

To: GSRs, DCMs, Trustees, Non-trustee Directors, Area Officers & Committee Chairs, Delegates, Appointed Committee Members, Intergroups and Central Offices, Group Contacts, GSO and Grapevine Employees

December 22, 2025

Dear A.A. Friends:

Warm greetings – we hope this letter finds you well.

We are writing to inform you of an upcoming literature price increase affecting our English, Spanish, and French books, booklets, pamphlets, and other literature items. At the December meeting of the A.A. World Services Board, the board approved a price increase of \$3 per item for books and a 15 percent increase for all other literature items, with standard rounding applied.

The new prices will go into effect on February 1, 2026.

For historical perspective, the last price increase occurred in April 2023, and the previous increase was in 2014. As with the 2023 increase, this decision is the result of prudent fiscal planning and the goal of long-range stability. Like organizations everywhere, Alcoholics Anonymous is impacted by current economic changes and challenges. One of the most significant challenges we continue to face, as we did in 2023, is the increasing costs associated with the sale of literature.

It is important to note that before the COVID-19 pandemic, the combined costs of production, materials, warehousing, and shipping—collectively referred to as the cost of goods sold—generally ranged between 31% and 34% of sales. Over the past several years, those costs have fluctuated between 42% and 56% of sales, resulting in an annual revenue loss exceeding \$1.8 million. We do not expect these costs to return to pre-pandemic levels. This impact is especially significant given that the General Service Office is supported through both voluntary contributions and revenue generated from literature sales.

We continue to diligently and carefully monitor and reduce expenses where possible, always mindful of the profound significance of each “nickel in the basket” sent to the General Service Board.

Updated pricing will be reflected in the online store when the increase goes into effect.

For this increase, the following guidelines will apply:

- **Books** are defined as any item whose item number begins with **B, SB, or FB**.
  - These items will receive a **\$3 per-item increase**, excluding B-0 (*Alcoholics Anonymous* Facsimile First Printing of the First Edition—recently reduced to a discounted \$2 USD List Price) and B-28 (*A.A. for the Older Alcoholic*).
- **B-0** will remain unchanged and is the only exception to the book price increase.
- **B-28** will receive a **15% price increase**.
- **All other literature items** will receive a **15% price increase**.
- **Literature sets** will reflect a **\$3 increase per book**.

We appreciate your understanding and continued support.

With gratitude for your service,



**Ken T.**

Chair, AAWS Board



**Bob W.**

General Manager, G.S.O.