

# PRICING & LISTING INFORMATION

**EFFECTIVE: October 3, 2011**  
**(Subject to change without notice)**



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## **MLCC PROCESS FOR LISTING SPIRITS, WINES, MLCC DISTRIBUTED BEER, AND REFRESHMENT BEVERAGES**

### ***Getting products listed:***

The MLCC holds reviews on a regular basis to consider new products for listing.

To list new products, applications are to be submitted by the end of the month, for categories being reviewed the following month. Please refer to the monthly category review schedule on the following page. For example if you are submitting a wine listing from Argentina you would need to submit your listing application by Dec 31, 2010 for the January review, April 30<sup>th</sup>, 2011, for the May review, or August 31<sup>st</sup>, 2011 for the September review.

Listing application forms can be found on the MLCC's Corporate Website: <http://www.mlcc.mb.ca/e/home-en>

Send applications for General and Specialty Listings electronically to [purchasing@mlcc.mb.ca](mailto:purchasing@mlcc.mb.ca). Listing applications received, that are not fully completed, will not be reviewed.

We require two samples for wine, beer and refreshment beverages submissions and one sample for spirit submissions. Samples are to be submitted by the 7<sup>th</sup> day of the month it is being reviewed.

**LISTING REVIEW SCHEDULE JANUARY, THROUGH TO DECEMBER, 2011**

<b>Wine</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Argentina	X				X				X			
Australia			X				X				X	
Canada - Blended and Bottled			X				X				X	
Canada - Icewine			X								X	
Canada - VQA			X				X				X	
Champagne and Sparkling Wine		X				X				X		
Chile	X				X				X			
Fortified Wine	X				X							
France		X				X				X		
Fruit & Flavoured Wine			X								X	
Germany			X				X				X	
Greece	X				X							
Italy		X				X				X		
Kosher Wine		X				X						
Misc Countries		X				X						
New Zealand		X				X						
Organic/Fair Trade Wine		X				X						
Portugal	X				X							
Sake		X				X						
South Africa	X				X				X			
Spain	X				X							
USA			X				X				X	
<b>Spirits</b>												
Brandy				X								X
Gin				X								X
Liqueur				X				X				X
Misc Spirits				X								X
Rum				X				X				X
Tequila				X								X
Vodka				X				X				X
Whisky/ey				X				X				X
<b>MLCC Distributed Beer</b>												
MLCC Distributed Beer	X					X				X		
<b>Refreshment Beverages</b>												
Refreshment Beverages												X

\*These review month dates are subject to change without notification.

\*We reserve the right to list outside the Listing Review Schedule.

## MLCC PROCESS FOR DE-LISTING

### ***Spirits, Wines and MLCC Distributed Beer:***

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. For a list of segments by category please refer to the “Liquor Segments” page.

Other product considerations may be given when reviewing product performance including such things as size format offering, brand family performance, flavour profile, product uniqueness, country of origin, region, etc. Consideration is also given to things such as overall marketing participation, marketing dollars spent, out of stock occurrences, out of stock durations, Liquor Mart penetration, and Liquor Mart removals.

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 listed Wines and Spirits there is the opportunity to appeal the de-listing. There is no appeal process for general listed MLCC Distributed Beer.
- 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, brand family performance, 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.

### ***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.

\*We reserve the right to Delist outside of the MLCC Process for De-listing.



## 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 21<sup>st</sup>, 2011
- 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 23<sup>rd</sup>, 2011
- 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 September 26<sup>th</sup>, 2011
- 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 may be sent out during the months of January/February, June/July, and or October/November.

\*We reserve the right to change these dates without notification.

## **WINE SAMPLE SHIPMENTS—Agent/Marketing Representative Pick-Up**

Agents, Representatives and Specialty Wine Stores are allowed to receive samples of wine only. Two bottles per non-listed product are considered samples. Sample shipments are subject to minimum mark-ups and taxes. Any amount exceeding this quantity is subject to full mark-ups and taxes. Also, samples sent of currently listed products will be subject to full mark-ups and taxes.

All sample shipments to be picked up from MLCC are subject to a customs clearance (brokerage) fee. Effective July 1, 2011, the fee will be \$35.00. Effective January 1, 2012, the fee will be \$50.00.

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.

Product is not for the personal use of agents, marketing representatives or Specialty Wine Stores.

Sample shipments are not to be sent to MLCC if the product is destined for other liquor boards.

As MLCC is responsible for reporting to Canada Border Services Agency, MLCC will no longer accept nominal values on samples.

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

The following conditions must be met:

- 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 R3T 1L9

Attention: Customs Clerk

- 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.
- Include a detailed pro-forma invoice with the shipment showing the consignee name, address, phone number and breakdown of contents including size of bottle and alcohol percentage and actual value.

Please note the following:

If paperwork is not submitted completely or accurately, the shipment will not be cleared until complete information is received. It is the responsibility of the Agent/Rep to provide this info.

If reasonable value for the goods is not indicated on the invoice accompanying the shipment, the shipment will not be released. If required, MLCC will determine the value of the shipment via internet search. Additional fees may apply if extensive internet searches are required.

Samples or promotional items sent with MLCC container shipments are not acceptable and will not be released to the agent/marketing representative.

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.

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 Clerks are not responsible for tracking sample shipments. The Agent/Rep/Wine Store is responsible to track their sample 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 \$2.50 per bottle will be assessed.

***There is no change to the procedures for samples sent for MLCC listing consideration (samples to stay with MLCC – ie. not for agent pick up)***

## **SPECIAL FEDERAL REQUIREMENTS FOR IMPORTATION OF JAPANESE FOOD AND FEED PRODUCTS, INCLUDING INGREDIENTS**

The Canadian Food Inspection Agency (CFIA), in coordination with other government and international partners, is constantly assessing the ongoing nuclear crisis in Japan as it evolves and taking appropriate actions as necessary to protect Canada's food system.

The CFIA has implemented enhanced import controls on all food and animal feed products from areas in Japan affected by the ongoing nuclear crisis. These products will not be allowed entry into the Canadian food and feed systems without acceptable documentation or test results verifying their safety.

Effective immediately, the MLCC requires an Attestation completed by the supplier and sent to the MLCC prior to any samples or listed/unlisted product arriving into Canada. The Attestation form is a declaration that explains where the product was made before/after the devastation. This form must be completed for every purchase order issued or sample shipment sent to the MLCC. The buyer will place a Special Instruction message on each PO requesting this document be sent to them.

The Attestation form can be found on the CFIA website ([www.inspection.gc.ca](http://www.inspection.gc.ca)), by searching on Attestation.

Also, please pay careful attention to the Country of Origin when completing the Product Information Form (PIF) for new products. Incorrect Country of Origin information will result in delays with importations or rejections from CFIA or Canada Customs.

## **PRODUCT INFORMATION**

### **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) 983-8907  
Fax: (204) 984-6008  
Email: [cheryl.melo@inspection.gc.ca](mailto:cheryl.melo@inspection.gc.ca)

Attention: Cheryl Melo, Manufactured Food Specialist

## **LABEL REQUIREMENTS**

### **LABELING OF ALCOHOLIC BEVERAGES**

The following is a summary of the basic label requirements for all products:

#### **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/importé 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 number)
  - = Required only if manufacturer chooses not to (Formerly CSPC 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.)

## **PRICING INFORMATION**

### **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 and MLCC Distributed Beer 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.**

# MANITOBA LIQUOR CONTROL COMMISSION MARK-UPS EFFECTIVE: April 4, 2011

(Sales Through Stores & Liquor Vendors)

