

“Two key strategies for controlling alcohol-related health and social problems involve pricing alcohol at levels that discourage heavy (high-risk) consumption, and maintain the real value of prices relative to inflation over time. As such, *“Towards a Culture of Moderation”* calls for all provinces in Canada to adopt minimum retail social-reference prices (so-called minimum prices) for alcohol, and index these prices, at least annually, to the Consumer Price Index (CPI).”

*MADD Canada, Letter to the Editor, The Globe and Mail, December 23, 2008*

Complementary changes to maintain social responsibility will also be introduced. Specifically, the spirits, wine and beer floor prices will be indexed annually based on a three-year average of the Ontario Consumer Price Index (CPI). The proposed legislation also includes provisions that would index the beer basic rate.

<b>Proposed Alcohol/Revenue Changes (\$ Millions)</b>	<b>Table 7</b>	
	<b>2010–11</b>	<b>2011–12</b>
Reduced RST on Alcohol	(220)	(310)
Existing Alcohol Fee Revenue <sup>1</sup>	(345)	(460)
Alcohol Legislative Changes	565	770
Refundable Corporate Tax Credit for Growing Microbrewers	–	–
<b>Net Change in Alcohol Revenue</b>	<b>0</b>	<b>0</b>

*Note:*  
<sup>1</sup> Reported as part of liquor licence revenue.