

BC MARKET INSIGHTS - REPORTING WEEK #44
October 27th to November 2nd vs Previous Week

MAIN KPIS

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

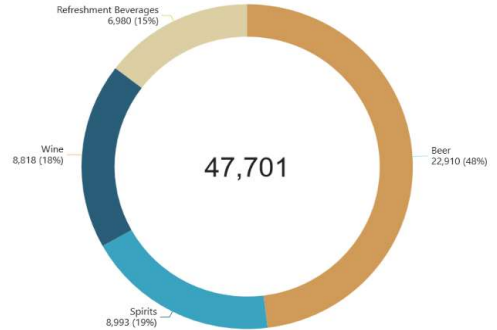
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
+33.0%	+33.6%	+43.5%	-2.9%	-0.2%

*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	+21.5%	+26.8%
Spirits	+26.3%	+30.0%
RTDs	+44.3%	+43.8%
Beer	+38.2%	+34.9%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES		BEER		SPIRIT	
NAME	CHANGE	NAME	CHANGE	NAME	CHANGE
Budweiser	+35.2%	Budweiser	+35.2%	Smirnoff	+45.6%
Smirnoff	+43.8%	Old milwaukee	+45.5%	Crown royal	+10.6%
Old milwaukee	+45.5%	Kokanee	+48.4%	Bacardi	+28.3%
Kokanee	+48.4%	Corona	+35.5%	Alberta pure	+46.0%
Crown royal	+10.6%	Canadian	+9.1%	Stolichnaya	+29.6%
Corona	+35.5%	Cariboo	+55.4%	Baileys	+75.1%
Bacardi	+28.3%	Lucky	+350.0%	Canadian club	+16.0%
Alberta pure	+46.0%	Pabst blue ribbon	+30.2%	Absolut	+20.9%
Canadian	+9.1%	Heineken	+35.6%	Captain morgan	+18.9%
Nude vodka soda	+45.7%	Bud light	+95.2%	Fireball	+46.2%
Stolichnaya	+29.6%	Coors light	+27.0%	J.p. wisers deluxe	+45.7%
Cariboo	+55.4%	Stella artois	+18.8%	Jack daniel's	+10.2%
Hey y'all	+60.7%	Miller genuine draft	+57.7%	Russian standard	+47.1%
Pabst blue ribbon	+30.2%	Sleeman	+82.0%	Jameson	+9.4%
Baileys	+75.1%	Phillips	+44.1%	Johnnie walker	+16.3%
Canadian club	+16.0%	Steamworks	+70.8%	Bombay sapphire	-1.5%
Heineken	+35.6%	Coors banquet	+19.8%	Forty creek	+41.0%
Nutrl	+32.3%	Sleeman original drau	+64.4%	Wisers	-0.6%
Coors light	+27.0%	Kronenbourg	+37.1%	St. remy	+15.7%
Absolut	+20.9%	Pacific pilsner	+14.7%	Grey goose	-12.1%
WINE		RTDs			
NAME	CHANGE	NAME	CHANGE		
Copper moon	+41.3%	Nude vodka soda	+45.7%		
J.triggs Cabernet Sauvignon	+81.7%	Hey y'all	+60.7%		
Naked grape	+13.4%	Nutrl	+30.1%		
Sawmill creek	+106.0%	Smirnoff	+36.6%		
Jackson triggs	+21.3%	Growers	+58.9%		
J.triggs Pinot Grigio	+118.6%	Palm bay	+52.1%		
Diabolica	+101.9%	Okanagan cider	+69.8%		
Peller family vineyards	+87.2%	Strongbow	+65.3%		
Mission hill	+26.0%	Jaw drop	+76.5%		
Bodacious	+38.2%	Lonetree	-18.2%		
Yellow tail	+23.6%	Motts caesar	+62.4%		
Apothic winemakers blend	+60.8%	Chum churum	+14.8%		
J.triggs Merlot	+14.3%	Growers	-5.7%		
Kim crawford Marlborough	+22.2%	Okanagan cider extra	+50.7%		
J.triggs Sauvignon blanc	+40.3%	Mott's clamato	+172.4%		
Oyster bay Marlborough	+13.8%	Rockstar	+162.1%		
Moscato	+29.8%	Twisted tea	+55.2%		
J lohr seven oaks 2016	+7.7%	Somersby	+77.2%		
Concha y toro frontera	+9.5%	Black fly	+53.6%		
Lamarca	+45.3%	Choya	-28.4%		

