

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	3.31	4.25	4.93	4.95	6.92	-	6.93	8.90	8.91	And Over	
1	237	237	3.86	4.85	5.63	5.64	8.01	-	8.02	10.10	10.11	And Over	
1	250	250	4.01	4.95	5.93	5.94	8.41	-	8.42	10.69	10.70	And Over	
1	360	360	5.83	6.73	7.91	7.92	11.08	-	11.09	14.16	14.17	And Over	
1	375	375	6.14	7.08	8.06	8.07	11.33	4.56	11.34	14.30	14.31	And Over	
1	500	500	8.11	8.87	10.04	10.05	14.30	5.50	14.31	17.98	17.99	And Over	
1	700	700	10.11	11.34	12.82	12.83	18.27	6.90	18.28	23.42	23.43	And Over	
1	720	720	10.11	11.54	13.01	13.03	18.47	7.00	18.48	23.92	23.93	And Over	
1	750	750	11.69	11.89	12.88	13.67	19.01	7.10	19.02	24.27	24.28	And Over	
1	1,000	1,000	13.97	15.26	17.43	17.44	24.56	9.29	24.57	31.50	31.51	And Over	
1	1,500	1,500	19.61	20.81	22.18	22.19	31.40	12.06	31.41	40.82	40.83	And Over	
1	3,000	3,000	35.08	38.46	43.60	43.61	61.25	22.80	61.26	77.30	77.31	And Over	
1	4,000	4,000	44.61	46.59	46.59	50.05	70.96	26.50	70.97	90.78	90.79	And Over	
4	250	1,000	13.92	15.21	17.39	17.39	24.52	9.29	24.53	31.45	31.46	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	3.02	16.35	3.51	4.09	2.02	4.10	4.59	4.60	And Over
1	200	200	8.81		9.27	11.47	5.34	11.48	15.41	15.42	And Over
1	250	250	11.04		11.53	14.30	-	14.31	18.57	18.58	And Over
1	350	350	15.41		15.90	19.97	9.31	19.98	25.81	25.82	And Over
1	375	375	16.35		17.84	21.77	10.38	21.78	27.72	27.73	And Over
1	500	500	20.51		21.41	25.70	12.37	25.71	31.14	31.15	And Over
1	700	700	27.35		28.94	35.96	16.52	35.97	40.73	40.74	And Over
1	750	750	28.73		30.72	38.16	17.56	38.17	43.13	43.14	And Over
1	1,140	1,140	42.12		45.59	54.01	26.11	54.02	60.95	60.96	And Over
1	1,750	1,750	60.46		66.41	81.29	38.67	81.30	95.77	95.78	And Over
1	3,000	3,000	101.88		117.81	144.85	67.77	144.86	164.67	164.68	And Over
4	30	120	7.33		8.03	10.00	-	10.01	11.98	11.99	And Over
6	50	300	12.39		12.58	17.04	-	17.05	22.00	22.01	And Over
10	30	300	12.39		12.59	17.04	-	17.05	22.00	22.01	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	2.77		2.96	3.46	1.43	3.47	And Over		
1	450	450	3.26		3.46	4.06	1.67	4.07	And Over		
1	473	473	3.36		3.86	4.71	1.93	4.72	And Over		
1	500	500	3.46		4.06	5.05	2.07	5.06	And Over		
1	568	568	4.27		4.46	5.44	2.19	5.45	And Over		
1	710	710	5.34		5.55	5.90	2.36	5.91	And Over		
4	355	1,420	10.50		10.69	12.38	5.18	12.39	And Over		
4	440	1,760	11.75		11.94	14.02	5.83	14.03	And Over		
4	473	1,892	11.75		14.62	16.60	6.86	16.61	And Over		
6	330	1,980	11.85		13.03	15.31	6.48	15.32	And Over		
6	341	2,046	12.15		13.33	16.30	6.86	16.31	And Over		
6	355	2,130	12.39		14.31	17.29	7.27	17.30	And Over		
6	500	3,000	17.14		21.21	23.79	9.86	23.80	And Over		
8	222	1,776	11.76	21.81	13.77	14.27	6.20	14.28	And Over		
