



TO: All Liquor Suppliers, Marketing Representatives, and Agents

FROM: Brad Fulham Director, Supply Chain

DATE: July 5, 2019

RE: Social Reference Pricing for Beer, Wine, Spirits, Refreshment Beverages, and Fortified Wine

Please be advised that effective February 3, 2020, social reference pricing (SRP) will be updated in accordance with the Consumer Price Index for all packaged beverage alcohol products sold in Manitoba.

Social reference pricing refers to the minimum retail price, before taxes, that liquor must be sold at in Liquor Marts, liquor vendors, and hotel beer vendors in Manitoba. No liquor product sold in these locations can be priced lower than this established threshold, including special promotions, LTOs, or delisted clearance sales.

SRP has been in place for single serve beer since 2009 and on packaged beer since June 2014. Social reference pricing is recognized as a socially responsible way to reduce alcohol-related harms.

Liquor products currently listed with Manitoba Liquor & Lotteries will be required to meet SRP by February 3, 2020. Any items that fall below SRP will be adjusted automatically. All new listing submissions will also be required to meet SRP by this date.

To determine the social reference price for liquor products, a price per litre of absolute alcohol formula has been applied to all products. A table is attached with the rates for all products effective February 3, 2020. The price models will be available for download on [the Liquor Agents & Suppliers page of MBLLpartners.ca](#).

Social reference price models will continue to be reviewed and adjusted annually in accordance with the Consumer Price Index.

Should you have any questions about the implementation of social reference pricing in Manitoba contact Laurie Kennedy at 204-957-2500 ext. 2840 or Laurie.Kennedy@mbll.ca.

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

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