

# POLICIES & PROCEDURES



## Pricing Communication Policy

Policies and Procedures for Communication of Beer Prices

Effective January 1<sup>st</sup>, 2022

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, Enhanced Display Program, Feature Display Program, End Cap Program, Product Enhancement Program, digital price tickets, stickers, in store digital screens, online through our website or mobile app, marketing emails, virtual flyers, etc.).

**Core Principles:**

1. Consistent with communication of pricing on digital price tickets and touch screens, including through a website or mobile app, any communication of selling price in The Beer Store environment must set out the total price of the selling unit or SKU (i.e. the unit that a customer can purchase), including all applicable taxes and deposit of 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. The communication of a second price (e.g. "24 for \$24 plus taxes and deposit") is allowed subject to the following:
  - 4.1. The second price communication is contained within the same communication vehicle as the total price.
  - 4.2. The second price communication is accurate and not misleading to the consumer.
  - 4.3. The second price communication must be at least 50% smaller than the total price on printed material and represent no more than 20% of the total message time on audio/visual media.
5. Any pricing or value reference must comply with all applicable policies, rules, regulations and laws.

Refer to Appendix 1 and 2 for acceptable and unacceptable examples of the communication of beer prices.

## Appendix 1: Acceptable Examples

\$4.00 OFF

\$4.00 OFF\*

\*Regular price.

\$3.00 OFF\*

\*Price on Sept. 15, 2020.

28 for the price of 24

WAS	NOW
\$35.95	\$30.00

\*You save \$5.95

More Beer for Less

More Beer for Less\*

\*Save \$4.00

More Beer for Less\*

\*Save \$4.00

NOW \$30.00\*

\*Was \$35.95

\$26.40\*

\*24 for \$24 plus taxes and deposit.

### 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: Unacceptable Examples**  
(including references to core principles contravened)

<p align="center">Buck a Beer</p>	<p align="center">1 4.3</p>	<p align="center">\$4.00 OFF* *Regular price \$39.95</p>	<p align="center">1 4.3</p>
<p align="center">Buck a Beer* *26.40</p>	<p align="center">1 4.3</p>	<p align="center">More Beer for Less* *26.40</p>	<p align="center">4.3</p>
<p align="center">Buck a Beer* *\$24.00 (excluding deposit)</p>	<p align="center">1 4.3</p>	<p align="center">Great Beer, Great Price* *26.40</p>	<p align="center">4.3</p>
<p align="center">15 for \$20* *Plus deposit.</p>	<p align="center">1</p>	<p align="center">\$10 Less a case than regular beer* *regular 24 pack price is \$39.95</p>	<p align="center">2 4.2 4.3</p>
<p align="center">24 for \$24* *\$26.40 (including deposit)</p>	<p align="center">1 4.3</p>	<p align="center">\$10 Less a case than regular beer* *\$29.95 vs \$39.95</p>	<p align="center">2 4.2 4.3</p>

NOTE:

- A) For examples in which there are primary and secondary price references, the primary message is 100% larger than the secondary message.
- B) The Core Principles contravened is indicated to the right of each example.