	Size/ml	% Mark-Up	Per Package	Per Package	Package	Commercial Consideration	
			Minimum Markup	Surcharge	Equalization	Per Package	U.S.
			\$	\$	\$	\$	\$
<b><u>Spirits</u></b>							
	50	153	1.0724	0.0238	0.2000	0.022	0.0195
	200	153	3.7014	0.0953	0.3000	0.089	0.078
	375	153	6.8001	0.1787	0.4000	0.166	0.1462
	750	153	12.3728	0.3575		0.332	0.2925
	1000	153	15.3014	0.4767		0.443	0.39
	1140	153	18.262	0.5434	0.2500	0.505	0.4446
	1750	153	27.6312	0.8342	0.3000	0.775	0.6825
	3000	153	45.3491	1.4301		1.329	1.17
	3750	153	55.3624	1.7876		1.661	1.4625
<b><u>Liqueurs</u></b>							
	50	153	1.0724	0.0238	0.2000	0.013	0.0045
	200	153	3.7014	0.0953	0.3000	0.052	0.018
	375	153	6.8001	0.1787	0.4000	0.097	0.0337
	750	153	12.3728	0.3575		0.194	0.0675
	1000	153	15.3014	0.4767		0.259	0.09
	1140	153	18.262	0.5434	0.2500	0.295	0.1026
	1750	153	27.6312	0.8342	0.3000	0.453	0.1575
<b><u>Wines (Still, Fortified &amp; Effervescent)</u></b>							
	50	95	0.2224	0.085		0.01	0.0174
	100	95	0.3207	0.1701		0.02	0.0349
	200	95	0.8929	0.3402		0.041	0.0698
	250	95	1.1145	0.4252		0.051	0.0872
	375	95	1.6715	0.6378		0.077	0.1308
	500	95	2.2307	0.8505		0.102	0.1745
	750	95	2.809	1.2757	0.2500	0.153	0.2617
	1000	95	3.215	1.701	0.2500	0.204	0.349
	1500	95	4.6748	2.5515	0.5800	0.306	0.5235
	2000	95	6.0299	3.402	0.6500	0.408	0.698
	3000	95	8.7504	5.103	0.7000	0.612	1.047
	4000	95	10.7967	6.804	1.1700	0.816	1.396
	10000	95	23.2422	17.01		2.04	3.49
	16000	95	37.7091	27.216	5.6900	3.264	5.584
	18000	95	42.4229	30.618	6.4000	3.672	6.282
<b><u>Refreshment Beverages</u></b>							
(Coolers, Ciders & Ready-to Drink	330	95	0.9057	0.2746	0.0500	0.122	0.392
6 to 15 alc/vol.)	341	95	0.9356	0.2837	0.0500	0.126	0.4051
	355	95	0.9743	0.2954	0.0500	0.131	0.4217
	375	95	1.0295	0.3120	0.0500	0.138	0.4455
	750	95	1.985	0.6240	0.1100	0.277	0.891
	1000	95	2.6466	0.8320	0.1400	0.369	1.188
	1140	95	3.0171	0.9485	0.1600	0.421	1.3543
	1364 (4/341)	95	3.2453	1.1348	0.2000	0.503	1.6204
	1750	95	3.5571	1.4560	0.2500	0.646	2.079
	2000	95	3.6591	1.6640	0.2800	0.738	2.376
	2046 (6/341)	95	4.1535	1.7023	0.3000	0.755	2.4306

**MANITOBA LIQUOR CONTROL COMMISSION MARKUPS EFFECTIVE: April 4, 2011**

**(Sales Through Stores & Liquor Vendors)**

Size/ml	% Mark-Up	Per Package Minimum	Per Package	Package	Commercial Consideration Per Package	
		Markup	Surcharge	Equalization	U.S.	Other
		\$	\$	\$	\$	\$
<b><u>Beer (Bottles-Singles) (All sizes)</u></b>						
1000	75	1.9100	0.213		0.512	0.512
<b><u>Beer (Bottles-Packages)</u></b>						
2046 (6/341)	75	3.4200	0.4358		1.048	1.0475
4092 (12/341)	75	6.5800	0.8716		2.095	2.0951
6138 (18/341)	75	9.8900	1.3074		3.143	3.1426
8184 (24/341)	75	13.1800	1.7432	0.3600	4.19	4.1902
<b><u>Beer (Cans-Singles &amp; Packages)</u></b>						
1000	75	1.9100	0.213		0.512	0.512
5325 (15/355)	75	8.5700	1.1342	0.1400	2.726	2.7264
<b><u>Beer (P.E.T.-Singles &amp; Packages)</u></b>						
1000	75	1.9100	0.213		0.512	0.512
<b><u>Beer (Kegs-All Sizes) Licensee Only</u></b>						
1000	75	1.2300	0.213		0.512	0.512

**NOTES**

- Calculations of Per Package Surcharge for each category are done on a per litre basis but have been listed for each size.
- Calculations of Package Equalization for each category are done on a per package basis unique to each size in the category.
- 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 beer distributed out of MLCC Warehouse.
- 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 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.
- 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.
- 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.

