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Date: 2016-08-30 9:31 AM (GMT-07:00)

To:

Subject: Labatt Pricing Update: September 2nd

Good morning,

As some may have heard, Labatt is adjusting some of its pricing effective **Friday September 2<sup>nd</sup>** (Our summer pricing is ending with our core 8 cans and 15 cans).

However, Labatt will be adjusting its pricing index so that you **save more money the bigger you buy!** Labatt's goal is to encourage customers to buy larger packs sizes so they save more the bigger they buy:

1. **8 can packs** Bud, Bud Light, and kokanee will return to **before summer pricing** to **\$13.84** (\$1.73/can)
2. **15 can packs** Bud, Bud Light, and Kokanee will return to **before summer pricing** to **\$25.95** on LTO (\$1.73/can)
3. **18 can packs** Bud, Bud Light, and Kokanee will be an **EVERYDAY LOW PRICE** at **\$1.69/can**
4. **24 can packs** Bud, Bud Light, and Kokanee will **lower in price by \$0.66** to **\$40.08 on LTO** (\$1.67/can)
5. **30 can packs** Bud, Bud Light, and Kokanee will **lower in price by \$0.48** to **\$49.80 on LTO** (\$1.66/can)

6. 36 can packs Bud, Bud Light, and Kokanee will be an **EVERDAY LOW PRICE** at **\$57.60** (\$1.60/can)

In addition, Alberta's market suffers from a big price gap between core brands and value brands. Labatt's goal is to minimize this GAP to encourage customers to trade up to more profitable and bigger SKUS versus trading down to smaller and cheaper SKUS. As a result, some of the prices in the value segment will be increasing slightly to minimize this price GAP.

Attached is the updated price list **only for those SKUS that are affected.**

**THE LARGER PRICE CHANGES FOR KEY SKUS (I.E. BUD 15 CANS) REFLECT THE PRICE ON LTO STARTING FRIDAY**

Below are the LTOs starting Friday September 2<sup>nd</sup>:

Please feel free to call me if you have any questions.

Have a great day!

### **Caroline Bereznicki**

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