

BC MARKET INSIGHTS - REPORTING WEEK #47
November 17th to 23th vs Previous Week

MAIN KPIS

BC MARKET PLACE - PERFORMANCE VS PREVIOUS WEEK

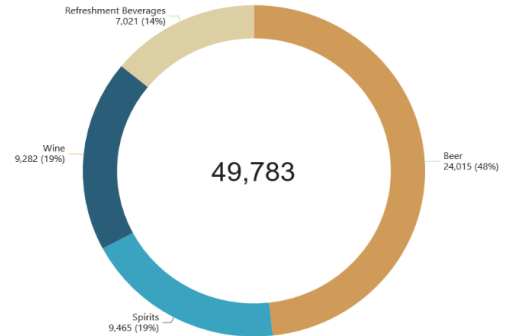
Revenue	Quantity	Transaction*	Basket Value**	Basket Value (LC)**
-5.1%	-4.0%	-3.2%	-1.5%	-1.1%

*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	
Wine	-5.7%	-6.1%
Spirits	-4.5%	-3.1%
RTDs	-4.4%	-4.7%
Beer	-5.5%	-3.3%



BC MARKET PLACE - TOP 20 BRANDS BY REVENUE

ALL CATEGORIES			BEER		SPIRIT	
NAME	CHANGE		NAME	CHANGE	NAME	CHANGE
Budweiser	-4.9%		Budweiser	-4.9%	Smirnoff	-1.3%
Old milwaukee	+14.0%		Old milwaukee	+14.0%	Crown royal	-4.5%
Smirnoff	-1.5%		Kokanee	-9.0%	Bacardi	-5.3%
Kokanee	-9.0%		Canadian	+7.8%	Alberta pure	-5.2%
Crown royal	-4.5%		Corona	-22.6%	Stolichnaya	+6.4%
Canadian	+7.8%		Cariboo	+2.0%	Canadian club	+5.3%
Bacardi	-5.3%		Pabst blue ribbon	-8.6%	Absolut	+3.8%
Alberta pure	-5.2%		Coors light	+0.8%	Baileys	-3.3%
Corona	-22.6%		Lucky	-11.1%	Captain morgan	-7.4%
Stolichnaya	+6.4%		Heineken	-0.6%	J.P. wisers deluxe	+5.8%
Cariboo	+2.0%		Bud light	+9.2%	Fireball	-1.1%
Pabst blue ribbon	-8.6%		Stella artois	-22.1%	Jack daniel's	-14.1%
Nude vodka soda	+0.9%		Miller genuine draft	-10.5%	Johnnie walker	+1.8%
Canadian club	+5.3%		Phillips	-1.1%	Russian standard	+2.9%
Coors light	+0.8%		Sleeman	+0.8%	Bombay sapphire	-15.8%
Absolut	+3.8%		Coors banquet	-23.5%	Jameson	+7.0%
Baileys	-3.3%		Steamworks	-10.4%	Hennessy	-11.8%
Lucky	-11.1%		Kronenbourg	-19.5%	Wisers	-2.2%
Captain morgan	-7.4%		Pacific pilsner	-17.9%	Jagermeister	-0.94%
Nutrl	-7.6%		Bavaria	-15.8%	St. remy	+4.7%
WINE			RTDs			
Copper moon	+0.5%		Nude vodka soda	+0.9%		
J.triggs Cabernet Sau.	+0.9%		Nutrl	-7.1%		
Mission hill	+50.7%		Hey y'all	-4.1%		
Naked grape	+13.2%		Smirnoff	-2.0%		
J.triggs Pinot Grigio	-19.0%		Growers	+2.1%		
Jackson triggs	-19.7%		Palm bay	+12.1%		
Yellow tail	+9.9%		Jaw drop	+14.3%		
Peller family vineyards	+0.2%		Okanagan cider	-6.5%		
Bodacious	-4.1%		Strongbow	-21.0%		
Sawmill creek	-29.8%		Lonetree	-22.1%		
J.triggs Merlot	+0.5%		Chum churum	-36.7%		
J.triggs Sauvignon Blanc	+17.1%		Motts caesar	-24.7%		
Apothic winemakers blend	-31.2%		Rockstar	-5.7%		
Diabolica	-16.3%		Okanagan cider extra	-7.8%		
Moscato	+25.3%		Twisted tea	+27.8%		
Open	+5.0%		Sea cider	+38.7%		
J.lohr seven oaks 2016	-27.0%		Mott's clamato	+14.4%		
Oyster bay Marlborough	-6.9%		Somersby	-0.3%		
Cono sur organic	-12.8%		Growers	-13.6%		
Meiomi	+21.2%		Bumper crop	+22.2%		

