
FACTSHEET

June 24, 2013 (amended Aug 18, 2014)

Ministry of Justice

Growler beer mark-up classification

- Growlers are large glass bottles that allow a customer to take beer from a brewery and consume it elsewhere. Because the purpose of a Growler is to hold and transport beer it is considered a 'package'.
- Since Growlers were introduced in B.C. (about 14 years ago) they have had the packaged beer mark-up rate applied.
- In January 2012 an administrative error was made by the Liquor Distribution Branch (LDB) that resulted in a packaged beer mark-up rate being applied to a Growler the first time it was filled and the draught mark-up rate applied on all refills.
- This change in the mark-up rates was not universally applied by the LDB to all breweries that sell Growlers.
- The error was discovered when LDB reviewed the mark-up for Growlers, and determined the packaged beer mark-up rate should be applied consistently.
- The LDB contacted participating breweries to ensure they understand the mark-up rates for Growlers that apply as of April 1.
- The following table shows the mark-up rate that is applied by the LDB on beer products by brewery production size and the mark-up rate for draught and for packaged beer under each brewery category.

Beer Mark-Up		
Annual Production Volume (hl)	Packaged Mark-Up Per Litre	Draft Mark-up Per Litre
160,001 hl and above	\$1.63	\$1.12
15,001 hl to 160,000 hl	\$1.08	\$0.75
Up to 15,000 hl	\$0.97	\$0.67

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