

BRET PETERSON

SALES ANALYST – INTERVIEW



A) What Locations Are Not Performing With Company Index?

Charleston and Savannah Show Huge \$ Declines

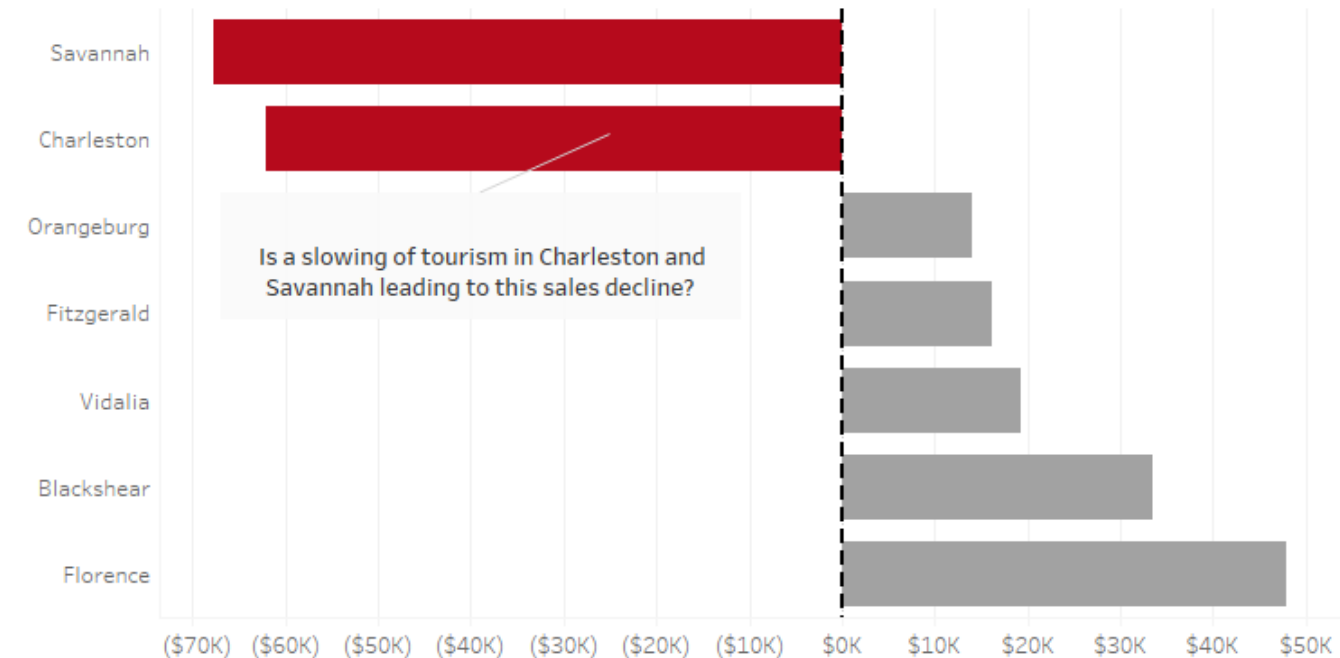
Compared to Other Southern Crown Distributor Market Locations

	# of Accounts	% Accounts	Revenue 2019	% 2019 Revenue	Revenue 2020	% 2020 Revenue	2019-2020 YOY (\$)	2019-2020 YOY %
Savannah	2,761	17%	\$1.00M	14%	\$0.94M	13%	\$-67,762.56	-0.93%
Charleston	4,632	29%	\$2.80M	38%	\$2.73M	37%	\$-62,139.90	-0.86%
Orangeburg	1,293	8%	\$0.36M	5%	\$0.37M	5%	\$14,033.90	0.19%
Fitzgerald	1,057	7%	\$0.43M	6%	\$0.45M	6%	\$16,119.71	0.22%
Vidalia	1,271	8%	\$0.68M	9%	\$0.70M	10%	\$19,275.49	0.26%
Blackshear	1,642	10%	\$0.84M	11%	\$0.87M	12%	\$33,483.55	0.46%
Florence	3,147	20%	\$1.20M	16%	\$1.25M	17%	\$47,936.05	0.65%