## 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		4.68 cents		
Exceeding 13.7% but not 14.9% <2 LTR	LTR	(AU/NZ 2.75 cents)	Free	\$ 0.62
> 2 LTR		Free		
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	LTR	1.87 cents	Free	\$ 0.295
> 2 LTR		Free		
Exceeding 7% but not 13.7% <2 LTR	LTR	1.87 cents	Free	\$ 0.62
> 2 LTR		Free		
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:***

Sylvia Funk  
 Phone: (204) 474-5538  
 Fax: (204) 475-7686  
[sfunk@mlcc.mb.ca](mailto:sfunk@mlcc.mb.ca)

Crystal Reid  
 Phone: (204) 474-5697  
 Fax: (204) 475-7686  
[creid@mlcc.mb.ca](mailto:creid@mlcc.mb.ca)

## 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 October 3, 2011

COUNTRY	CURRENCY	RATE IN CANADIAN \$ FOR PRICING PURPOSES
Australia	Dollar	\$1.04*
United Kingdom	Pound	\$1.58*
United States	Dollar	\$0.97*
European Community	Euro	\$1.39*
New Zealand	Dollar	\$0.82

\* No change

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

**STANDARD DOMESTIC FREIGHT ZONES**  
(Subject to change without notice)

ZONES	DESCRIPTION	SUPPLIER AND/OR CITY
Alberta Zone 1	EDMONTON / ST. ALBERT	St.Albert, Edmonton
Alberta Zone 2	CALGARY	Calgary, High River
Alberta Zone 3	LETHBRIDGE	Lethbridge
B.C. Zone 1	B.C. MISC. - SUMAC, OKANAGAN CONSOLIDATION	Kelowna, Naramata, Okanagan, Oliver, Penticton, Summerland, Vernon
B.C. Zone 2	OLIVER - VINCOR	Vincor; Oliver
B.C. Zone 3	VANCOUVER - BCLDB, MISCELLANEOUS	Vancouver, Delta, Richmond
B.C. Zone 4	VANCOUVER - MARK ANTHONY	Mark Anthony; Delta
Quebec Zone 1	MONTREAL / DORVAL / LA SALLE	Diageo; Montreal, Pointe Claire
Quebec Zone 2	MONTREAL / WINE TOTES	Maison des Futailles
Quebec Zone 3	MONTREAL - SAQ	SAQ; Montreal, Boucherville, Cowansville, St. Alexis, St. Laurent
Quebec Zone 4	VALLEYFIELD	Diageo; Valleyfield
Ontario Zone 1	BRAMPTON - BACARDI	Bacardi; Brampton
Ontario Zone 2	HAMILTON / NIAGARA	Niagara, Beamsville, Concord, Harrow, Hillier, Jordon, Kingsville, Kitchener, Noti, St. Catherines, St. Davids, Vaughn, Vineland, Waterloo, Woodbridge
Ontario Zone 3	TORONTO / MISSISSAUGA - VINCOR	Toronto, Mississauga, Durham, Guelph, Oakville, Oshawa, Scarborough, Stoney Creek, Thornhill, Whitby
Ontario Zone 4	WINDSOR / WALKERVILLE	Walkerville, Windsor, Amhertsburg, Richmond Hill, Tecumseh
Ontario Zone 5	WINONA / GRIMSBY	Kittling Ridge; Grimsby
Ontario Zone 6	ONTARIO MISC	Orangeville, Ontario Misc.



## STANDARD DOMESTIC FREIGHT RATES

*Effective: October 3, 2011*  
**(Subject to change without notice)**

ZONES	F.O.B. POINT	RATE PER LITRE
Quebec Zone 1	MONTREAL / POINTE CLAIRE	\$0.35
Quebec Zone 2	MONTREAL / WINE TOTES	\$0.20*
Quebec Zone 3	MONTREAL – SAQ & MISC.	\$0.63*
Quebec Zone 4	VALLEYFIELD	\$0.25*
Ontario Zone 1	BRAMPTON - BACARDI	\$0.20
Ontario Zone 2	HAMILTON / NIAGARA	\$0.44
Ontario Zone 3	TORONTO / MISSISSAUGA - VINCOR	\$0.24
Ontario Zone 4	WINDSOR / WALKERVILLE	\$0.31
Ontario Zone 5	WINONA / GRIMSBY	\$0.40*
Ontario Zone 6	ONTARIO MISC	\$0.36*
Alberta Zone 1	EDMONTON / ST. ALBERT	\$0.13*
Alberta Zone 2	CALGARY	\$0.15
Alberta Zone 3	LETHBRIDGE	\$0.34*
B.C. Zone 1	B.C. MISC. - SUMAC, OKANAGAN CONSOLIDATION	\$0.83*
B.C. Zone 2	OLIVER - VINCOR	\$0.18*
B.C. Zone 3	VANCOUVER - BCLDB, MISCELLANEOUS	\$0.21
B.C. Zone 4	VANCOUVER - MARK ANTHONY	\$0.21

