



PRICING & LISTING INFORMATION

EFFECTIVE: January 11, 2010
(Subject to change without notice)

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CUSTOMS DUTY & EXCISE DUTY RATES

Effective: January 11, 2010

| DESCRIPTION OF GOODS | UNIT OF MEASURE | CUSTOMS DUTY RATE | TRADE AGREEMENT CUSTOMS DUTY RATE | EXCISE DUTY RATE |
|---|-----------------|--|-----------------------------------|------------------|
| CANADIAN WHISKY, non-blended | LPA | Free | Free | \$11.066 |
| CANADIAN, blended | LPA | Free | Free | \$11.696 |
| IMPORTED WHISKY | LPA | Free | Free | \$11.696 |
| BRANDY & COGNAC | LPA | Free | Free | \$11.696 |
| GIN | LPA | 4.92 cents | Free | \$11.696 |
| RUM | LPA | 24.56 cents GPT = Free | Free | \$11.696 |
| TEQUILA | LPA | Free | Free | \$11.696 |
| VODKA | LPA | 12.28 cents | Free | \$11.696 |
| LIQUEUR | LPA | 12.28 cents | Free | \$11.696 |
| VERMOUTH & APERITIF WINE | LTR | Free | Free | \$ 0.62 |
| PORT, SHERRY & WINES Exceeding 13.7% but not 14.9% <2 LTR > 2 LTR | LTR | 4.68 cents (AU/NZ 2.75 cents) Free | Free | \$ 0.62 |
| Exceeding 14.9% but not 15.9% | LTR | Free | Free | \$ 0.62 |
| Exceeding 15.9% but not 16.9% | LTR | Free | Free | \$ 0.62 |
| Exceeding 16.9% but not 17.9% | LTR | Free | Free | \$ 0.62 |
| Exceeding 17.9% but not 18.9% | LTR | Free | Free | \$ 0.62 |
| Exceeding 18.9% but not 19.9% | LTR | Free | Free | \$0.62 |
| Exceeding 19.9% but not 20.9% | LTR | Free | Free | \$ 0.62 |
| TABLE / STILL WINE Not exceeding 7% <2 LTR > 2 LTR | LTR | 1.87 cents Free | Free | \$ 0.295 |
| Exceeding 7% but not 13.7% <2 LTR > 2 LTR | LTR | 1.87 cents Free | Free | \$ 0.62 |
| SPARKLING WINE / CHAMPAGNE Not exceeding 7% | LTR | Free | Free | \$ 0.295 |
| Exceeding 7% | LTR | Free | Free | \$ 0.62 |
| COOLERS | LPA | 12.28 cents | Free | \$0.295/Litre |
| BEER | LTR | Free | Free | \$ 0.3122 |

LTR = Litres per case, LPA = Litres of absolute alcohol per case. Note: Domestic products are subject to excise duties only

EXCISE & DUTY RATES
EFFECTIVE: JANUARY 7, 2008

| DESCRIPTION OF GOODS | UNIT OF MEASURE | MFN DUTY RATE | TRADE AGREEMENT DUTY RATE | EXCISE RATE |
|------------------------|-----------------|---------------|---------------------------|----------------|
| CRYSTAL (7013.21.00) | VALUE | Free | Free | Non-applicable |
| PORCELAIN (6912.00.90) | VALUE | Free | Free | Non-applicable |
| CUT GLASS (7013.39.00) | VALUE | Free | Free | Non-applicable |
| CERAMIC (7013.10.00) | VALUE | 7 percent | Free | Non-applicable |

Each supplier is entitled to the lowest rate available to its country or origin subject to certain conditions.

SIGNED TRADE AGREEMENT RATES

In order to qualify for the lower AGREEMENT rates, each supplier from the originating country must supply The MLCC with a Certificate of Origin. This certificate must be submitted on an annual basis or the duty rate on these products will be raised to the MFN (Most Favoured Nation) rate. These certificates may be submitted in two ways:

1. Per Purchase Order: each product supplied to the MLCC is listed individually for each purchase order.
2. Blanket Certificate: the certificate indicates all products the supplier exports to Canada for one year. (New certificate required for each calendar year.) *** Preferred**

Each year if a Certificate of Origin has not been received by December 31, the supplier's products will revert to the higher MFN rate and the corresponding higher retail price will be implemented at the earliest convenient date after January 1.

***For more information,
please contact the MLCC Customs Department:***

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EXCHANGE RATES

The MLCC uses standard exchange rates for the U.S. Dollar, Australian Dollar, British Pound, New Zealand Dollar and Euro. These rates are monitored and maintained by our Finance Department. They are subject to change at any time, but are generally updated quarterly.

All other exchange rates are non-standard. The exchange rate used on products purchased under non-standard foreign currency is the rate effective at time of receipt of goods (Bank of Canada rate).



FOREIGN CURRENCIES EXCHANGE RATES As of January 11, 2010

| COUNTRY | CURRENCY | RATE IN CANADIAN \$ FOR PRICING PURPOSES |
|--------------------|-----------------|---|
| Australia | Dollar | \$0.98 |
| United Kingdom | Pound | \$1.76 |
| United States | Dollar | \$1.08 |
| European Community | Euro | \$1.56* |
| New Zealand | Dollar | \$0.78 |

* No Change

Note: All other exchange rates are actual Bank of Canada rates at time of receipt of goods.



STANDARD DOMESTIC FREIGHT RATES

EFFECTIVE: January 11, 2010
(Subject to change without notice)

| F.O.B. POINT | RATE PER LITRE |
|---|----------------|
| MONTREAL / DORVAL / LA SALLE | \$ 0.13 |
| MONTREAL / WINE TOTES | \$ 0.20* |
| MONTREAL - SAQ | \$ 0.43 |
| VALLEYFIELD | \$ 0.22 |
| BRAMPTON - BACARDI | \$ 0.12 |
| HAMILTON / NIAGARA | \$ 0.48 |
| TORONTO / MISSISSAUGA - VINCOR | \$ 0.23 |
| WINDSOR / WALKERVILLE | \$ 0.21 |
| WINONA / GRIMSBY | \$ 0.36 |
| ONTARIO MISC | \$0.40 |
| EDMONTON / ST. ALBERT | \$ 0.13* |
| CALGARY | \$ 0.16 |
| LETHBRIDGE | \$ 0.16* |
| B.C. MISC. - SUMAC, OKANAGAN CONSOLIDATION | \$ 0.70 |
| OLIVER - VINCOR | \$ 0.14* |
| VANCOUVER - BCLDB, MISCELLANEOUS | \$ 0.19 |
| VANCOUVER - MARK ANTHONY | \$ 0.13 |
| | |

*No change

The following ship points do not have standard rates. Retails will be based on estimates for each purchase order issued.

