

## BEVERAGE ALCOHOL ADVERTISING STANDARDS

### 1.0 Purpose

Section 134 of *The Alcohol and Gaming Regulation Act, 1997* (the Act) provides in part that no person shall make any representation to the public for the purpose of promoting the sale or consumption of beverage alcohol that is inconsistent with the advertising standards established by the Saskatchewan Liquor and Gaming Authority (SLGA).

The purpose of the Beverage Alcohol Advertising Standards is to set out policies that apply to beverage alcohol advertising in Saskatchewan.

### 2.0 Persons Affected

The beverage alcohol advertising and promotion standards apply to all persons making any representation to the public for the purpose of promoting the sale or consumption of beverage alcohol in Saskatchewan.

### 3.0 Definitions

“Act” means *The Alcohol and Gaming Regulation Act, 1997* as amended from time to time.

“advertisement” means an announcement, display or notice concerning beverage alcohol. Advertisements include but are not limited to:

- messages concerning beverage alcohol communicated through any medium including television, radio, internet (including email), newspapers, magazines, flyers, billboards, transit shelters, inflatables, commercial vehicles or corporate vehicles;
- the wording and/or depictions on all forms of beverage alcohol packaging; and
- menus, displays, posters or other forms of product promotion within a permitted premises.

“CRTC” means the Canadian Radio-television and Telecommunications Commission;

“manufacturer” means a person or corporation that produces beverage alcohol for sale and includes a director, officer, employee or agent of such a person or corporation.

“manufacturer’s representative” means a representative of the manufacturer who is registered with SLGA.

“Minimum Pricing” means the minimum retail price, as determined by SLGA from time to time, that a permittee may charge for beverage alcohol for consumption on the premises.

“permitted premises” means the premises for which a permit is issued, except premises mentioned in a permit to sell and keep for sale beverage alcohol at a retail store, to sell or

consume beverage alcohol at a special occasion, to manufacture beverage alcohol, to carry on a u-brew/u-vin operation, or to operate a catering business that may serve and sell beverage alcohol at catered events.

“permittee” means a person to whom a permit has been issued pursuant to the Act or Regulations.

“price” means the retail price of beverage alcohol, including all applicable taxes and environmental deposits.

“publish” includes exhibit, display, distribute, print and broadcast.

“Regulations” mean *The Alcohol Control Regulations, 2016* as amended from time to time.

“retail store” means the premises for which the authority has issued a permit to sell and keep for sale beverage alcohol in closed containers for consumption off the premises, and includes a store established and operated by the authority but does not include a duty free shop.

“SLGA” means the Saskatchewan Liquor and Gaming Authority.

“Social Reference Pricing” means the minimum retail price, as determined by SLGA from time to time, that a retail store or manufacturer may charge for beverage alcohol sold in closed containers for consumption off the premises.

#### **4.0 Advertising Guidelines**

The advertising standards set by the Canadian Radio-television and Telecommunications Commission (CRTC) in the “Code for Broadcast Advertising of Alcoholic Beverages” shall be applied by SLGA to beverage alcohol advertising taking place in any medium in Saskatchewan. Other municipal, provincial, and federal standards may also apply.

SLGA provides the following guidelines to permittees, promotion companies, media, and others who may be involved in the promotion of beverage alcohol in Saskatchewan. SLGA also recommends consulting legal counsel for greater clarity on compliance with CRTC Standards:

- a) The CRTC Standards prohibit beverage alcohol advertising from targeting minors. In Saskatchewan, this is interpreted to mean that no beverage alcohol advertising may be placed:
  - i) Within 200 metres of elementary or secondary schools or places of worship;
  - ii) On buses specifically intended for transporting minors;
  - iii) On websites or other media that are directed primarily at minors; or
  - iv) On television or radio at times when the audience is likely to be composed primarily of minors.
- b) The CRTC Standards prohibit beverage alcohol advertising that portrays immoderate alcohol consumption. In Saskatchewan, this has been interpreted to mean that permittees may not advertise beverage alcohol using languages, images, or concepts that promote or suggest

excessive consumption. Such ads may also be considered by SLGA in relation to sanctions for over serving and disorderly behaviour.