**\* 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

### UNITED STATES

*Effective: October 3, 2011*

LOCATION	RATE PER LITRE FOR PRICING PURPOSES
ARKANSAS - Fort Smith	\$0.35
CALIFORNIA - Modesto - Gallo	\$0.39
CALIFORNIA – Napa & Consolidation	\$0.52
ILLINOIS	\$0.18*
INDIANA	\$0.66
KENTUCKY	\$0.56*
MAINE	\$0.45
MARYLAND	\$0.92
MINNESOTA	\$0.15*
NEW JERSEY	\$0.87*
NEW YORK	\$0.40
OHIO	\$0.61*
TENNESSEE	\$0.44*
WISCONSIN	\$0.71*

\* **No Change**

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

- Florida - Miami
- South Dakota
- Washington
- Any New Locations

**NOTE: Rates are subject to change without notice**





## IMPORT FREIGHT RATES PER LITRE

*Effective: October 3, 2011*

COUNTRY	RATE PER LITRE FOR PRICING PURPOSES	COUNTRY	RATE PER LITRE FOR PRICING PURPOSES
Argentina - FOB, FCA	\$0.98*	Italy	\$0.87*
Australia - FCA Adelaide and Melbourne & FOB	\$0.69	Jamaica FOB	\$0.72*
Australia FCA - Sydney & Perth	\$0.85	Netherlands	\$0.53
Australia - Exworks	\$1.09	New Zealand FCA	\$0.83*
Austria	\$3.00	Poland	\$1.34
Belgium	\$0.82*	Portugal FOB & FCA	\$0.65*
Chile FOB & FCA	\$0.70*	Portugal - Exworks & Islands	\$1.16
Czech Republic	\$2.10*	Slovenia/Slovakia	\$2.40*
Denmark	\$1.40*	South Africa – FCA & FOB	\$0.90
France	\$0.99*	Spain - FCA Barcelona & FOB	\$0.76
Germany - FCA & FOB	\$0.42	Spain - Exworks	\$1.05
Germany - Exworks	\$0.75	Sweden FOB	\$0.54
Greece – FCA, FOB & Exworks	\$1.62*	Sweden – Exworks	1.50*
Hungary	\$2.28	United Kingdom – FCA & FOB	\$0.55
Ireland – FOB, FCA, & Exworks	\$0.69	United Kingdom -Exworks	\$0.88
Israel – Exworks	\$0.70	Uruguay (thru Chile)	\$1.50

**\* No change**

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

- Switzerland
- Any New Locations

**Note: Rates subject to change without notice.**

## 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. Each supplier ship point should be submitted on separate forms.

## 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 inventories 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 2011/2012**  
*(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 19, 2010	January 10, 2011	January 3, 2011
December 17, 2010 (Competitive Price Matching Only)	February 7, 2011	January 31, 2011
-	No Price Change for March 2011	-
February 18, 2011	April 4, 2011	March 28, 2011
March 25, 2011 (Competitive Price Matching Only)	May 9, 2011	May 2, 2011
-	No Price Change for June 2011	-
May 13, 2011	July 4, 2011	June 27, 2011
June 17, 2011 (Competitive Price Matching Only)	August 8, 2011	August 1, 2011
-	No Price Change for September 2011	-
August 12, 2011	October 3, 2011	September 26, 2011
September 23, 2011 (Competitive Price Matching Only)	November 7, 2011	October 31, 2011
-	No Price Change for December 2011	-
November 10, 2011	January 9, 2012	January 2, 2012
December 16, 2011 (Competitive Price Matching Only)	February 6, 2012	January 30, 2012
-	No Price Change for March 2012	-

**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.

## PRIVATE BEER PRICE CHANGE SCHEDULE

2011-2012

Submission Date for Price Change	Effective Date for Price Change*
December 17, 2010	January 10, 2011
January 14, 2011	February 7, 2011
February 11, 2011	March 7, 2011
March 11, 2011	April 4, 2011
April 15, 2011	May 9, 2011
May 13, 2011	June 6, 2011
June 10, 2011	July 4, 2011
July 15, 2011	August 8, 2011
August 12, 2011	September 5, 2011
September 9, 2011	October 3, 2011
October 14, 2011	November 7, 2011
November 10, 2011	December 5, 2011
December 16, 2011	January 9, 2012
January 13, 2012	February 6, 2012
February 10, 2012	March 5, 2012

