



FOR RELEASE
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Wholesale pricing announced for Yukon liquor licensees

WHITEHORSE— Effective February 1, Yukon outlets licensed to sell liquor products can purchase them at a wholesale price of ten per cent off retail.

"This government strives to create an environment where local businesses can thrive and grow. Licensees have asked for wholesale pricing so they can become more competitive," Minister of Finance Darrell Pasloski said. "Prior to this change, licensees purchased liquor products at the same retail price all Yukoners pay at the liquor store."

This pricing change will benefit 140 Yukon owned and operated licensed businesses including hotels, bars, restaurants and off-sale outlets.

"Introducing wholesale liquor pricing for the hospitality sector will help its financial position, which means a healthier Yukon economy," Minister responsible for the Yukon Liquor Corporation Stacey Hassard said. "Wholesale liquor pricing is a small but significant adjustment to a sector that employs approximately 870 Yukoners."

This new pricing strategy provides the hospitality industry with support that is similar to other sector-specific initiatives offered by the Government of Yukon.

"It is logical to provide those buying product in volume with a wholesale discount," Yukon Chamber of Commerce Chair Rich Thompson commented. "This is consistent with many other Canadian jurisdictions and is a very welcome move when economic times are tough and food and beverage operators are struggling just to survive in many cases. The Yukon Chamber of Commerce heartily applauds the government for listening to business issues and moving at pace to make necessary changes."

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Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Doug Caldwell
Communications, Yukon Liquor Corp
867-667-5075
doug.caldwell@gov.yk.ca

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