

BC MARKET INSIGHTS - REPORTING WEEK #45
November 3rd to 9th vs Previous Week

MAIN KPIS

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

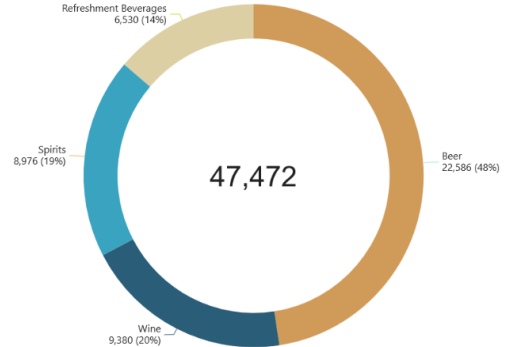
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
+1.0%	-0.5%	+9.4%	-0.2%	-1.1%

*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	+7.7%	+6.4%
Spirits	+1.3%	-0.2%
RTDs	-7.1%	-6.4%
Beer	-0.9%	-1.4%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES		BEER		SPIRIT	
NAME	CHANGE	NAME	CHANGE	NAME	CHANGE
Budweiser	+0.3%	Nudweiser	+0.3%	Smirnoff	-13.0%
Old milwaukee	-4.0%	Old milwaukee	-4.0%	Crown royal	+2.3%
Smirnoff	-12.8%	Kokanee	-10.2%	Bacardi	+7.0%
Kokanee	-10.2%	Corona	-4.2%	Alberta pure	+11.3%
Crown royal	+2.3%	Canadian	+5.2%	Stolichnaya	+1.1%
Bacardi	+7.0%	Pabst blue ribbon	+11.5%	Canadian club	+18.4%
Corona	-4.2%	Lucky	-3.1%	Absolut	+6.8%
Alberta pure	+11.3%	Cariboo	-7.7%	Captain morgan	+16.6%
Canadian	+5.2%	Bud light	-3.6%	Baileys	-7.6%
Nude vodka soda	+4.1%	Stella artois	+11.9%	Jack daniel's	+5.3%
Stolichnaya	+1.1%	Heineken	-9.3%	J.p. wisers deluxe	-9.9%
Canadian club	+18.4%	Coors light	-0.1%	Jameson	+13.5%
Pabst blue ribbon	+11.5%	Miller genuine draft	-17.1%	Fireball	-15.6%
Lucky	-3.1%	Sleeman	+8.2%	Russian standard	+0.1%
Cariboo	-7.7%	Steamworks	+12.8%	Bombay sapphire	+15.4%
Hey y'all	-14.4%	Coors banquet	+13.7%	Grey goose	+28.6%
Bud light	-3.6%	Phillips	+4.8%	Wisers	+6.4%
Nutrl	-2.4%	Kronenbourg	+14.7%	Forty creek	+2.3%
Baileys	-7.6%	Sleeman original drau	-0.5%	St. remy	+4.4%
Heineken	-9.3%	Pacific pilsner	-1.0%	Johnnie walker	-21.9%
WINE		RTDs			
NAME	CHANGE	NAME	CHANGE		
Copper moon	+34.1%	Nude vodka soda	+4.1%		
J.triggs Cabernet Sauvignon	+15.5%	Hey y'all	-14.4%		
Sawmill creek	+11.9%	Nutrl	-1.3%		
J.triggs Pinot Grigio	+13.0%	Growers	-1.6%		
Mission hill	+20.8%	Smirnoff	-12.3%		
Naked grape	-9.6%	Strongbow	+5.4%		
Apothic winemakers blend	+29.2%	Palm bay	-17.4%		
Yellow tail	+18.4%	Okanagan cider	-17.7%		
Jackson triggs	-9.1%	Lonetree	+6.7%		
Peller family vineyards	-0.8%	Jaw drop	-17.6%		
J.triggs Merlot	+21.7%	Growers	+20.5%		
Diabolica	-11.7%	Motts caesar	-23.0%		
Cono sur organic	+78.6%	Chum churum	-13.5%		
Oyster bay marlborough 18	+31.1%	Okanagan cider extra	-8.5%		
K.crawford marlborough 17	+17.4%	Rockstar	-3.4%		
Bodacious	-6.1%	Jack daniel	+20.6%		
Moscato	+19.9%	Twisted tea	-4.4%		
J lohr seven oaks 16	+14.7%	Somersby	-6.9%		
J.triggs Sauvignon Blanc	-0.5%	Mott's clamato	-29.4%		
Concha y toro frontera	-10.7%	Black fly	-8.4%		