- Ontario – Bloomfield Exworks
- Ontario – Concord FCA
- Saskatchewan - Saskatoon
- Regina
- Any New Locations



IMPORT FREIGHT RATES PER LITRE

Effective: January 11, 2010

| COUNTRY | RATE PER LITRE FOR PRICING PURPOSES | COUNTRY | RATE PER LITRE FOR PRICING PURPOSES |
|--|-------------------------------------|--|-------------------------------------|
| Argentina - FOB, FCA | \$0.63 | | |
| Australia - FCA Adelaide and Melbourne & FOB | \$0.55 | Italy | \$0.77 |
| Australia FCA - Sydney & Perth | \$0.86* | Jamaica FOB | \$0.54 |
| Australia - Exworks | \$1.01 | New Zealand FCA | \$0.70 |
| Austria | \$1.90* | Netherlands | \$0.54 |
| Belgium | \$0.68* | Poland | \$1.33 |
| Chile FOB & FCA | \$0.54 | Portugal FOB & FCA | \$0.70 |
| Czech Republic | \$1.50* | Portugal - Exworks & Islands | \$1.30 |
| Denmark | \$0.75* | Slovenia/Slovakia | \$2.40* |
| France | \$0.68 | South Africa – FCA & FOB | \$0.70 |
| Germany - FCA & FOB | \$0.42* | Spain - FCA Barcelona & FOB | \$0.60 |
| Germany - Exworks | \$0.60 | Spain - Exworks & FCA Cadiz & FCA Bilbao | \$0.75 |
| Greece – FCA & FOB | \$1.21* | Sweden FOB | \$0.50 |
| Greece - Exworks | \$1.00 | United Kingdom – FCA & FOB | \$0.40 |
| Hungary | \$2.01* | United Kingdom -Exworks | \$0.84 |
| Ireland – FOB & FCA & Exworks | \$0.65 | | |

* No change

The following ship points do not have standard rates. Retails will be based on estimates for each purchase order issued.

- Switzerland
- Sweden Exworks
- Any New Locations



IMPORT FREIGHT RATES PER LITRE

UNITED STATES

Effective: January 11, 2010

| LOCATION | RATE PER LITRE FOR PRICING PURPOSES |
|-----------------------------------|-------------------------------------|
| ARKANSAS - Fort Smith | \$0.26 |
| CALIFORNIA - Modesto - Gallo | \$0.46 |
| CALIFORNIA - Napa & Consolidation | \$0.58* |
| ILLINOIS | \$0.25 |
| INDIANA | \$1.12* |
| KENTUCKY | \$0.81 |
| MARYLAND | \$1.04 |
| NEW JERSEY | \$1.05 |
| NEW YORK | \$0.46 |
| OHIO | \$0.52 |
| TENNESSEE | \$0.60 |

*** No Change**

The following ship points do not have standard rates. Retails will be based on estimates for each purchase order issued.

- Florida - Miami
- Maine
- Missouri
- Wisconsin
- Any New Locations



MANITOBA LIQUOR CONTROL COMMISSION MARK-UPS EFFECTIVE: May 11, 2009
 (Sales Through Stores & Liquor Vendors)

| <u>Size/ml</u> | <u>% Mark-up</u> | <u>Per Package</u> | | | <u>Commercial Consideration</u> | | |
|---|----------------------|----------------------------|----------------------------------|---------------------------------|---------------------------------|--------------|--------|
| | | <u>Minimum Mark-up</u> | <u>Per Package Surcharge</u> | <u>Package Equalization</u> | <u>Per Package U.S.</u> | <u>Other</u> | |
| | | <u>\$</u> | <u>\$</u> | <u>\$</u> | <u>\$</u> | <u>\$</u> | |
| <u>Spirits</u> | | | | | | | |
| 50 | 152 | 1.0523 | 0.0238 | 0.2000 | 0.0221 | 0.0195 | |
| 200 | 152 | 3.6320 | 0.0953 | 0.3000 | 0.0886 | 0.0780 | |
| 375 | 152 | 6.6727 | 0.1787 | 0.4000 | 0.1661 | 0.1462 | |
| 750 | 152 | 12.1411 | 0.3575 | | 0.3322 | 0.2925 | |
| 1000 | 152 | 15.0148 | 0.4767 | | 0.4430 | 0.3900 | |
| 1140 | 152 | 17.9199 | 0.5434 | 0.2500 | 0.5050 | 0.4446 | |
| 1750 | 152 | 27.1137 | 0.8342 | 0.3000 | 0.7752 | 0.6825 | |
| 3000 | 152 | 44.4997 | 1.4301 | | 1.3290 | 1.1700 | |
| 3750 | 152 | 54.3254 | 1.7876 | | 1.6612 | 1.4625 | |
| <u>Liqueurs</u> | | | | | | | |
| 50 | 152 | 1.0523 | 0.0238 | 0.2000 | 0.0129 | 0.0045 | |
| 200 | 152 | 3.6320 | 0.0953 | 0.3000 | 0.0518 | 0.0180 | |
| 375 | 152 | 6.6727 | 0.1787 | 0.4000 | 0.0971 | 0.0337 | |
| 750 | 152 | 12.1411 | 0.3575 | | 0.1942 | 0.0675 | |
| 1000 | 152 | 15.0148 | 0.4767 | | 0.2590 | 0.0900 | |
| 1140 | 152 | 17.9199 | 0.5434 | 0.2500 | 0.2952 | 0.1026 | |
| 1750 | 152 | 27.1137 | 0.8342 | 0.3000 | 0.4532 | 0.1575 | |
| <u>Wines (Still, Fortified & Effervescent)</u> | | | | | | | |
| 50 | 95 | 0.2183 | 0.0850 | | 0.0102 | 0.0174 | |
| 100 | 95 | 0.3147 | 0.1701 | | 0.0204 | 0.0349 | |
| 200 | 95 | 0.8762 | 0.3402 | | 0.0408 | 0.0698 | |
| 250 | 95 | 1.0937 | 0.4252 | | 0.0510 | 0.0872 | |
| 375 | 95 | 1.6402 | 0.6378 | | 0.0765 | 0.1308 | |
| 500 | 95 | 2.1889 | 0.8505 | | 0.1020 | 0.1745 | |
| 750 | 95 | 2.7563 | 1.2757 | 0.2500 | 0.1530 | 0.2617 | |
| 1000 | 95 | 3.1548 | 1.7010 | 0.2500 | 0.2040 | 0.3490 | |
| 1500 | 95 | 4.5872 | 2.5515 | 0.5800 | 0.3060 | 0.5235 | |
| 2000 | 95 | 5.9170 | 3.4020 | 0.6500 | 0.4080 | 0.6980 | |
| 3000 | 95 | 8.5865 | 5.1030 | 0.7000 | 0.6120 | 1.0470 | |
| 4000 | 95 | 10.5944 | 6.8040 | 1.1700 | 0.8160 | 1.3960 | |
| 10000 | 95 | 22.8068 | 17.0100 | | 2.0400 | 3.4900 | |
| 16000 | 95 | 37.0028 | 27.2160 | 5.6900 | 3.2640 | 5.5840 | |
| 18000 | 95 | 41.6283 | 30.6180 | 6.4000 | 3.6720 | 6.2820 | |
| <u>Refreshment Beverages</u> | | | | | | | |
| (Coolers, Ciders & Ready-to-Drink – 6 to 15% alc./vol.) | 330 | 95 | 0.8887 | 0.2746 | 0.0500 | 0.1217 | 0.3920 |
| | 341 | 95 | 0.9181 | 0.2837 | 0.0500 | 0.1258 | 0.4051 |
| | 355 | 95 | 0.9561 | 0.2954 | 0.0500 | 0.1309 | 0.4217 |
| | 375 | 95 | 1.0102 | 0.3120 | 0.0500 | 0.1383 | 0.4455 |
| | 750 | 95 | 1.9478 | 0.6240 | 0.1100 | 0.2767 | 0.8910 |
| | 1000 | 95 | 2.5970 | 0.8320 | 0.1400 | 0.3690 | 1.1880 |
| | 1140 | 95 | 2.9606 | 0.9485 | 0.1600 | 0.4206 | 1.3543 |
| | 1364 (4/341) | 95 | 3.1845 | 1.1348 | 0.2000 | 0.5033 | 1.6204 |
| | 1750 | 95 | 3.4905 | 1.4560 | 0.2500 | 0.6457 | 2.0790 |
| | 2000 | 95 | 3.5906 | 1.6640 | 0.2800 | 0.7380 | 2.3760 |
| | 2046 (6/341) | 95 | 4.0757 | 1.7023 | 0.3000 | 0.7549 | 2.4306 |

