



More for beer?

Many popular items are more expensive in private liquor stores in Alberta, even though liquor taxes are lower and the minimum wage is just \$7.00 in that province. Some high-end products are cheaper.

	Alberta	B.C. LDB
Canadian Club Rye	\$22.99 to \$23.99	\$20.95
Smirnoff Vodka	\$22.45 to \$24.99	\$20.45
Bacardi White Rum	\$22.45 to \$24.99	\$20.45
Kahlua	\$27.39 to \$28.99	\$26.45
Kokanee (12 pack)	\$18.30 to \$18.69	\$17.55
Budweiser (12 pack)	\$19.19	\$17.55
John Labatt Classic	\$19.60	\$17.95
Glenlivet 18 year scotch	\$83.95	\$89.95

Prices are July 2002, from Alberta Spirits, Canmore; Liquor Store #1, NW Calgary; Montgomery #1, NW Calgary; and the Liquor Barn, NW Calgary. B.C. beer prices include container deposit.

*Higher prices. Lower wages.
Who benefits from that?*

**B.C. Liquor Stores
are worth keeping.**

Less selection

"With the government's impending move toward privatization... you can say goodbye to any interesting wines made by small innovative wineries."

— Anthony Gismondi
Vancouver Sun Wine Columnist

"When it goes private we could get squeezed out by the big breweries taking up 99 percent of the space. Private enterprise may not be obligated at all to carry our products."

— Brad Williams, General Manager
Sailor Hagar's brew-pub, North Vancouver
Vancouver Sun

Higher prices

"The bottom line is that liquor privatization in Alberta has led to higher consumer prices, more stores (but less genuine selection), marginalized workers, a host of social problems, and (in real terms) decreasing government revenues."

— Trevor Harrison
Associate Professor of Sociology
University of Lethbridge

More tragedies on the road

"(Alberta's) impaired driving rates are almost double those of B.C."

— James Chase, Executive Director
B.C. and Yukon Hotel Association
April 19, 2002

"...there could be a significant increase in net social harms."

— Dr. Perry Kendall
B.C. Provincial Health Officer

Distributed by the women and men who work for the

B.C. Liquor Distribution Branch

An efficient and profitable government service owned and operated by the people of B.C.



**Soon
Closing
forever?**

Is your store next?



A private liquor store in Edmonton, August 2002

Campbell's plan will mean less selection and higher prices for us all

The government continues to close profitable liquor stores in all parts of the province, and are turning over liquor sales to private companies. This will result in higher prices and less selection for consumers.

The B.C. liquor distribution system provides immense efficiencies of scale in purchases and distribution that can't be matched in a fragmented private system.

In Alberta – the only province where all alcohol sales are private – most stores sell far fewer products, stocking only items that have a high turnover. Despite that, and even though some Alberta stores only pay their workers the minimum wage of \$7.00 an hour, prices on popular products are typically several dollars higher.

- "...there is a very good chance that free enterprise and open competition could lead to a paradoxical increase in prices." — *Les Leyne, Victoria Times-Colonist Thursday July 25, 2002*
- "Victoria will allow private operators to enter the retail market, but they won't be allowed to sell any products for less than a government store." — *Vancouver Sun Monday July 29, 2002*

GOOD SERVICE. GOOD PRICE. GOOD SELECTION.

Gordon Campbell is still closing public liquor stores across B.C. Go figure!

In the last five years, B.C. Liquor Stores made more than \$3.4 billion in profits for B.C. taxpayers to pay for education and health care.

The liquor stores that we all own are British Columbia's largest retailer. They are a success story. They are efficient, profitable, and socially responsible.

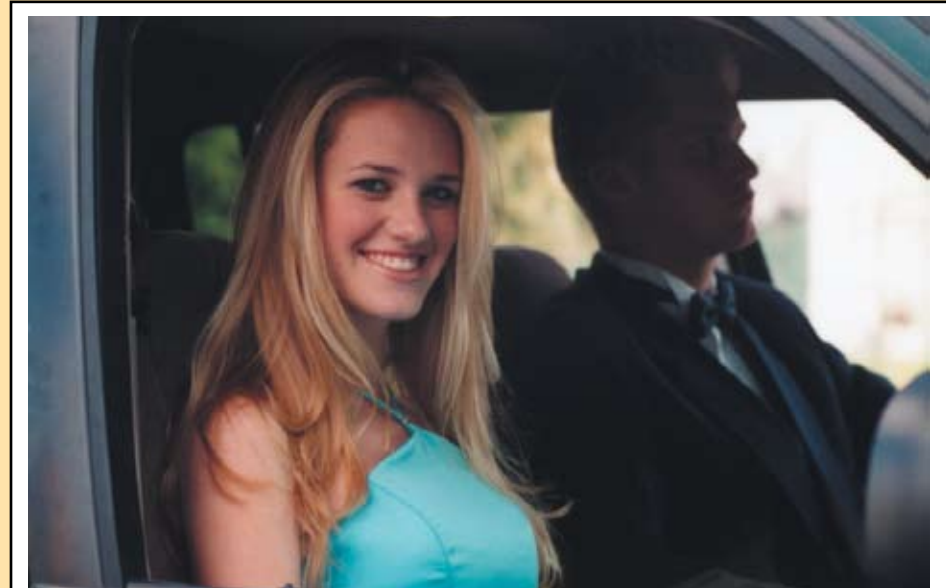
From the LDB distribution centre to the B.C. Liquor Store in your community, we have a proven network that provides good selection at a good price, while helping to keep alcohol out of the hands of underage drivers.

A wide selection in every community in B.C.

For decades, B.C. Liquor Stores have provided excellent service to customers all over the province – the same excellent service and the same wide selection of products in every community, whether it's large or small.

Respect for your neighbourhood.

Government Liquor Stores in B.C. are well designed and located. In some communities in Alberta – the only province that has turned liquor sales over to for-profit corporations – loud and garish establishments have brought unwanted noise, late-night traffic and crime to residential areas.



Bring 'em back alive.

Liquor is not a product to be sold like any other. The experienced staff at B.C. Liquor Stores are proud to carefully check IDs – so young people looking for a good time won't find tragedy instead.

Unlike private liquor stores, the

B.C. LDB has the resources to provide public education on responsible use of alcohol, prevent sales to minors, promote alternatives like dry grads, encourage recycling, and support services to reduce, treat and prevent alcohol abuse.

Efficiencies of scale that keep down prices.

Central warehousing in the government system provides large efficiencies of scale.

A private distribution system is more expensive because retailers

have to deal with hundreds of suppliers instead of one. Shipping costs will increase for the same reason.

These new extra costs will be passed on to customers. And the further you are from Vancouver, the more you will pay.