



March 8, 2019

TO: All Trade Partners

RE: Wine Markup Pause

Please be advised of the following updates:

Wine Markup pause – applicable to all wine products

The Ontario government has directed LCBO to pause the scheduled increase to the markup applicable to all wine products. The markup had been due to increase by one percentage point on April 1, 2019.

As a result of this direction, current markup rates on all wine products will continue to apply unchanged until further notice. Please see below for reference.

Wine Categories	Current
Ont. Table	71.5%
U.S., Other Cdn. & Import	71.5%
Ont. Max 7% (Sparkling)	64.6%
U.S., Other Cdn. & Imports	64.6%
Ont. Cider	60.6%
U.S., Other Cdn. & Import	60.6%
Draught Cider All	46.4%
Ont. Cream or Flavoured	114.0%
U.S., Other Cdn. & Import	114.0%
Ont. Fortified	69.3%
U.S., Other Cdn. & Import	69.3%
Ont. Coolers	60.6%
U.S., other Cdn. & Import	60.6%

Questions can be directed to pricing@lcbo.com

Thank you for your continued support and partnership.

Sincerely,

Kyle Baker

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