

March 23, 2009

PRICE BULLETIN #3914

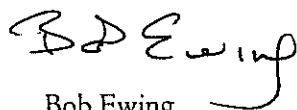
TO: ALL STORE MANAGERS

Effective **Monday March 30, 2009**, the retail price of the products listed will be adjusted.

NOTE:

- Shelf Labels and the Masterbrand List (Agency Stores only) for **April 6, 2009**, **DO NOT** include the brands and/or retails listed on this bulletin, please adjust them accordingly.
- CSPC#616169 Tuborg Green has been added to the LTO Period 1 Program. Please adjust the retail to \$10.95.

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



Bob Ewing
Manager
Pricing Administration

Price Adjustments
To Be Effective March 30, 2009

REG

LCBO No	Description	Size (ML)	Basic Price	ORST	GST	Deposit	New Price	Old Price	Diff.
54981	(V) VIDAL ICE MW	375	34.16	4.09	1.70	0.10	39.95	55.15	-15.20
65672	VODKA L'ECRIN*	700	34.17	4.08	1.70	0.20	39.95	40.15	-0.20
340497	(V)MER BERINGER	750	76.90	9.21	3.84	0.20	89.95	99.95	-10.00
615237	JAMES READY LIGHT	8,184	23.43	2.52	1.05	2.40	27.00	27.25	-0.25
615542	RED BARON 15-B	5,115	15.18	1.64	0.68	1.50	17.50	18.75	-1.25
616169	TUBORG GRN 6PK +	1,980	9.45	1.06	0.44	0.60	10.95	11.95	-1.00
616706	COLD FILTRD LT	8,184	23.64	2.55	1.06	2.40	27.25	27.00	0.25
684449	SLMN HNY LAG24P-B	8,184	29.84	3.29	1.37	2.40	34.50	38.50	-4.00
687103	WELLINGTON SPA 6B	2,046	9.91	1.12	0.47	0.60	11.50	11.75	-0.25
910018	SLMN.CR.ALE 24-B	8,184	29.84	3.29	1.37	2.40	34.50	38.50	-4.00
911412	MOOSEHEAD 24-B	8,184	30.22	3.34	1.39	2.40	34.95	38.95	-4.00
960468	(V)CAB/SHRZ BLACK	750	64.09	7.67	3.19	0.20	74.95	98.95	-24.00