- c) Permittees are required to sell beverage alcohol in compliance with SLGA's Minimum Pricing guidelines (see Appendix B). Advertising that includes references to beverage alcohol prices that are lower than those guidelines may be considered by SLGA in relation to sanctions for failure to meet minimum price requirements.

In cases where advertising conducted by or on behalf of a permittee is deemed to violate the requirements of the CRTC or any other relevant municipal, provincial, or federal authority, SLGA reserves the right to impose sanctions on the liquor permit involved.

## **5.0 Manufacturers - Promotional Items or Services for Permittees**

**5.1** With the exception of craft alcohol producers and special use sports stadiums, theatres, concert premises, or convention centres, permittees are prohibited from accepting financial or material inducements from a manufacturer, supplier, retail store, or any directors, officers, shareholders, employees or agents of a manufacturer, supplier, or retail store. Prohibited inducements include:

- (a) Payments, credits, or rebates other than for Limited Time Offers (LTOs), other price reductions, or marketing/promotional activities identified in paragraph 5(e);
- (b) Interior decorating or renovations;
- (c) Furniture and equipment essential to the operation of the business (including shelving);
- (d) Vacations;
- (e) Season tickets;
- (f) Gift cards; and
- (g) Personal benefits that do not contribute to marketing of beverage alcohol products or improved customer experience.

**5.2** Retail Store Permittees and Craft Alcohol Producers authorized to direct sell are prohibited from providing financial or material inducements when selling to other permittees. Prohibited inducements include:

- (a) Payments, credits, or rebates other than for Limited Time Offers (LTOs), other price reductions, or marketing/promotional activities identified in paragraph 5(e);
- (b) Interior decorating or renovations;
- (c) Furniture and equipment essential to the operation of the business (including shelving);
- (d) Vacations;
- (e) Season tickets;
- (f) Gift cards; and
- (g) Personal benefits that do not contribute to marketing of beverage alcohol products or improved customer experience.

- 5.3** Permittees may negotiate directly with beverage alcohol suppliers and manufacturers to establish LTO prices for beverage alcohol. LTOs negotiated by permittees are subject to the following requirements:
- (a) Payments, credits, or rebates other than for Limited Time Offers (LTOs), other price reductions, or marketing/promotional activities identified in paragraph 5(e);
  - (b) When purchasing beverage alcohol from SLGA or a Brewers' Association, rebates for LTOs must be issued to the permittee directly from the supplier, manufacturer, or retail store;
  - (c) When purchasing beverage alcohol from a craft alcohol producer, LTOs must be provided to the Permittee through the reduction of prices charged to Permittees for beverage alcohol products;
  - (d) Permittees must pass on the full value of all LTOs to customers. Any LTO rebate that is retained by the permittee and not passed on to the customer in the form of reduced product pricing will be considered a prohibited inducement; and
  - (e) Details of all LTOs must be documented and such documents maintained on the premises.
- 5.4** Permittees may accept legitimate promotional items to promote a manufacturer, supplier, or its product or products. Details of all promotional items accepted by the permittee must be documented and such documents maintained on the premises. Acceptable promotional items include:
- (a) Items of nominal value provided by manufacturers to be included with beverage alcohol products (e.g. gift bags, corkscrews, glassware in unbreakable container);
  - (b) Up to four coolers or fridges, each no larger than 12 cubic feet;
  - (c) Branded product display stands for use in temporary product displays which last for period of less than three months; or
  - (d) Brand-specific, non-essential promotional materials for use in premises or as prizes for customers.
- 5.5** Permittees may participate in legitimate promotional program or initiatives to promote a manufacturer, supplier or its product or products. Details of all promotional programs in which the permittee participates must be documented and such documents maintained on the premises. Acceptable promotional programs include:
- (a) Allowing up to 15% of available retail space to be used for paid temporary promotional displays that are up to 90 days in length;
  - (b) Non-essential, brand-specific signage for use in or on premises;
  - (c) Paid participation in fliers;
  - (d) Participation in manufacturer or supplier initiated billboard campaigns that promote the availability of products;
  - (e) Travel and registration costs for beverage alcohol industry trips; or
  - (f) Tickets other than season tickets to sports or cultural events.

