



Manitoba Liquor Control Commission

Notice to the Public

BEER PRICE INCREASE EFFECTIVE MARCH 8 Spirits Price to Increase in April

As reported in February, prices for popular beer brands in Manitoba will increase effective Friday, March 8, 2013.

The increase is the result of both a supplier price increase, as well as an 80¢ increase in the MLCC's markup; the MLCC's first adjustment since 2010.

The combination of supplier and MLCC increases means that popular beer brands such as Budweiser and Molson Canadian will increase in price from \$21.75 to \$23.75 per 12-pack, including sales taxes and bottle deposits.

Also as previously reported, the MLCC will implement a \$0.622/litre increase on spirits to take effect on April 1, 2013 resulting in a 47¢ increase on a 750ml bottle. Suppliers have also submitted price adjustments which may further impact the final price. Updated prices will be reflected on our website, www.liquormarts.ca on April 1, 2013.

The price increase on both beer and spirits is made up of the following:

- MLCC increase
- Supplier increase
- Licensee markups
- Sales taxes (PST & GST)
- Bottle deposits

Revenues generated by the MLCC are reinvested through government priority programming to support education, health care and public safety.

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