

GUIDELINES



Pricing Communication Guidelines

Effective September 5, 2024

This policy has been developed to ensure a consistent policy regarding the communication of beer prices in The Beer Store retail environment. This policy will apply to all forms of price communications which set out the retail selling price of beer (including without limitation, display and impulse programs, retail promotional opportunities, digital price tickets, stickers, instore digital screens, online through our website, mobile app, marketplace and platforms, marketing emails, virtual or physical flyers and any advertising (print or digital) directing or referencing The Beer Store etc.

Core Principles:

1. Consistent with communication of pricing on digital price tickets, including through a website or mobile app, any communication of selling price in The Beer Store environment must not be misleading as to the total price of the selling unit or SKU (i.e. the unit that a customer can purchase), including reference to additional applicable taxes and deposit on containers making up the selling unit or SKU.
2. Communications about price differentials are permitted, (without setting out the full retail price), as set out below. Any price differential must be compared to a brewer's own brand or brand over which they have control of pricing that is available for purchase at The Beer Store. Accordingly, a communication of "\$4 off" would be permitted as it is in reference to that brand. Likewise, a communication of "28 for the price of 24" would be permitted because it is in comparison to a brewer's own brand.
3. The communication of a value reference is permitted. For example, only a slogan such as "great beer, great price" or "expensive but worth it" would be permitted under this policy.
4. Any pricing or value reference must comply with all applicable policies, rules, regulations and laws, including Ontario Regulation 750/21: *Minimum Price of Liquor and Other Pricing Matters* or any successor regulation.

Refer to Appendix 1 for acceptable examples of the communication of beer prices

Refer to Appendix 2 for examples of the communication of beer prices on TBS Channels

Appendix 1: Acceptable Examples

\$5.00 OFF

\$5.00 OFF*

*Regular price.

28 for the price of 24

WAS	NOW
\$58.95	\$55.95

*You save \$3.00

More Beer for Less

More Beer for Less*

*Save \$5.00

More Beer for Less*

*Save \$5.00

NOW \$55.95*

*Was \$58.95

NOTE:

- A) For examples in which there are primary and secondary price references, the primary message is 100% larger than the secondary message.

Appendix 2: Examples of the Communication of Beer Prices on TBS Channels

Price List Information:

Item	Container	Size	Pack Size	Content Price	HST	Deposit	Total Price
BRAND NAME	Bottles	341	6	\$14.50	\$1.89	\$0.60	\$17.00
				Displayed on DPT/Website with a disclaimer (+HST & deposit)	Displayed on receipt/online shopping cart	Displayed on receipt/online shopping cart	Displayed on receipt/online shopping cart

In Store Digital Price Tags:

BRAND NAME

341 mL Bottle

6 Pack

14.50

12

24

27⁵⁰

44⁹⁵

+ HST and Deposit

BRAND NAME

473 mL Can

6 Pack

16.95

12

24

29⁸⁵

59⁹⁵

+ HST and Deposit

Thebeerstore.ca Checkout:

Order Summary									
Subtotal	\$60.98								
HST	\$1.50								
Deposit	\$5.40								
Total Savings ⓘ	-\$4.00								
Total	\$56.98								
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px 0 5px 20px;">Bag Fee (1 bag) ⓘ</td> <td style="text-align: right; padding: 5px 0 5px 20px;">\$0.35</td> </tr> <tr> <td style="padding: 5px 0 5px 20px;">Bag Fee HST</td> <td style="text-align: right; padding: 5px 0 5px 20px;">\$0.05</td> </tr> <tr> <td style="padding: 5px 0 5px 20px;">Delivery Fee</td> <td style="text-align: right; padding: 5px 0 5px 20px;">\$7.00</td> </tr> <tr> <td style="padding: 5px 0 5px 20px;">Delivery HST</td> <td style="text-align: right; padding: 5px 0 5px 20px;">\$0.92</td> </tr> </table>		Bag Fee (1 bag) ⓘ	\$0.35	Bag Fee HST	\$0.05	Delivery Fee	\$7.00	Delivery HST	\$0.92
Bag Fee (1 bag) ⓘ	\$0.35								
Bag Fee HST	\$0.05								
Delivery Fee	\$7.00								
Delivery HST	\$0.92								
Cart Total	\$65.30								

CHECKOUT

CONTINUE SHOPPING

Price Display on thebeerstore.ca:

24 X Can 355 ml
\$54.95* ~~\$57.95~~ Save \$3.00

ADD TO CART

24 X Bottle 341 ml	24	\$43.95*	- 0 +	ADD TO CART
12 X Bottle 341 ml	68	\$25.50*	- 0 +	ADD TO CART
6 X Bottle 341 ml	14	\$14.50*	- 0 +	ADD TO CART

*Pricing excludes HST and Deposit

Pallet Inserts at Retail locations:

