

March 16, 2009

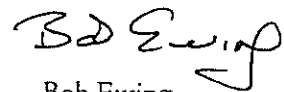
PRICE BULLETIN # 3895

TO: ALL STORE MANAGERS

Effective **Monday March 30, 2009** the retail price for the products on the attached list will be adjusted. Please ensure that the attached retails are implemented accordingly.

- **Shelf Labels are effective for the date April 6, 2009 (not March 30, 2009) and will include the changes stated in this Price Bulletin.** Shelf labels will be sent out to stores the week of March 30, 2009.

Note : Please immediately fax a copy of this Price Bulletin to any Agency Store you may service.



Bob Ewing
Manager
Pricing Administration

3895

March 30 DOM PC

To Be Effective March 30, 2009

REG									
LCBO		Size	Basic				New	Old	
No	Description	(ML)	Price	ORST	GST	Deposit	Price	Price	Diff.
307	SEAGRAMS V.O.	750	19.39	2.30	0.96	0.20	22.65	23.65	-1.00
471	SEAGRAMS V.O.	1,140	29.22	3.48	1.45	0.20	34.15	35.15	-1.00
1040	GORDONS GIN	750	20.92	2.49	1.04	0.20	24.45	24.75	-0.30
1487	CROWN ROYAL	750	23.91	2.85	1.19	0.20	27.95	28.45	-0.50
2030	SEAGRAMS V.O.	375	10.74	1.28	0.53	0.10	12.55	12.95	-0.40
3913	GORDONS GIN	375	11.34	1.35	0.56	0.10	13.25	13.45	-0.20
5132	SILENT SAM VODKA	750	19.39	2.30	0.96	0.20	22.65	24.45	-1.80
6635	BACARDI 1873	750	22.21	2.64	1.10	0.20	25.95	24.95	1.00
10108	CROWN ROYAL	1,140	35.29	4.21	1.75	0.20	41.25	41.45	-0.20
12989	SILENT SAM VODKA	1,140	29.22	3.48	1.45	0.20	34.15	35.75	-1.60
22327	JT PS PGRIG	1,500	16.23	1.92	0.80	0.20	18.95	18.45	0.50
22640	SILENT SAM VODKA	375	10.74	1.28	0.53	0.10	12.55	13.25	-0.70
26799	SMC CHRDR CRTN	1,000	8.96	1.05	0.44	0.20	10.45	9.95	0.50
26807	SMC MER CRTN	1,000	8.96	1.05	0.44	0.20	10.45	9.95	0.50
31930	SEAGRAMS V.O.	1,750	43.79	5.23	2.18	0.20	51.20	52.25	-1.05
34025	INN RIES RVS VQA	750	12.38	1.46	0.61	0.20	14.45	14.25	0.20
43596	BACARDI 1873	1,140	31.61	3.77	1.57	0.20	36.95	35.95	1.00
54189	VEX KIWIMANGO	1,000	5.11	0.59	0.25	0.20	5.95	5.50	0.45
68528	SMC BLUSH CSK	4,000	28.19	3.36	1.40	0.20	32.95	32.25	0.70
68536	SMC CHRDR CSK	4,000	31.61	3.77	1.57	0.20	36.95	36.25	0.70
68569	SMC MER CSK	4,000	33.32	3.97	1.66	0.20	38.95	38.25	0.70
83790	INN RIESLING VQA	750	10.67	1.26	0.52	0.20	12.45	12.25	0.20
84194	PI CHNB VDL	750	7.68	0.90	0.37	0.20	8.95	9.95	-1.00
136028	PI RIES DRY VQA	750	9.39	1.10	0.46	0.20	10.95	11.95	-1.00
193433	SILENT SAM VODKA	1,750	43.79	5.23	2.18	0.20	51.20	53.25	-2.05
219543	INN RIES LH VQA	750	11.10	1.31	0.54	0.20	12.95	12.55	0.40
222885	CROWN ROYAL PRW**	750	23.91	2.85	1.19	0.20	27.95	28.45	-0.50
222893	CROWN ROYAL PRW**	1,140	35.29	4.21	1.75	0.20	41.25	41.45	-0.20
238857	SILENT SAM***	1,140	29.22	3.48	1.45	0.20	34.15	35.75	-1.60
238865	SILENT SAM***	750	19.39	2.30	0.96	0.20	22.65	24.45	-1.80
271965	SMIRNOFF VODKA	200	6.80	0.81	0.34	0.10	7.95	8.15	-0.20
317768	INN CHRDR RES VQA	750	13.24	1.56	0.65	0.20	15.45	15.50	-0.05
328625	CROWN ROYAL***	750	23.91	2.85	1.19	0.20	27.95	28.45	-0.50
336230	BACARDI 1873***	750	22.21	2.64	1.10	0.20	25.95	24.95	1.00
347278	SEAGRAMS VO***	750	19.39	2.30	0.96	0.20	22.65	23.65	-1.00
347286	SEAGRAMS V.O.***	1,140	29.22	3.48	1.45	0.20	34.15	35.15	-1.00
348623	CROWN ROYAL***	1,140	35.29	4.21	1.75	0.20	41.25	41.45	-0.20
373191	SMC MER	1,500	14.51	1.72	0.72	0.20	16.95	15.95	1.00
384255	GORDONS GIN***	750	20.92	2.49	1.04	0.20	24.45	24.75	-0.30
473470	BACARDI 1873***	1,140	31.61	3.77	1.57	0.20	36.95	35.95	1.00
507319	SEAGRAMS V.O.***	1,750	43.79	5.23	2.18	0.20	51.20	52.25	-1.05
526228	JT PR MER VQA	750	11.52	1.36	0.57	0.20	13.45	13.25	0.20
526277	JT DRY REIS VQA	750	9.82	1.15	0.48	0.20	11.45	11.25	0.20
549139	JT PS RIES	1,500	15.37	1.82	0.76	0.20	17.95	16.95	1.00
560680	JT CABF/CABSV VQA	750	11.10	1.31	0.54	0.20	12.95	12.25	0.70
594069	JT PR MER VQA	1,500	22.21	2.64	1.10	0.20	25.95	24.95	1.00
614230	VEX STRWBRY PNAPL	1,000	5.11	0.59	0.25	0.20	5.95	5.50	0.45
614479	NAKED GR CAB/SAV	750	8.53	1.00	0.42	0.20	9.95	10.45	-0.50
621193	PI SAV/BLC	750	7.68	0.90	0.37	0.20	8.95	9.95	-1.00

Mar 12, 2009

Price Bulletin

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March 30 DOM PC

To Be Effective March 30, 2009

REG

LCBO		Size	Basic				New	Old	Diff.
No	Description	(ML)	Price	ORST	GST	Deposit	Price	Price	
627166	INN CAB/MER VQ	750	11.95	1.41	0.59	0.20	13.95	13.85	0.10
669390	INN PNOIR RSV VQA	750	15.80	1.87	0.78	0.20	18.45	18.25	0.20