## 6.0 Treating

- 6.1** Subject to the limitations in this section, a permittee, manager of a permitted premises, or manufacturer's representative may purchase drinks containing beverage alcohol for patrons in an establishment for the purpose of promoting products. This practice is commonly known as "treating".
- 6.2** A permittee, manager of a permitted premises, or manufacturer's representative may purchase occasional drinks containing beverage alcohol for patrons for promotional purposes; however, the permittee, manager or manufacturer's representative is prohibited from purchasing drinks containing beverage alcohol for all or most of the patrons in the establishment.
- 6.3** Where a permittee, manager of a permitted premises, or manufacturer's representative wishes to treat patrons in an establishment, the following requirements and restrictions apply:
- (a) The permittee, manager or manufacturer's representative must be seated at the same table as the patrons for whom the drinks containing beverage alcohol are purchased.
  - (b) In the case of a manufacturer's representative, the patrons' drinks containing beverage alcohol must be purchased from and served by the permittee or the employees of the permitted premises.
  - (c) The permittee or the employees of the permitted premises who serve patrons drinks containing beverage alcohol must comply with the restrictions and requirements which ordinarily apply to the establishment (e.g. prohibition against service to minors, intoxicated patrons, etc.).
  - (d) A manufacturer's representative may also purchase drinks containing beverage alcohol for a permittee in the establishment for the purpose of promoting products. The permittee must be seated at the same table as the representative.
  - (e) For alcohol used for treating, sampling, cooking, and staff consumption, Liquor Consumption Tax must be paid on the cost of the alcohol paid by the permittee or manufacturer's representative, or in the case of a manufacturer taking alcohol from its own off-sale, on the Social Reference Price established by SLGA.

## 7.0 Sampling

Manufacturers, manufacturers' representatives, and most commercial permittees (excluding special use home delivery and U-Brew/U-Vin operation permittees) may promote beverage alcohol products by providing samples in accordance with the following policies. SLGA reserves the right to limit or prohibit any promotional activities that may appear to promote immoderate consumption or consumption by minors, or that are otherwise inconsistent with the advertising standards set by the Canadian Radio-television and Telecommunications Commission (CRTC).

- 7.1** All sample products must be purchased from a SLGA (including special order service), a retail store, or from a permitted manufacturer's off-sale. In the case of a commercial permittee, samples may be taken from stock purchased for the operation of the

establishment. All applicable taxes, including the Liquor Consumption Tax, must be paid on all beverage alcohol used for sampling. For alcohol used for treating, sampling, cooking, and staff consumption, Liquor Consumption Tax must be paid on the cost of the alcohol paid by the permittee or manufacturer's representative, or in the case of a manufacturer taking alcohol from its own off-sale, on the Social Reference Price established by SLGA.

- 7.2** Products used to provide samples at a permitted premises or special occasion premises (whether for consumption on premises or in closed containers for consumption away from the permitted premises) must be purchased by the permittee under the appropriate consignee or permit number. Manufacturers may not provide beverage alcohol to commercial permittees directly, but may reimburse the permittee for the cost of such samples.
- 7.3** The sample sizes of beverage alcohol for on-premises consumption must not exceed the following amounts as set out in the Regulations:
- spirit – ½ ounce or 14.25 millilitres;
  - wine – 2 ounces or 57 millilitres; and
  - beer or cooler – 4 ounces or 114 millilitres.
- 7.4** To promote products, a commercial permittee (excluding a special use home delivery or U-Brew/U-Vin operation permittee) may provide samples at no charge to patrons for consumption in the permitted premises.
- 7.5** To promote products, a manufacturer's representative may, with the consent of the commercial, retail, or special occasion permittee, as the case may be, purchase sample products from the commercial, retail, or special occasion permittee to provide to patrons for consumption in:
- (a) a retail store;
  - (b) a special use-permitted premises with a trade show endorsement;
  - (c) a manufacturer's off-sale area; or
  - (d) a premises subject to a sale trade show special occasion permit.
- 7.6** To promote products, a manufacturer's representative may purchase sample products from a retail store or manufacturer's off-sale in closed containers for consumption away from the establishment:
- (a) to patrons in an off-sale area of a manufacturing premises;
  - (b) to a permittee and employees of the permitted premises;
  - (c) to customers in a retail store; or
  - (d) to the owner and employees of a retail store.
- 7.7** To promote products, a manufacturer's representative may purchase sample products, in closed containers, from a retail store to provide to patrons of the store for consumption

away from the store, if the samples are affixed to a beverage alcohol product purchased by the customer.

