



# Liquor Distribution Branch Liquor Control and Licensing Branch Wine Update

January 27, 2015

Pages 2 through 4 redacted for the following reasons:

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s.12

s.12, s.17

# Background

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- On November 19<sup>th</sup>, 2014, government announced a new wholesale pricing model that will level the playing field for all liquor retailers
- The model was designed to provide government with approximately the same revenue from each liquor category
- Goal of simplifying the mark-up structure necessitates some products changing in price even though the overall revenue by category remains the same
- Feedback from the industry indicates the impact on higher-priced wines is too significant, and an adjustment is warranted
- The new wholesale model applies base mark-up of 89% to the first \$11.75/L and a second tier mark-up of 67% for the remainder

Pages 6 through 16 redacted for the following reasons:

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# Additional Slides

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Pages 18 through 20 redacted for the following reasons:

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