

# DEALER INFORMATION SYSTEM

GUILLERMO BEVEVERAGE DISTRIBUTION SERVICES

Comparative Sales Volume Report per Product for: Route 02,  
BEER Products

FERMIN  
TOPEZ

Route Type: MIXED

Covering for the period from August 01, 2025 to August 31, 2025

SKU	SALES VOLUME			% Variance VS.		Brand Contribution	
	ACTUAL	FORECAST	LAST YEAR	FC	LY	TM	LY
RH SUPER 1000	59	-	-	-	-	1.57	-
<b>CALI</b>	<b>59</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1.57</b>	<b>-</b>
PP1000	479	-	635	-	(24.60)	12.68	-
PP320	10	-	3	-	233.33	0.26	-
<b>PALE PILSEN</b>	<b>489</b>	<b>-</b>	<b>638</b>	<b>-</b>	<b>208.73</b>	<b>12.94</b>	<b>-</b>
RH1000	3,085	-	2,331	-	32.34	81.69	-
RH330	23	-	1	-	2,100.00	0.60	-
RH500	87	-	62	-	40.51	2.30	-
RHCAN	1	-	1	-	-	0.03	-
<b>RED HORSE</b>	<b>3,196</b>	<b>-</b>	<b>2,395</b>	<b>-</b>	<b>2,172.85</b>	<b>84.61</b>	<b>-</b>
<b>BROAD POPULAR</b>	<b>3,744</b>	<b>-</b>	<b>3,033</b>	<b>-</b>	<b>2,381.58</b>	<b>99.13</b>	<b>-</b>
SL330ACL	5	-	3	-	66.67	0.14	-
<b>SAN MIG LIGHT</b>	<b>5</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>66.67</b>	<b>0.14</b>	<b>-</b>
FBAPPLECAN	-	-	2	-	(100.00)	-	-
FBLEMONCAN	-	-	1	-	(100.00)	-	-
FB APPLE 330 ACL	27	-	17	-	62.50	0.71	-
FB LEMON 330 ACL	1	-	14	-	(92.86)	0.03	-
<b>SMFB</b>	<b>28</b>	<b>-</b>	<b>34</b>	<b>-</b>	<b>(230.36)</b>	<b>0.74</b>	<b>-</b>
<b>UPPER POPULAR</b>	<b>33</b>	<b>-</b>	<b>37</b>	<b>-</b>	<b>(163.69)</b>	<b>0.87</b>	<b>-</b>
	<b>3,777</b>	<b>-</b>	<b>3,070</b>	<b>-</b>	<b>2,217.89</b>	<b>100.00</b>	<b>-</b>

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BY PACKAGE	SALES VOLUME			% Variance VS.		Brand Contribution	
	ACTUAL	FORECAST	LAST YEAR	FC	LY	TM	LY
	3,777	-	3,070	-	2,217.89	100.00	-
	3,777	-	3,070	-	2,217.89	100.00	-
BY BRAND	SALES VOLUME			% Variance VS.		Brand Contribution	
	ACTUAL	FORECAST	LAST YEAR	FC	LY	TM	LY
CALI	59	-	-	-	-	1.57	-
PALE PILSEN	489	-	638	-	208.73	12.94	-
RED HORSE	3,196	-	2,395	-	2,172.85	84.61	-
SAN MIG LIGHT	5	-	3	-	66.67	0.14	-
SMFB	28	-	34	-	(230.36)	0.74	-
	3,777	-	3,070	-	2,217.89	100.00	-

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Dealer Representative  
(Signature Over Printed Name)

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Supervisor  
(Signature Over Printed Name)