MANITOBA LIQUOR CONTROL COMMISSION MARKUPS EFFECTIVE: May 11, 2009
(Sales Through Stores & Liquor Vendors)

| <u>Size/ml</u> | <u>% Mark-up</u> | <u>Per Package</u> | <u>Per Package Surcharge</u> | <u>Package Equalization</u> | <u>Commercial Consideration</u> | |
|--|----------------------|----------------------------|----------------------------------|---------------------------------|---------------------------------|--------------|
| | | <u>Minimum Mark-up</u> | | | <u>U.S.</u> | <u>Other</u> |
| <u>Beer (Bottles-Singles) (All sizes)</u> | | | | | | |
| 1000 | 75 | \$ 1.9002 | \$ 0.1220 | \$ | \$ 0.5120 | \$ 0.5120 |
| <u>Beer (Bottles-Packages)</u> | | | | | | |
| 2046 (6/341) | 75 | 3.2552 | 0.2496 | | 1.0475 | 1.0475 |
| 4092 (12/341) | 75 | 6.1357 | 0.4992 | | 2.0951 | 2.0951 |
| 6138 (18/341) | 75 | 8.9199 | 0.7488 | | 3.1426 | 3.1426 |
| 8184 (24/341) | 75 | 11.6077 | 0.9984 | 0.3600 | 4.1902 | 4.1902 |
| <u>Beer (Cans-Singles & Packages)</u> | | | | | | |
| 1000 | 75 | 1.5361 | 0.1220 | | 0.5120 | 0.5120 |
| 5325 (15/355) | 75 | 8.2323 | 0.6496 | 0.1400 | 2.7264 | 2.7264 |
| <u>Beer (P.E.T.-Singles & Packages)</u> | | | | | | |
| 1000 | 75 | 1.4720 | 0.1220 | | 0.5120 | 0.5120 |
| <u>Beer (Kegs-All Sizes) Licensee Only</u> | | | | | | |
| 1000 | 75 | 1.1732 | 0.1220 | | 0.5120 | 0.5120 |

NOTES

1. Calculations of Per Package Surcharge for each category are done on a per litre basis but have been listed for each size.
2. Calculations of Package Equalization for each category are done on a per package basis unique to each size in the category.
3. Calculations of commercial consideration for each category are done on a per litre basis. Commercial Consideration is applied to all import products as well as domestic beer distributed out of MLCC Warehouse.
4. Retail prices are calculated by applying the greater of the minimum dollar mark-up as above or mark-up percentage as above, on the landed cost per bottle or per can cost. The Per Package Surcharge are added to this amount. For imported products and MLCC distributed domestic beer, a fixed dollar-per-litre "commercial consideration" is then added. Provincial sales tax of 7% and Goods and Services Tax of 5% is then applied.
5. All alcoholic beverages, excluding beer which are in non-deposit but recyclable containers, have an environmental protection tax built into the pricing structure (5¢ for bottles less than 750 ml and 10¢ for bottles of 750 ml or more). There is also a recycling charge of 2¢ for each unit sold, regardless of size.
6. Gift items (including liquor in special bottles, gift packs, special packaging, etc.) are priced by applying the full mark-up to the landed cost of the liquor. No mark-up is applied to the gift and/or packaging of the product.



MINIMUM MARK-UP

Mark-ups are calculated on a percentage basis of the landed cost of a particular product. The percentage calculated depends on the product category. A minimum dollar mark-up structure is employed, in conjunction with the percentage mark-up. Mark-up applied is based on the greater of the percentage or the minimum mark-up.

The minimum dollar mark-up is determined as being the most recent gross profit per package size for the most commonly priced products in each product category.

The minimum dollar mark-up will be updated whenever the supplier price or federal taxes or any other costs associated with the most commonly priced products in the product category change. (See mark-up schedule attached)



PER PACKAGE SURCHARGE

The Per Package Surcharge of the mark-up structure has two components: a profit component and an environmental recycling component.

This surcharge is calculated on a per litre basis. (See mark-up schedule attached)

PACKAGE EQUALIZATION

The Package Equalization on the mark-up structure is intended to provide fairness and equity to consumers in the pricing of various product sizes. This surcharge is calculated on a per package basis unique to each size. (See mark-up schedule attached)

COMMERCIAL CONSIDERATION

Commercial Consideration is applied to import products only. This warehousing fee is applied to offset the additional costs of warehousing products due to larger inventories. (See mark-up schedule attached)

The above rates are applied to each product after the application of the appropriate mark-up rate.



RETAIL PRICE CHANGES

All requests for price changes must be submitted no later than **noon** on the deadline dates outlined on the following page. Absolutely no extensions will be allowed.

The MLCC requires a minimum of 30 days notice of any increase in the price of a product sourced on the North American continent. All other suppliers are required to give 60 days notice of any increase in quotation.

Note: All price change requests must be submitted on the MLCC Request for Price Change form. Please note that if a proposed retail is submitted on the form, your case cost will be adjusted to achieve the retail. If case costs are firm, do not enter a proposed retail.

RETAIL PRICE REDUCTIONS

All supplier wholesale price quotation reductions must remain in effect for a minimum of three months (90 days).

Any request for a reduction in retail price will result in a charge-back to the supplier for all inventory on hand on the effective date of the price reduction. The charge-back for Liquor Stores and Distribution Centre inventory is calculated by taking the difference between the invoice cost that is required for the current retail price and the invoice cost required for the requested price multiplied by the total inventory on hand. The reduced quote will be in effect approximately one week prior to the reduced retail price to ensure that inventories received once the price change is in effect are at the same price. The date the quote is effective will be confirmed to suppliers.

Price Changes – Specialty Fringe Products

The MLCC no longer accepts retail price change requests for specialty fringe products. These products are considered one time orders and are reviewed quarterly for re-orders. Case costs can be changed in our system at any time, but retails will change in the following price change after receipt of product with the new costs and when we are into inventory of the product at the new price.

Note: These products may also change retail after receipt if the case cost did not change, but the freight or exchange rate changed.

We will accept a price reduction for fringe product to increase sales, these will be accepted for price change deadlines but will incur a chargeback. This is not to be used for price pointing and is to be used to only for the purpose of promoting sales.



