

BC MARKET INSIGHTS - REPORTING WEEK #42  
October 13th to 19th vs Previous Week

MAIN KPIS

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

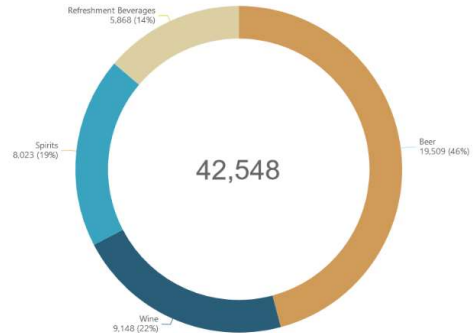
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
-1.2%	-1.7%	-0.3%	-1.3%	-4.2%

\*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	-0.8%	-1.5%
Spirits	+1.8%	+1.2%
RTDs	-0.1%	+1.5%
Beer	-4.4%	-4.0%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES			BEER			SPIRIT		
NAME	CHANGE		NAME	CHANGE		NAME	CHANGE	
<b>Budweiser</b>	<b>+10.4%</b>		<b>Budweiser</b>	<b>+10.4%</b>		Smirnoff	-0.4%	
<b>Smirnoff</b>	<b>+3.9%</b>		Old milwaukee	-4.8%		<b>Crown royal</b>	<b>+15.2%</b>	
Old milwaukee	-4.8%		<b>Kokanee</b>	<b>+2.1%</b>		<b>Bacardi</b>	<b>+0.3%</b>	
<b>Crown royal</b>	<b>+15.2%</b>		<b>Corona</b>	<b>+7.4%</b>		Alberta pure	-13.7%	
<b>Kokanee</b>	<b>+2.1%</b>		Canadian	-10.5%		Stolichnaya	-9.2%	
<b>Corona</b>	<b>+7.4%</b>		<b>Heineken</b>	<b>+10.9%</b>		<b>Canadian club</b>	<b>+5.2%</b>	
<b>Bacardi</b>	<b>+0.3%</b>		Stella artois	-6.7%		Baileys	-5.2%	
Alberta pure	-13.7%		Pabst blue ribbon	-17.4%		<b>Absolut</b>	<b>+0.4%</b>	
Stolichnaya	-9.2%		Coors light	-10.0%		Captain morgan	-8.5%	
Canadian	-10.5%		Cariboo	-16.3%		<b>Jack daniel's</b>	<b>+16.5%</b>	
Nude vodka soda	-3.1%		<b>Miller genuine draft</b>	<b>+2.2%</b>		<b>J.P. wisers deluxe</b>	<b>+31.5%</b>	
<b>Canadian club</b>	<b>+5.2%</b>		<b>Bud light</b>	<b>+6.4%</b>		<b>Bombay sapphire</b>	<b>+2.1%</b>	
<b>Heineken</b>	<b>+10.9%</b>		Coors banquet	-14.2%		Jameson	+8.5%	
Stella artois	-6.7%		<b>Kronenbourg</b>	<b>+2.3%</b>		Fireball	-4.8%	
Pabst blue ribbon	-17.4%		<b>Phillips</b>	<b>+0.8%</b>		Guizhou moutai chiew	+58.5%	
Baileys	-5.2%		Steamworks	-9.9%		<b>Grey goose</b>	<b>+13.5%</b>	
Hey y'all	-7.9%		Sleeman	-21.4%		<b>Hennessy</b>	<b>+14.1%</b>	
<b>Absolut</b>	<b>+0.4%</b>		Pacific pilsner	-8.5%		<b>Russian standard</b>	<b>+14.0%</b>	
Captain morgan	-8.5%		Sleeman original	-11.7%		Johnnie walker	-13.9%	
Coors light	-10.0%		Guinness	-12.0%		St. remy	-12.1%	
WINE			RTDs					
NAME	CHANGE		NAME	CHANGE				
Copper moon	-7.8%		Nude vodka soda	-3.1%				
Naked grape	-10.1%		Hey y'all	-7.9%				
<b>Mission hill</b>	<b>+13.1%</b>		Nutril	-0.6%				
<b>Jackson triggs</b>	<b>+8.8%</b>		<b>Smirnoff</b>	<b>+23.0%</b>				
Yellow tail	-8.0%		Growers	-12.5%				
Sawmill creek	-5.8%		Palm bay	-5.0%				
<b>Bodacious</b>	<b>+3.5%</b>		<b>Chum churum</b>	<b>+30.3%</b>				
<b>J lohr seven oaks 2016</b>	<b>+3.7%</b>		Jaw drop	-10.2%				
Diabolica	-7.8%		Lonetree	-11.0%				
<b>Kim.c Marlborough</b>	<b>+4.2%</b>		Strongbow	-23.8%				
J.triggs Cabernet Sau.	-17.7%		<b>Motts caesar</b>	<b>+49.2%</b>				
<b>Oyster bay Marlborough</b>	<b>+2.7%</b>		Growers	+11.0%				
J.triggs Sauvignon Blanc	-14.8%		Okanagan cider	-31.4%				
<b>Apothic winemakers</b>	<b>+30.6%</b>		<b>Eristoff</b>	<b>+21.4%</b>				
<b>J.triggs Merlot</b>	<b>+5.6%</b>		<b>Bumper crop</b>	<b>+29.6%</b>				
Moscato	-4.0%		<b>Somersby</b>	<b>+9.7%</b>				
Peller family vineyards	-20.4%		<b>Black fly</b>	<b>+1.3%</b>				
<b>Oyster bay hawkes bay</b>	<b>+6.4%</b>		<b>Mott's clamato</b>	<b>+35.8%</b>				
J.triggs Pinot grigio	-12.8%		<b>Okanagan apple cider</b>	<b>+5.4%</b>				
Wolf bliss yellow label	-18.4%		Rockstar	-7.5%				

