

TEMPORARY PRICE REDUCTION
Effective Period: May 1, 2021 to June 1, 2021

All prices subject to 7% PST & 5% GST

All Commercial Customers are reminded that product assortment and availability are regulated by their License type and restrictions may apply.

		<u>Size/ml</u>	<u>Regular Price</u>	<u>Temp. Price</u>
30163	CHERRY ON 500B DEAD HORSE CIDER CO (MB) (Order Multiple 012)	500	6.99	5.49
28672	LOOKING ON BRIGHT CIDER 500B DEAD HORSE CIDER CO (MB) (Order Multiple 012)	500	6.99	5.49
32170	FAR FROM THE TREE CIDER 500B DEAD HORSE CIDER CO (MB) (Order Multiple 012)	500	6.99	5.49

As *The Liquor Control Act* stipulates that prices must be uniform throughout the Province, please ensure that any discounted products that you carry are put on sale during the effective period.

Liquor Vendor & SWS ordering effective dates:

For Atlas Users:

TPR Prices - 12:00 a.m., Wednesday, April 21, 2021 to 11:59 p.m., Tuesday, June 1, 2021

Phone In

TPR Prices - 8:00 a.m., Wednesday, April 21, 2021 to 4:00 p.m., Tuesday, June 1, 2021

Hotel Beer Vendor & Licensee ordering effective dates:

Pre-buy period applies **ONLY to the following product types: MBLL Distributed Beer & Coolers and Ciders. For all other product types TPR pricing will take effect on the TPR start date**

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Jocelyn Santiago
Team Lead, Product Management Coordinator