

PROVINCIAL LIQUOR MARKETING POLICIES

Preferential Pricing Policies

Licensing Procedures

Packaging Requirements

Other Marketing Practices

Quotas

30% price markup for domestic wine compared to 110% markup for out-of-province wine.

Virtually automatic for local products. Waiting period for imported wine and liquor.

Maximum size for imported wine is one litre.

Local wine guaranteed 25% of retail shelf space and better display locations. Advertising pamphlets also distributed in store.

Sales quotas on imported wine.

All Canadian beer, liquor and spirits are marked up the same percentage: 77%, 58%, and 114% respectively. Imported wine, beer, and spirits are marked up 83%, 57%, and 112% respectively.

Quota on imported rum and Scotch.

APPENDIX E

Preferential markup of 5% on local products.

Preferential display allowed for local products.

For spirits 25%.

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12.5% for foreign spirits, for wine products but

the markup for Manitoba is 65%; for out-of-province products, 75%; for imported wine, 80%

approval required for out-of-province products.

Ontario table wine marked up 58% and dessert wine 70%. Other Canadian wine marked up 100%; imported wine -- 135%.

Wider range of bottle sizes available to local producers.

Wines produced within Ontario must be bottled with and sold by the Liquor Control Board. Imported wine may be sold through local wine retail outlets.

125% markup on imported wine, 90% markup on Quebec liquor.

Local wine and SQ bottled imports are marketed through grocery stores but out-of-province wine must be sold by the liquor board.

Table wines: New Brunswick, 91%; Canadian, 117%; imported, 122%; Beer: New Brunswick, 57%; Canadian and imported, 66%; Spirits: New Brunswick and Canada, 127%; imported, 132%.

Special in-store displays for local beer.

Imported spirits 9-17% markup

All sales tax on wine

Canadian wine, Nova Scotia beer is 10.04 less per bottle than out-of-province beer; imported beer is marked up 15%.

Shelves are given eye level, shelf positions where possible.

No alcoholic percentage date differentials. Products selling in provinces are regularly priced lower than other products produced in Canada and imported liquor items.

Local products are promoted through in-store displays and given preferential shelf space.

Generally, there was no distinction on the brand. Wine and spirits are marked up 100% to retailer out-of-province (or imported) plus a 25% health tax and 12% alcohol tax. Beer is marked up 10% whether out-of-province or imported.

Producers are able to sell only twice a year in April and October.

Source: Canada West Foundation, The Canadian Common Market, October 1985.