

From: **Scott Eriksen** scott.eriksen@molsoncoors.com  
Subject: **FW: AB Sales - Pricing Update - Brewhouse, Black Ice, Black Label**  
Date: Today at 8:37 AM  
To: Undisclosed recipients;;

Hello All,

Due to the taxes for various Brewers moving up on August 5<sup>th</sup>, 2016, an opportunity exists to move up the floor on Deep Discount Value Beer in Alberta. Moving up the floor on Deep Discount Value Beer in Alberta is good for both Retailers and Brewers alike. If a Retailer uses a common mark-up across all Segments, Deep Discount Value Beer can be 2-5 times less profitable than Premium Beer. It is important to have a Portfolio of options – Value, Premium, Above Premium – but it is equally important to protect Profitability. Keeping beer drinkers in the higher profit segments helps both Retailers and Brewers.

**\*\*ON AUGUST 19<sup>TH</sup>, BLACK ICE PRICING WILL GO UP THE AMOUNTS STATED BELOW\*\***

Black Ice/Label and Brewhouse Pricing – All Prices Subject to Change based on Market Dynamics

**Brewhouse Pricing\*:**

Brand	SKU	Aug 4	Aug 5	Change
Brewhouse Pilsner	6ar	\$8.80	\$10.54	+\$1.74 ; +19.77%
Brewhouse Pilsner	8ar	\$8.39	\$10.73	+\$2.34 ; +27.89%
Brewhouse Pilsner	12ar	\$16.80	\$20.55	+\$3.75 ; +22.32%
Brewhouse Pilsner	15ar	\$16.80	\$20.55	+\$3.75 ; +22.32%
Brewhouse Pilsner	24ar	\$27.17	\$32.99	+\$5.82 ; +21.42%
Brewhouse Pilsner	12pb	\$17.00	\$20.30	+\$3.30 ; +19.41%

\*Brewhouse pricing is provided as reference, Pricing should only be assumed correct direct from the Brewer

Brewhouse pricing is presented as Liquor Connect Delivered pricing

**Black Ice Pricing:**

Brand	SKU	Aug 18	Aug 19	Change
Black Ice^	6ar	\$8.80	\$8.80	\$0 ; 0%
Black Ice	12ar	\$14.99	\$15.99	+\$1.00 ; +6.67%
Black Ice	15ar	\$16.81	\$17.99	+\$1.18 ; +7.02%

Black Ice	24ar	\$25.20	\$26.43	+\$1.23 ; +4.88%
Black Ice	710mL	\$29.50	\$30.50	+\$1.00 ; +3.39%
Black Label`	8ar	\$8.40	\$8.90	+\$0.50 ; +5.95%

^Black Ice 6ars previously moved up in price on July 22<sup>nd</sup>, 2016

`Black Label 8ars will launch on August 10<sup>th</sup>, 2016 at the launch price of \$8.90

Black Ice/Label is presented as BDL Delivered pricing

We are attempting to raise the floor of Deep Discount Value Beer in Alberta, to increase Profits for Retailers and Brewers alike. If you have any questions please contact your Molson Coors Canada Sales Representative.

Cheers,

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