



Manitoba Liquor Control Commission

News Release

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Changes to Liquor Licensing Regulation to Allow Alcohol Service in Movie Theatre Complex

The MLCC has amended the Liquor Licensing Regulation under *The Liquor Control Act* to allow alcohol service within a movie theatre complex under the authority of a Spectator Activities Licence.

Roman Zubach, MLCC A/President & CEO says the MLCC has been approached by a major entertainment organization with plans to open a new multiplex theatre concept that would include alcohol and food service.

“The organization is prepared to undertake a significant investment in our province with this new movie theatre concept. Under our liquor licensing system there was no opportunity for us to accommodate this proposal,” said Zubach.

Prior to this change, a Spectator Activities Licence was only issued for premises providing live theatrical or musical performances, exhibitions, conventions or events promoting tourism, culture, sports or recreation.

Zubach said the amendment allows for a Spectator Activities Licence to be issued to a movie theatre complex provided it contains at least two theatres with a minimum of 75 permanent seats in each theatre within the complex. In addition, the licensed portion of the movie theatre complex may not comprise more than 50% of the theatres within that complex. Liquor service would be restricted to the licensed theatre and patrons would not be able to take liquor into the unlicensed portion of the complex.

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As with all licensed premises, anyone involved in the sale and service of alcohol within the licensed theatre would also be required to have the *Serving It Safe* responsible service training.

Gord Mackintosh, minister responsible for *The Liquor Control Act*, said the licensing regulation change is in keeping with the province's New Hospitality Strategy announced last May.

"We want to ensure Manitoba liquor laws provide opportunities for our hospitality sector to create unique entertainment options that are attractive to Manitobans and visitors to our province," said Mackintosh.

"By setting specific requirements for this form of license we are ensuring responsible service continues to be a priority while encouraging innovation in the industry."

For information about Manitoba's liquor laws and the New Hospitality Strategy, visit www.mlcchospitality.com .

MEDIA CONTACT: Diana Soroka, Director, Communications & Social Responsibility
(204) 474-5631 or dsoroka@mlcc.mb.ca