Charleston and Savannah Show Huge \$ Declines

Compared to Other Southern Crown Distributor Market Locations

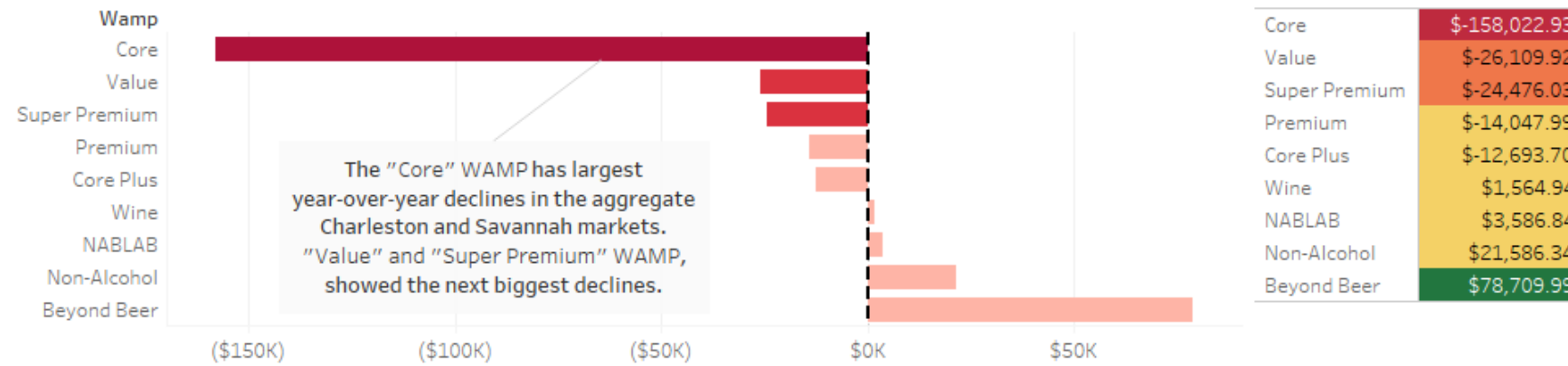
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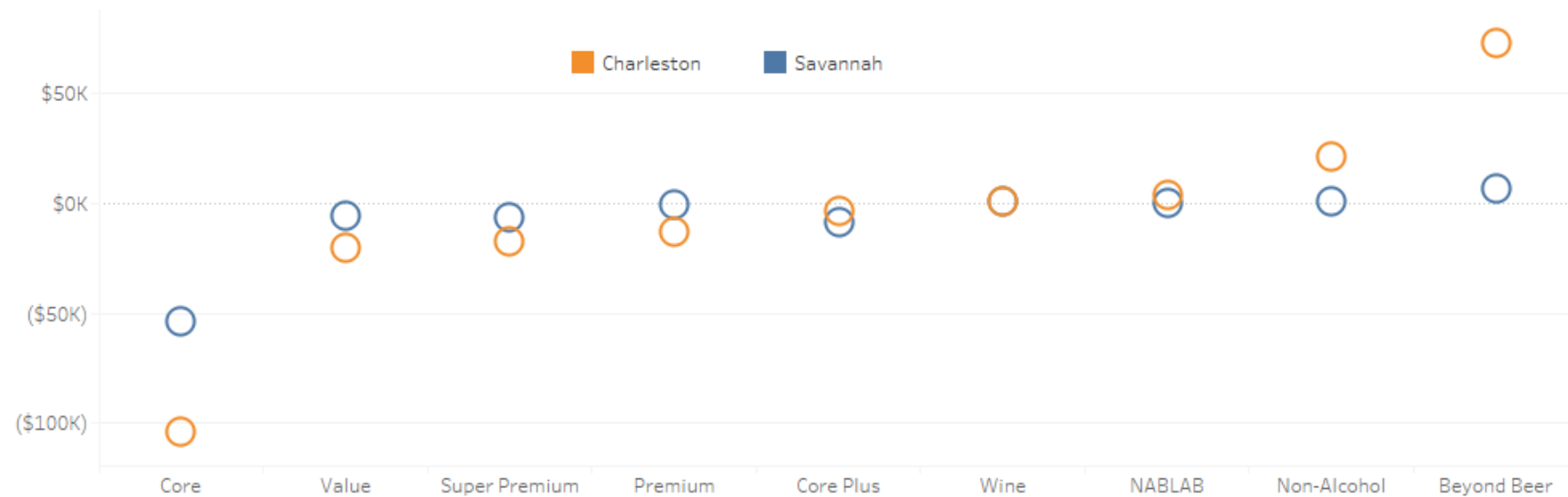
B) Which WAMPs are Leading the Decline in Those Locations?

