

BC MARKET INSIGHTS - REPORTING WEEK #41
October 6th to 12th vs Previous Week

MAIN KPIs

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

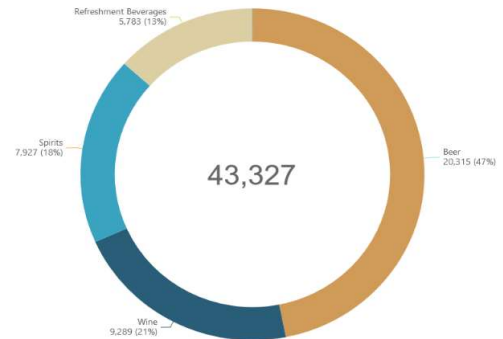
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
+8.4%	+6.0%	+8.2%	+5.4%	+10.1%

*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	+17.9%	+21.3%
Spirits	+7.7%	+8.0%
RTDs	+2.7%	+1.6%
Beer	+4.5%	+0.7%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES		BEER		SPIRIT	
NAME	CHANGE	NAME	CHANGE	NAME	CHANGE
Budweiser	-10.6%	Budweiser	-10.6%	Smirnoff	+16.1%
Smirnoff	+14.6%	Old milwaukee	+24.1%	Crown royal	+0.6%
Old milwaukee	+24.1%	Kokanee	+7.1%	Bacardi	+11.6%
Kokanee	+7.1%	Corona	+8.8%	Alberta pure	+15.7%
Crown royal	+0.6%	Canadian	+11.3%	Stolichnaya	+12.5%
Corona	+8.8%	Pabst blue ribbon	+15.5%	Canadian club	-3.3%
Bacardi	+11.6%	Stella artois	+22.3%	Captain morgan	+27.6%
Alberta pure	+15.7%	Cariboo	+1.7%	Baileys	+28.5%
Stolichnaya	+12.5%	Coors light	+7.0%	Absolut	+25.0%
Canadian	+11.3%	Heineken	-6.4%	Jack daniel's	-0.9%
Pabst blue ribbon	+15.5%	Miller genuine draft	+15.2%	Bombay sapphire	+12.7%
Nude vodka soda	-7.0%	Bud light	+21.2%	Fireball	-6.0%
Stella artois	+22.3%	Coors banquet	+22.5%	Jameson	-6.4%
Cariboo	+1.7%	Sleeman	+21.0%	J.p. wisers deluxe	-14.0%
Canadian club	-3.3%	Steamworks	+0.1%	Johnnie walker	-14.7%
Hey y'all	-2.7%	Kronenbourg	+0.3%	St. remy	+16.4%
Captain morgan	+27.6%	Phillips	+23.6%	Grey goose	-14.4%
Baileys	+28.5%	Pacific pilsner	-1.9%	Hennessy	-6.7%
Coors light	+7.0%	Bavaria	-9.1%	Russian standard	-1.5%
Heineken	-6.4%	Sleeman original	+4.2%	Wisers	-12.3%
WINE		RTDs			
NAME	CHANGE	NAME	CHANGE		
Diabolica	+93.7%	Nude vodka soda	-7.0%		
Naked grape	+75.0%	Hey y'all	-2.7%		
J.triggs Sauvignon bl.	+37.1%	Nutrl	-4.0%		
Oyster bay hawkes bay	+34.6%	Growers	+7.6%		
K.crawford Marlborough 20'	+33.5%	Smirnoff	+8.1%		
Peller family vineyards	+27.5%	Palm bay	+31.8%		
J lohr seven oaks 2016	+27.3%	Jaw drop	+29.9%		
Jackson triggs	+24.9%	Lonetree	+7.8%		
Yellow tail	+24.4%	Strongbow	+11.2%		
J.triggs Pinot Grigio	+23.6%	Okanagan cider	+22.4%		
Wolf blass yellow label	+22.4%	Chum churum	+24.3%		
Moscato	+20.1%	Growers	+0.0%		
Copper moon	+16.3%	Motts caesar	-28.6%		
Apothic winemakers	+15.7%	Somersby	-4.9%		
J.triggs Cabernet sauv.	+14.9%	Eristoff	+9.1%		
Sawmill creek	+13.1%	Sea cider	-10.3%		
Mission hill	+12.2%	Jack daniel	-13.5%		
Bodacious	+3.8%	Black fly	-10.1%		
oyster bay Marlborough 20'	+3.5%	Rockstar	-13.5%		
J.triggs Merlot	+2.1%	Bumper crop	-8.1%		

