
News Releases

Monday, February 1, 2010

FOR IMMEDIATE RELEASE

Liquor Control Commission

BEER PRICE ADJUSTMENT

CHARLOTTETOWN, PEI -- The Prince Edward Island Liquor Control Commission (PEILCC) adjusted prices today on beer products. The adjustment represents an increase of \$0.50 per dozen on domestic beer and \$0.20 across the board on the single-serve can category. The slight price increase brings the Prince Edward Island market in line with retailers in the neighbouring provinces of New Brunswick and Nova Scotia.

Twelve-pack cans (12) from the domestic brewers will increase from \$20.99 to \$21.49 which is on par with New Brunswick and \$0.50 lower than the same product sold in Nova Scotia.

Increased costs incurred by suppliers in the areas of raw material, transportation, packaging and glass have necessitated the slight price increase. For example, the closure of Owens Illinois glass plant in Scoudouc, New Brunswick has forced a number of suppliers to source glass from far outside the region – which has increased transportation costs.

With the adjustment, domestic beer products in Prince Edward Island are on par with neighbouring Nova Scotia and New Brunswick. For example, regular priced Coors Light 12-pack bottles goes from \$20.49 to \$20.99 as does Molson Canadian 12-pack bottles; Moosehead Light 12-pack bottles and Alpine 12-pack bottles go up \$0.50 from \$20.49 to \$20.99; Keiths 12-pack bottles will also increase \$0.50 here on Prince Edward Island from \$20.49 to \$20.99 as will the Bud Light 12-pack bottles.

As indicated above, the domestic 12-pack cans will increase correspondingly which will be on par with New Brunswick and \$0.50 less than Nova Scotia. The single-serve can category, the majority of which are imported products from outside North America, all increase by \$0.20. Many of the single-serve imports are on par or lower than mainland pricing.

The PEILCC is one of the largest retailers in the Province, generating in excess of \$80 million revenue a year and returning in excess of \$35 million annually to the Province. PEILCC employs 307 Islanders (permanent, part-time and summer casuals) and offers more than 1500 products from around the globe through 19 retail and one agency stores.

A complete listing of all products and pricing can be found at www.peilcc.ca.

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