\* 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)**

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

<b>Purchasing Price</b> (Invoice Cost)	3.7503
+ Freight	0.3525
= Duty Paid Unit Cost	<b>\$ 4.1028</b>

<b>Duty Paid Unit Cost</b>	4.1028
+ Liquor Control Commission Mark-up (95%)	3.8976
+ Surcharge	1.2757
+ Package Equalization	0.2500
= Shelf Price Before Rounding	<b>\$ 9.5261</b>

<b>Rounded</b> (Shelf Price)	\$9.54
Plus G.S.T. 5%	.48
Plus P.S.T. 7%	<u>.67</u>
= <b>Total Cost</b>	<b>\$ 10.68</b>

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

**SAMPLE RETAIL PRICE CALCULATION**  
**TABLE WINE (750ml - 12 % alc/vol) FROM FRANCE**

---

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

<b>Purchasing Price</b> (Invoice Cost-Canadian)	3.0625
+ Freight	0.7425
+ Customs Duty (if applicable)	0.014
+ Excise Tax	0.4650
= Duty Paid Unit Cost	<b>\$ 4.284</b>
<b>Duty Paid Unit Cost</b>	4.2684
+ Liquor Control Commission Mark-up (95%)	4.0698
+ Surcharge	1.2757
+ Package Equalization	0.2500
+ Commercial Consideration	0.2617
= Shelf Price Before Rounding	<b>\$ 10.1412</b>
<b>Rounded</b> (Shelf Price)	\$ 10.14
Plus G.S.T. 5%	.51
Plus P.S.T. 7%	.71
= <b>Total Cost</b>	<b>\$11.36</b>

**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)**

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

<b>Purchasing Price</b> (Invoice Cost)	5.9214
+ Freight	0.1875
+ Excise Duty	3.3198
= Duty Paid Unit Cost	<b>\$9.4287</b>
<b>Duty Paid Unit Cost</b>	9.4287
+ Liquor Control Commission Mark-up (153%)	14.4259
+ Surcharge	0.3575
= Shelf Price Before Rounding	<b>\$24.2121</b>
<b>Rounded</b> (Shelf Price)	\$24.21
Plus G.S.T. 5%	1.21
Plus P.S.T. 7%	1.69
<b>Total Cost</b>	<hr/> <b>\$ 27.11</b>

**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.**

<b>Purchasing Price</b> (Invoice Cost)	5.0000
+ Freight	0.3900
+ Customs Duty (if applicable)	0.0000
+ Excise Duty	3.5088
= Duty Paid Unit Cost	<b>\$ 8.8988</b>

<b>Duty Paid Unit Cost</b>	8.8988
+ Liquor Control Commission Mark-up (153%)	13.6151
+ Surcharge	0.3575
+ Commercial Consideration (if applicable)	0.2925
= Shelf Price Before Rounding	<b>23.1639</b>

<b>Rounded</b> (Shelf Price)	\$23.16
Plus G.S.T. 5%	1.16
Plus P.S.T. 7%	1.62
= <b>Total Cost</b>	<b>\$ 25.94</b>

**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>
<b>Purchasing Price</b> (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	<b>0.8524</b>	
<b>Duty Paid Unit Cost</b>	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	<b>1.7167</b>	<b>1.495</b>
<b>Rounded</b> (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>
= <b>Total Cost</b>	<b>2.03</b>	<b>1.68</b>

**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
	4.92
Gross Price to Brewers	<b>4.92</b>
+	
To MLCC	
+ Markup approx. 49%	2.42
(due to rounding)	
+ Surcharge	0.25
+ Equalization (certain package sizes only)	
+ Handling Fee	0.07
	7.66
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
	10.05
Price (including taxes)	10.05
+ Refundable Deposit	0.60
	10.65
Final Price to Public	10.65
Litre Equivalents	2.046

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

## 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	\$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](mailto:rpaskaruk@mlcc.mb.ca).

**Note: Rates are subject to change without notice.**

## DISTRIBUTION CENTRE CHARGES FOR RE-PILING AND RE-LABELLING CASES

Effective January 5, 2009, the chargeback structure for re-piling and re-labeling 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](mailto:ccalvert@mlcc.mb.ca).