Core, Value, and Super Premium WAMPs

Lead the TOTAL Decline in Charleston and Savannah Markets

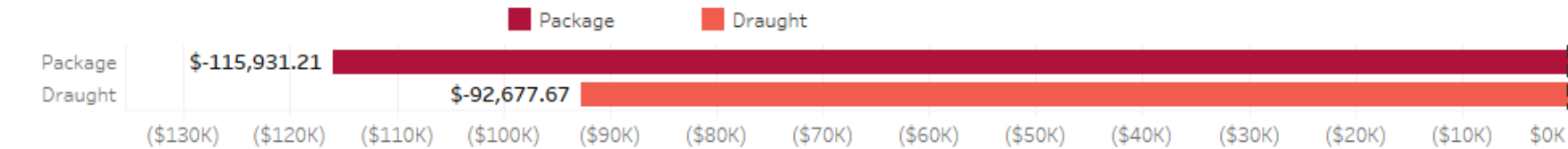


Charleston Shows Larger Decrease in 2019 to 2020 Revenue (\$) Across WAMPs when Compared Individually to Savannah

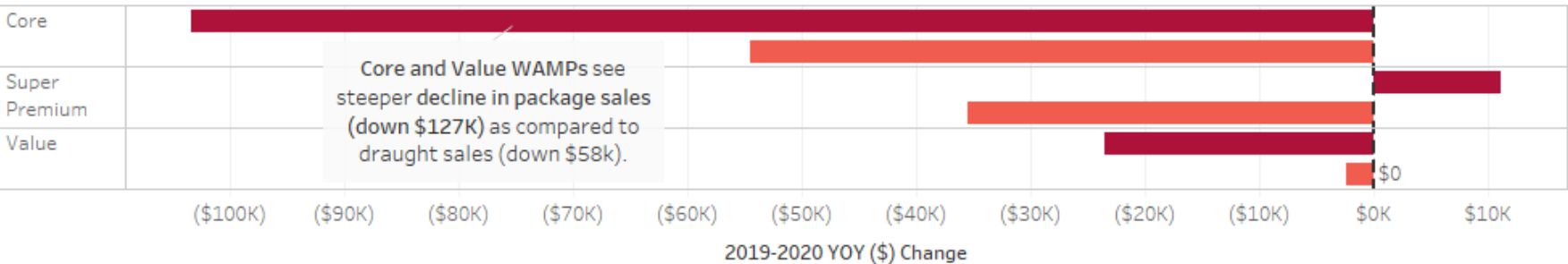


C) Which Package Types are Leading Decline in those WAMPs?

