

Journey of a Bottle

As it journeys from the manufacturer to the store shelf, a liquor product will have a number of different fees attached to it. Follow the journey below to see where and when these different fees are added to create the competitive retail price you see on Alberta's shelves.

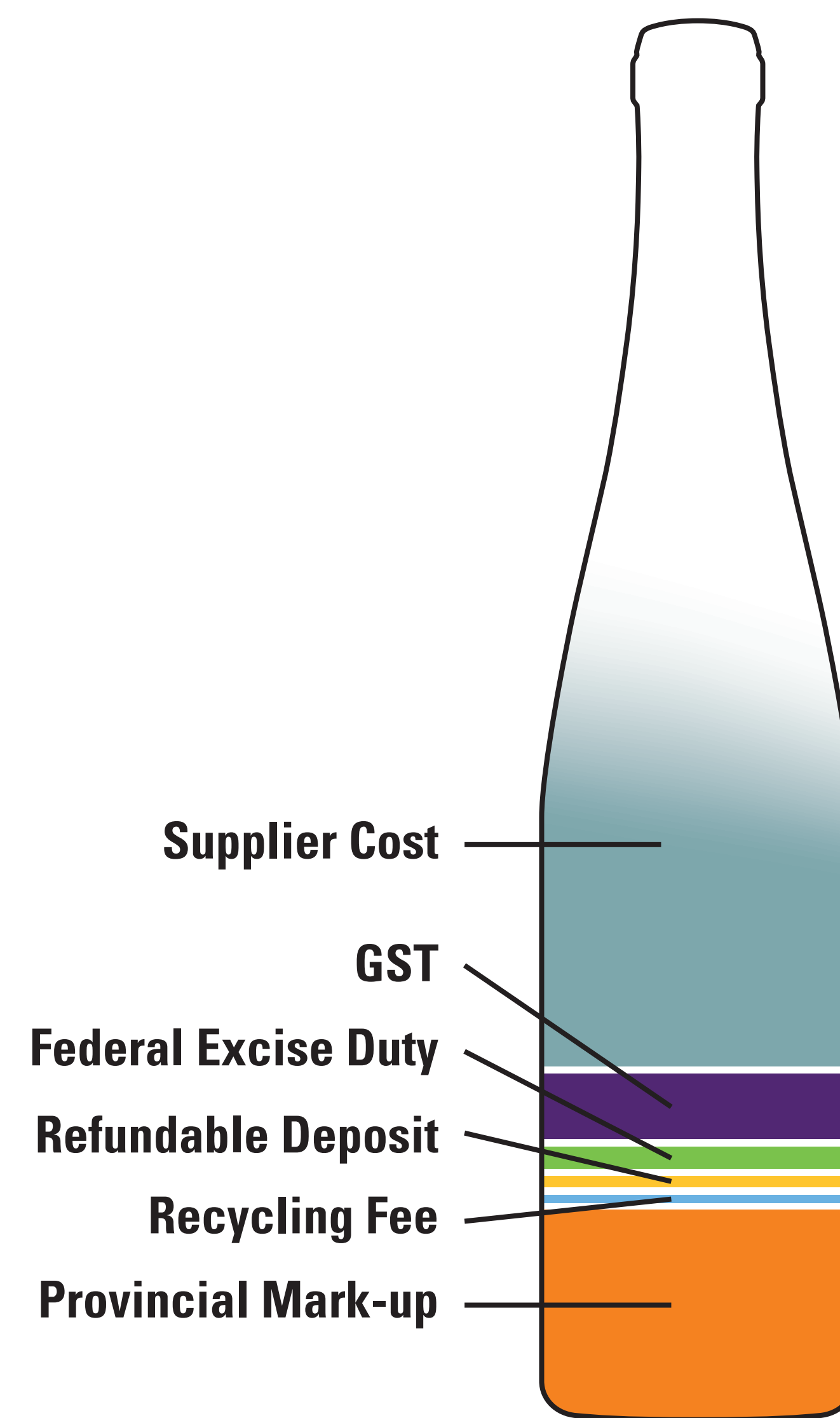


MANUFACTURER'S FACILITY

READY TO MARKET

The liquor manufacturer, or a representative, registers with the AGLC to make the product available in Alberta.

At registration, the manufacturer, or a representative, submits to the AGLC the supplier's cost of the product. The supplier's cost includes the cost of manufacturing the product as well as all other costs related to distribution and marketing of the product.



