



Liquor Corporation
9031 Quartz Road
Whitehorse, Yukon, Canada, Y1A 4P9
(867) 667 – 5245 Fax (867) 393 – 6306
E-mail: yukon.liquor@gov.yk.ca
www.ylc.yk.ca

July 5, 2016

Dear Sir or Madam:

Effective today, Yukon’s food and beverage industry will realize additional cost savings on the price of draught beer and cider. This is in addition to the ten percent wholesale discount previously introduced by the Yukon Liquor Corporation in 2015.

The keg price changes bring Yukon much closer to prices for similar products in neighboring provinces and introduces a more simplified pricing structure that marks products up on a per litre basis, rather than the current tiered percentage based system for mark-up.

The wholesale price of kegs—draught beer and cider—now includes a \$1.15/L mark-up for all large breweries and \$0.55/L for small brewer products. Previously, the mark-up structure on kegs was 132% on the first \$85 of landed cost and 10% on the remainder on large brewer products; and 43.6% mark-up on small brewer products. The new structure is more simple and easy to apply to all draught products overall and will result in additional wholesale savings.

By the end of 2016, Yukon Liquor Corporation (YLC) aims to introduce complementary pricing structure changes for all other categories of products to further simplify and provide greater transparency in YLC pricing. The additional proposed price structure changes to other categories (spirits, wine, coolers and packaged beer) will be presented at licensee information sessions that will be organized and hosted by the Yukon Liquor Corporation over this summer.

New retail keg prices for regular stock and common special order items can be found on our website at <http://www.ylc.yk.ca/products.html>. The full version of the next YLC Price List will be available on our website on July 11, 2016. The price list will reflect changes in supplier costs for all products, and will also reflect the new pricing structure changes for kegs. For more information about these price changes, contact the Purchasing and Distribution director Jeff Erasmus at (867) 667-5245.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt King". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Matt King
President
Yukon Liquor Corporation

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Kegs - Regularly Stocked Products

CSPC #	UPC #	Product Description	Alcohol %	Volume (L)	Wholesale Price
915488	0005632759411	Molson - Old Style Pilsner	5.00	58.671	\$179.88
919415	0006206737467	Kokanee	5.00	58.671	\$180.09
909820	0005632707411	Molson - Canadian	5.00	58.671	\$179.88
940569	0006206712167	Alexander Keith's India Pale Ale	5.00	58.671	\$193.03
909853	0005632767411	Molson - Rickards Red	5.00	58.671	\$182.33
682955	0062761951111	Yukon Brewing - Yukon Gold	5.00	58.671	\$215.33
682971	0062761951112	Yukon Brewing - Yukon Red	5.50	58.671	\$215.33
777119	0062761951113	Yukon Brewing - Chilkooot Lager	5.00	58.671	\$204.88
777507	0000000077507	Yukon Brewing - Kolsch	6.00	58.671	\$222.29
777160	0000000077160	Yukon Brewing - Ice Fog IPA	6.00	58.671	\$222.29
777162	0000000077162	Yukon Brewing - Bonanza Brown	5.00	58.671	\$222.29
683516	0062761951115	Yukon Brewing - Grizzly Beer	4.70	58.671	\$222.29

Kegs - Special Order Products*

CSPC #	UPC #	Product Description	Alcohol %	Volume (L)	Wholesale Price
911511	0006206733567	Budweiser	5.00	58.671	\$180.09
909846	0005632718411	Coors Light	4.00	58.671	\$179.88
421602	0000000077300	Bulmer - Strongbow Cider	5.30	50.000	\$241.39
151597	0001515900007	Mill Street Organic Lager	4.20	50.000	\$243.97
681775	0006817700005	Mill Street 100th Meridian	5.00	50.000	\$243.97
235374	0002353000007	Mill Street Cobblestone Stout	4.20	50.000	\$243.97
851592	0008520000159	Mill Street Ginger Cat	5.00	50.000	\$243.97
176495	0001764900005	Mill Street Tankhouse Ale	5.20	50.000	\$243.97
548792	0005420000879	Mill Street Vanilla Porter	5.00	50.000	\$243.97
189589	0654162258515	Stella Artois	4.50	50.000	\$328.61
215996	0501104600827	Guinness Stout	5.00	50.000	\$308.15
517118	0000000077518	Driftwood White Bark	5.00	50.000	\$246.48
204263	0000000077520	Driftwood Crooked Coast	5.00	50.000	\$218.40
87163	0000000077519	Driftwood Fat Tug	7.00	50.000	\$238.29
548297	0000000077519	Driftwood New Growth Pale Ale	5.00	50.000	\$218.40
389445	0003894400005	Pfriem Blond Ale	6.50	50.000	\$349.02
775858	0007758500008	Pfriem Wit	5.10	50.000	\$349.02
849836	0008498300006	Breakside Wanderlust	6.70	50.000	\$349.02
807917	0008079100007	Breakside Lunch Break	4.70	50.000	\$349.02
185637	0004640900009	Gigantic IPA	6.00	50.000	\$379.74

*All special order kegs are not regularly stocked items for Yukon Liquor Corporation and will require advanced order notice. For more information on special order products, please contact the Yukon Liquor Corporation Purchasing and Distribution branch at (867) 667-8928 or ashley.turner@gov.yk.ca.

Note: All prices contained in this document are effective as of July 5, 2016

Previous YLC mark-up structure for kegs (draught beer and cider):

	Large Brewer	Small Brewer	
First \$85 landed cost*	132%	43.6%	Small brewer = total annual production up to 25,000 hectolitres
Remaining landed cost	10%		

**landed cost includes supplier quote, excise, duty, and freight*

New YLC mark-up structure for kegs (draught beer and cider)—effective July 5, 2016:

	Large Brewer (Standard)	Small Brewer (including local small breweries)	
All	\$1.15/L*	\$0.55/L	Small brewer = total annual production up to 25,000 hectolitres

**applied to the landed cost*

The following diagram shows how prices are now calculated for draught beer and cider, effective as of July 5, 2016:

