



To: All Privately Distributed Beer Suppliers and Beer Distributors

Date: April 28, 2014

RE: Minimum Retail Pricing on all Packaged Beer, effective June 2, 2014

In order to help address the ongoing issue regarding packaged beer pricing and SKU proliferation, specifically in the private distribution channel, Manitoba Liquor & Lotteries Corporation has implemented a minimum retail price for packaged beer. The new minimum retail price for all packaged beer is **\$57.34 per litre of absolute alcohol** effective June 2, 2014.

Please note:

- This change does not affect the current policy regarding Single Serve Minimum Pricing. That pricing policy remains in effect and unchanged.
- With this change, the current Social Responsibility Premium for Strong Beer (7% +) is discontinued.

Manitoba Liquor & Lotteries has taken this action after consultation with several stakeholders, including Suppliers, and Canada's National Brewers.

Please see attached on calculating minimum price, as well as some examples.

For Suppliers with products that are affected by this change, price change submissions will be accepted until noon, May 9, 2014 for new prices to be effective June 2, 2014.

Please contact me if you have any questions or concerns.

Regards,

A handwritten signature in blue ink, appearing to read "Karen Smith", written over a horizontal line.

Karen Smith, C.I.M., P.Mgr.  
Manager, Purchasing Administration



MANITOBA LIQUOR AND LOTTERIES CORPORATION  
Packaged Beer Minimum Pricing  
Effective June 2, 2014

For all packaged beer, regardless of alcohol/volume, minimum retail price is \$57.34 per litre of absolute alcohol (before taxes and deposit).

To calculate minimum price:

**size of selling unit (eg. 6 x .341 = 2.046) x alcohol/volume (eg. .06) x 57.34**

Examples:	<u>Size ml</u>	<u>Size L</u>	<u>Alcohol/Volume %</u>	<u>Minimum Retail Price</u>
	6/341 ml	2.046	6.0%	\$7.04
	12/341 ml	4.092	7.0%	\$16.42
	6/355 ml	2.13	5.0%	\$ 6.11
	8/355 ml	2.84	5.5%	\$8.96
	12/355 ml	4.26	5.0%	\$12.21
	24/341 ml	8.184	6.0%	\$28.16