8	355	2,840	16.11		21.31	24.09	10.12	24.10	And Over		
8	440	3,520	19.83		21.56	24.58	10.30	24.59	And Over		
12	330	3,960	21.81		26.77	31.72	13.27	31.73	And Over		
12	341	4,092	22.56		26.77	32.22	13.37	32.23	And Over		
12	355	4,260	22.56		26.77	32.22	13.37	32.23	And Over		
12	500	6,000	29.24		35.09	36.68	15.39	36.69	And Over		
15	355	5,325	26.27	33.21	30.73	35.45		36.68	And Over		
18	330	5,940	27.07		34.11	40.65		42.63	And Over		
18	355	6,390	27.53		36.68	40.65		42.63	And Over		
20	355	7,100	32.22		37.18	44.12		46.60	And Over		
24	341	8,184	38.93		41.15	57.51	24.51	57.52	And Over		
24	355	8,520	38.93		42.14	57.51		59.49	And Over		
28	355	9,940	43.34		49.57	59.00		60.97	And Over		
30	355	10,650	44.62		50.57	59.50		62.47	And Over		
36	355	12,780	55.04		58.81	71.40		74.37	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	3.55	4.16	4.64	1.90	4.65	And Over			
1	270	270	3.66	4.25	4.74	1.94	4.75	And Over			
1	330	330	3.66	4.25	4.74	1.94	4.75	And Over			
1	355	355	3.66	4.25	4.74	1.99	4.75	And Over			
1	458	458	4.16	4.91	5.59	2.24	5.60	And Over			
1	473	473	4.25	4.91	5.59	2.24	5.60	And Over			
1	750	750	6.73	7.48	8.70	3.70	8.71	And Over			
1	1,000	1,000	8.73	10.12	11.19	4.79	11.20	And Over			
1	4,000	4,000	30.33	35.38	39.34	15.81	39.35	And Over			
4	330	1,320	11.49	13.48	14.96	6.11	14.97	And Over			
4	341	1,364	11.39	13.37	14.86	6.11	14.87	And Over			
4	355	1,420	11.69	13.67	15.15	6.11	15.16	And Over			
4	400	1,600	13.08	15.16	16.84	6.94	16.85	And Over			
6	341	2,046	18.00	20.96	22.90	9.30	22.91	And Over			
6	355	2,130	18.10	20.96	22.99	9.30	23.00	And Over			
8	355	2,840	22.81	26.59	29.15	11.67	29.16	And Over			
12	330	3,960	29.35	34.20	38.16	15.49	38.17	And Over			
12	355	4,260	30.73	35.69	39.34	15.49	39.35	And Over			
12	500	6,000	39.65	45.60	51.74	20.92	51.75	And Over			
15	355	5,325	35.20	40.65	45.00	19.12	45.01	And Over			
24	330	7,920	55.49	64.45	70.38	28.40	70.39	And Over			
24	355	8,520	58.50	69.40	71.97	29.98	71.98	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	3.55	4.10	4.30	1.81	4.31	And Over	
1	355	355	3.66	4.20	4.50	1.90	4.51	And Over	
1	440	440	3.66	4.40	4.69	2.10	4.70	And Over	
1	473	473	3.82	4.85	5.09	2.24	5.10	And Over	
1	500	500	3.92	4.85	5.30	2.24	5.31	And Over	
1	750	750	6.13	7.13	7.53	3.20	7.54	And Over	
6	355	2,130	17.26	20.71	21.21	9.28	21.22	And Over	
6	473	2,838	21.31	25.27	25.66	11.10	25.67	And Over	
8	440	3,520	25.46	32.41	33.20	14.51	33.21	And Over	
8	473	3,784	27.45	33.40	34.38	14.21	34.39	And Over	
8	500	4,000	28.25	33.70	33.99	14.75	34.00	And Over	
12	330	3,960	30.73	35.69	34.40	15.51	34.41	And Over	
12	355	4,260	30.73	35.69	37.12	15.51	37.13	And Over	
12	500	6,000	39.65	46.39	48.36	20.30	48.37	And Over	
24	355	8,520	58.50	69.40	71.97	28.07	71.98	And Over	