

**Backgrounder:
SLGA/Sobeys Price Comparison**

The following two tables present a comparison of recent prices offered by Saskatchewan Liquor and Gaming Authority (SLGA) stores and Sobeys Liquor stores, as well as the prices offered by SLGA stores in March 2016, prior to the large-scale privatization of liquor sales in Saskatchewan.

The liquor products used in the comparison come from a list of “Top Selling Products,” which SLGA published in the request for proposals for private liquor store operators that it issued in July 2016.

Sobeys prices were checked in-store or by phone. SLGA prices were checked via the saskliquor.com website, and were checked in-store to identify if any were on sale. Price checks took place during the period March 6-8, 2019.

Sale prices have been omitted from the comparison of current Sobeys and SLGA products; the full regular price is listed for each of these products.

The archived webpages from which the 2016 SLGA prices were taken do not indicate whether a given product was on sale at the time, so some 2016 prices may reflect sales. To ensure a fair comparison, sales have been included for the current SLGA and Sobeys prices when comparing them to the 2016 prices.

All prices used for this comparison are the full purchase price, including taxes and deposits.

Where one or both retailers did not carry the exact product given in the “Top Selling Products” list, the closest alternative was used. Substitutions were as follows:

- The Budweiser 24-can case was used in place of the 30-can case
- The 24-can case of Coors Light was used in place of the 24-bottle case
- The Kokanee 18-can case was used in place of the 12-can case
- The 4-bottle pack of Mott’s Clamato Caesar was used in place of the 6-bottle pack
- The 12-can Palm Bay Spritzer Mix Pack was used in place of the 12-can Sun Sampler Variety Pack
- The 4-litre box of Bodacious Smooth Red was used in place of the 3-litre box

Current Prices

Product Name	Container(s)	Deposit	Prices			% higher at Sobeys
			Sobeys Shelf	Sobeys All-In	SLGA All-In	
Beer						
Alexander Keith's IPA	15 Cans	\$1.50	\$35.99	\$42.89	\$39.29	+9.2%
Bud Light	24 Cans	\$2.40	\$49.99	\$59.89	\$56.99	+5.1%
Budweiser	24 Cans	\$2.40	\$49.99	\$59.89	\$56.99	+5.1%
Molson Canadian	24 Cans	\$2.40	\$49.99	\$59.89	\$57.21	+4.7%
Coors Banquet	24 Cans	\$2.40	\$53.99	\$64.49	\$59.31	+8.7%
Coors Light	24 Cans	\$2.40	\$49.99	\$59.89	\$57.21	+4.7%
Corona Extra	12 Bottles	\$2.40	\$33.99	\$41.49	\$37.63	+10.3%
Kokanee	18 Cans	\$1.80	\$39.99	\$47.79	\$43.43	+10.0%
Miller Genuine Draft	15 Cans	\$1.50	\$35.99	\$42.89	\$39.07	+9.8%
Molson Pilsner	24 Cans	\$2.40	\$41.99	\$50.69	\$50.27	+0.8%
Refreshment						
American Vintage Hard Iced Tea	12 Cans	\$1.20	\$29.99	\$35.69	\$31.89	+11.9%
Growers Cider	2L Bottle (Plastic)	\$0.25	\$10.99	\$12.89	\$12.37	+4.2%
Mott's Clamato Ceasar	4 Bottles	\$0.80	\$11.49	\$14.01	\$12.09	+15.9%
Palm Bay (Assorted Varieties)	6 Cans	\$0.60	\$14.99	\$17.84	\$14.85	+20.1%
Palm Bay Variety Pack	12 Cans	\$1.20	\$27.99	\$33.39	\$29.00	+15.1%
Smirnoff Ice	6 Cans	\$0.60	\$15.49	\$18.41	\$16.07	+14.6%
Twisted Tea	12 Cans	\$1.20	\$32.99	\$39.14	\$34.00	+15.1%
Wine						
Apothic Red	750ml Bottle (Glass)	\$0.20	\$16.99	\$19.74	\$19.47	+1.4%
Bodacious Smooth Red	4L Box	\$0.00	\$41.99	\$48.29	\$44.99	+7.3%
Calona Royal Red	2L Bottle (Plastic)	\$0.25	\$18.99	\$22.09	\$20.25	+9.1%
Calona Schloss Laderheim	4L Box	\$0.00	\$34.99	\$40.24	\$38.37	+4.9%
Jackson-Triggs Proprietor's Selection Cabernet	4L Box	\$0.00	\$39.99	\$45.99	\$44.30	+3.8%
Peller Proprietor's Reserve Cabernet Merlot/Shiraz	4L Box	\$0.00	\$37.99	\$43.69	\$42.25	+3.4%
Gallo Winery White Zinfandel Reserve	750ml Bottle (Glass)	\$0.20	\$9.99	\$11.69	\$10.80	+8.2%
Spirits						
Alberta Vodka	750ml Bottle (Plastic)	\$0.10	\$22.99	\$26.54	\$25.66	+3.4%
Bacardi Superior	750ml Bottle (Glass)	\$0.20	\$25.99	\$30.09	\$28.27	+6.4%
Captain Morgan Spiced	750ml Bottle (Glass)	\$0.20	\$28.99	\$33.54	\$32.79	+2.3%
Crown Royal	750ml Bottle (glass)	\$0.20	\$27.99	\$32.39	\$31.49	+2.9%
Russian Prince	1.75L Bottle (plastic)	\$0.25	\$49.99	\$57.74	\$56.85	+1.6%
Gibson's Finest 12 Year	1.14L Bottle (glass)	\$0.40	\$42.99	\$49.84	\$48.21	+3.4%
J.P. Wiser's Deluxe	1.14L Bottle (glass)	\$0.40	\$37.99	\$44.09	\$43.79	+0.7%
Polar Ice Vodka	1.75L Bottle (plastic)	\$0.25	\$52.99	\$61.19	\$57.49	+6.4%
Smirnoff Red	750ml Bottle (glass)	\$0.20	\$24.99	\$28.94	\$28.59	+1.2%
Wiser's Special Blend	750ml Bottle (glass)	\$0.20	\$23.99	\$27.79	\$25.76	+7.9%
						Average: 7.0%

