

# OLCC PRICE FLOOR

## SUMMARY OF ACTION

Minimum Bottle Price Requirement By Proof and Container Size							
Container Sizes	1.75 LTR	1.0 LTR	750 ML	375 ML	200 ML	100 ML	50 ML
60 Proof	\$13.95	\$8.95	\$6.95	\$3.95	\$2.95	\$1.95	\$1.50
73 Proof	\$16.95	\$9.95	\$7.95	\$4.95	\$2.95	\$2.95	\$1.50
80 Proof	\$17.95	\$10.95	\$8.95	\$4.95	\$3.95	\$2.95	\$1.50
90 Proof	\$20.95	\$12.95	\$9.95	\$5.95	\$3.95	\$2.95	\$1.95
99 Proof	\$22.95	\$13.95	\$10.95	\$6.95	\$3.95	\$2.95	\$1.95
100 Proof	\$22.95	\$13.95	\$10.95	\$6.95	\$4.95	\$2.95	\$1.95
151 Proof	\$33.95	\$20.95	\$15.95	\$9.95	\$6.95	\$4.95	\$2.95
190 Proof	\$42.95	\$25.95	\$20.95	\$11.95	\$7.95	\$5.95	\$3.95



# OLCC PRICE FLOOR OVERVIEW

## Public Health Objectives

- Reduce demand for alcohol by around half of one percent.
  - More globally, research shows that an increase in price is associated with a decrease in excessive alcohol consumption.
  - Also, increased price is significantly associated with reduced underage consumption and harms.
- There is some evidence that increasing the price reduces health inequalities across income groups.

# OLCC PRICE FLOOR OVERVIEW

## Economic Impact

- Increase revenue in distribution dollars to the State of Oregon's General Fund by approximately \$7.5 million in 2021-2023.
- The retail bottle price increase for those 112 impacted items averages 16.3% collectively.