

Weekly Liquor Pricing

On March 31, 2017 liquor agencies will gain the flexibility to set prices on a weekly basis. This change supports the unique and successful privatized liquor model enjoyed in Alberta.

Industry benefits:

- Greater adaptability to changing market conditions like currency fluctuations.
- The ability to correct pricing errors more quickly.
- New sales promotions opportunities that can run for as short as one week.
- Reduced risk of product unavailability.
- A more balanced workload week to week for warehousing staff.

Key information for retailers and agencies:

- Scheduled order and delivery days will remain the same for retailers.
- Price changes – increases and decreases – will be posted one week in advance of their effective date. All retailers have equal ordering access through the pre-committed order process.
- Price change data will be produced daily just before 3:30 a.m. Changes to the price change file will be visible after this time on the Liquor Agency Portal (LAP).
- The LAP will show price changes from two weeks prior, and two weeks into the future.
- Price changes will take effect one week following the price quote deadline.
- Retailers have a wide range of search filters and ways to sort search results on LiquorConnect.com to speed up product searches. Retailers can filter and sort by agent, price, size, product category, limited time offers, new listings, future price changes, and much more.
- Retailers with questions about LiquorConnect.com may contact Connect Customer Service by email, online chat, or phone 1-800-265-6784.
- Price quotes for active products must be submitted by 4 p.m. (MST/MDT) Friday in order to be implemented on the following Friday.