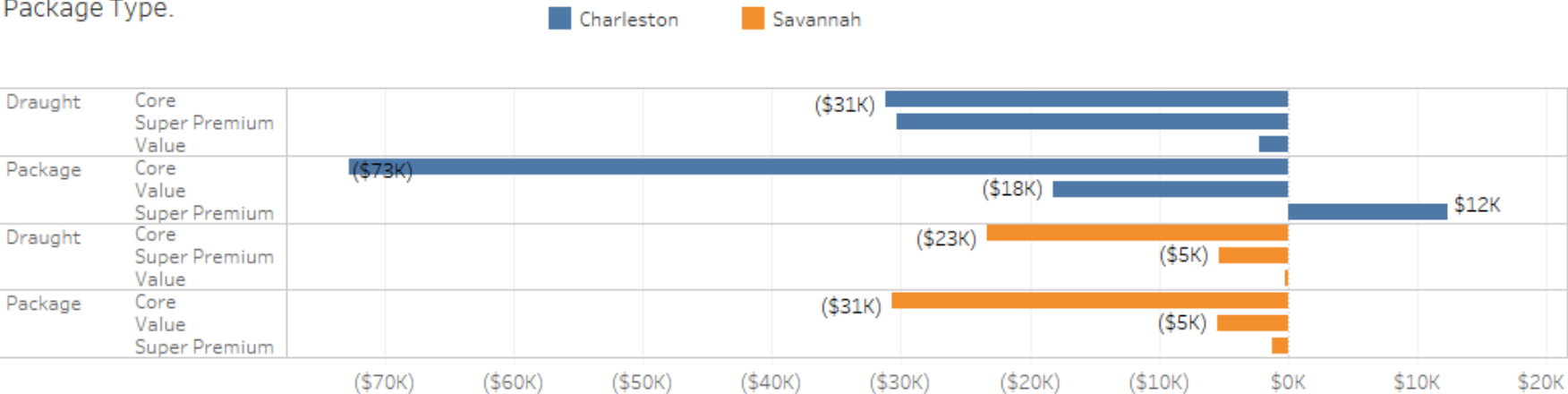
"Package" Sales lead the 2019-2020 YOY (\$) WAMP Decline in the Aggregated Charleston and Savannah Markets



Core, Value, and Super Premium WAMPs Show Different Impact on Sales Decline in Aggregated Charleston and Savannah Markets

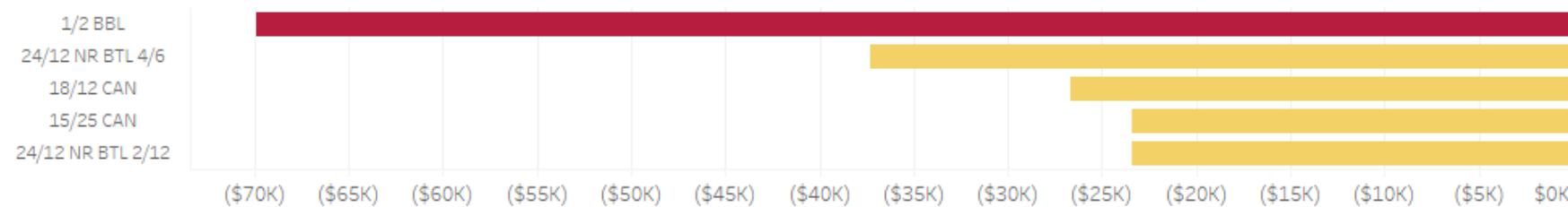


When Comparing Individual Markets, Charleston and Savannah Show a significant Difference in 2019-2020 YOY (\$) Decline by Package Type.

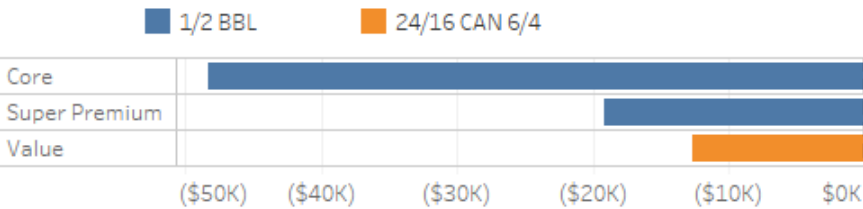


D)What is the package that is leading the decline in those WAMPs?