PRICE CHANGE DEADLINES - FISCAL 2010/2011
(Deadlines will be strictly enforced)

| RETAIL PRICE CHANGE SUBMISSION CUTOFF DATE 12 NOON | EFFECTIVE DATE PRICE CHANGE ** | EFFECTIVE DATE ON NEW PURCHASE ORDER COST |
|---|---|--|
| November 20, 2009 | January 11, 2010 | January 4, 2010 |
| December 24, 2009 (Competitive Price Matching Only) | February 8, 2010 | February 1, 2010 |
| - | No Price Change for March 2010 | - |
| February 19, 2010 | April 12, 2010 | April 5, 2010 |
| March 26, 2010 (Competitive Price Matching Only) | May 10, 2010 | May 3, 2010 |
| - | No Price Change for June 2010 | - |
| May 21, 2010 | July 5, 2010 | June 28, 2010 |
| June 18, 2010 (Competitive Price Matching Only) | August 9, 2010 | August 2, 2010 |
| - | No Price Change for September 2010 | - |
| August 20, 2010 | October 4, 2010 | September 27, 2010 |
| September 24, 2010 (Competitive Price Matching Only) | November 8, 2010 | November 1, 2010 |
| - | No Price Change for December 2010 | - |
| November 19, 2010 | January 10, 2011 | January 3, 2011 |
| December 24, 2010 (Competitive Price Matching Only) | February 7, 2011 | January 31, 2011 |
| - | No Price Change for March 2011 | - |

NOTES

All supplier wholesale price quotation *reductions* must remain in effect for a minimum of three months (90 days). Any and all retail price reductions will be subject to a charge-back on all inventories in the Warehouse and Liquor Stores. This charge-back for Liquor Stores and the Warehouse will be the calculated difference in invoice cost of the old retail and the new lower retail price.

** Price Change effective dates are subject to change. Every effort will be made to communicate any changes to all customers.

**REVISED Private Beer Price Change Schedule
2010-2011**

| Submission Date for Price Change | Effective Date for Price Change* |
|----------------------------------|----------------------------------|
| December 18, 2009 | January 11, 2010 |
| January 22, 2010 | February 8, 2010 |
| February 19, 2010 | March 8, 2010 |
| March 26, 2010 | April 12, 2010 |
| April 23, 2010 | May 10, 2010 |
| May 21, 2010 | June 7, 2010 |
| June 18, 2010 | July 5, 2010 |
| July 23, 2010 | August 9, 2010 |
| August 20, 2010 | September 6, 2010 |
| September 17, 2010 | October 4, 2010 |
| October 22, 2010 | November 8, 2010 |
| November 19, 2010 | December 6, 2010 |
| December 24, 2010 | January 10, 2011 |
| January 21, 2011 | February 7, 2011 |
| February 18, 2011 | March 7, 2011 |

* subject to change



AGENTS SUBMITTING PRICE CHANGE REQUESTS ON BEHALF OF SUPPLIERS

The MLCC will accept price change submissions from Agents on behalf of their suppliers.

The following conditions must be met:

1. There must be a separate submission for each different supplier. Please state the name of the supplier for whom you are making the submission.
2. The Agent accepts full responsibility to inform the supplier of these changes and ensure that future invoicing is appropriate.
3. Should any charge-backs be involved, the Agent will be held responsible for all charges, in the event the supplier refuses payment.



DISCOUNTED PRODUCTS

Delisted products must be appropriately reduced in price to enable such inventory to be cleared through liquor stores, liquor vendors and licensees. There are four classifications of products which may be discounted to clear inventories:

1. Delisted General listings
2. Delisted Specialty listings
3. Christmas listings
4. Subsequent Price Reduction on Products Already Delisted

Discount costs are borne by the MLCC, with the exception of General list products. For General listings, the supplier shall be charged back the actual cost reduction to a maximum of 25% of the supplier invoice. The cost discounts over the 25% base shall be borne by the MLCC.



PRICING POLICY FOR MARKETING PROGRAMS

LIMITED TIME OFFERS

The MLCC does not participate in cost sharing of Limited Time Offers. Suppliers are charged back the full amount of the retail discount for the LTO, including the pre-buy period.

VALUE - ADD PROGRAM

The MLCC does not participate in cost sharing of liquor Value-Adds for economy products. The Supplier is responsible for the minimum markup charges plus the per package surcharge, plus package equalization on all value-added beverage alcohol applied to parent brands.

The cost to suppliers in the Value-Add Program for premium products is reduced. The supplier pays for 50% of the minimum markup on the value-add plus the per package surcharge, plus package equalization, when the parent SKU is a premium or deluxe product.



**SAMPLE RETAIL PRICE CALCULATION
CANADIAN TABLE WINE (750ml)
FROM NIAGARA PENINSULA (purchased excise duty paid)**

Note: All products are priced on a per unit basis.

| | |
|--|------------------|
| Purchasing Price (Invoice Cost) | 3.7503 |
| + Freight | 0.360 |
| = Duty Paid Unit Cost | \$ 4.1103 |

| | |
|---|------------------|
| Duty Paid Unit Cost | 4.1103 |
| + Liquor Control Commission Mark-up (95%) | 3.9047 |
| + Surcharge | 1.2757 |
| + Package Equalization | 0.2500 |
| = Shelf Price Before Rounding | \$ 9.5407 |

| | |
|------------------------------|-----------------|
| Rounded (Shelf Price) | \$9.54 |
| Plus G.S.T. 5% | .48 |
| Plus P.S.T. 7% | <u>.67</u> |
| = Total Cost | \$ 10.69 |

Note: All products are subject to minimum mark-ups where applicable



SAMPLE RETAIL PRICE CALCULATION
TABLE WINE (750ml) FROM FRANCE

Note: All products are priced on a per unit basis.

| | |
|---|----------------------|
| Purchasing Price (Invoice Cost-Canadian) | 3.0625 |
| + Freight | 0.51 |
| + Customs Duty (if applicable) | 0.014 |
| + Excise Tax | 0.4650 |
| = Duty Paid Unit Cost | \$ 4.0515 |
| | |
| Duty Paid Unit Cost | 4.0515 |
| + Liquor Control Commission Mark-up (95%) | 3.8489 |
| + Surcharge | 1.2757 |
| + Package Equalization | 0.2500 |
| + Commercial Consideration | 0.2617 |
| = Shelf Price Before Rounding | \$ 9.6878 |
| | |
| Rounded (Shelf Price) | \$ 9.69 |
| Plus G.S.T. 5% | .48 |
| Plus P.S.T. 7% | .68 |
| = Total Cost | <hr/> \$10.85 |

Note: All products are subject to minimum mark-ups where applicable



SAMPLE RETAIL PRICE CALCULATION
100% CANADIAN WHISKY (750ml) - non-blended
FROM VALLEYFIELD (40% Alc/Vol)

Note: All products are priced on a per unit basis.