- 7.8** To promote products, a manufacturer permittee with manufacturing premises located in Saskatchewan may provide samples of products produced on-site for consumption within the permitted manufacturing premises, at the manufacturer's off-site retail store, or under a special occasion permit at the manufacturer's retail booth at a Farmers' Market. All products used for sampling must be purchased from an authorized source as outlined in section 7.1 above. In cases where the manufacturer obtains product for sampling from its manufacturer's off-sale endorsement, the production levy, Liquor Consumption Tax, and any other applicable taxes must be paid on at least the Social Reference Price of the product (see Appendix C for the Social Reference Pricing guidelines).
- 7.9** Where a manufacturer's representative offers sample products in a retail store or off-sale area for on-premises consumption under subsection (e) above, the following additional requirements and restrictions apply:
- (a) The permittee or the employees of the permitted premises must supervise the offering of sample products by a manufacturer's representative; and
  - (b) The permittee or the employees of the permitted premises must ensure compliance with the restrictions and requirements that ordinarily apply to the service of alcohol (e.g. prohibition against service to minors, intoxicated patrons, etc.).
- 7.10** The sampling of products at a trade show held in a special use-permitted premises or premises subject to a special occasion permit under subsection (e) above must be conducted in accordance with the terms and conditions of the applicable trade show endorsement or special occasion permit issued by SLGA.
- 7.11** A permittee and an establishment's employees may receive sample products for consumption away from the permitted premises from a manufacturer's representative in accordance with section 7.6 above.

*Sampling that takes place at an SLGA retail store is subject to SLGA's Trade Sampling Program. For more information about this topic, please contact SLGA Retail Marketing at [RetailMarketing@slga.gov.sk.ca](mailto:RetailMarketing@slga.gov.sk.ca).*

## **8.0 Online Sale or Ordering of Beverage Alcohol**

Persons authorized by SLGA to sell beverage alcohol in closed containers may do so via a website in accordance with the policy described below:

### **8.1 Retail Stores**

A retail store may advertise and sell online beverage alcohol sold in the store. If the store has a home delivery special use permit, it can also self-deliver beverage alcohol to individuals at private places. All retail stores may also deliver beverage alcohol sold online to commercial permittees.

Under no circumstances shall a retail store ship beverage alcohol through Canada Post, a courier or any other common carrier. All online sales must be delivered in accordance with a valid home delivery special use permit or be picked up by the customer making the purchase.

## **8.2 Manufacturer Off-Sales (Micro Brewery, Micro Distillery, and Cottage Winery)**

A cottage winery, micro brewery, or micro distillery with a manufacturer's off-sale endorsement may advertise and sell online.

A cottage winery, micro brewery, or micro distillery may sell its own product online for shipping within Saskatchewan, self-delivery, or delivery using Canada Post or another common carrier that requires proof of age as a condition of delivery.

## **8.3 Home Delivery Companies**

A home delivery special use permittee may advertise its service online and post specific products and prices or provide links to alcohol retailers' websites (such as Saskliquor.com), and take orders and payment for delivery.

## **8.4 Compliance**

Nothing in these Advertising Standards precludes a permittee from complying with the terms and conditions of the *Act, Regulations*, or permit under which the permit operates. All provisions respecting the sale and service of beverage alcohol continue to apply.

## **9.0 Manufacturer Representatives**

**9.1** A manufacturer's representative must be registered with SLGA. When a manufacturer's representative contacts a permittee, the representative should:

- (a) identify himself or herself as an official representative of the manufacturer registered with SLGA; and
- (b) present the identification number issued by SLGA.



