



Manitoba Liquor Control Commission

News Release

For Release: March 4, 2010

Beer Price Increase Effective March 8 Spirits Prices to Increase in July

Beer prices in Manitoba will rise \$1.25 per 12-pack bottles as of Monday, March 8, 2010. The MLCC says the increase is a result of a recent supplier price increase, an increase in the MLCC's markup and an increase in the fee paid to beer vendors for handling empty containers.

Popular beer brands, such as Labatt Blue and Molson Canadian, will increase from \$19.25 to \$20.50 per 12-pack, including sales taxes and bottle deposits.

The price increase is broken down as follows:

- 50¢ from supplier price increase
- 47¢ from MLCC markup increase
- 28¢ to compensate beer vendors for handling empty containers

The MLCC will also implement a small markup increase on spirits to take effect in July. The increase will only affect premium-priced and deluxe-priced spirits. For example:

- Canadian Club 750 ml will increase from \$22.95 to \$23.07
- Crown Royal Limited Edition, 750 ml will increase from \$34.99 to \$35.13
- Courvoisier Cognac, 750 ml will increase from \$74.99 to \$75.29

While beer supplier price increases generally occur on an annual basis, the MLCC has not increased its markup on beer or spirits for six years. Increases to the beer handling fee have not increased for eight years.

Manitoba has enjoyed the lowest beer prices in the country for the past several years. Depending on market fluctuations, Manitoba beer prices will continue to be the lowest or second lowest in Canada.

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