

BC LIQUOR MARKET INSIGHTS - REPORTING WEEK #40

September 29th to October 5th vs Previous Week

MAIN KPIS

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

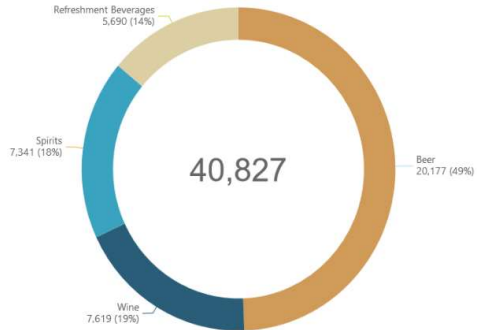
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
-1.7%	-0.2%	+0.9%	-1.0%	-2.4%

*Volume of customers transactions recorded in a week
 ** Average Basket value of loyalty and non-loyalty customers based on their purchases

CATEGORY PERFORMANCE

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

Category	Revenue	Quantity
Wine	-0.3%	+0.2%
Spirits	-1.3%	-1.4%
RTDs	-5.5%	-4.0%
Beer	-1.8%	+1.3%



BC MARKET PLACE - TOP 20 BRANDS BY CATEGORY

ALL CATEGORIES		BEER		SPIRIT	
NAME	CHANGE	NAME	CHANGE	NAME	CHANGE
Hey y'all	+14.3%	Kronenbourg	+13.6%	Baileys	+8.5%
Cariboo	+11.5%	Cariboo	+11.5%	Jack daniel's	+8.0%
Heineken	+9.6%	Miller genuine	+9.8%	Canadian clut	+5.7%
Canadian club	+5.7%	Heineken	+9.6%	Fireball	+5.3%
Bacardi	+1.1%	Budweiser	-0.8%	Hennessy	+4.3%
Nutrl	-0.2%	Pabst blue ribl	-1.0%	Jameson	+3.3%
Budweiser	-0.8%	Old milwauke	-1.0%	Bacardi	+1.1%
Pabst blue ribbon	-1.0%	Kokanee	-1.4%	Smirnoff	-0.9%
Old milwaukee	-1.0%	Steamworks	-3.5%	Crown royal	-2.4%
Kokanee	-1.4%	Sleeman	-6.0%	Grey goose	-3.0%
Crown royal	-2.4%	Coors light	-7.4%	Wisers	-4.2%
Nude vodka soda	-3.8%	Bavaria	-9.7%	Captain morg:	-4.4%
Captain morgan	-4.4%	Sleeman origir	-9.8%	Bombay sappi	-4.6%
Smirnoff	-4.4%	Stella artois	-9.9%	J.P. wisers del	-4.7%
Coors light	-7.4%	Coors banquet	-11.1%	Alberta pure	-9.1%
Alberta pure	-9.1%	Bud light	-12.6%	Russian stand:	-10.5%
Stella artois	-9.9%	Corona	-14.3%	St. remy	-10.6%
Stolichnaya	-13.5%	Canadian	-16.6%	Stolichnaya	-13.5%
Corona	-14.3%	Pacific pilsner	-18.2%	Absolut	-15.3%
Canadian	-16.6%	Phillips	-18.4%	Johnnie walke	-17.3%

WINE		RTDs	
NAME	CHANGE	NAME	CHANGE
Wolf bliss yellow	+109.4%	Twisted Tea	+36.4%
Moscato	+33.4%	Motts caesar	+19.4%
J.Triggs Merlot	+21.6%	Black fly	+15.6%
Jackson triggs	+10.6%	Jack daniel	+14.4%
Naked grape	+8.3%	Hey y'all	+14.3%
Diabolica	+7.4%	Growers	+12.4%
Cono sur bicicleta	+6.4%	Sea cider	+5.0%
Peller family	+5.4%	Chum churur	+4.6%
J.triggs Cab. Sauv.	+4.3%	Okanagan ext	+2.9%
Bodacious	+1.4%	Nutrl	-0.9%
Yellow tail	+0.5%	Somersby	-2.3%
Apothic winemakers	-1.7%	Nude vodka sc	-3.8%
Oyster bay Marlbor.	-5.1%	Okanagan cid	-5.2%
Copper moon	-8.8%	Strongbow	-9.9%
J.triggs Sauv. Bl.	-9.0%	Rockstar	-12.7%
Mission hill	-11.9%	Lonetree	-15.4%
Kim crawford marlbc	-12.2%	Smirnoff	-17.0%
Sawmill creek	-13.4%	Bumper crop	-18.2%
J.lohr seven oaks	-15.3%	Jaw drop	-26.2%
J.triggs Pinot grigio	-29.3%	Palm bay	-30.1%



*all data provided by the Loop Insights