

BC MARKET INSIGHTS - REPORTING WEEK #43
October 20th to 26th vs Previous Week

MAIN KPIs

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

Revenue
-16.0%

Quantity
-16.1%

Transaction*
-16.1%

Basket Value**
+0.7%

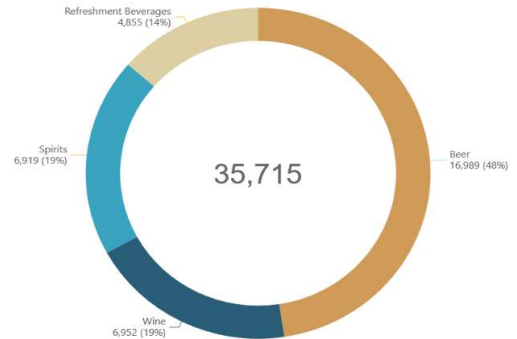
Basket Value (LC)**
+0.8%

*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 | -22.2% | -24.0% |
| Spirits | -14.2% | -13.8% |
| RTDs | -13.8% | -17.3% |
| Beer | -13.8% | -12.9% |



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

| ALL CATEGORIES | | | BEER | | SPIRIT | |
|--------------------------|--------------|-----------------------------|---------------|-----------------------|---------------|--|
| NAME | CHANGE | NAME | CHANGE | NAME | CHANGE | |
| Budweiser | -14.8% | Budweiser | -14.8% | Smirnoff | -16.5% | |
| Smirnoff | -17.6% | Old milwaukee | -11.0% | Crown royal | -20.0% | |
| Old milwaukee | -11.0% | Kokanee | -21.6% | Bacardi | -15.6% | |
| Crown royal | -20.0% | Corona | -20.6% | Alberta pure | -12.5% | |
| Kokanee | -21.6% | Canadian | +5.6% | Stolichnaya | -15.2% | |
| Corona | -20.6% | Pabst blue ribbon | -8.1% | Canadian club | -10.7% | |
| Bacardi | -15.6% | Cariboo | +0.3% | Absolut | -11.5% | |
| Canadian | +5.6% | Heineken | -22.1% | Captain morgan | -16.5% | |
| Alberta pure | -12.5% | Stella artois | -20.0% | Baileys | -30.5% | |
| Stolichnaya | -15.2% | Coors light | -11.0% | Jack daniel's | -18.9% | |
| Canadian club | -10.7% | Miller genuine draft | -30.5% | Jameson | -9.0% | |
| Nude vodka soda | -15.4% | Bud light | -26.3% | Bombay sapphire | -10.7% | |
| Pabst blue ribbon | -8.1% | Coors banquet | -10.2% | Fireball | +1.0% | |
| Heineken | -22.1% | Phillips | -18.3% | J.p. wisers deluxe | -21.4% | |
| Nutrl | +1.3% | Pacific pilsner | -6.1% | Johnnie walker | +18.0% | |
| Absolut | -11.5% | Kronenbourg | -34.4% | Grey goose | -2.5% | |
| Stella artois | -20.0% | Steamworks | -27.3% | Wisers | +18.0% | |
| Coors light | -11.0% | Sleeman | -23.0% | Russian standard | -3.2% | |
| Hey y'all | -15.5% | Sleeman original drauc | -7.7% | Hennessy | -11.3% | |
| Captain morgan | -16.5% | Guinness | -10.8% | Guizhou moutai chiew | -47.0% | |
| WINE | | | RTDs | | | |
| NAME | CHANGE | NAME | CHANGE | | | |
| Copper moon | -23.9% | Nude vodka soda | -15.4% | | | |
| Naked grape | -31.1% | Nutrl | +2.0% | | | |
| Jackson triggs | -19.3% | Hey y'all | -15.5% | | | |
| J.triggs Cabernet Sau. | -4.4% | Smirnoff | -21.9% | | | |
| Mission hill | -51.3% | Growers | -19.4% | | | |
| Yellow tail | -30.5% | Lonetree | +30.2% | | | |
| J.triggs Merlot | -8.9% | Palm bay | -17.6% | | | |
| Bodacious | -34.5% | Okanagan cider | +17.5% | | | |
| Oyster bay Marlborough | -24.1% | Strongbow | +1.1% | | | |
| J lohr seven oaks | -34.3% | Jaw drop | -27.1% | | | |
| Kim crawford Marlborough | -31.5% | Growers | -3.0% | | | |
| Sawmill creek | -43.5% | Choya | +62.9% | | | |
| Concha y toro frontera | -11.2% | Chum churum | -41.4% | | | |
| peller family vineyards | -26.5% | Motts caesar | -27.5% | | | |
| Diabolica | -41.2% | Okanagan cider extra | +6.2% | | | |
| Apothic winemakers blend | -34.0% | Twisted tea | +36.6% | | | |
| J.triggs Pinot grigio | -19.8% | Bumper crop | -35.4% | | | |
| Moscato | -31.8% | Black fly | -26.7% | | | |
| J.triggs Sauvignon Blanc | -36.5% | Somersby | -42.9% | | | |
| Wolf blass yellow label | -27.6% | Mott's clamato | -43.3% | | | |



* Due to unforeseen circumstances, there is a slight skew in this week's data.