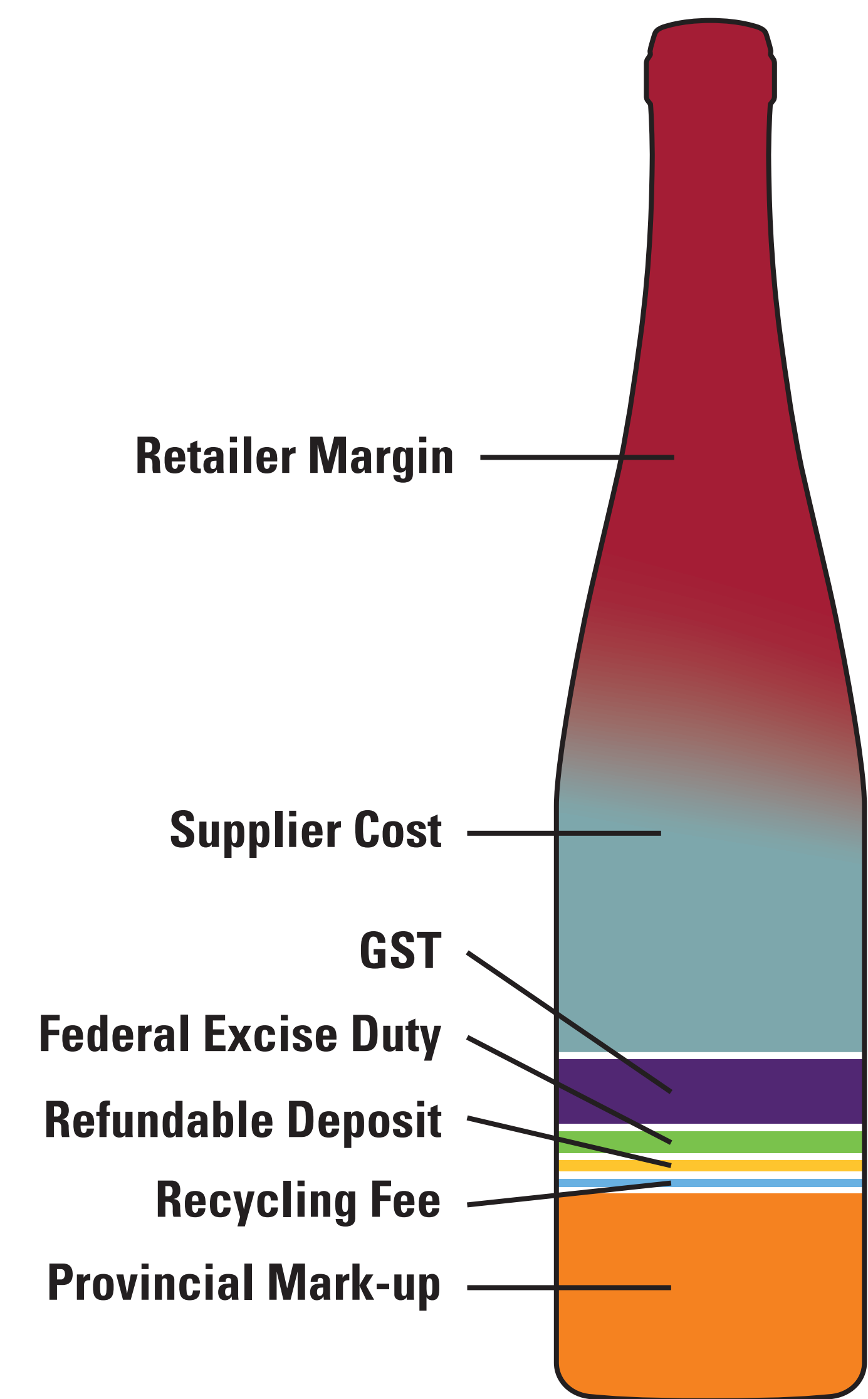
WAREHOUSE

AT THE WAREHOUSE

The majority of liquor products are shipped through the AGLC's warehouse in St. Albert, where they are stored if required before being shipped to a licensee such as a liquor retailer. Domestic beers are distributed through manufacturers' warehouses.

In addition to supplier's cost, federal customs and excise duties (where applicable), GST, bottle deposit, recycling costs, and provincial mark-up make up the wholesale price.

Liquor retailers buy liquor products at the wholesale price.



RETAIL STORE

ON THE SHELF

Liquor retailers set the final retail prices – meaning products could have different prices in stores throughout the province.

Consumers buy liquor products from a retailer of their choosing.