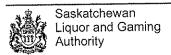
Saskatchewan



Memorandum

From: Ben Holden,

Vice President

Retail Operations Division

Date:

March 22, 2010 306-787-4211

Phone: Fax:

306-787-8201

To: Saskatchewan Wine & Spirits Association

Saskatchewan Liquor Vendor Association Saskatchewan Hotel & Hospitality Association

National Brewers Association Brewers Distributors Ltd.

Spirits Canada

Re:

Minhas Creek Brewing Company Sleeman Breweries Limited

Canadian Restaurant and Food Service Association

APRIL 1, 2010 - PRICE CHANGE

The price of spirits, wine, beer and refreshment beverages will increase in Saskatchewan effective April 1, 2010. The increases are the result of changes to the Saskatchewan Liquor and Gaming Authority's (SLGA) markup structure. As well, SLGA will be modifying existing social reference pricing by establishing minimum prices based on the amount of alcohol contained within all products.

The impact on specific products will depend on a number of factors including the type of product, the product's alcohol content, the existing price of the product, etc. For example, the minimum price for 750ml bottles of spirits will increase by 50 cents.

SLGA will increase the per litre markup for beer by 15 cents (from \$1.707/litre to \$1.867/litre). As well, some beer products with a high alcohol content will be subject to SLGA's new social reference pricing structure. On average, the price for a dozen bottled beer will increase by 75 cents.

Finally, the maximum mark-up levied on premium priced wines and spirits will increase by approximately ten per cent depending on the cost of the product. Not all spirits and wine products are impacted by the maximum mark-up changes.

Price changes that suppliers had previously applied for implementation on April 1 will now be null and void to allow SLGA changes listed above to take effect. Suppliers will have the opportunity to change their price quotations to SLGA no later then April 4 to take effect on April 25, 2010. Please find attached the revised Price Change Report and New Mark-up Schedule that reflects the changes made, effective April 1, 2010

If you have any questions, please contact Ben Holden at (306) 787-4211 or bholden@slga.gov.sk.ca

Regards,

Ben Holden Attachment

Jan. R. Wolden.