

# people's alcohol action coalition

PAAC – People’s Alcohol Action Coalition Sample Prices Alice Springs Dec. 2011

[www.paac.org.au](http://www.paac.org.au)

## Coles

Products	Current Sample price	Alcohol vol.	Std. drinks per unit & carton/slab	Container size in mls	Minimum price@ \$1.20 per std. drink	Current \$ per std. drink. * = below \$1.20	New price under proposal
<b><u>Beer</u></b>							
XXXX Gold Slab (24)	\$41.99	(3.5%)	1.0/ 24	375mls	\$35.82	\$1.75	No change
Pure Blonde Slab (24)	\$53.99	(4.6%)	1.3/31.2	355mls	\$37.44	\$1.73	No change
Heineken Pilsner Slab (24)	\$51.99	(5%)	1.3/31.2	330mls	\$37.44	\$1.66	No change
Carlton Draught Slab (24)	\$52.99	(4.6%)	1.4/33.6	375mls	\$40.32	\$1.58	No change
Tooheys Extra Dry Slab (24)	\$51.99	(4.5%)	1.4/33.6	345mls	\$40.32	\$1.55	No change
Coopers Pale Ale Slab (24)	\$48.99	(4.5%)	1.3/31.2	375mls	\$37.44	\$1.57	No change
Victoria Bitter Slab (24)	\$39.99	(4.6%)	1.4/33.6	375mls	\$40.32	\$1.19*	No change
Boags Draught (24)	\$39.99	(4.6%)	1.4/ 33.6	375mls	\$40.32	\$1.19*	No change
XXXX Gold Block (30)	\$41.99	(3.5%)	1.0/30	375mls	\$36.00	\$1.40	No change
Victoria Bitter (30)	\$58.00	(4.6%)	1.4/42	375mls	\$50.40	\$1.38	No change
Tooheys New Box (30)	\$49.99	(4.6%)	1.4/42	375mls	\$50.40	\$1.19*	No change
<b><u>Spirits &amp; Liqueurs</u></b>							
	Current Sample price	Alcohol vol. per container	Std. drink per unit	Container size in mls	Minimum price@ \$1.20 per std. drink	Current \$ per std. drink	New price under proposal
Bundaberg Rum 2 x 700ml	\$66	(37%)	20 (ea.)	700mls	\$24.00	\$1.65	No change
Bacardi Rum 1 x 700ml	\$29.95	(37.5%)	21	700mls	\$25.20	\$1.43	No change
Bailey’s Irish Cream 1 x 700ml	\$26	(17%)	9.4	700mls	\$22.56	\$2.76	No change
Jack Daniels 2 x 700ml	\$66	(40%)	22 (ea.)	700mls	\$26.40	\$1.50	No change
Jim Beam Black 2 x 700ml	\$66	(40%)	22 (ea.)	700mls	\$26.40	\$1.50	No change
Smirnoff Vodka 2 x 700 ml	\$66	(37.5%)	21 (ea.)	700mls	\$25.20	\$1.57	No change
Midori 1 x 500ml	\$26.99	(20%)	7.9	500mls	\$9.48	\$3.42	No change

<b><u>Pre-mixed spirits</u></b>	<b>Current Sample price</b>	<b>Alcohol vol. per container</b>	<b>Std. drinks per unit &amp; carton/slab</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
Jim Beam White Slab (24)	\$75.55	(4.8%)	1.4/33.6	375mls	\$40.32	\$2.25	No change
Johnnie W slab 24 cans	\$71.99	(4.8%)	1.4/33.6	375mls	\$40.32	\$2.14	No change
Johnnie W. Red 10 cans	\$33.99	(4.8%)	1.4/14	375mls	\$16.80	\$2.43	No change
Bundaberg Red 10 cans	\$33.99	(4.8%)	1.4/14	375mls	\$16.80	\$2.43	No change
Bundaberg Rum Slab (24)	\$72.00	(4.8%)	1.4/33.6	375mls	\$40.32	\$2.14	No change
Vodka Cruiser Slab (24)	\$67.00	(4.5%)	1.0/24	275mls	\$28.80	\$2.79	No change
UDL 24 cans	\$65.99	(4.5%)	1.3/31.2	375mls	\$37.44	\$2.11	No change

