

April 20th, 2009

PRICE BULLETIN #3961

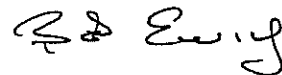
Period 2 Final Delist & Further Markdowns

TO: ALL STORE MANAGERS

The products listed on the reverse will decrease as of **April 27th, 2009**.

NOTE: All brands have been delisted. There MAY still be warehouse stock available. Please delist and move remaining inventory to your Sale End and clearly identify the savings on your sale end shelf talker. Please follow sale procedures on your remaining inventories and delist all brands on this bulletin.

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



Bob Ewing,
Manager,
Pricing Administration

April 27 DELIST FINAL
To Be Effective April 27, 2009

April 27 - DELIST FINAL									
To Be Effective April 27, 2009									
REG									
LCBO	Size	Basic					New	Old	
No	Description	(ML)	Price	ORST	GST	Deposit	Price	Price	Diff.
5462	GLL FMLY VNRD GF*	2,250	21.41	2.50	1.04	0.60	24.95	29.85	-4.90
15859	YELLOW SPARKLING	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
15933	BEAULIEU SHIRAZ	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
18382	VIRGIN SHZ 4PKPET	750	6.00	0.67	0.28	0.40	6.95	8.95	-2.00
18390	VIRGINCHRD 4PKPET	750	5.23	0.58	0.24	0.40	6.05	7.95	-1.90
24760	ROY'SHILL CAB/MER	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
24786	LONG NECK CHRD	750	5.11	0.59	0.25	0.20	5.95	6.95	-1.00
26765	WILLSPR C/M VQA>	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
27094	TRINCHERO MER LIC	750	5.11	0.59	0.25	0.20	5.95	7.95	-2.00
27110	FLAT RM CAB/SANG	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
29991	D.BULL CHARDONNAY	750	5.97	0.69	0.29	0.20	6.95	8.95	-2.00
36863	GATO CHRD CRTN	1,000	6.57	0.76	0.32	0.20	7.65	8.20	-0.55
38315	TWIN FIN CHARD	750	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
49718	J-CREEK 3BTL GF*	2,250	17.14	1.98	0.83	0.60	19.95	24.95	-5.00
52779	TLP CHARDONNAY	1,500	9.77	1.15	0.48	0.20	11.40	12.95	-1.55
53249	SMC WKRS CAB/SAV	750	4.82	0.55	0.23	0.20	5.60	7.25	-1.65
53256	SMC WKRS SHZ	750	4.82	0.55	0.23	0.20	5.60	7.25	-1.65
53264	SMC WKRS SAV/BLC	750	4.82	0.55	0.23	0.20	5.60	7.25	-1.65
53272	SMC WKRS CHRD	750	4.82	0.55	0.23	0.20	5.60	7.25	-1.65
56721	WB EGLEHK SHIRAZ	1,500	16.23	1.92	0.80	0.20	18.95	21.50	-2.55
60699	NIGHTRAID CHRD	750	4.82	0.55	0.23	0.20	5.60	6.15	-0.55
68197	JC CAB/SAV GIFT*	1,500	15.40	1.80	0.75	0.40	17.95	19.95	-2.00
68684	JC CHRD GIFT*	1,500	17.10	2.01	0.84	0.40	19.95	22.65	-2.70
83014	WB ANNIVERSRY GF*	750	17.08	2.03	0.84	0.20	19.95	24.95	-5.00
86397	HARDYS NH CHRD	250	3.40	0.39	0.16	0.10	3.95	4.95	-1.00
86405	HARDYS NH SHZ	250	3.40	0.39	0.16	0.10	3.95	5.45	-1.50
160879	L'AMBIANCE RED	750	4.82	0.55	0.23	0.20	5.60	6.35	-0.75
328880	BANROCK GIFT PK**	1,500	15.40	1.80	0.75	0.40	17.95	19.95	-2.00
354274	GALLO CAB/SAUV	750	8.53	1.00	0.42	0.20	9.95	12.95	-3.00
384032	PE OAK RDG MER	1,500	6.83	0.79	0.33	0.20	7.95	9.95	-2.00
397232	SMC RSV WHT BIB	3,000	8.53	1.00	0.42	0.20	9.95	25.95	-16.00
559138	ANC CST BACO VQA	750	5.11	0.59	0.25	0.20	5.95	7.25	-1.30
572610	KUMALA MER/PNTG	750	5.11	0.59	0.25	0.20	5.95	7.90	-1.95
589044	PEFRC MER BIB	4,000	25.63	3.05	1.27	0.20	29.95	39.95	-10.00
589929	MOSEL WINTER GF**	750	5.11	0.59	0.25	0.20	5.95	7.95	-2.00
598938	HP BACO VQA	375	4.24	0.50	0.21	0.10	4.95	6.95	-2.00
598946	HP N-OAK CHRD VQA	375	4.24	0.50	0.21	0.10	4.95	6.95	-2.00
619981	VENA ROSE	750	4.82	0.55	0.23	0.20	5.60	7.45	-1.85
620120	WILLSPR CHAR VQA>	750	5.11	0.59	0.25	0.20	5.95	7.95	-2.00
649905	SEPPELT CHRD LIC	750	5.97	0.69	0.29	0.20	6.95	8.85	-1.90
665331	LIKAN MERLOT CRTN	1,000	8.53	1.00	0.42	0.20	9.95	11.85	-1.90
668913	KNF&FRK CHRD LIC	1,000	5.11	0.59	0.25	0.20	5.95	7.75	-1.80
668921	KNF&FRK CSAUV LIC	1,000	5.11	0.59	0.25	0.20	5.95	7.65	-1.70
668939	BANDIT MER CRTN	1,000	6.57	0.76	0.32	0.20	7.65	9.95	-2.30
669044	DSTDY-HF SAVBLC	1,000	6.57	0.76	0.32	0.20	7.65	8.25	-0.60
669317	WILHTS REISRSVVQA	750	5.97	0.69	0.29	0.20	6.95	8.95	-2.00
669325	WILHTS CAB/FRVQA>	750	5.97	0.69	0.29	0.20	6.95	8.95	-2.00