## 10.0 Updates/Inquiries

**10.1** The advertising standards may be updated from time to time. Any updates of the advertising standards will be available at [www.slga.com](http://www.slga.com).

**10.2** Inquiries regarding these advertising standards should be directed:

- (a) by permittees (including u-brew or u-vin operations and brew pubs) to:

**Director, Licensing Branch**

Regulatory Compliance Division  
Saskatchewan Liquor and Gaming Authority  
12th Floor, 2500 Victoria Ave  
Regina, Saskatchewan S4P 3M3  
Email: [LiquorLicensing@slga.gov.sk.ca](mailto:LiquorLicensing@slga.gov.sk.ca)  
Telephone: (306) 787-5225  
Facsimile: (306) 787-8981

- (b) by manufacturers to:

**Director, Supply Chain & Category Management**

Liquor Wholesale and Distribution Division  
Saskatchewan Liquor and Gaming Authority  
9th Floor, 2500 Victoria Avenue  
Regina, Saskatchewan S4P 3M3  
Email: [graboud@slga.gov.sk.ca](mailto:graboud@slga.gov.sk.ca)  
Telephone: (306) 787-0135

## 11.0 Revision History

Previous Version(s):

- March 4, 2015
- May 15, 2013
- October 1, 2009

## 12.0 See Also

*The Alcohol and Gaming Regulation Act, 1997*

*The Alcohol Control Regulations, 2016*

SLGA's Liquor Permittee Manual

**APPENDIX “A” - CRTC CODE FOR BROADCAST ADVERTISING OF  
ALCOHOLIC BEVERAGES (as of 2011)**

Commercial messages for alcoholic beverages shall not:

- a) attempt to influence non-drinkers of any age to drink or to purchase alcoholic beverages;
- b) be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or persons who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted;
- c) portray the product in the context of, or in relation to, an activity attractive primarily to people under the legal drinking age;
- d) contain an endorsement of the product, personally or by implication, either directly or indirectly, by any person, character or group who is or is likely to be a role model for minors because of a past or present position of public trust, special achievement in any field of endeavour, association with charities and/or advocacy activities benefiting children, reputation or exposure in the mass media;
- e) attempt to establish the product as a status symbol, a necessity for the enjoyment of life or an escape from life's problems, or attempt to establish that consumption of the product should take precedence over other activities;
- f) imply directly or indirectly that social acceptance, social status, personal success, or business or athletic achievement may be acquired, enhanced or reinforced through consumption of the product;
- g) imply directly or indirectly that the presence or consumption of alcohol is, in any way, essential to the enjoyment of an activity or an event;
- h) portray any such product, or its consumption, in an immoderate way;
- i) exaggerate the importance or effect of any aspect of the product or its packaging;
- j) show or use language that suggests, in any way, product misuse or product dependency, compulsive behaviour, urgency of need or urgency of use;
- k) use imperative language to urge people to purchase or consume the product;
- l) introduce the product in such a way or at such a time that it may be associated with the operation of any vehicle or conveyance requiring skill;
- m) introduce the product in such a way or at such a time as may associate the product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger;
- n) contain inducements to prefer an alcoholic beverage because of its higher alcohol content;
- o) refer to the feeling and effect caused by alcohol consumption or show or convey the impression, by behaviour or comportment, that the people depicted in the message are under the influence of alcohol;
- p) portray persons with any such product in situations in which the consumption of alcohol is prohibited; or
- q) contain scenes in which any such product is consumed, or that give the impression, visually or in sound, that it is being or has been consumed.