## Woolworths

<b>Products</b>	<b>Current Sample price</b>	<b>Alcohol vol.</b>	<b>Std. drinks per unit &amp; carton/slab</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
<b><u>Beer</u></b>							
XXXX Gold Slab (24)	\$42.98	(3.5%)	1.0/24	375 mls	\$35.82	\$1.79	No change
Pure Blonde Slab (24)	\$47.99	(4.6%)	1.3/31.2	355mls	\$37.44	\$1.54	No change
Heineken Pilsner Slab (24)	\$40.00	(5%)	1.3/31.2	330mls	\$37.44	\$1.28	No change
Carlton Draught Slab (24)	\$39.99	(4.6%)	1.4/33.6	375mls	\$40.32	\$1.19*	No change
Tooheys Extra Dry Slab (24)	\$39.99	(4.5%)	1.4/33.6	345ml s	\$40.32	\$1.19*	No change
Coopers Pale Ale Slab (24)	\$43.99	(4.5%)	1.3/31.2	375mls	\$37.44	\$1.40	No change
Victoria Bitter Slab (24)	\$39.99	(4.6%)	1.4/33.6	375mls	\$40.32	\$1.19*	No change
Boags Draught (24)	\$51.99	(4.6%)	1.4/ 33.6	375mls	\$40.32	\$1.55	No change
XXXX Gold Block (30)	\$39.99	(3.5%)	1.0/30	375 mls	\$36.00	\$1.33	No change
Victoria Bitter (30)	\$55.98	(4.6%)	1.4/42	375 mls	\$50.40	\$1.33	No change
Tooheys New Box (30)	\$53.98	(4.6%)	1.4/42	375mls	\$50.40	\$1.28	No change
<b><u>Spirits &amp; Liquors</u></b>	<b>Current Sample price</b>	<b>Alcohol vol. per container</b>	<b>Std. drink per unit</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
Bundaberg Rum 1 x 700ml	\$39.99	(37%)	20 (ea.)	700mls	\$24	\$1.99	No change
Bacardi Rum 1 x 700ml	\$39.99	(37.5%)	21	700mls	\$25.20	\$1.90	No change
Bailey's Irish Cream 2 x 700ml	\$52.00	(17%)	9.4 x2 = 18.8	1400mls	\$22.56	\$2.76	No change
Jack Daniels 1 x 700ml	\$46.99	(40%)	22 (ea.)	700mls	\$26.40	\$2.13	No change
Jim Beam Black 1 x 700ml	\$44.99	(40%)	22 (ea.)	700mls	\$26.40	\$2.13	No change
Midori 1 x 500ml	\$28.99	(20%)	7.9	500mls	\$9.48	\$3.67	No change

<b><u>Spirits per litre</u></b>	<b>Current Sample price</b>	<b>Alcohol vol. per container</b>	<b>Std. drink per unit</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
Windsor Gin x 1 litre	\$35	(37.5%)	30	1000mls	\$36.00	\$1.16*	\$36.00
Bundaberg Rum x 1 litre	\$45	(37%)	29	1000mls	\$34.80	\$1.55	No change
Johnny Walker Red x 1 litre	\$45	(40%)	32	1000mls	\$38.40	\$1.40	No change
Jim Beam x 1 litre	\$45	(37%)	29	1000mls	\$34.80	\$1.55	No change
Wild Turkey x 1 litre	\$55	(43.4%)	34	1000mls	\$40.80	\$1.61	No change
Absolut Vodka	\$55	(40%)	32	1000mls	\$38.40	\$1.72	No change

