

On April 1, 2017, social reference pricing (minimum retail price before taxes), will take effect for all listed liquor sold in Manitoba Liquor Marts, Liquor Vendors, and Hotel Beer Vendors.

To determine the social reference price for listed liquor products, a price per litre of absolute alcohol formula has been applied. The table below lists the rates for all listed liquor products; these rates will be reviewed and annually adjusted in accordance with the Consumer Price Index.

Pricing Formula: **Size of selling unit (L) x alcohol/volume x applicable rate**

Example: 750ml bottle Canadian Whisky at 40% alc./vol.
0.75 (L) x 0.40 (%) x 66.05 (\$) = \$19.815

Product Category	Volume of Selling Unit	Rate per Litre of Absolute Alcohol
Spirits	<100 mL	\$110.00
	100-299 mL	\$90.00
	300-399 mL	\$75.00
	400-700 mL	\$70.00
	>=700 mL	\$66.05
Beer	<10,000 mL	\$66.05
	10,000-20,000 mL	\$60.00
	>=20,000 mL	\$55.00
Refreshment Beverages (Coolers, ciders)	<100 mL	\$400.00
	100-249 mL	\$90.00
	250-399 mL	\$75.00
	400-700 mL	\$70.00
	>=700 mL	\$66.05
Wine	<100 mL	\$130.00
	100-374 mL	\$95.00
	375-699 mL	\$70.00
	700-4,000 mL	\$66.05
	>=4,000 mL	\$55.00
Fortified Wine	<100 mL	\$200.00
	100-374 mL	\$75.00
	375-700 mL	\$60.00
	>=700 mL	\$53.25
Other Fermented Beverages	<100 mL	\$130.00
	100-374 mL	\$95.00
	375-699 mL	\$70.00
	700-4,000 mL	\$66.05
	>=4,000 mL	\$55.00

Questions about social reference pricing in Manitoba? Send us an email at purchasing@mbll.ca.