| | |
|--|-----------------------|
| Purchasing Price (Invoice Cost) | 5.9214 |
| + Freight | 0.165 |
| + Excise Duty | 3.3198 |
| = Duty Paid Unit Cost | \$9.4062 |
| | |
| Duty Paid Unit Cost | 9.4062 |
| + Liquor Control Commission Mark-up (152%) | 14.2974 |
| + Surcharge | 0.3575 |
| = Shelf Price Before Rounding | \$24.0611 |
| | |
| Rounded (Shelf Price) | \$24.06 |
| Plus G.S.T. 5% | 1.20 |
| Plus P.S.T. 7% | 1.68 |
| Total Cost | <hr/> \$ 26.94 |

Note: All products are subject to minimum mark-ups where applicable



**SAMPLE RETAIL PRICE CALCULATION
IMPORTED SCOTCH WHISKY (750ml)
FROM UNITED KINGDOM FOB (40% Alc/Vol)**

Note: All products are priced on a per unit basis.

| | |
|--|------------------|
| Purchasing Price (Invoice Cost) | 5.0000 |
| + Freight | 0.3000 |
| + Customs Duty (if applicable) | 0.0000 |
| + Excise Duty | 3.5088 |
| = Duty Paid Unit Cost | \$ 8.8088 |

| | |
|--|----------------|
| Duty Paid Unit Cost | 8.8088 |
| + Liquor Control Commission Mark-up (152%) | 13.3893 |
| + Surcharge | 0.3575 |
| + Commercial Consideration (if applicable) | 0.2925 |
| = Shelf Price Before Rounding | 23.8481 |

| | |
|------------------------------|-----------------|
| Rounded (Shelf Price) | \$22.85 |
| Plus G.S.T. 5% | 1.14 |
| Plus P.S.T. 7% | 1.60 |
| = Total Cost | \$ 25.59 |

Note: All products are subject to minimum mark-ups where applicable



SAMPLE RETAIL PRICE CALCULATION
MLCC IMPORTED BEER (355ml Bottles) FROM MEXICO
(Purchased from BCLDB)

Note: All products are priced on a per unit basis.

| | <u>Public</u> | <u>Licensee/Vendor</u> |
|--|---------------|------------------------|
| Purchasing Price (Invoice Cost) | 0.6042 | - |
| + Freight | 0.0674 | |
| + Customs Duty (if applicable) | 0.0000 | - |
| + Excise Duty | 0.1108 | - |
| + Bottle Recycle Charge | <u>0.0700</u> | - |
| = Duty Paid Unit Cost | 0.8524 | |
| | | |
| Duty Paid Unit Cost | 0.8524 | 0.8524 |
| + Liquor Control Commission Mark-up (75%) | 0.6393 | 0.4176 (Mark-up 49%) |
| + Surcharge | 0.0433 | 0.0433 |
| + Commercial Consideration | <u>0.1817</u> | <u>0.1817</u> |
| Shelf Price Before Rounding | 1.7167 | 1.495 |
| | | |
| Rounded (Shelf Price) | 1.72 | 1.50 |
| Plus G.S.T. 5% | .09 | .08 |
| Plus P.S.T. 7% | .12 | |
| Plus Refundable Container Deposit | <u>.10</u> | <u>.10</u> |
| = Total Cost | 2.03 | 1.68 |

Note: All products are subject to minimum mark-ups where applicable



SAMPLE RETAIL PRICE CALCULATION
PRIVATELY DISTRIBUTED BEER
(6/341 ml Bottles)

Note: All products are priced on a per unit basis.

| | \$ |
|---|--------------|
| To Brewers (including freight) | |
| Product | 4.28 |
| Fed. Excise Tax | 0.64 |
| | <hr/> |
| Gross Price to Brewers | 4.92 |
| + | |
| To MLCC | |
| + Markup approx. 49% | 2.42 |
| (due to rounding) | |
| + Surcharge | 0.25 |
| - Equalization (certain package sizes only) | |
| + Handling Fee | 0.07 |
| | <hr/> |
| Price to Licensees | 7.66 |
| | |
| + Licensee Markup approx. 17% | 1.31 |
| (due to rounding) | |
| Retail Price | 8.97 |
| + Manitoba Sales Tax | 0.63 |
| + Goods & Services Tax | 0.45 |
| | <hr/> |
| Price (including taxes) | 10.05 |
| + Refundable Deposit | 0.60 |
| | <hr/> |
| Final Price to Public | 10.65 |
| | |
| Litre Equivalents | 2.046 |

Note: All products are subject to minimum mark-ups where applicable



LISTING REVIEW DATES SPIRITS, WINES AND READY-TO-DRINK

The MLCC holds reviews on a regular basis to consider new products for listing and products for delisting. To list new products, *applications should be submitted by the end of the month for the following month's review* as per the following schedule. Send applications for General and Specialty Listings electronically to purchasing@mlcc.mb.ca.

Please note that these dates are subject to change without notification.

| GENERAL LISTING REVIEWS | SPECIALTY LISTING REVIEWS |
|-------------------------|---------------------------|
| <i>YEAR 2010</i> | <i>YEAR 2010</i> |
| January 27 | January 21 |
| February 24 | February 18 |
| March 24 | March 18 |
| April 28 | April 22 |
| May 26 | May 20 |
| June 23 | June 17 |
| July 28 | July – nil |
| August 25 | August - nil |
| September 29 | September 23 |
| October 27 | October 21 |
| November 24 | November 18 |
| December 15 | December – nil |

* Please be aware that listing applications received that are not fully completed, will result in delays in products being listed. Applications will be returned for corrections, possibly resulting in missing that month's review date.

LISTING REVIEW FOR SPIRIT COOLERS, WINE COOLERS, AND CIDERS

A full review is held every December for the following spring launch. A call for these category segments is sent out in early September with all details pertaining to the review. Further evaluation may occur based on regular scheduled reviews.

If you have not received a memo regarding these category segment calls, and wish to participate please contact purchasing@mlcc.mb.ca mid September and a copy will be sent to you.

LISTING REVIEW FOR MLCC DISTRIBUTED BEER

A full review is held every January. Further evaluation may occur based on regular scheduled reviews. If you wish to submit an application for MLCC Distributed Beer, please email your application **electronically** to purchasing@mlcc.mb.ca.



MLCC PROCESS FOR DE-LISTING

Spirits and Wine:

SKU performance will be judged on the moving annual total of the given time frame and will be based on a combined performance index on overall profit and overall sales dollars, within each given segment. As well, other considerations will be given including such things as size format offering, flavour profile, product uniqueness, etc. For a list of segments by category please refer to the “Liquor Segments” page.

Generally, only the bottom 15% of any given segment is reviewed. This review process will be applied to all general and specialty listed product.

Suppliers/Agents will be notified in writing of the intent to de-list products.

General Listed Product

- For general listings there is the opportunity to appeal the de-listing.
- Written appeals must be returned within the given timelines of the Notice of De-listing.

Specialty Listed Product

- There is no appeal process for specialty products.
- Specialty products may be de-listed at any time at the discretion of the De-listing Committee, based on inadequate sales performance, availability or over-representation in a given category.

Refreshment Beverage:

An initial review of Refreshment Beverages will be conducted mid summer with the final review at the end of the summer for final delist. For both reviews products will be judged based on their monthly dollar sales performance, giving more weight to key summer months.

