



Saskatchewan
Liquor and Gaming
Authority

Saskatchewan Memorandum

From: Ben Holden,
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Date: March 22, 2010
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To: Saskatchewan Wine & Spirits Association
Saskatchewan Liquor Vendor Association
Saskatchewan Hotel & Hospitality Association
National Brewers Association
Brewers Distributors Ltd.
Spirits Canada
Minhas Creek Brewing Company
Sleeman Breweries Limited
Canadian Restaurant and Food Service Association

Re: 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 than 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