



Manitoba Liquor Control Commission

Notice to the Public

REMINDER: SPIRITS PRICE INCREASE EFFECTIVE APRIL 1

March 25, 2013 - As previously reported, the MLCC will implement a \$0.622/litre surcharge increase on spirits to take effect on April 1, 2013. This will result in a 47¢ increase on a 750ml bottle.

In some instances, suppliers have submitted additional price adjustments which may further impact the final retail price. Updated prices (before taxes and applicable bottle deposits) will be reflected in the product search area of the MLCC's website - www.liquormarts.ca - on April 1, 2013.

Examples of a combined supplier increase and MLCC surcharge increase are as follows:

- Absolut Vodka, 750 ml will increase from \$24.99 to \$25.99
- Lamb's White Rum, 750 ml will increase from \$21.85 to \$22.49
- Ballantine's Finest Scotch, 750 ml will increase from \$25.60 to \$26.49
- Kahlua Coffee Liquor, 750 ml will increase from \$27.49 to \$28.49

This is the first time the MLCC has increased its markup on spirits in three years. Revenues generated by the MLCC are reinvested through government priority programming to support education, health care and public safety.

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