As well, other considerations will be given including such things as size format offering, flavour profile, product uniqueness, etc. Further evaluation may occur based on regular scheduled reviews. This review process will be applied to all general and specialty listed product.

General Listed Product

- There is no appeal process for general products in this category.

Specialty Listed Product

- There is no appeal process for specialty products.
- Specialty products may be de-listed at any time at the discretion of the Delisting Committee, based on inadequate sales performance, availability or over-representation in a given category.

MLCC distributed beer:

A full review is held every January. Products are judged based on sales performance, format offering, country of origin, style, product uniqueness, etc. Further evaluation may occur based on regular scheduled reviews. This review process will be applied to all general and specialty listed product.

General Listed Product

- There is no appeal process for general products in this category.

Specialty Listed Product

- There is no appeal process for specialty products.
- Specialty products may be de-listed at any time at the discretion of the Delisting Committee, based on inadequate sales performance, availability or over-representation in a given category.

All Categories:

The MLCC reserves the right to remove a listed product from the market if, in its opinion, the product fails to meet all criteria found in the *Product Assortment Planning Policy* under product assortment planning criteria. This includes basic criteria, legislated criteria, industry standard criteria, and quality control criteria.



MLCC DE-LISTING REVIEW DATES

Wine and Spirit Categories

All wines and spirits are reviewed three times per year.

Review #1:

- Notification of the intent to de-list general and specialty listed products will be sent out to the Industry - week of February 19th, 2010
- Appeals for general listed products due back approximately 10 days after they are received.

Review #2:

- Notification of the intent to de-list general and specialty listed products will be sent out to the Industry - week of May 25th, 2010
- Appeals for general listed products due back approximately 10 days after they are received.

Review #3:

- Notification of the intent to de-list general and specialty listed products will be sent out to the Industry - week of October 4th, 2010
- Appeals for general listed products due back approximately 10 days after they are received.

Refreshment Beverage Category

- Notification of the intent to de-list general and specialty listed products sent out during the month of August.

MLCC distributed Beer

- Notification of the intent to de-list products sent out during the month of January.

Note: We reserve the right to change these dates without notification.



UPC / SCC CODES

All products require UPC (Universal Product Code - bar code on bottles) or EAN (European version) and SCC (Shipping Container Code - bar code on cases) codes – now called GTIN (Global Trade Identification Number).

UPC/EAN/GTIN codes on products must be 8, 12, or 13 digits (including the small font digits at beginning and end of bar code) in length. The SCC is 14 digits in length.

Please note that we require updates on changes in these numbers, as soon as possible, to ensure our scanners operate smoothly and without error. If the Supplier does not have a Manufacturer Number (the number from which the UPC is derived), then the internal MLCC brand number must be used.

MLCC ITEM NUMBER

The MLCC uses an internal item/sku number. The MLCC will assign this item number to all new products. Please note that Suppliers are not required to use this number, unless they do not have a Manufacturer Number. Please ensure that the Brand Number does not appear on product packaging.



LABEL REVIEWS

Label reviews are done as a service to the industry and are not mandatory under the legislation administered by Consumer and Corporate Affairs Canada. It is, however, the responsibility of the manufacturer or person selling the product to ensure that the product is in compliance with the legislation.

For more information, please contact:

CANADIAN FOOD INSPECTION AGENCY

613 - 269 Main Street

Winnipeg, Manitoba

R3C 1B2

Telephone: (204) 983-3048

Fax: (204) 984-6008

Email: richard.harlos@inspection.gc.ca

Attention: Richard Harlos, Manufactured Food Specialist



LABEL REQUIREMENTS

LABELING OF ALCOHOLIC BEVERAGES

The following is a summary of the basic label requirements:

1. COMMON NAME

The name defined by regulation or by which the beverage is commonly known (i.e. wine, rum, etc.) must appear on the Principal Display Panel (P.D.P.) in both English and French. The P.D.P. is that part of the label facing the consumer at the point of sale.

2. NET QUANTITY

The net quantity must be shown in metric units of volume. Quantities less than 1 litre must be shown in millilitres, while larger quantities are shown in litres. The volume must be shown on the P.D.P. (not just embossed into the glass), and shall be clearly and prominently displayed, easily legible and in distinct contrast to other information on the label. The symbols ml and L are considered to be bilingual.

3. ALCOHOL BY VOLUME DECLARATION

Beverages containing 1.1% or more alcohol must declare the amount of alcohol by volume on the P.D.P. This declaration must be shown as X% alc./vol. or written out in full in English and in French. Periods must follow both abbreviations.

4. NAME & ADDRESS OF DEALER

The legal name of the company and the principal place of business is required to be shown in English or French on any part of the label, other than the bottom of the container. Products wholly manufactured outside of Canada bearing a Canadian dealer address must either have the name and address preceded by the words "imported by/importe par", or have a statement of geographic origin adjacent to the name and address.

5. COUNTRY OF ORIGIN

The country of origin of the product must appear in both French and English.

6. U.P.C. (EAN) BAR CODES – now called GTIN (Global Trade Identification Number)

U.P.C. (Universal Product Codes)/EAN bar codes are required on all consumer units and shipping containers. *The U.P.C. number can be located on the front label, the back label, on a sticker, or on the tamper-evident seal (only for certain types of bottles). The U.P.C. number should be placed as close to the bottom of the package as possible, but must not be placed on the bottom of the bottle. The U.P.C. number must be 8, 12, or 13 digits in length.

*All symbols on consumer products must meet the standards for quality of the Electronic Commerce Council of Canada, The Uniform Code Council (U.S.A.) or EAN International.



LABEL REQUIREMENTS

LABELING OF ALCOHOLIC BEVERAGES *continued.*

7. LIST OF INGREDIENTS

Standardized alcoholic beverages are exempt from the requirement to show a list of ingredients on the label. Unstandardized alcoholic beverages require a complete list of ingredients and components appearing in descending order of proportion on a weight basis. Therefore, products such as Sake, cocktails, Pernod, Aquavit, require a list of ingredients. The list of ingredients must be shown in both English and French and must be shown on any part of the label, other than that applied to the bottom of the container.



LABEL REQUIREMENTS CASE MARKING SPECIFICATIONS

Case markings must be clearly legible and positioned in such a manner as not to be confused with other markings.

1. SHIPPING CONTAINER CODE (SCC) – now called GTIN (Global Trade Identification Number) = SCC code must appear on one side and one end of each case;
= Minimum height 5.0mm (0.20");
= Must always appear in a horizontal position;
= Must be 14 digits in length;
= For corked products, the symbol on the side of a case should be placed so it is near the bottom of the case when the bottles are in the "corks up" position. This may result in the symbol being near the top of the case if the product is stored with bottles in the "corks down" position.

OR

- MLCC ITEM/SKU NUMBER (Formerly CSPC number) = Required only if manufacturer chooses not to use SCC (GTIN) numbers
= Must appear on **both ends of each case.**
2. PURCHASE ORDER NUMBERS = Minimum height 1.27 cm (1/2 inch), bold print.
= Located on same side or same end as bar code.

