

Price Banding - Wine Category													
Units per Pack	Unit Size	MLs	Social Reference Pricing	Economy		Mainstream		Wine Minimum Profit	Premium		Super Premium		
				Min	Max	Min	Max		Min	Max	Min	Max	
1	200	200	3.34	4.29	4.98	4.99	6.98	-	6.99	8.98	8.99	And Over	
1	250	250	4.04	4.99	5.98	5.99	8.48	-	8.49	10.78	10.79	And Over	
1	375	375	6.19	7.14	8.13	8.14	11.43	4.56	11.44	14.43	14.44	And Over	
1	500	500	8.19	8.94	10.13	10.14	14.43	5.45	14.44	18.13	18.14	And Over	
1	700	700	10.19	11.44	12.93	12.94	18.43	6.76	18.44	23.63	23.64	And Over	
1	720	720	10.19	11.64	13.13	13.14	18.63	6.82	18.64	24.13	24.14	And Over	
1	750	750	11.79	11.79	12.79	13.49	19.18	6.99	19.19	24.48	24.49	And Over	
1	1,000	1,000	14.09	15.39	17.58	17.59	24.78	9.10	24.79	31.78	31.79	And Over	
1	1,500	1,500	19.79	20.99	22.37	22.38	31.68	11.82	31.69	41.18	41.19	And Over	
1	3,000	3,000	35.39	38.79	43.98	43.99	61.78	22.53	61.79	77.98	77.99	And Over	
1	4,000	4,000	45.00	46.99	46.99	49.59	71.58	26.11	71.59	91.58	91.59	And Over	
4	250	1,000	14.04	15.34	17.53	17.54	24.73	9.07	24.74	31.73	31.74	And Over	

Price Banding - Spirits Category													
Units per Pack	Unit Size	MLs	Social Reference Pricing	Economy	Mainstream		Spirits Minimum Profit	Premium		Super Premium			
					Min	Max		Min	Max	Min	Max		
1	50	50	3.04		3.54	4.13	2.02	4.14	4.63	4.64	And Over		
1	200	200	8.89		9.35	11.56	5.34	11.57	15.55	15.56	And Over		
1	250	250	11.14		11.64	14.43	-	14.44	18.73	18.74	And Over		
1	350	350	15.54		16.04	20.14	9.31	20.15	26.03	26.04	And Over		
1	375	375	16.49	16.49	17.73	21.96	10.24	21.97	27.97	27.98	And Over		
1	500	500	20.69		21.59	25.93	12.37	25.94	31.42	31.43	And Over		
1	700	700	27.59		29.19	36.28	16.52	36.29	41.08	41.09	And Over		
1	750	750	28.49	28.49	30.93	38.50	17.53	38.51	43.51	43.52	And Over		
1	1,140	1,140	41.99	41.99	45.19	54.48	25.67	54.49	61.48	61.49	And Over		
1	1,750	1,750	59.99	59.99	66.24	82.00	38.26	82.01	96.60	96.61	And Over		
1	3,000	3,000	102.77		118.84	146.12	67.77	146.13	166.11	166.12	And Over		
4	30	120	7.39		8.09	10.08	-	10.09	12.08	12.09	And Over		
6	50	300	12.49		12.69	17.18	-	17.19	22.18	22.19	And Over		

Price Banding - Beer Category													
Units per Pack	Unit Size	MLs	Social Reference Pricing	Economy	Mainstream		Beer Minimum Profit	Premium					
					Min	Max		Min	Max				
1	355	355	2.75		2.99	3.49	1.47	3.50	And Over				
1	450	450	3.29		3.49	4.09	1.74	4.10	And Over				
1	473	473	3.39		3.89	4.59	1.96	4.60	And Over				
1	500	500	3.49		4.09	5.09	2.18	5.10	And Over				
1	710	710	4.69		5.59	5.95	2.52	5.96	And Over				
4	355	1,420	9.19		10.79	12.49	5.28	12.50	And Over				
4	440	1,760	11.15		12.04	14.14	6.01	14.15	And Over				
4	473	1,892	11.75		14.74	16.74	7.15	16.75	And Over				
6	330	1,980	11.95		13.14	15.44	6.50	15.45	And Over				
6	341	2,046	12.15		13.44	16.44	6.94	16.45	And Over				
6	355	2,130	12.45		14.44	17.44	7.38	17.45	And Over				
6	500	3,000	16.75		21.39	23.99	10.26	24.00	And Over				
8	222	1,776	11.44		13.89	14.39	5.94	14.40	And Over				
8	355	2,840	15.76	20.99	21.49	23.49	9.95	23.50	And Over				
8	440	3,520	19.25		21.74	23.99	10.17	24.00	And Over				
12	330	3,960	21.81		26.99	30.49	12.86	30.50	And Over				
12	341	4,092	22.31		26.99	30.49	12.86	30.50	And Over				
12	355	4,260	22.53		26.99	30.49	12.86	30.50	And Over				
12	500	6,000	26.99		35.39	36.99	15.72	36.00	And Over				
15	355	5,325	26.12	31.49	30.99	34.75		36.99	And Over				
18	330	5,940	26.99		34.39	36.99		37.50	And Over				
18	355	6,390	27.19		36.99	39.99		40.49	And Over				
20	355	7,100	31.79		37.49	42.49		41.99	And Over				
24	341	8,184	39.73		41.49	52.99	22.25	53.00	And Over				
24	355	8,520	39.25		42.49	53.75		54.99	And Over				
28	355	9,940	42.99		49.99	55.25		59.99	And Over				
30	355	10,650	43.99		50.99	57.49		62.49	And Over				
36	355	12,780	50.99		59.29	68.99		67.99	And Over				

