



Dedicated to Responsible Retailing

July 7, 2009

GOOD NEWS!

Today at 1:30 p.m., Premier Ed Stelmach announced that effective midnight, Wednesday July 8th, the liquor tax increase that was imposed in the April 2009 Budget will be fully rescinded and revert back to pre-April mark-up values!

The Premier has made it clear that he will not impose tax increases in Alberta. Obviously he and many Cabinet Ministers and MLAs listened to Albertans – i.e. your customers - to our association and its members, as well as industry stakeholders.

So, while this rollback will require you to again adjust your pricing, this is a very positive outcome for our industry at a time when our province does have great budgetary challenges.

PLEASE NOTE: Gerry McLennan, CEO of the AGLC has stated that the pre-increase pricing will be honored for all orders placed from today onward. **DO NOT CANCEL YOUR ORDERS OR DELAY PLACING ORDERS.** We cannot afford to place this burden on the warehousing and shipping system which could cause another distribution issue