



SOCIAL REFERENCE PRICING

Effective: January 1, 2025

Pricing Formula:

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

Example:

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

$$0.75 \text{ (L)} \times 0.40(\%) \times 74.36 \text{ (\$)} = \$22.31$$

Product Category	Total Volume	Cost per Litre of Absolute Alcohol
Spirits	< 60 ml	\$128.00
	60 - 99 ml	\$123.83
	100 - 299 ml	\$101.31
	300 - 399 ml	\$84.43
	400 - 699 ml	\$78.80
	= > 700 ml	\$74.36
Beer	< 10,000 ml	\$74.36
	10,000 - 19,999 ml	\$67.54
	= > 20,000 ml	\$61.92
Ready to Drink	< 100 ml	\$450.28
	100 - 249 ml	\$101.31
	250 - 399 ml	\$84.43
	400 - 699 ml	\$78.80
	= > 700 ml	\$74.36
Wine	< 100 ml	\$146.34
	100 - 374 ml	\$106.94
	375 - 699 ml	\$78.80
	700 - 3,999 ml	\$74.36
	= > 4,000 ml	\$61.92
Fortified Wine	< 100 ml	\$225.15
	100 - 374 ml	\$106.94
	375 - 699 ml	\$78.80
	= > 700 ml	\$74.36