

*FREQUENTLY ASKED QUESTIONS*  
**PRICE CHANGE ENHANCEMENTS EFFECTIVE APRIL 2020**

**Q: What do I do if I am happy with my current retail when there is a freight or exchange rate change? In the past it would have affected my retail price.**

**A:** Nothing. You do not have to submit a price change request form to maintain retail. Supplier/Agent submitted retail will be maintained until a new Price Change Request Form is submitted. **All changes will be applied to existing case cost.**

**Q: What happens if there is a change to freight and exchange rates and I want to change my retail?**

**A:** At the next price change opportunity submit a new MBLL Price Change Request Form with an updated retail.

**Q: What happens if there is no change to freight and exchange rates, but I want to change my retail?**

**A:** At the next price change opportunity and submit a new MBLL Price Change Request Form with an updated retail.

**Q: My supplier is only concerned with case cost and does not care where retail price ends up, how does this change affect me (I do not want to change case cost)?**

**A:** When a freight or exchange rate change is going to affect your product, use the supplied trial pricing calculator to calculate the new retail using the existing case cost. Submit the MBLL Price Change Request Form with:

- CSPC (brand number)
- Brand description
- Current retail price
- Proposed retail price

\*It is very important that you submit the correct retail, as case cost will be calculated from the retail you submit.

**Q: What happens if I make a mistake when submitting proposed retail price and either the retail price or the case cost is wrong?**

**A:** There are two options:

1. Wait until the next price change window and submit a new MBLL Price Change Request Form with an updated retail.
2. Out of Cycle Price Change submission: This is an existing process where a Supplier/Agent can apply for an out of cycle price change at the cost of \$1,200(+GST) per SKU.

**Q: What happens to products that are at “New” or “Discontinued” status on the price change?**

**A:** Retail is maintained for these products and no submission is required.

**Q: What happens to products that are not eligible for price change?**

**A:** The following items are not eligible for price change: Distinctions, Allocations, Specialty Wine Store exclusives, Special Orders and Limited Releases.

- Distinctions, Allocations and Limited Release products' retail will be maintained.
- Specialty Wine Store exclusives and Special Order products' retail will fluctuate based on freight and exchange.

If an ineligible list type is submitted for price change, it will be removed.

**Q: Will I be notified of my new case cost?**

**A:** Yes, you will receive notification of only the case costs that have been updated approximately three weeks before the price change effective date (note: two weeks before case cost effective date).

**Q: Will I receive a chargeback if case cost decreases due to changes to Freight or Exchange rate to maintain retail price?**

**A:** No, you will only receive a chargeback if you request to decrease retail price.

**Q: When will case costs be adjusted for product updates (i.e. Certificate of Origin, Alcohol Percent Changes, etc.)?**

**A:** These changes will continue to take place as part of the price change process.

**Q: Will the trial pricing calculator still be available for each price change?**

**A:** The trial pricing calculator will be available on the MBLL partners website. It will be updated when there are changes to Freight and Exchange Rate.

**Q: I am a beer supplier or agent; how do these changes affect me?**

**A:** The only change for beer suppliers and agents is the frequency of price changes and the deadlines for submission. Privately Distributed and MBLL Distributed timelines and processes have been aligned.