

April 6, 2009

PRICE BULLETIN # 3940

TO: ALL STORE MANAGERS

Effective Monday April 13, 2009, the retail price of the products on this Price Bulletin will be adjusted.

Please be aware beginning **Period #2**, Stores will no longer be receiving full sets of shelf bin tags from *Pricing Administration*.

Efficiencies of printing only your store specific Price Bulletins plus the time saving of not having to separate unwanted tags have prompted this initiative.

We are in the process of having a website available for Period #2 so that if required stores could submit requests for the printing of full sets.

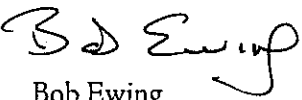
Agency stores will no longer receive full sets of shelf bin tags mailed directly; therefore, stores supplying Agencies are required to print tags for price changes at their location.

Note: Agency Stores requesting full sets must contact Marisa Kraus-Shields 416-864-6778.

If you have any questions please contact:

Retail POS Services and Support

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


Bob Ewing
Manager
Pricing Administration

Price Bulletin #3940
Effective Date: April 13, 2009

LCBO No	Description	Metric Size	Basic Selling	ORST	GST	Dep	New Retail	Old Retail	Diff.
27029	DOORLY'S XO RUM*	750	28.88	3.44	1.43	0.20	33.75	29.95	3.80
27623	MILL ST STOCK ALE	2,046	10.81	1.23	0.51	0.60	12.55	11.35	1.20
31104	MILL ST TANKHOUSE	2,046	10.81	1.23	0.51	0.60	12.55	12.35	0.20
31146	MILL ST COFFEE	2,046	10.81	1.23	0.51	0.60	12.55	12.35	0.20
45609	SBROOK CAB/MER/SH	750	12.81	1.51	0.63	0.20	14.95	15.05	-0.10
53710	MILL ST WIT	2,046	10.81	1.23	0.51	0.60	12.55	12.25	0.30
66001	ELDORADO SGL EHP*	750	85.46	10.23	4.26	0.20	99.95	100.45	-0.50
88468	04PONTETCANET#	750	101.74	12.18	5.08	0.20	119.00	125.00	-6.00
89250	DE LOACH CAB/SAV	750	12.81	1.51	0.63	0.20	14.95	15.05	-0.10
189795	05CAB SAUV PHELP	750	59.82	7.15	2.98	0.20	69.95	73.95	-4.00
356089	CONDE VAL CRIANZA	750	11.95	1.41	0.59	0.20	13.95	14.45	-0.50
599951	(V)ROSECELLARSEL	750	12.81	1.51	0.63	0.20	14.95	16.95	-2.00
611210	>(V)SHIRAZTHHYLAN	750	17.08	2.03	0.84	0.20	19.95	17.95	2.00
663617	04LAFONROCHET#	750	41.90	5.01	2.09	0.20	49.00	37.00	12.00
663757	04BEAUSEJ DUFFAU	750	54.73	6.54	2.73	0.20	64.00	68.45	-4.45
663823	04BELLEGRAVE	750	33.36	3.98	1.66	0.20	39.00	44.65	-5.65
663831	04BELLEGRAVE#	750	33.36	3.98	1.66	0.20	39.00	45.00	-6.00
664110	04BEAUREGARD	750	33.36	3.98	1.66	0.20	39.00	48.60	-9.60
669663	04MISSIONHTBRION#	750	166.70	19.98	8.32	0.20	195.00	149.00	46.00
669705	04MONTROSE	750	84.65	10.13	4.22	0.20	99.00	98.20	0.80
669721	04PICHONLALANDE#	750	110.29	13.21	5.50	0.20	129.00	119.00	10.00
669846	04PONTETCANET#	750	101.74	12.18	5.08	0.20	119.00	79.00	40.00
669879	04AIGUILHE#	750	32.50	3.88	1.62	0.20	38.00	45.00	-7.00
669945	04PICHONLALANDE#	750	110.29	13.21	5.50	0.20	129.00	145.00	-16.00
670745	04CANONLAGAFFEL#	750	81.23	9.72	4.05	0.20	95.00	94.20	0.80
670919	04D'AIGUILHE	750	32.50	3.88	1.62	0.20	38.00	38.70	-0.70
671370	04D'AIGUILHE	750	32.50	3.88	1.62	0.20	38.00	38.70	-0.70
671651	04MONTROSE	750	84.65	10.13	4.22	0.20	99.00	98.20	0.80
672089	04YQUEM#	375	166.68	19.99	8.33	0.10	195.00	187.40	7.60
697847	MOL. GET2GTHR 24C	8,520	34.96	3.91	1.63	2.40	40.50	38.00	2.50
990440	(V)CABSAUV SONOMA	750	17.08	2.03	0.84	0.20	19.95	22.95	-3.00