**APPENDIX “B” - MINIMUM PRICING  
(Effective May 1, 2009)**

**Table 1:**

**Minimum price in tavern, restaurant, and most special use establishments (excludes alcohol sold in closed containers for consumption off the premises)**

<i><b>TYPE OF BEVERAGE ALCOHOL</b></i>	<i><b>MINIMUM PRICE CALCULATION</b></i>			
	<i><b>BASE PRICE</b></i>	<i><b>LCT (10%)</b></i>	<i><b>GST (5%)</b></i>	<i><b>MINIMUM PRICE</b></i>
Spirits & Liqueurs (per oz.)	\$1.96	\$0.19	\$0.10	\$2.25
Bottled & Canned Beer (12 oz.)	\$1.96	\$0.19	\$0.10	\$2.25
Coolers & Bottled Pre-Mixed Drinks (12 oz.)	\$1.96	\$0.19	\$0.10	\$2.25
Draught Beer (per oz.)	\$0.14	\$0.01	\$0.01	\$0.16
Wine (per oz.)	\$0.30	\$0.03	\$0.02	\$0.35

**Table 2:**

**Minimum price in military and paramilitary messes, and veteran canteens**

<i><b>TYPE OF BEVERAGE ALCOHOL</b></i>	<i><b>MINIMUM PRICE CALCULATION</b></i>			
	<i><b>BASE PRICE</b></i>	<i><b>LCT (10%)</b></i>	<i><b>GST (5%)</b></i>	<i><b>MINIMUM PRICE</b></i>
Spirits & Liqueurs (per oz.)	\$0.87	\$0.09	\$0.04	\$1.00
Bottled & Canned Beer (12 oz.)	\$0.87	\$0.09	\$0.04	\$1.00
Coolers & Bottled Pre-Mixed Drinks (12 oz.)	\$0.87	\$0.09	\$0.04	\$1.00
Draught Beer (per oz.)	\$0.12	\$0.01	\$0.01	\$0.14
Wine (per oz.)	\$0.30	\$0.03	\$0.02	\$0.35

**Key for Tables 1 & 2**

LCT – Liquor Consumption Tax

GST – Goods and Services Tax

Minimum Price – Minimum price for beverage alcohol sold in establishment

**APPENDIX “C” – SOCIAL REFERENCE PRICING  
(Implemented April 1, 2010, updated April 1, 2013)**

Effective April 1, 2010, retail prices for spirit, wine and beer products became subject to minimum social reference prices. Social Reference Pricing (SRP) indexes minimum retail prices according to product category, size and alcohol content. Please refer to the following tables for categories and associated rates.

<b>Social Reference Price (At Retail) for <u>Spirit, Liqueur, Brandy and Cognac</u> Products by Alcohol Content and Package Size</b>					
<b>Selling Unit Size (ml)</b>	<b>Alc/Vol</b>				
	<b>&lt;=22.9%</b>	<b>23% to &lt;=34.9%</b>	<b>35% to &lt;=44.9%</b>	<b>45% to &lt;=54.9%</b>	<b>55% plus</b>
3000	\$51.70	\$67.70	\$90.20	\$112.90	\$135.40
1750	\$30.80	\$40.35	\$53.75	\$67.30	\$80.70
1140	\$20.50	\$26.85	\$35.75	\$44.75	\$53.65
1000	\$18.00	\$23.55	\$31.35	\$39.25	\$47.10
750	\$13.90	\$18.20	\$24.25	\$30.35	\$36.40
700	\$12.95	\$17.00	\$22.65	\$28.35	\$33.95
500	\$10.00	\$13.10	\$17.45	\$21.85	\$26.20
375	\$7.85	\$10.30	\$13.70	\$17.15	\$20.55
120	\$2.90	\$3.80	\$5.05	\$6.30	\$7.55
50	\$1.50	\$1.95	\$2.60	\$3.25	\$3.90

<b>Social Reference Price (At Retail) for <u>Cocktail</u> Products by Alcohol Content and Package Size</b>					
<b>Selling Unit Size (ml)</b>	<b>Alc/Vol</b>				
	<b>&lt;= 7%</b>	<b>&gt;7% to &lt;=13.7%</b>	<b>&gt;13.7% to &lt;=22.9%</b>	<b>23% to &lt;=34.9%</b>	<b>35% plus</b>
2046	\$11.00	\$15.70	\$26.70	\$47.15	\$62.85
1750	\$9.40	\$13.40	\$22.85	\$40.35	\$53.75
1420	\$7.65	\$10.90	\$18.55	\$32.75	\$43.60
1320	\$7.10	\$10.10	\$17.20	\$30.45	\$40.55
1140	\$6.25	\$8.90	\$15.20	\$26.85	\$35.75
750	\$4.25	\$6.05	\$10.30	\$18.20	\$24.25
375	\$2.40	\$3.40	\$5.80	\$10.30	\$13.70
270	\$1.80	\$2.55	\$4.40	\$7.75	\$10.30
200	\$1.35	\$1.90	\$3.25	\$5.75	\$7.65
120	\$0.90	\$1.25	\$2.15	\$3.80	\$5.05

