTS

Liquor Mart customers can now purchase alcohol-free beverages, including coolers, wine and beer as part of the MLCC's commitment to provide socially responsible alternatives under the province's new Hospitality Strategy.

"The MLCC is committed to social responsibility and is a leader among liquor jurisdictions in this area," said Roman Zubach, Acting President & CEO. "We are happy to be able to offer our Liquor Mart customers a convenient alternative to alcoholic beverages."

All Winnipeg Liquor Marts now carry Margarita and Mojito coolers; sangria; and red, white and sparkling wines. These products are an initiative of MADD Canada (Mothers Against Drunk Driving) with \$1 from each product purchased going towards supporting efforts to reduce the incidence of impaired driving. Additional alcohol-free products available for purchase include Krombacher beer, which is exclusive to Liquor Marts, and Molson Excel, Canada's top selling non-alcoholic beer.

A selection of the alcohol-free beverages are currently available at all Manitoba Liquor Marts.

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