

## PROVINCIAL LIQUOR MARKETING POLICIES

Province	Preferential Pricing Policies	Listing Procedures	Packaging Requirements	Other Marketing Procedures	Quotas
BRITISH COLUMBIA	50% price markup for domestic wines compared to 110% markup for out-of-province wines.	Virtually automatic for local products. Waiting period for imported wines and beers.	Maximum size for imported wines is one (1) litre.	Local wines guaranteed 25% of retail shelf space and better display locations. Advertising pamphlets also distributed instore.	Sales quotas on imported wines.
ALBERTA	All Canadian wines, beers and spirits are marked up the same percentage: 77%, 50%, and 116% respectively. Imported wines, beers, and spirits are marked up 83%, 57%, and 117% respectively.				Quotas on imported rum and scotch.
SASKATCHEWAN	Preferential markup of 5% on local products.			Preferential display allowed for local products.	
MANITOBA	For spirits, the markup is the same across Canada — 133%, compared to 138% for foreign spirits. For wine, the markup for Manitoba products is 65%, for out-of-province products, 75%; for imported wines, 80%.	Automatic listing for Manitoba products but approval required for out-of-province products.			
ONTARIO	Ontario table wines marked up 58% and dessert wines 78%. Other Canadian wines marked up 105%; imported wines — 128%.		Wider range of bottle sizes available to local producers.	Wines produced outside Ontario must be listed with and sold by the Liquor Control Board. Ontario wines may be sold through their own retail outlets.	
QUEBEC	125% markup on imported wine. 96% markup on Quebec liquor items.			Local wines (and SAQ bottled imports) are marketed through grocery stores but out-of-province wines must be sold by the liquor board.	
NEW BRUNSWICK	Table wines: New Brunswick, 91%; Canadian, 117%; imported, 122%. Beer: New Brunswick, 57%; Canadian and imported, 86%. Spirits: New Brunswick and Canadian, 127%; imported, 132%.			Special instore displays for local beer.	
NOVA SCOTIA	Imported spirits: 9-17% markup over Canadian spirits. Imported wine: 10-13% markup over Canadian wine. Nova Scotia beer is \$0.04 less per bottle than out-of-province beer; imported beer is marked up 15%.			All spirits and wines produced within Nova Scotia are given eye level shelf positions where possible.	
NEWFOUNDLAND	No specific percentage price differentiation. Products bottled in-province are regularly priced lower than other products produced in Canada and imported liquor items.			Local products are promoted through instore displays and given preferential shelf space.	
PRINCE EDWARD ISLAND	Presently, there are no distilleries on the Island. Wine and spirits are marked up 100% (whether out-of-province or imported) plus a 25% health tax and 10% sales tax. Beer is marked up 40% (whether out-of-province or imported).	Producers are able to list only twice a year, in April and October.			