**Note: Rates subject to change without notice.**

## PURCHASING DEPARTMENT CONTACTS

	<b>Contact</b>	<b>Phone #</b>	<b>Information Re:</b>
<b>Buyers</b>			
Senior Buyer, Domestic Brands	Melody Fraser <a href="mailto:mfraser@mlcc.mb.ca">mfraser@mlcc.mb.ca</a>	474-5650	- Out of stocks - Expected arrival dates
Senior Buyer, Import Brands	Jeff Wiebe <a href="mailto:jwiebe@mlcc.mb.ca">jwiebe@mlcc.mb.ca</a>	474-5537	As above
Senior Buyer, US & Small Dom Brands	Michelle Hawkes <a href="mailto:mabderson@mlcc.mb.ca">mabderson@mlcc.mb.ca</a>	474-5681	As above
<b>Pricing</b>			
	Diana Bonkoski <a href="mailto:dbonkoski@mlcc.mb.ca">dbonkoski@mlcc.mb.ca</a>	474-5547	- Pricing issues - Product availability by customer (System-related) - P.O.S. dates, etc.
	Michele Kotak <a href="mailto:mkotak@mlcc.mb.ca">mkotak@mlcc.mb.ca</a>	474-5693	As above and Private Beer Pricing
	Nadine Meilleur <a href="mailto:nmeilleur@mlcc.mb.ca">nmeilleur@mlcc.mb.ca</a>	474-5542	As above.
<b>Customs &amp; Excise</b>			
	Crystal Reid <a href="mailto:creid@mlcc.mb.ca">creid@mlcc.mb.ca</a>	474-5697	- Samples - Customs & Excise
	Sylvia Funk <a href="mailto:sfunk@mlcc.mb.ca">sfunk@mlcc.mb.ca</a>	474-5538	As above
<b>Special Orders</b>	Linda Dunn <a href="mailto:ldunn@mlcc.mb.ca">ldunn@mlcc.mb.ca</a>	474-5544	- Customer special orders
<b>Specialty Wine Stores</b>			
	Ronilee Demann <a href="mailto:rdemann@mlcc.mb.ca">rdemann@mlcc.mb.ca</a>	474-5545	- Specialty Wine Store Orders - Related SWS information
	Kristin Appler <a href="mailto:kappler@mlcc.mb.ca">kappler@mlcc.mb.ca</a>	474-5546	As above
<b>Product Knowledge &amp; Education</b>	Wedge Ritche <a href="mailto:writche@mlcc.mb.ca">writche@mlcc.mb.ca</a>	474-5553	- Product knowledge, i.e. Suitability of product, ingredients - Tastings & Taste Panels - Basic Wine Course, Higher Certificate Course

## PURCHASING DEPARTMENT CONTACTS, continued

	<i>Contact</i>	<i>Phone #</i>	<i>Information Re:</i>
<b>Specialty Products</b>	Erin Dale <a href="mailto:edale@mlcc.mb.ca">edale@mlcc.mb.ca</a>	474-5550	<ul style="list-style-type: none"> <li>- General and Specialty Listing Committee contact</li> <li>- Specialty Out of Stocks</li> <li>- Expected Arrival Dates</li> <li>- Tastings and Taste Panels</li> </ul>
<b>Product Education Assistant</b>	Bertha Sumner <a href="mailto:bsumner@mlcc.mb.ca">bsumner@mlcc.mb.ca</a>	474-5646	<ul style="list-style-type: none"> <li>- Register public for courses</li> <li>- Assist Specialty Clerks &amp; Prod. Amb.</li> </ul>
<b>Product Ambassadors</b>	Carol Herntier <a href="mailto:cherntier@mlcc.mb.ca">cherntier@mlcc.mb.ca</a>		Sheila Nash <a href="mailto:snash@mlcc.mb.ca">snash@mlcc.mb.ca</a>
	Jamie Jette <a href="mailto:jjette@mlcc.mb.ca">jjette@mlcc.mb.ca</a>		Steve Moran <a href="mailto:smoran@mlcc.mb.ca">smoran@mlcc.mb.ca</a>
	Gary Dawyduk <a href="mailto:gdawyduk@mlcc.mb.ca">gdawyduk@mlcc.mb.ca</a>		
<b>Traffic / Transportation</b>	Ann Wind <a href="mailto:awind@mlcc.mb.ca">awind@mlcc.mb.ca</a>	474-5536	<ul style="list-style-type: none"> <li>- Import Shipments</li> <li>- Order Schedule</li> <li>- Incoterms</li> </ul>
	Melanee Krause <a href="mailto:mkrause@mlcc.mb.ca">mkrause@mlcc.mb.ca</a>	474-5539	<ul style="list-style-type: none"> <li>- Domestic &amp; U.S. Shipments</li> </ul>
<b>Brand Numbers, Agents, Carriers, Label Issues</b>	Irene Williams <a href="mailto:iwilliams@mlcc.mb.ca">iwilliams@mlcc.mb.ca</a>	474-5649	<ul style="list-style-type: none"> <li>- Brand #s, Brand set-ups</li> <li>- Vintages</li> <li>- Product availability in system</li> <li>- Suppliers</li> <li>- UPC/SCC codes</li> </ul>
	Lisa Morrissette <a href="mailto:lmorrissette@mlcc.mb.ca">lmorrissette@mlcc.mb.ca</a>	478-4722	
<b>General Administration Assistance</b>	Rachel Andrushuk <a href="mailto:randrushuk@mlcc.mb.ca">randrushuk@mlcc.mb.ca</a>	474-5540	<ul style="list-style-type: none"> <li>- Product availability in system</li> <li>- Copies or e-mail of bulletins and LTO, as required</li> <li>- Retail prices</li> <li>- Product descriptions</li> <li>- Special functions for Consuls</li> </ul>