Price Banding - Cooler and RTD Category									
Units per Pack	Unit Size	MLs	Social Reference Pricing	Mainstream		RTD Minimum Profit	Premium		
				Min	Max		Min	Max	
1	250	250	3.59	4.19	4.68	1.90	4.69	And Over	
1	270	270	3.69	4.29	4.78	1.94	4.79	And Over	
1	330	330	3.69	4.29	4.78	1.94	4.79	And Over	
1	355	355	3.69	4.29	4.78	1.99	4.79	And Over	
1	458	458	4.19	4.89	5.58	2.24	5.59	And Over	
1	473	473	4.29	4.89	5.58	2.24	5.59	And Over	
1	750	750	6.79	7.89	8.78	3.70	8.79	And Over	
1	1,000	1,000	8.80	10.20	11.29	4.79	11.30	And Over	
1	4,000	4,000	30.59	35.69	39.68	15.81	39.69	And Over	
4	330	1,320	11.59	13.59	15.08	6.11	15.09	And Over	
4	341	1,364	11.49	13.49	14.98	6.11	14.99	And Over	
4	355	1,420	11.79	13.79	15.28	6.11	15.29	And Over	
4	400	1,600	13.19	15.29	16.98	6.94	16.99	And Over	
6	341	2,046	17.90	20.89	23.09	9.30	23.10	And Over	
6	355	2,130	18.00	20.89	23.19	9.30	23.20	And Over	
8	355	2,840	22.71	26.51	29.40	11.67	29.41	And Over	
12	330	3,960	29.59	34.49	38.48	14.97	38.49	And Over	
12	355	4,260	30.69	35.69	39.68	15.49	39.69	And Over	
12	500	6,000	39.99	45.99	52.18	20.92	52.19	And Over	
15	355	5,325	35.49	40.99	45.38	19.12	45.39	And Over	
24	330	7,920	53.35	62.15	68.84	28.40	68.85	And Over	
24	355	8,520	54.99	65.49	72.58	29.98	72.59	And Over	

Price Banding - Cider Category									
Units per Pack	Unit Size	MLs	Social Reference Pricing	Mainstream		Cider Minimum Profit	Premium		
				Min	Max		Min	Max	
1	330	330	3.59	4.14	4.33	1.81	4.34	And Over	
1	355	355	3.69	4.24	4.54	1.90	4.55	And Over	
1	440	440	3.69	4.44	4.74	2.10	4.75	And Over	
1	473	473	3.85	4.89	5.14	2.24	5.15	And Over	
1	500	500	3.95	4.89	5.34	2.24	5.35	And Over	
1	750	750	6.18	7.19	7.59	3.20	7.60	And Over	
6	355	2,130	17.40	20.89	21.39	9.28	21.40	And Over	
6	473	2,838	21.49	25.49	25.88	11.10	25.89	And Over	
8	440	3,520	25.68	32.69	33.48	14.51	33.49	And Over	
8	473	3,784	27.69	33.69	34.68	14.21	34.69	And Over	
8	500	4,000	28.49	33.99	34.28	14.70	34.29	And Over	
12	330	3,960	28.48	33.99	34.69	14.70	34.70	And Over	
12	355	4,260	30.68	35.69	37.44	15.51	37.45	And Over	
12	500	6,000	39.99	46.79	48.78	20.30	48.79	And Over	
24	355	8,520	55.59	64.59	64.18	28.07	64.19	And Over	