

Friday, December 23, 2016

TO: All Trade Partners

RE: Wine Markup Increase

On Monday, April 24, 2017, the *ad valorem* markup for wine products will increase two percentage points. The rates will be adjusted as follows:

Wine categories	Current	April 24, 2017
Table wine – Ontario	67.5%	69.5%
Table wine – U.S., other Cdn. & Import	73.5%	75.5%
Sparkling wine – Ontario (max. 7%)	60.6%	62.6%
Sparkling wine – U.S., other Cdn. & Import (max. 7%)	66.6%	68.6%
Cider – Ontario	56.6%	58.6%
Cider – U.S., other Cdn. & Import	62.6%	64.6%
Draught Cider – All	42.4%	44.4%
Cream or Flavoured – Ontario	110.0%	112.0
Cream or Flavoured – U.S., other Cdn. & Import	116.0%	118.0
Fortified – Ontario	65.3%	67.3%
Fortified – U.S., other Cdn. & Import	71.3%	73.3%
Coolers – Ontario Coolers	56.6%	58.6%
Coolers – U.S., other Cdn. & Import	62.6%	64.6%

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Suppliers have the opportunity to submit new wholesale quotations according to the following schedule:

Monday, February 27, 2017: Revised wholesale quote deadline

Monday, March 27, 2017: Wholesale quotes effective

Monday, April 24, 2017: Retail price changes effective

Quotes must be emailed to pricing@lcbo.com. Faxed quotes are no longer accepted.

For import suppliers wishing to maintain a retail price, the signed quotation should clearly state “REBATE,” with an indication the supplier agrees to pay to reduce the cost of the inventory on hand and on order. The rebate will be applied to all inventories on hand and on order as of April 24, 2017.

Pricing calculators with the new rates are available on doingbusinesswithlcbo.com in the [Documents](#) section.

Thank you for your continued support.



David Cacciottolo

