

Date: February 23, 2016

To: All LCLB Staff
All LRS and Wine Stores
All Manufacturer Associations
Liquor Distribution Branch
All Local Government, First Nations, and Police Agencies

Re: **Minimum Liquor Pricing in Liquor Stores**

Introduction

Effective May 1, 2016 a new policy will come into effect imposing new minimum liquor prices in Licensee Retail Stores (LRS), Wine Stores and manufacturer on-site stores. The same policies will apply to BC Liquor Stores (i.e. LDB stores) and Rural Agency Stores.

New Policy

The following policy has been introduced to set the following minimum retail prices in LRSs, Wine Stores and manufacturer on-site stores. A licensee may not sell liquor for less than either of the following prices:

- 1) The price that the licensee paid for the liquor; or
- 2) The price set out in the table below.

Liquor Category	Minimum Price Per Litre (not including all sales taxes)
Wine	\$6.44
Spirits	\$27.88
Liqueurs	\$20.39
Packaged Beer (bottles and tins)	\$3.19
Draught Beer (kegs 18 litres or greater)	\$1.97
Cider and Coolers	\$3.75

Requirement (1) above, is the continuation of a longstanding LCLB policy. Requirement (2) above is to help ensure that liquor with very low wholesale prices is not retailed at prices that may encourage abuse or overconsumption.

The Appendix contains examples of minimum prices for common package sizes. In addition, an interactive Excel spreadsheet is available on our website allowing you to enter different product sizes to determine the minimum price. Follow the link here: http://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/policy-directives/16-04_minimum_price_calculator.xlsx

Under the Liquor Control and Licensing Act, the LCLB can apply this policy only to LRSs, Wine Stores and manufacturer on-site stores. However, LDB will impose the same pricing policies on their stores and they will also require Rural Agency Stores to follow the same rules.

To provide liquor stores with sufficient time to review and adjust their retail pricing and advertising, the new policy will not come into effect until May 1, 2016. In the interim, the existing policy prohibiting licensees from selling liquor below its purchase price remains in effect.

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www2.gov.bc.ca/liquorregulationandlicensing>. If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Douglas Scott
Assistant Deputy Minister and General Manager

**APPENDIX
MINIMUM RETAIL PRICES BY PRODUCT CATEGORY AND SIZE**

Product Type	Product Size	Minimum Retail Price (excluding all sales taxes)
BEER - Packaged	650 ml	\$2.07
	6 x 341 ml	\$6.53
	12 x 341 ml	\$13.05
	6 x 355 ml	\$6.79
	12 x 355 ml	\$13.59
	500 ml	\$1.60
BEER – Kegs 18 litres or more		
	20 litres	\$39.40
	30 litres	\$59.10
	50 litres	\$98.50
	58.7 litres	\$115.64
WINE		
	375 ml	\$2.42
	750 ml	\$4.83
	1.5 litres	\$9.66
	2 litres	\$12.88
	4 litres	\$25.76
	16 litres	\$103.04
SPIRITS		
	375 ml	\$10.46
	750 ml	\$20.91
	1.14 litres	\$31.78
	1.75 litres	\$48.79
LIQUEURS		
	375 ml	\$7.65
	750 ml	\$15.29
	1.14 litres	\$23.24
CIDER AND COOLERS		
	473 ml	\$1.77
	473 ml x 4	\$7.10
	355 ml x 4	\$5.33
	330 ml x 6	\$7.43
	355 ml x 6	\$7.99
	2 litres	\$7.50