Current vs. 2016 Prices

Product Name	Prices (Including taxes, deposits, and sales)				
	Sobeys	Current SLGA	2016 SLGA	Sobeys vs. 2016 SLGA	Current SLGA vs. 2016 SLGA
Beer					
Alexander Keith's IPA	\$42.89	\$37.79	\$29.09	+47.4%	+29.9%
Bud Light	\$57.59	\$52.99	\$49.99	+15.2%	+6.0%
Budweiser	\$57.59	\$56.99	\$49.99	+15.2%	+14.0%
Molson Canadian	\$59.89	\$57.21	\$42.95	+39.4%	+33.2%
Coors Banquet	\$59.89	\$59.31	\$46.95	+27.6%	+26.3%
Coors Light	\$59.89	\$52.21	\$42.95	+39.4%	+21.6%
Corona Extra	\$39.19	\$37.63	\$29.99	+30.7%	+25.5%
Kokanee	\$45.49	\$43.43	\$30.69	+48.2%	+41.5%
Miller Genuine Draft	\$42.89	\$39.07	\$32.79	+30.8%	+19.2%
Molson Pilsner	\$48.39	\$50.27	\$40.99	+18.0%	+22.6%
Refreshment					
American Vintage Hard Iced Tea	\$35.69	\$31.89	\$29.98	+19.0%	+6.4%
Growers Cider	\$12.89	\$12.37	\$10.98	+17.4%	+12.7%
Mott's Clamato Ceasar	\$14.01	\$12.09	\$12.09	+15.9%	+0.0%
Palm Bay (Assorted Varieties)	\$17.84	\$14.85	\$13.98	+27.6%	+6.2%
Palm Bay Variety Pack	\$33.39	\$29.00	\$27.48	+21.5%	+5.5%
Smirnoff Ice	\$18.41	\$16.07	\$14.99	+22.8%	+7.2%
Twisted Tea	\$39.14	\$34.00	\$33.55	+16.7%	+1.3%
Wine					
Apothic Red	\$19.74	\$19.47	\$15.49	+27.4%	+25.7%
Bodacious Smooth Red	\$48.29	\$44.99	Not carried	N/A	N/A
Calona Royal Red	\$22.09	\$20.25	\$18.07	+22.2%	+12.1%
Calona Schloss Laderheim	\$40.24	\$38.37	\$33.99	+18.4%	+12.9%
Jackson-Triggs Proprietor's Selection Cabernet	\$45.99	\$44.30	\$36.99	+24.3%	+19.8%
Peller Proprietor's Reserve Cabernet Merlot/Shiraz	\$43.69	\$42.25	\$37.68	+15.9%	+12.1%
Gallo Winery White Zinfandel Reserve	\$11.69	\$10.80	\$9.96	+17.4%	+8.4%
Spirits					
Alberta Vodka	\$24.24	\$25.66	\$24.25	+0.0%	+5.8%
Bacardi Superior	\$27.79	\$26.77	\$25.50	+9.0%	+5.0%
Captain Morgan Spiced	\$31.24	\$32.79	\$29.98	+4.2%	+9.4%
Crown Royal	\$30.09	\$31.49	\$27.58	+9.1%	+14.2%
Russian Prince	\$55.44	\$56.85	\$53.75	+3.1%	+5.8%
Gibson's Finest 12 Year	\$49.84	\$48.21	\$42.79	+16.5%	+12.7%
J.P. Wiser's Deluxe	\$44.09	\$43.79	\$37.69	+17.0%	+16.2%
Polar Ice Vodka	\$61.19	\$53.75	\$56.56	+8.2%	-5.0%
Smirnoff Red	\$24.34	\$28.59	\$26.69	-8.8%	+7.1%
Wiser's Special Blend	\$27.79	\$24.61	\$25.50	+9.0%	-3.5%
				Average: +19.6%	Average: +13.3%