



Manitoba Liquor Control Commission

News Release

For Release: May 25, 2007

MLCC ACTIVE PARTNER IN THOMPSON DOWNTOWN STRATEGY

The MLCC today announced several initiatives in support of the Thompson Downtown Strategy announced by the city last week.

“The MLCC is pleased to partner with the City of Thompson, community organizations and businesses in the strategy,” said MLCC President & CEO Don Lussier. “As a long standing business in Thompson, we want to work with the community to address mutual issues of concern surrounding the sale and consumption of beverage alcohol products.”

The MLCC initiatives include:

- “Downtown Ambassador” – The MLCC will partner with the Thompson Chamber of Commerce to establish a Downtown Ambassador patrol program.
- Zero tolerance – Liquor Mart employees will refuse service if alcohol can be detected on an individual.
- Expanded security – Security at the Liquor Mart will be increased to 38 hours per week. Patrolling will occur both inside and outside the store and exterior lighting around the store will be improved.
- Maximum bottle purchase - There will be a maximum bottle purchase for wine and spirits on the following product sizes:
 - 375 ml – maximum four bottles
 - 750 ml – maximum one case (12 bottles)
 - 1140 ml – maximum one case (12 bottles)
 - 1750 ml – maximum one case (six bottles)
- Universal Barring – the Liquor Mart will participate in the barring of problem customers in conjunction with licensed premises.
- Sherry Bottle Pick-up Program – the MLCC will continue to support this annual spring cleanup program.

“We believe these initiatives are a positive step in the right direction to addressing alcohol concerns within the city and surrounding area,” said Lussier.

CONTACT: Diana Soroka, Manager, Communications at (204) 474-5631 or dsoroka@mlcc.mb.ca