OR

- PRODUCTION DATE = Minimum height 1.27 cm (1/2 inch), bold print;
= Must be separate from other bottling codes.
= Located on same side or same end as bar code.
3. SALES UNITS = Located on same end as bar code;
= Minimum height 1.27 cm (1/2 inch), bold print;
= On the same line and immediately preceding unit size;
= Multiple sales units must indicate the number of sales units per case and the number bottles/units per sales unit, expressed in the following format:
4X (6 x 355 ml).



LABEL REQUIREMENTS

CASE MARKING SPECIFICATIONS *continued.*

- | | |
|-------------------------------|--|
| 4. UNIT SIZE | = Located on same end as bar code; = Minimum height 1/27 cm (1/2 inch), bold print; = To be expressed in litres (L) or millilitres (ml); and = On the same line and immediately following sales unit. |
| 5. BOTTLE ORIENTATION | = Located on same end as bar code; = Required for all products stored/warehoused in an inverted position (e.g. cork closures). |
| 6. PRODUCT DESCRIPTION | = Required since January 1, 1999; = Must include brand name; = Minimum height is 10.6mm (0.42"); and = On same end of case as SCC code. |
| 7. SHIPPING CONTAINER WEIGHT | = Must be on one end of each case; = Minimum height 13mm (.5"); = Approximate weight in kg of full shipping case. |
| 8. PRODUCT TYPE (Optional) | = Same end as bar code; = Generic description of the product type. (e.g. White Wine, Red Wine, etc.) |



SAMPLE SHIPMENTS

Agents, Representatives and Specialty Wine Stores are allowed to receive samples of products if the following conditions are met:

- Two bottles per non-listed product are considered samples. Samples shipments are subject to minimum mark-ups and taxes. Any amount exceeding this quantity are subject to full mark-ups and taxes. Note that for MLCC listings, only one bottle is required.
- Sample shipments must be addressed to:
Manitoba Liquor Control Commission
c/o Consignee (Recipient's Name or Company Name)
1555 Buffalo Place
Winnipeg, Manitoba
Canada R3C 2X1

Attention: Erin Dale
- Samples must be sent pre-paid by air. It is illegal to send samples by mail. The MLCC is not responsible for any shipping charges. **Samples or promotional items on MLCC container shipments are not acceptable.**
- Include a detailed pro-forma invoice with the shipment showing the breakdown of contents including size of bottle and alcohol percentage and value for Canada Customs purposes. On the pro-forma invoice or separately, show the consignee name, address and phone number. **If paperwork is not submitted completely or accurately, shipment will not be cleared until complete information is received. It is the responsibility of the Agent/Rep to provide this info.**
- The samples will be released to the consignee after receipt of payment covering Provincial fees, brokerage fees, freight (if applicable) and payment of Federal duty and taxes.
- Sample shipments must be paid for and picked up within one month of receipt, or they will be disposed of. If samples are not paid for and picked up within 30 days, the samples become the property of the MLCC and will not be released after that time.

Please note the following:

- If samples are left with the MLCC for listing consideration, they are the property of the MLCC. If the MLCC decides not to list the product, the Agent/Rep will not be allowed to take these samples. If the Agent wants to submit the listing to Specialty Wine Stores, they must have more samples sent to submit to the SWS.
- Customs Clerk is not responsible for tracking sample shipments. Agent/Rep/Wine Store is responsible to track their own shipments.
- If the Agent/Rep pays for and removes samples from the MLCC, and then submits the sample to the MLCC for listing consideration, the Agent will not be reimbursed for these samples.
- If the Agent/Rep is applying for size extensions of current listings, do not send samples of the new sizes. Only the listing application is required.
- Samples will not be released to Agents/Reps until at least 48 hours after notice of arrival to the MLCC.
- Agents/Reps must book an appointment at least 24 hours in advance to pay for and pick up samples.
- For samples from countries with Tariff Agreements with Canada, a Certificate of Origin must accompany the shipment, otherwise the higher duties will be imposed.
- If there are more than 12 bottles per shipment, an additional handling surcharge of \$2.00 per bottle will be assessed.

Sample shipments are not priority shipments for the MLCC and will be handled as time allows.

Quality Control Charges for Supplier Product Issues

The MLCC has a comprehensive Quality Control program in place to ensure quality beverage products are sold in the province of Manitoba. When quality concerns are noted, we will work with the supplier and local agent to take corrective action. The MLCC will charge-back for any corrective action taken as follows:

| Item | Minimum Charge |
|--|---|
| Base charge (includes supplier/agent notifications, correspondence, and customer/store notices) | \$150.00 up to 100 cases + \$2.00 per each additional case |
| Recalling from stores, vendors, Licensees, SWS's | \$2.00 per case |
| Reworking (includes items such as label corrections, correcting incorrect UPC codes, tamper evident seals, product handling, product check/inspection etc, may include store inventory inspection) | \$3.00 per case |
| Destruction- certificate available upon request | \$1.00 per case |
| Returning to supplier | \$10.00 per pallet + transport costs |
| Candling & follow up candling | \$5.00 case |
| Label replacement | \$5.00 per label type per case. (ie \$5.00 each front label, back label, neck band- one case containing 12 bottles requiring all three labels will cost \$15.00 per case) |

NOTE: Administrative charge of 10% will be applied to cover costs of lab fees, postage costs, material costs, and courier/transport costs.

Example: MLCC identifies glass contamination; which requires a recall of product from stores and the supplier requests destruction. Total of 200 cases affected from the stores. Standard 40 cases candled from issue with 40 to be candled upon next shipment as follow up.

(Base Charge) + (Number of cases) x (recall fee \$2.00/cs + handling \$2.00/cs + disposal \$2.00/cs) + (candling \$5.00/cs x 80 cases) x 10% administrative charges.

$(\$150 + 100 \times \$2.00/cs) + (200 \text{ cs}) \times (\$2.00 + \$2.00 + \$2.00) + (\$5.00 \times 80) \times 10\% \text{ administrative charges} = \$2,145$

All charges will be structured using case pricing, regardless of the number of units per case (i.e. six, 12, or 24 bottles or four x 4L casks will all be considered one case). This allows the MLCC Quality Control Department the ability to monitor activity by case, and provide better information to our suppliers regarding product or invoice information.

If you have any questions, please contact Rod Paskaruk, Supervisor Quality Control at 204-474-5548 or rpaskaruk@mlcc.mb.ca.

Note: Rates are subject to change without notice.

Distribution Centre Charges for Re-Piling and Re-Labeling Cases

Effective January 5, 2009, the chargeback structure for re-piling and re-labelling cases at the MLCC warehouse is as follows:

Minimum Labour Charge

Re-Piling/Clean Up/Wrong Pallet Patterns

| | |
|------------------|-----------------|
| First 40 cases | \$100.00 |
| Additional cases | \$.50 per case |

Minimum Re-Label Charge of Cases

| | |
|-------------------------------------|------------------|
| First 40 cases (includes re-pile) | \$150.00 |
| Additional cases (includes re-pile) | \$ 1.00 per case |

Examples:

| | |
|-----------------------|-------------------------------------|
| Re-pile 10 cases = | \$100.00 (minimum charge) |
| Re-label 10 cases = | \$150.00 (minimum charge) |
| Re-pile 40 cases = | \$100.00 (minimum charge) |
| Re-label 40 cases = | \$150.00 (minimum charge) |
| Re-pile 100 cases = | \$130.00 [\$100.00 + (60 x .50)] |
| Re-label 100 cases = | \$210.00 [\$150.00 + (60 x 1.00)] |
| Re-pile 1000 cases = | \$580.00 [\$100.00 + (960 x .50)] |
| Re-label 1000 cases = | \$1110.00 [\$150.00 + (960 x 1.00)] |

All charges will be structured using case pricing, regardless of the number of units per case. This allows the Distribution Centre to monitor activity by case, and provide better information to our suppliers regarding product or invoice information. Please note that these charges are subject to GST.

