

**UPDATED SOCIAL REFERENCE PRICING**

**EFFECTIVE: February 3, 2020**

**Pricing Formula:**

Size of selling unit (L) x alcohol/volume x applicable rate

**Example:**

750ml bottle Canadian Whisky at 40% alc. /vol.

0.75 (L) x 0.40 (%) x 69.81 (\$) = \$20.94

<b>Product Category</b>	<b>Total Volume</b>	<b>Cost per Litre of Absolute Alcohol</b>
Spirits	<100 mL	\$116.26
	100-299 mL	\$95.12
	300-399 mL	\$79.27
	400-699 mL	\$73.98
	>=700 mL	\$69.81
Beer	<10,000 mL	\$69.81
	10,000-19,999 mL	\$63.41
	>=20,000 mL	\$58.13
Refreshment Beverages	<100 mL	\$422.75
	100-249 mL	\$95.12
	250-399 mL	\$79.27
	400-699 mL	\$73.98
	>=700 mL	\$69.81
Wine	<100 mL	\$137.39
	100-374 mL	\$100.40
	375-699 mL	\$73.98
	700-3,999 mL	\$69.81
	>=4,000 mL	\$58.13
Fortified Wine	<100 mL	\$211.38
	100-374 mL	\$100.40
	375-699 mL	\$73.98
	>=700 mL	\$69.81