

PRIVATE LIQUOR STORE COMPARISONS (Victoria, BC market - survey conducted April 27-28, 2009)

	Smirnoff Red Label Vodka 750 ml		Bacardi White Rum 750 ml		Crown Royal Rye 750 ml		Yellow Tail Shiraz 750 ml		Yellow Tail Chardonnay 750 ml		Budweiser 12-pack cans	
Public LDB Price	23.00		23.99		29.45		12.99		12.99		20.95	
4 Mile Liquor Store1	24.95	8.48%	25.95	8.17%	31.45	6.79%	14.15	8.93%	14.15	8.93%	22.65	8.11%
Canadian Liquor Cabinet	25.00	8.70%	25.99	8.34%	33.75	14.60%	15.60	20.09%	15.60	20.09%	23.30	11.22%
Harris Green Liq. Merch.	25.60	11.30%	26.70	11.30%	31.10	5.60%	15.30	17.78%	15.00	15.47%	24.65	17.66%
Lion's Liquor Store	24.95	8.48%	24.50	2.13%	30.95	5.09%	13.25	2.00%	13.25	2.00%	20.95	0.00%
Liquor Express	27.49	19.52%	27.99	16.67%	34.49	17.11%	14.99	15.40%	14.99	15.40%	24.99	19.28%
Liquor Depot Blanshard	29.19	26.91%	29.19	21.68%	36.19	22.89%	17.49	34.64%	17.49	34.64%	25.49	21.67%
Liquor Depot Gorge Rd	28.89	25.61%	28.39	18.34%	34.19	16.10%	17.39	33.87%	17.39	33.87%	25.29	20.72%
Liquor Depot Langford	26.49	15.17%	29.19	21.68%	35.19	19.49%	16.59	27.71%	16.59	27.71%	25.39	21.19%
Liquor Plus	24.99	8.65%	24.49	2.08%	29.99	1.83%	12.99	0.00%	12.99	0.00%	21.99	4.96%
Logans Central	29.60	28.70%	29.95	24.84%	37.45	27.16%	16.25	25.10%	16.25	25.10%	26.20	25.06%
Rosie's Holiday Inn	23.00	0.00%	24.00	0.04%	29.45	0.00%	15.30	17.78%	15.30	17.78%	23.85	13.84%
Shark Club	27.85	21.09%	29.00	20.88%	35.75	21.39%	17.65	35.87%	16.30	25.48%	22.15	5.73%
Spinnakers	24.75	7.61%	25.65	6.92%	31.85	8.15%	13.85	6.62%	13.85	6.62%	22.70	8.35%
Strathcona Hotel	28.95	25.87%	26.95	12.34%	33.95	15.28%	n/a		14.95	15.09%	n/a	
Swan's Hotel	26.75	16.30%	25.95	8.17%	33.95	15.28%	15.95	22.79%	15.95	22.79%	25.15	20.05%
Tudor House	25.75	11.96%	26.85	11.92%	33.50	13.75%	15.85	22.02%	15.85	22.02%	24.90	18.85%
Vintage Spirits	29.65	28.91%	28.75	19.84%	36.55	24.11%	16.25	25.10%	16.25	25.10%	25.25	20.53%
Average Price, % difference	26.70	16.07%	27.03	12.67%	33.51	13.80%	15.55	19.73%	15.42	18.71%	24.06	14.83%

17 private liquor stores surveyed for their prices on six standard items.

102 total price comparisons: 19 prices were greater than 25% more; 40 prices were 15-25% more; 9 were 10-15% more; 20 prices were 5-10% more; and 7 were <5% more.

5 prices were the same as the LDB; 2 prices were unavailable; no prices less than LDB. Note: sale prices not compared.