<b><u>Pre-mixed spirits</u></b>	<b>Current Sample price</b>	<b>Alcohol vol. per container</b>	<b>Std. drinks per unit &amp; carton/slab</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
Jim Beam White Slab (24)	\$75.55	(4.8%)	1.4/33.6	375mls	\$40.32	\$2.24	No change
Johnnie Walker Red 10 cans	\$33.99	(4.8%)	1.4/14	375mls	\$16.80	\$2.42	No change
Bundaberg Red 10 cans	\$33.99	(4.8%)	1.4/14	375mls	\$16.80	\$2.42	No change
Bundaberg Rum Slab (24)	\$72.00	(4.8%)	1.4/33.6	375mls	\$40.32	\$2.14	No change
Vodka Cruiser Slab (24)	\$67.00	(4.5%)	1.0/24	275mls	\$28.80	\$2.79	No change
UDL 24 cans	\$65.99	(4.5%).	1.3/31.2	375mls	\$37.44	\$2.11	No change

<b><u>Bottled Wine non-fortified 750 mls.</u></b>	<b><u>Currently not generally sold for below \$8 a bottle in Alice Springs.</u></b>						
<b>Example minimum prices at \$1.20 per std. drink</b>	Bottle with 6 Standard Drinks = \$7.20 minimum price						
	Bottle with 7 Standard Drinks = \$8.40 minimum price						
	Bottle with 8 Standard Drinks = \$9.60 minimum price						
<b><u>Bottled Wine non-fortified 1 – 1.5 litres (Woolworths only)</u></b>	<b>Current Sample price</b>	<b>Alcohol vol.</b>	<b>Std. drinks per unit</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
Hardy's varieties, including: chardonnay, cab. sav., cab shiraz, merlot.	\$12.00	13.5%	10-11	1000	\$12.00- \$13.20	\$1.09* - \$1.20	\$13.20
Montepuleciano D'Abruzzo imported red	\$13.99	12.5%	14.8	1500	\$17.76	\$0.94*	\$17.76

<b>Fortified Wine &amp; Mixers</b> Note: very cheap varieties of sherry and port by e.g. Golden Oak and McWilliams no longer sold by Coles or Woolworths.	<b>Current Sample price</b>	<b>Alcohol vol.</b>	<b>Std. drinks per unit</b>	<b>Container size in mls</b>	<b>Minimum price@ \$1.20 per std. drink</b>	<b>Current \$ per std. drink</b>	<b>New price under proposal</b>
McWilliams Sherry Cream, Sweet, Dry, Medium (Gapview Resort Hotel)	\$8.99	(18%)	11	750mls	\$13.20	\$0.81*	\$13.20
McWilliams Reserve Port (Gapview Resort Hotel)	\$10.00	(18%)	11	750mls	\$13.20	\$0.90*	\$13.20
Renmano Tawny Port (LAE IGA)	\$12.99	(16.5%)	9.8	750mls	\$11.76	\$1.32	No change
Boronia all 'uovo (LAE IGA)	\$12.99	(18%)	11	750mls	\$13.20	\$1.18*	No change
McWilliams Muscat (Coles)	\$13.99	(18.5%)	11	750mls	\$13.20	\$1.27	No change
Cinzano (Coles & Woolworths)	\$16.99	(14.4%)	11	1000mls	\$13.20	\$1.54	No Change
Stones Green Ginger Wine (Coles/LAE IGA)	\$12.99	(13.9%)	8.2	750mls	\$9.84	\$1.58	No change

<b>Cask (non-fortified) wine: 2 litre</b>	<b>Currently</b>	<b>Current price per standard drink</b>	<b>New price under proposal</b>
Note: Currently only sold at pubs (and clubs) in Alice Springs Renmano, Yalumba, Banrock Station. Renmano is regularly \$15 at Todd Tavern. Yalumba on special in Feb. for \$15 at Gapview Resort Hotel (\$1-\$2 off usual price)	\$15.00 - \$17.99 per cask at Todd Tavern & Gapview Resort Hotels	71-85 cents*	<b>\$1.20 floor price will increase price to a minimum of \$25.20 per cask</b>

**\*Denotes products where prices currently fall below \$1.20 per standard drink – those products currently priced at \$1.18 - \$1.19 per standard drink are listed as 'no change' under a \$1.20 floor price, as the difference is negligible.**

**What prices will change?  
Only those that are currently below the floor price.**

<p><b>Heavy discounting and clearance prices below the \$1.20 per standard drink benchmark will not be possible on any product with the application of a minimum floor price.</b></p>
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