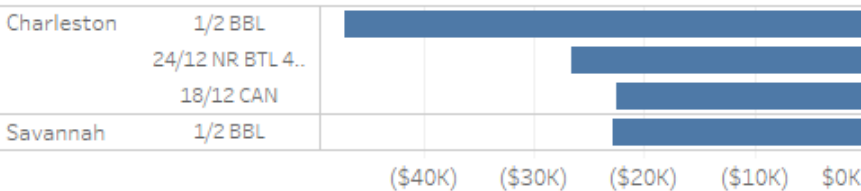
1/2 BBL Package Leads the Overall Decline in the Core, Value, and Super Premium WAMPs in the Aggregated Charleston and Savannah Markets



In Comparing Top 2019-2020 YOY (\$) Decreases, "Core" and "Super Premium" WAMPs Show 1/2 BBL as Largest Decline, While "Value" WAMP saw biggest loss in 24/16 CAN



Charleston Shows Larger Variety in Packages Showing BIG YOY Loss Compared to the Savannah Market

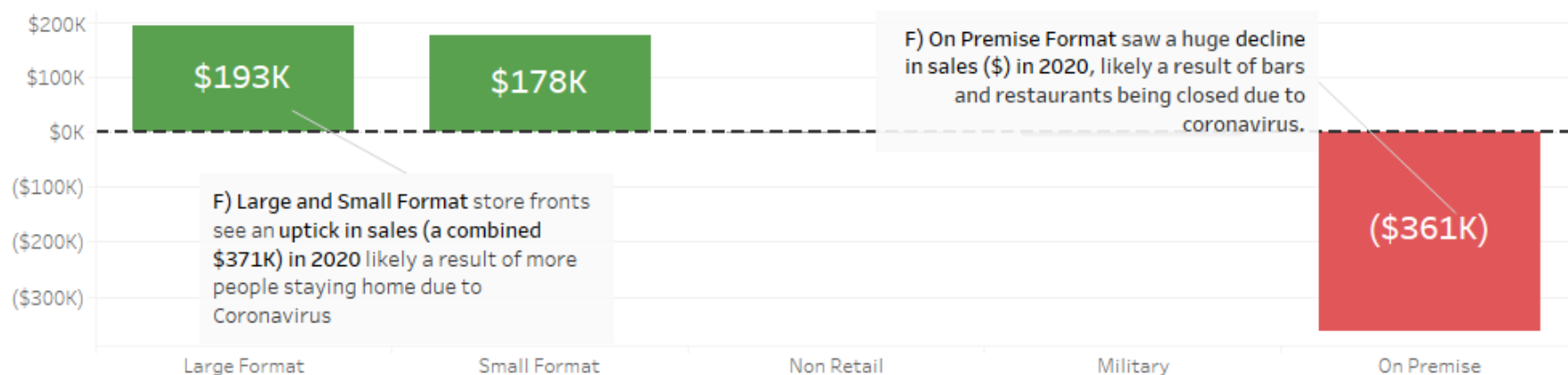


E & F) Which Format Has Greatest Growth and Decline

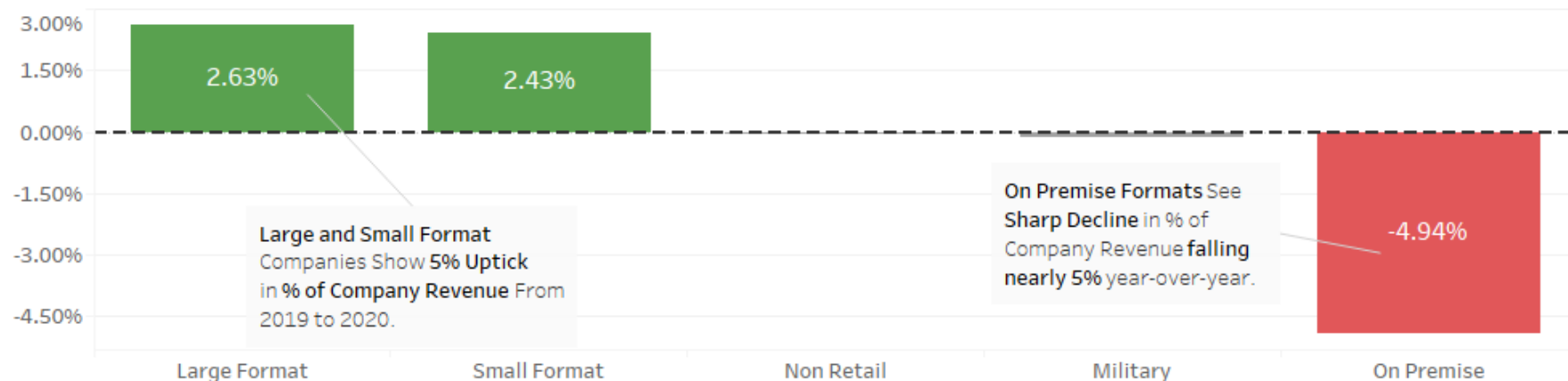
	Revenue 2019	Revenue 2020	2019-2020 YOY (\$)	% of 2019 Revenue	% of 2020 Revenue	2019-2020 YOY %
Large Format	\$1,845,900	\$2,038,714	\$192,814	25.3%	27.9%	2.6%
Small Format	\$4,596,639	\$4,774,586	\$177,948	62.9%	65.3%	2.4%
Non Retail	\$1,281	\$1,151	(\$130)	0.0%	0.0%	0.0%
Military	\$85,565	\$77,196	(\$8,369)	1.2%	1.1%	-0.1%
On Premise	\$779,101	\$417,785	(\$361,316)	10.7%	5.7%	-4.9%
Grand Total	\$7,308,486	\$7,309,432	\$946	100.0%	100.0%	0.0%

