



Prince Edward Island Liquor Control Commission
La Régie des alcools de l'Île-du-Prince-Édouard

May 12, 2011

To whom it may concern,

The following table states the new markup structure effective May 4, 2011:

Domestic Product Size	= or < 5.9% alcohol strength						> 5.9% alcohol strength					
	Cans			Bottles			Cans			Bottles		
	Markup %	Minimum Per Litre	SRP	Markup %	Minimum Litre	SRP	Markup %	Minimum Per Litre	SRP	Markup %	Min. Per Litre	SRP
6 pack	61.30%	\$1.46	\$11.70	61.30%	\$1.46	\$10.85	63.30%	\$1.51	\$11.70	63.30%	\$1.51	\$10.85
8 pack	59.71%	\$1.44	\$15.69	59.71%	\$1.44	\$14.85	61.71%	\$1.49	\$15.69	61.71%	\$1.49	\$14.85
12 pack	57.65%	\$1.30	\$21.48	57.65%	\$1.32	\$20.99	59.65%	\$1.35	\$21.48	59.65%	\$1.37	\$20.99
24 pack	51.91%	\$1.14	\$40.99	51.91%	\$1.14	\$38.99	53.91%	\$1.19	\$40.99	53.91%	\$1.19	\$38.99
Singles	61.66%	\$1.62	\$5.90/l	61.66%	\$1.62	\$5.90/l	63.66%	\$1.76	\$5.90/l	63.66%	\$1.76	\$5.90/l
Kegs	75.00%			75.00%			75.00%			75.00%		
15 pack	\$1.37/l	\$1.37	\$26.99	\$1.37/l	\$1.37	\$25.99	\$1.42/l	\$1.42	\$26.99	\$1.42/l	\$1.42	\$25.99
16 pack	\$1.37/l	\$1.37	\$28.79	\$1.37/l	\$1.37	\$27.75	\$1.42/l	\$1.42	\$28.79	\$1.42/l	\$1.42	\$27.75

Import Product Size	= or < 7.9% alcohol strength						> 7.9% alcohol strength					
	Cans			Bottles			Cans			Bottles		
	Markup %	Minimum Per Litre	SRP	Markup %	Minimum Litre	SRP	Markup %	Minimum Per Litre	SRP	Markup %	Minimum Per Litre	SRP
6 pack	64.33%	\$1.51	\$11.70	64.33%	\$1.51	\$10.85	66.33%	\$1.56	\$11.70	66.33%	\$1.56	\$10.85
8 pack	62.71%	\$1.49	\$15.69	62.71%	\$1.49	\$14.65	64.71%	\$1.54	\$15.69	64.71%	\$1.54	\$14.65
12 pack	60.65%	\$1.35	\$21.50	60.65%	\$1.37	\$20.99	62.65%	\$1.40	\$21.50	62.65%	\$1.42	\$20.99
24 pack	54.91%	\$1.19	\$40.99	54.91%	\$1.19	\$38.99	56.91%	\$1.24	\$40.99	56.91%	\$1.24	\$38.99
Singles	64.26%	\$1.79	\$6.58/l	64.26%	\$1.79	\$6.58/l	69.26%	\$2.29	\$7.58/l	69.26%	\$2.29	\$7.58/l
Kegs	50.00%											

Specialty packs are subject to a markup of \$1.37 per litre.

If you have any questions in regards to this letter, I may be reached at (902) 368-5717 or by email at wpbruce@gov.pe.ca.

Sincerely,

Will Bruce