



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.

$$0.75 \text{ (L)} \times 0.40\% \times 69.81 \text{ (\$)} = \$20.94$$

Product Category	Total Volume	Cost per Litre of Absolute Alcohol
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