Large and Small Format Companies See Largest YOY \$ Growth

On Premise Sales See Huge \$ Decline

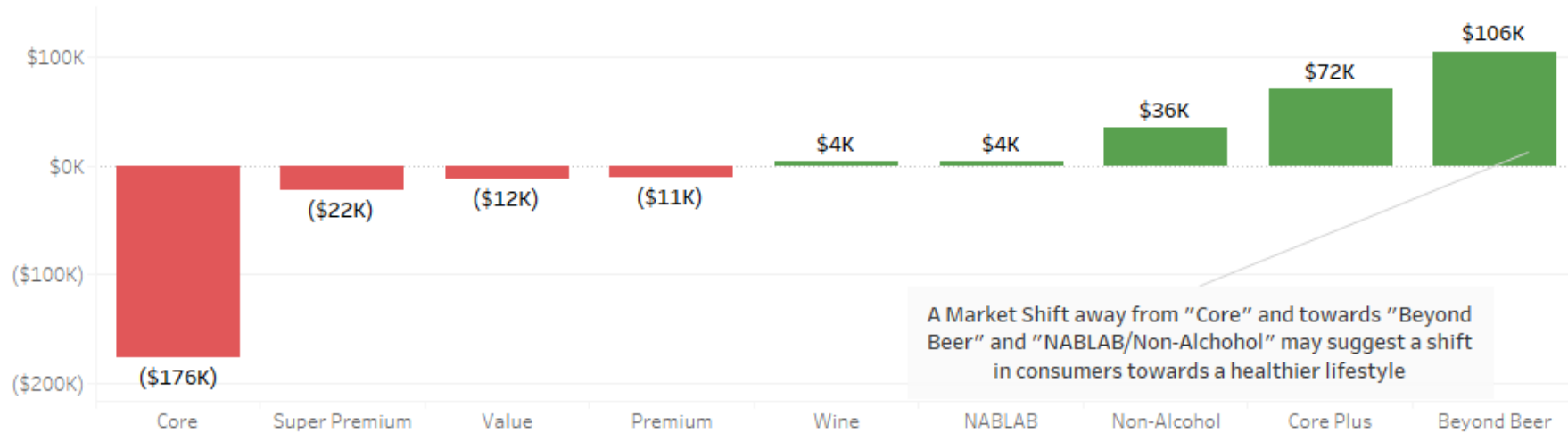


Large and Small Store Format Also See Increase in % of Total Revenue From 2019 to 2020, While On Premise Sees Decline



G) As a Company, What Observations Can Be Made Regarding WAMP Changes from 2019-2020?

Southern Crown Partners Saw a Huge Market Shift in Revenue (\$) between 2019 and 2020, Away from "Core" WAMP and towards the "Beyond Beer" WAMP



Southern Crown Partners also saw a Market Shift in WAMP Revenue % between 2019 and 2020, Away from "Core" WAMP and towards the "Beyond Beer" WAMP

