**What is minimum pricing?**

Minimum pricing is a *set minimum price for a drink of alcohol below which it cannot be sold*.

Strong evidence supports the link between alcohol price and harms.

Research supports setting minimum alcohol prices per standard drink at:

- **$3** in bars, pubs & restaurants
- **$1.50** at liquor stores

**What is alcohol currently costing in BC?**

$939 million per year in alcohol-related healthcare and policing costs.

- **>80,000** crimes per year
- **>18,000** hospital admissions per year
- **>1,800** deaths per year

**How would these minimum prices affect BC?**

On average drinkers in BC would spend **$0.40** more per week on alcohol.

- **~184** million in potential annual savings related to healthcare and policing costs
- **~5000** fewer violent crimes per year
- **~3000** fewer alcohol-related hospital admissions per year
- **~350** fewer alcohol-related deaths per year

**Did you know?**

Minimum pricing will *not* affect every product.

Only **11%** of the 5300 products sold in BC would increase in price if minimum prices were set at $1.50.

Minimum pricing will *not* affect everyone.

The greatest impact will be on the health of **young people and heavy drinkers**.

(*>30 drinks/week for men, >20 drinks/week for women*)