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 & Logistics	474-5512	<a href="mailto:tcrawford@mlcc.mb.ca">tcrawford@mlcc.mb.ca</a>
Alun Bowness	Manager, Specialty Purchasing	474-5552	<a href="mailto:abowness@mlcc.mb.ca">abowness@mlcc.mb.ca</a>
Grant Boak	Manager, Purchasing	474-5674	<a href="mailto:gboak@mlcc.mb.ca">gboak@mlcc.mb.ca</a>
Karen Smith	Manager, Purchasing Administration	474-5554	<a href="mailto:ksmith@mlcc.mb.ca">ksmith@mlcc.mb.ca</a>
Andrea Montanino	Manager, Category Management	478-4720	<a href="mailto:amontanino@mlcc.mb.ca">amontanino@mlcc.mb.ca</a>
Susan Taylor	Manager, Category Management	474-5860	<a href="mailto:staylor@mlcc.mb.ca">staylor@mlcc.mb.ca</a>

### Other MLCC Department Contacts

#### Quality Control

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

#### Distribution Centre

Acting Manager - Chris Calvert (204) 474-5620 [ccalvert@mlcc.mb.ca](mailto:ccalvert@mlcc.mb.ca)

Acting Supervisor – Steve Perkins (204) 474-5683 [sperkins@mlcc.mb.ca](mailto:sperkins@mlcc.mb.ca)

#### Main Order Office

(204) 474-5500

#### Accounting & Finance

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

Manager General Accounting - Chris Dale (204) 474-5514 [cdale@mlcc.mb.ca](mailto:cdale@mlcc.mb.ca)

#### President's Office

Acting President & CEO – Roman Zubach (204) 474-5510 [rzubach@mlcc.mb.ca](mailto:rzubach@mlcc.mb.ca)

Director Communications - Diana Soroka (204) 474-5631 [dsoroka@mlcc.mb.ca](mailto:dsoroka@mlcc.mb.ca)

**Retail Sales**

Director Retail Sales – Al Roney	(204) 474-5560	<a href="mailto:aroney@mlcc.mb.ca">aroney@mlcc.mb.ca</a>
Manager, Research & Analysis - Mark Dewart	(204) 474-5541	<a href="mailto:mdewart@mlcc.mb.ca">mdewart@mlcc.mb.ca</a>
Manager, Marketing - Steve McConnell	(204) 474-5565	<a href="mailto:smcconnell@mlcc.mb.ca">smcconnell@mlcc.mb.ca</a>

**Licensing and Permits**

Acting Director, Regulatory – Signy Shaw	(204) 474-5580	<a href="mailto:sshaw@mlcc.mb.ca">sshaw@mlcc.mb.ca</a>
Manager, Licensing and Permits – Sandra Currie	(204) 474-5612	<a href="mailto:scurrie@mlcc.mb.ca">scurrie@mlcc.mb.ca</a>
Licensing Clerk – Natalie Turner	(204) 474-5609	<a href="mailto:nturner@mlcc.mb.ca">nturner@mlcc.mb.ca</a>