

BC MARKET INSIGHTS - REPORTING WEEK #46

November 10th to 16th vs Previous Week

MAIN KPIs

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

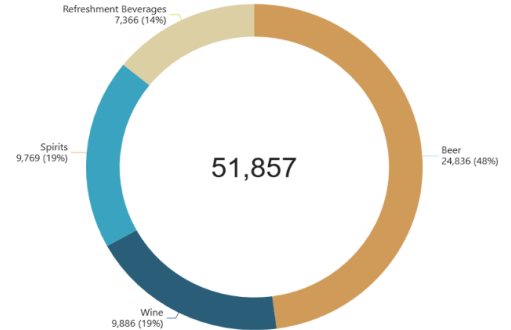
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
+6.9%	+9.2%	+9.9%	-2.1%	-0.2%

*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	+5.3%	+5.4%
Spirits	+7.3%	+8.8%
RTDs	+7.5%	+12.8%
Beer	+7.2%	+10.0%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES			BEER		SPIRIT	
NAME	CHANGE	NAME	CHANGE	NAME	CHANGE	
Budweiser	+3.9%	Budweiser	+3.9%	Smirnoff	+14.2%	
Smirnoff	+13.7%	Old milwaukee	+0.6%	Crown royal	+9.3%	
Old milwaukee	+0.6%	Kokanee	+11.9%	Bacardi	-2.5%	
Kokanee	+11.9%	Corona	+12.7%	Alberta pure	+0.9%	
Crown royal	+9.3%	Canadian	+12.2%	tolichnaya	+5.4%	
Corona	+12.7%	Pabst blue ribbon	+23.6%	Canadian club	-4.5%	
Bacardi	-2.5%	Cariboo	+17.2%	Captain morgan	+9.3%	
Alberta pure	+0.9%	Stella artois	+13.4%	Baileys	+6.4%	
Canadian	+12.2%	Lucky	-7.8%	Absolut	+1.0%	
Pabst blue ribbon	+23.6%	Coors light	+12.5%	Fireball	+23.8%	
Stolichnaya	+5.4%	Heineken	+4.6%	J.p. wisers deluxe	+14.6%	
Cariboo	+17.2%	Bud light	-11.4%	Jack daniel's	+9.7%	
Nude vodka soda	-3.8%	Miller genuine draft	+6.9%	Bombay sapphire	+17.0%	
Canadian club	-4.5%	Coors banquet	+15.9%	Johnnie walker	+44.5%	
Stella artois	+13.6%	Phillips	-2.6%	Hennessy	+33.6%	
Lucky	-7.8%	Kronenbourg	+10.7%	Russian standard	-3.2%	
Captain morgan	+9.3%	Steamworks	-11.1%	Grey goose	+7.4%	
Nutrl	+7.1%	Pacific pilsner	+26.9%	Jameson	-23.2%	
Baileys	+6.4%	Sleeman	-13.9%	Wisers	+0.03%	
Hey y'all	-3.4%	Sleeman original draugh	+3.0%	Forty creek	-4.8%	
WINE			RTDs			
Copper moon	-12.1%	Nude vodka soda	-3.8%			
J.triggs Cabernet Sauvignon	+3.5%	Nutrl	+6.5%			
Sawmill creek	+9.4%	Hey y'all	-3.4%			
J.triggs Pinot Grigio	+11.5%	Smirnoff	+11.6%			
Jackson triggs	+32.2%	Growers	+4.7%			
Apothic winemakers	+16.0%	Palm bay	+17.3%			
Naked grape	-2.5%	Okanagan cider	+23.8%			
Bodacious	+24.5%	Strongbow	-6.4%			
Peller family vineyards	+4.0%	Lonetree	+14.2%			
J.lohr seven oaks 2016	+39.1%	Jaw drop	+14.6%			
Mission hill	-11.1%	Chum churum	+87.6%			
Diabolica	+2.5%	Motts caesar	+32.0%			
Yellow tail	-10.1%	Rockstar	+23.7%			
J.triggs Merlot	-5.0%	Okanagan cider extra	+18.8%			
Kim crawford marlborough	+3.6%	Black fly	+30.5%			
Cono sur organic	-16.8%	Jack daniel	-6.8%			
Oyster bay marlborough	-15.9%	Somersby	+12.6%			
Open	+44.4%	Twisted tea	-14.3%			
J.triggs Sauvignon Blanc	+5.2%	Mott's clamato	+3.7%			
Moscato	-19.7%	Bumber Crop	-9.8%			