**Social Reference Price (At Retail) for Cider and Cooler Products  
by Alcohol Content and Package Size**

Selling Unit Size (ml)	Alc/Vol	
	<= 5.99%	6% plus
4092	\$17.75	\$20.90
3960	\$17.15	\$20.25
2130	\$9.25	\$10.90
2046	\$9.15	\$10.80
2000	\$8.95	\$10.55
1980	\$8.85	\$10.45
1420	\$6.35	\$7.50
1364	\$6.10	\$7.20
1320	\$5.90	\$6.95
1000	\$4.45	\$5.25
473	\$2.30	\$2.70
341	\$1.70	\$2.05
330	\$1.65	\$1.95

**Social Reference Price (At Retail) for Wine Products  
by Alcohol Content and Package Size  
*table, sparkling, fruit, flavoured, fortified, aperitif***

Selling Unit Size (ml)	Alc/Vol	
	<= 15.9%	>15.9%
18000	\$133.55	\$180.60
16000	\$118.70	\$160.55
4000	\$33.90	\$45.85
3000	\$26.40	\$35.70
2000	\$18.00	\$24.35
1500	\$14.45	\$19.55
1140	\$11.35	\$15.35
1000	\$10.20	\$13.75
800	\$8.50	\$11.45
750	\$7.95	\$10.75
720	\$7.65	\$10.30
500	\$5.70	\$7.75
375	\$4.50	\$6.05
300	\$3.65	\$4.95
250	\$3.15	\$4.25
200	\$2.50	\$3.40

**Social Reference Price (At Retail) for Beer Products  
by Alcohol Content and Package Size**

Selling Unit Size (ml)	Alc/Vol			
	<=6.5%	>6.5% to <=7.5%	>7.5% to <=8.5%	>8.5%
10650	\$45.00	\$57.35	\$65.40	\$70.60
8520	\$36.00	\$45.90	\$52.30	\$56.45
8184	\$34.60	\$44.10	\$50.25	\$54.25
7100	\$31.60	\$40.25	\$45.90	\$49.55
6138	\$27.30	\$34.80	\$39.70	\$42.80
5325	\$23.70	\$30.20	\$34.40	\$37.15
4260	\$18.95	\$24.15	\$27.55	\$29.70
4092	\$18.20	\$23.20	\$26.45	\$28.55
2840	\$13.40	\$17.05	\$19.45	\$21.00
2838	\$13.40	\$17.05	\$19.45	\$21.00
2130	\$10.05	\$12.80	\$14.60	\$15.75
2046	\$9.65	\$12.30	\$14.00	\$15.15
2000	\$9.45	\$12.00	\$13.70	\$14.80
1980	\$9.35	\$11.90	\$13.55	\$14.65
1420	\$6.70	\$8.55	\$9.75	\$10.50
1364	\$6.45	\$8.20	\$9.35	\$10.10
1320	\$6.20	\$7.95	\$9.05	\$9.75
1180	\$5.75	\$7.35	\$8.40	\$9.05
750	\$3.65	\$4.70	\$5.35	\$5.75
710	\$3.45	\$4.45	\$5.05	\$5.45
550	\$2.70	\$3.45	\$3.90	\$4.20
500	\$2.45	\$3.10	\$3.55	\$3.85
473	\$2.30	\$2.95	\$3.35	\$3.65
355	\$1.75	\$2.20	\$2.50	\$2.70
350	\$1.70	\$2.20	\$2.50	\$2.70
341	\$1.65	\$2.15	\$2.40	\$2.60
330	\$1.60	\$2.05	\$2.35	\$2.55