

April 20, 2009

PRICE BULLETIN #3962

TO: ALL STORE MANAGERS

Effective **Monday April 27, 2009**, the retail price of the products listed will be adjusted.

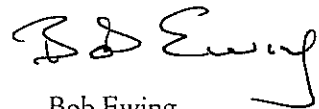
NOTE:

- Shelf Labels and the Masterbrand List (Agency Stores only) for **April 27, 2009**, **DO NOT** include the brands and/or retails listed on this bulletin, please adjust them accordingly.
- Some brands listed may have appeared on a previous Price Bulletin effective April 27, 2009, please ensure these retails listed are implemented accordingly and disregard the previous Price Bulletin.

Re: New Shelf Bin Tag Procedures

- Please be aware beginning **Period #2** Stores will no longer be receiving changes or full sets of shelf bin tags from Pricing and 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.
- Agency stores will no longer receive changes or 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.

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



Bob Ewing
Manager
Pricing Administration

3962

Price Adjustments

To Be Effective April 27, 2009

REG

LCBO No	Description	Size (ML)	Basic Price	ORST	GST	Deposit	New Price	Old Price	Diff.
71605	BULLDOG GIN*	750	32.47	3.87	1.61	0.20	37.95	48.70	-10.75
73114	WOODY'S SEABREEZE	330	3.40	0.39	0.16	0.10	3.95	2.95	1.00
73528	S ALICIA ROSE*	750	9.39	1.10	0.46	0.20	10.95	7.95	3.00
74088	TWO OCN SHZ ROSE*	750	7.68	0.90	0.37	0.20	8.95	7.70	1.25
90001	MALIBU SAMPLER*	300	12.78	1.53	0.64	0.00	14.95	15.00	-0.05
178541	BAROLO BATASIOLO	750	25.63	3.05	1.27	0.20	29.95	33.65	-3.70
441428	PASQUA SANG	1,500	11.10	1.31	0.54	0.20	12.95	14.90	-1.95
472449	RAYNAL VSOP***	750	20.37	2.42	1.01	0.20	23.80	22.95	0.85
530451	PASQUA CHRDR/PGRIG	750	8.53	1.00	0.42	0.20	9.95	11.95	-2.00
611780	PASQUA MERLOT	1,500	10.67	1.26	0.52	0.20	12.45	13.90	-1.45
612341	PABST LIGHT 24-B	8,184	24.28	2.63	1.09	2.40	28.00	27.00	1.00
614586	SEAGRAM ORNG M/M	341	1.94	0.22	0.09	0.10	2.25	2.35	-0.10
615237	JAMES READY LIGHT	8,184	23.64	2.55	1.06	2.40	27.25	27.00	0.25
615476	COORS LIGHT 20-B	6,820	23.32	2.56	1.07	2.00	26.95	26.00	0.95
616060	MACLAYS 12-C	4,260	14.28	1.57	0.65	1.20	16.50	16.25	0.25
616706	COLD FILTRD LT	8,184	23.43	2.52	1.05	2.40	27.00	27.25	-0.25
622274	Anchor Steam M/M	355	1.77	0.20	0.08	0.10	2.05	2.00	0.05
679852	OLD MILWAUKEE +	710	2.54	0.29	0.12	0.10	2.95	2.75	0.20
681064	AMSTERDAM BLND6B	2,046	9.45	1.06	0.44	0.60	10.95	11.95	-1.00
684449	SLMN HNY LAG24P-B	8,184	33.26	3.70	1.54	2.40	38.50	34.50	4.00
688127	MOLSON EX 15PK-B	5,115	18.13	1.99	0.83	1.50	20.95	19.95	1.00
898395	BOWMORE 12 ***	750	38.02	4.54	1.89	0.20	44.45	43.85	0.60
898999	PARROT BAY***	750	19.26	2.29	0.95	0.20	22.50	22.55	-0.05
902056	OLD VIENNA 24B	8,184	32.40	3.60	1.50	2.40	37.50	35.00	2.50
910018	SLMN.CR.ALE 24-B	8,184	33.26	3.70	1.54	2.40	38.50	34.50	4.00
910265	PAULNR HEFE M/M	330	1.85	0.21	0.09	0.10	2.15	2.20	-0.05