If you have any questions, please contact Chris Calvert, Supervisor Distribution Centre at 204-474-5683 or ccalvert@mlcc.mb.ca.

Note: Rates subject to change without notice.



PURCHASING DEPARTMENT CONTACTS

| | <i>Contact</i> | <i>Phone #</i> | <i>Information Re:</i> |
|--|---|----------------|--|
| Buyers | | | |
| Senior Buyer, Domestic Brands | Brooke Dymtriv bdymtriv@mlcc.mb.ca | 474-5650 | - Out of stocks - Expected arrival dates |
| Senior Buyer, Import Brands | Jeff Wiebe jwiebe@mlcc.mb.ca | 474-5537 | As above |
| Senior Buyer, Dom & Imp Brands | Michelle Hawkes mabderson@mlcc.mb.ca | 474-5681 | As above |
| Pricing | Diana Bonkoski dbonkoski@mlcc.mb.ca | 474-5547 | - Pricing issues - Product availability by customer (System-related) - P.O.S. dates, etc. |
| | Michele Kotak mkotak@mlcc.mb.ca | 474-5693 | As above and Private Beer Pricing |
| | Kristin Appler kappler@mlcc.mb.ca | 474-5542 | As above and Christmas Gift Packs |
| Customs & Excise | Crystal Reid creid@mlcc.mb.ca | 474-5538 | - Samples - Customs & Excise |
| | Susan Gilkes sgilkes@mlcc.mb.ca | 474-5697 | As above |
| Special Orders | Linda Dunn ldunn@mlcc.mb.ca | 474-5544 | - Customer special orders |
| Specialty Wine Stores | Melody Fraser mfraser@mlcc.mb.ca | 474-5546 | - Specialty Wine Store Orders - Related SWS information |
| | Ronilee Demann rdemann@mlcc.mb.ca | 474-5545 | As above |
| Product Knowledge & Education | Wedge Ritche writche@mlcc.mb.ca | 474-5553 | - Product knowledge, i.e. Suitability of product, ingredients - Tastings & Taste Panels - Basic Wine Course, Higher Certificate Course |
| Specialty Products | Michele Darragh mdarragh@mlcc.mb.ca | 474-5550 | - General and Specialty Listing Committee contact - Specialty Out of Stocks - Expected Arrival Dates - Tastings and Taste Panels |
| Product Education Assistant | Bertha Sumner bsumner@mlcc.mb.ca | 474-5646 | - Register public for courses - Assist Specialty Clerks |



PURCHASING DEPARTMENT CONTACTS

| | <i>Contact</i> | <i>Phone #</i> | <i>Information Re:</i> |
|--|--|----------------|--|
| Product Ambassadors | Carol Herntier cherntier@mlcc.mb.ca | | |
| | Sheila Nash snash@mlcc.mb.ca | | |
| | Jamie Jette jjette@mlcc.mb.ca | | |
| | Steve Moran smoran@mlcc.mb.ca | | |
| | Gary Dawyduk gdawyhdruk@mlcc.mb.ca | | |
| Traffic / Transportation | Ann Wind awind@mlcc.mb.ca | 474-5536 | <ul style="list-style-type: none"> - Import Shipments - Order Schedule - Incoterms |
| | Melanee Krause mkrause@mlcc.mb.ca | 474-5539 | <ul style="list-style-type: none"> - Domestic & U.S. Shipments |
| Brand Numbers, Agents, Carriers, Label Issues | Irene Williams iwilliams@mlcc.mb.ca | 474-5649 | <ul style="list-style-type: none"> - Brand #s, Brand set-ups - Vintages - Product availability in system - Suppliers |
| | Cheryl Taylor ctaylor@mlcc.mb.ca | 478-4722 | <ul style="list-style-type: none"> - Agent/Product relationships - Carrier/Product relationships - Label Issues - UPC/SCC codes |
| General Administration Assistance | Sylvie Rupp srupp@mlcc.mb.ca | 474-5540 | <ul style="list-style-type: none"> - Product availability in system - Copies or e-mail of bulletins and LTO, as required - Retail prices - Product descriptions - Special functions for Consuls |

The above employees will either supply you with the information you require or will transfer you to the appropriate person for more detailed information.



PURCHASING DEPARTMENT CONTACTS

Managers in the various areas of the Purchasing Department are as follows:

| | | | |
|------------------|---------------------------------------|----------|--|
| Tracy Crawford | Director, Purchasing | 474-5512 | tcrawford@mlcc.mb.ca |
| Alun Bowness | Manager, Specialty Purchasing | 474-5552 | abowness@mlcc.mb.ca |
| Grant Boak | Manager, Purchasing | 474-5674 | gboak@mlcc.mb.ca |
| Karen Smith | Manager, Purchasing Administration | 474-5554 | ksmith@mlcc.mb.ca |
| Andrea Montanino | Manager, Category Management | 478-4720 | amontanino@mlcc.mb.ca |

Other MLCC Department Contacts

Quality Control

Supervisor – Rod Paskaruk (204) 474-5548 rpaskaruk@mlcc.mb.ca

Distribution Centre

Manager - Steve Hilton (204) 474-5620 shilton@mlcc.mb.ca

Supervisor - Chris Calvert (204) 474-5683 ccalvert@mlcc.mb.ca

Main Order Office

Foreman - Bill Batenchuk (204) 474-5502 bbatenchuk@mlcc.mb.ca

Accounting & Finance

CFO – Ingrid Loewen (204) 474-5533 iloewen@mlcc.mb.ca

Manager General Accounting -
Elaine Chartier (204) 474-5514 echartier@mlcc.mb.ca

President's Office

President & CEO – Ken Hildahl (204) 474-5510 khildahl@mlcc.mb.ca

Manager Communications - Diana Soroka (204) 474-5631 dsoroka@mlcc.mb.ca

Retail Sales

| | | |
|--|----------------|--|
| Acting Director Retail Sales – Al Roney | (204) 474-5560 | aroney@mlcc.mb.ca |
| Manager, Research & Analysis - Mark Dewart | (204) 474-5541 | mdewart@mlcc.mb.ca |
| Manager, Marketing - Steve McConnell | (204) 474-5565 | smcconnell@mlcc.mb.ca |

Licensing and Permits

| | | |
|--|----------------|--|
| Director Licensing and Permits – Winston Yee | (204) 474-5580 | wyee@mlcc.mb.ca |
| Manager, Licensing and Permits – Sandra Currie | (204) 474-5612 | scurrie@mlcc.mb.ca |
| Licensing Clerk – Natalie Turner | (204) 474-5609 | nturner@mlcc.mb.ca |