



## For Immediate Release

### Yukon Chamber of Commerce supportive of discounted pricing announced for Yukon Liquor Licensees

Thursday January 22, 2015 - Whitehorse, Yukon

WHITEHORSE- The Yukon government announced today that Yukon hotels, restaurants, bars and off-sale outlets licensed to sell liquor products will be able to purchase liquor products at a wholesale price of ten percent off retail.

This pricing change will be beneficial to a total of 140 Yukon owned and operated licensed businesses. In the view of the Yukon Chamber of Commerce this is an excellent move. This pricing approach brings the Yukon more into alignment with other regions in Canada and as a consequence will assist food and beverage operations in the Yukon in their efforts to thrive and to provide compelling offerings to Yukon consumers.

"It is logical to provide those buying product in volume, with a wholesale discount" said Yukon Chamber Chair Rich Thompson. "This is consistent with many other jurisdictions and is an overdue and welcome change for Yukon food and beverage operators. We applaud the Yukon government for making this move and we are heartened by the fact that the government heard our appeals and quickly responded to deliver this change at a time when it is particularly tough to do business in the Yukon. Quick attention to these issues is exactly what is needed, and we are very encouraged by this move."

President of the Yukon Chamber of Commerce, Peter Turner, commented. "This announcement comes as a result of a series of recommendations made by the Yukon Chamber of Commerce last year to modernize the Yukon Liquor Act. We are pleased that the implementation of this, the most significant of the recommendations, is being enacted with a timing that will positively impact the hospitality industry in the Yukon as we move into to the 2015 tourism high season. This change puts our hospitality industry more in line with those in BC, who have enjoyed a discount of 12% to 30% on retail pricing."

Incorporated in 1985, the Yukon Chamber of Commerce is the collective voice of Yukon's Business Community, working to create a climate conducive to a strong private-sector economy by providing leadership and representation on issues and projects affecting business. The Chamber represents the four Community Chambers of Dawson City, Silver Trail, Watson Lake and Whitehorse, as well as over 700 Yukon businesses, through either direct or Community Chamber membership.

For further information contact:

Rich Thompson  
Chair,  
Yukon Chamber of Commerce  
rich.thompson@zginc.ca  
(403) 660-0073

Peter Turner  
President,  
Yukon Chamber of Commerce  
president@yukonchamber.com  
(867) 393-6060