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MEDIA RELEASE

**UP TO \$10 MILLION FINES MAY APPLY FOR RETAILERS MISLEADING
CONSUMERS ABOUT ALCOHOL PRICES**

The Acting Commissioner of Consumer Affairs, Sandy Otto, is warning retailers not to mislead or deceive consumers about the price of alcohol following the introduction of the Northern Territory Government's floor price legislation.

The minimum floor price legislation means a standard drink may not be sold for less than \$1.30 in the Northern Territory.

There has been a lot of public comment about alcoholic beverage prices especially beer prices increasing well beyond the floor price legislation and the increase being blamed on this legislation.

The below chart outlines the minimum that beer products may be sold for under the minimum floor price legislation.

If your beer product(s) are for sale at a higher price point than of that listed below, that is a decision of the retailer.

However if your beer product(s) are for sale at a higher price point than of that listed below and you are told it is as a result of the minimum floor price legislation, that may be a misleading or deceptive practice.

Any retailers found increasing the cost of products beyond the below listed items and blaming the minimum floor price legislation could be engaging in misleading or deceptive practices and may be in breach of the Australian Consumer Law.

Heavy penalties apply with up to \$500,000 for an individual and \$10 million for a corporation.

If Territorians feel they may be being misled or deceived, they can contact Consumer Affairs on 8999 1999 or 1800 019 319 or email consumer@nt.gov.au

Product	Size	Drinks per unit	Drinks Total	MUP
Asahi 3.5	24	0.9	21.6	\$28.08
Asahi Super Dry	24	1.3	31.2	\$40.56
Becks	24	1.3	31.2	\$40.56
Carlton Cold	24	1.0	24.0	\$31.20
Carlton Cold	30	1.0	30.0	\$39.00
Carlton Draught	24	1.4	33.6	\$43.68
Carlton Dry	24	1.3	31.2	\$40.56
Carlton Mid	30	0.9	27.0	\$35.10
Cascade Premium Light	24	0.7	16.8	\$21.84
Chang	24	1.3	31.2	\$40.56
Coopers mild	24	1.0	24.0	\$31.20
Coopers Pale	24	1.3	31.2	\$40.56
Coopers Session ale	24	1.2	28.8	\$37.44
Coopers Sparkling	24	1.7	40.8	\$53.04
Corona	30	1.3	39.0	\$50.70
Cricketers Arms	24	1.4	33.6	\$43.68
Cricketers Arms session ale	24	1.0	24.0	\$31.20
Crown Lager	24	1.4	33.6	\$43.68
Dos Equis	24	1.2	28.8	\$37.44
Fosters	24	1.2	28.8	\$37.44
Furphy	24	1.3	31.2	\$40.56
Furphy cans	24	1.3	31.2	\$40.56
Great Northern mid	24	0.9	21.6	\$28.08
Great Northern mid	30	1.0	30.0	\$39.00
Great Northern Original	24	1.1	26.4	\$34.32
Great Northern Super Crisp	24	1.0	24.0	\$31.20
Hahn Superdry	24	1.2	28.8	\$37.44
Heineken	24	1.3	31.2	\$40.56
Hollandia	24	1.2	28.8	\$37.44
Iron Jack (Mid)	30	1.0	30.0	\$39.00
Iron Jack (Mid)	24	0.9	21.6	\$28.08
Iron Jack	30	1.2	36.0	\$46.80
Iron Jack	24	1.1	26.4	\$34.32
James Boags Premium	24	1.5	36.0	\$46.80
James Boags Premium Light	24	0.8	19.2	\$24.96
John Boston Pale	24	1.1	26.4	\$34.32
Little Creatures	24	1.4	33.6	\$43.68
Miller Genuine	24	1.2	28.8	\$37.44
Peroni	24	1.3	31.2	\$40.56
Peroni Leggera	24	0.9	21.6	\$28.08

Product	Size	Drinks per unit	Drinks Total	MUP
Pure Blonde	24	1.2	28.8	\$37.44
Sail and Anchor	24	1.1	26.4	\$34.32
Sol	24	1.2	28.8	\$37.44
Steersman Blonde	24	1.1	26.4	\$34.32
Steersman Crisp	24	0.9	21.6	\$28.08
Steersman UltraDry	24	1.1	26.4	\$34.32
Stella	24	1.3	31.2	\$40.56
Tiger	24	1.3	31.2	\$40.56
Tooheys	30	1.4	42.0	\$54.60
Tooheys	24	1.4	33.6	\$43.68
Tooheys ExtraDry	24	1.2	28.8	\$37.44
Tooheys ExtraDry	30	1.3	39.0	\$50.70
Tun Gold mid	30	0.9	27.0	\$35.10
VB	30	1.4	42.0	\$54.60
VB (375ml cans and bottles)	24	1.4	33.6	\$43.68
VB 250ml	24	1.0	24.0	\$31.20
Wild Yak Pacific ale	24	1.1	26.4	\$34.32
XXXX Gold	30	1.0	30.0	\$39.00
XXXX Gold Pale Ale	24	1.0	24.0	\$31.20
Yenda Pale	24	1.2	28.8	\$37.44