

# SSBC - Tab 1

\$167.57K

Sales Total, USD

\$224.21K

Sales Total, CAD

FY Period	Q1 - FY2021		Q2 - FY2021		Q3 - FY2021		Q4 - FY2021		Total	
CustType	Sales (USD)	GPM (USD)	Sales (USD)	GPM (USD)	Sales (USD)	GPM (USD)	Sales (USD)	GPM (USD)	Sales (USD)	GPM (USD)
<div><div></div>Bar</div>	\$19,919.40	13.90%	\$16,569.27	14.89%	\$17,739.28	14.32%	\$14,569.36	14.18%	\$68,797.31	14.31%
Bike n' Brew	\$2,700.00	4.87%	\$2,700.00	4.87%	\$3,300.00	4.87%	\$2,700.00	4.87%	\$11,400.00	4.87%
Puget's Finest	\$5,040.00	8.53%	\$5,400.00	8.89%	\$6,780.00	8.19%	\$3,780.00	8.21%	\$21,000.00	8.46%
Queens Arms	\$1,080.00	19.44%	\$1,080.00	19.44%	\$1,180.00	17.45%	\$1,330.00	2.80%	\$4,670.00	14.20%
Saanich Pub	\$2,220.00	18.04%	\$2,280.00	13.84%	\$1,080.00	25.51%	\$1,080.00	25.51%	\$6,660.00	19.03%
The Black Bear	\$1,800.00	37.93%	\$1,800.00	37.93%	\$1,800.00	37.93%	\$1,800.00	37.93%	\$7,200.00	37.93%
The Killer Well	\$5,999.40	9.16%	\$2,229.27	12.68%	\$2,519.28	11.74%	\$2,799.36	9.42%	\$13,547.31	10.27%
Toques and Blokes	\$1,080.00	33.78%	\$1,080.00	33.78%	\$1,080.00	33.78%	\$1,080.00	33.78%	\$4,320.00	33.78%
<div><div></div>Distributor</div>	\$25,542.00	15.57%	\$25,902.00	14.60%	\$24,992.00	10.86%	\$18,000.00	9.55%	\$94,436.00	12.91%
Barrel's Best	\$14,742.00	10.93%	\$16,182.00	11.69%	\$15,272.00	11.24%	\$6,480.00	16.56%	\$52,676.00	11.95%
Rainier & Co.	\$10,800.00	21.91%	\$9,720.00	19.44%	\$9,720.00	10.28%	\$11,520.00	5.61%	\$41,760.00	14.13%
<div><div></div>SSBC Tasting Room</div>	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
Cash Purchase	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
Total	\$46,575.92	15.96%	\$43,580.78	15.90%	\$43,784.82	13.46%	\$33,626.92	13.13%	\$167,568.44	14.72%

**Executive Summary:** The highest sales of \$94,436 was earned by the customer type Distributor. SSBC Tasting Room shows the highest Gross Profit Margin of 60.82%, amongst all the customer types. Off the individual customers, Barrel's Best has the highest sales of \$52,676 and The Black Bear Bar shows the highest Gross Profit Margin of 37.93%

Product Name	PCT Unit Sales by Product	PCT Gross Profit by Product
Bamboo Grove Maibock	29.41%	14.52%
Henan Hops Wheat Beer	20.20%	15.88%
Imperial Poet Porter	18.87%	15.50%
Scholar's Saison	13.60%	-0.02%
Han Dynasty Spiced Lager	9.77%	30.51%
Liu Ling's IPA	8.16%	23.60%
Total	100.00%	100.00%

**Executive Summary:** Amongst all the products, Bamboo Grove Maibock has the highest Unit Sales of 29.41%, however Han Dynasty Spiced Lager, with a lesser cost of sales has earned a significantly higher gross profit of 30.51%.

What's to note is that although the Unit Sales of Scholar's Saison is 13.6%, the Gross Profit earned is **-0.02%** with cost of sales higher than Sales Total.

## SSBC - Tab 3

Product Type	Sum of Qty	Average of Gross Profit per Serving (\$)
<input type="checkbox"/> <b>Half keg</b>	<b>533</b>	<b>\$35.36</b>
Henan Hops Wheat Beer	7	\$79.40
Han Dynasty Spiced Lager	29	\$60.80
Liu Ling's IPA	24	\$45.92
Imperial Poet Porter	196	\$35.00
Bamboo Grove Maibock	185	\$29.80
Scholar's Saison	92	\$0.44
<input type="checkbox"/> <b>Keg</b>	<b>190</b>	<b>\$34.72</b>
Henan Hops Wheat Beer	27	\$113.80
Han Dynasty Spiced Lager	3	\$76.60
Liu Ling's IPA	1	\$46.84
Bamboo Grove Maibock	116	\$16.06
Imperial Poet Porter	34	\$10.87
Scholar's Saison	9	\$7.56
<input type="checkbox"/> <b>Tasting Room Pour</b>	<b>479</b>	<b>\$7.94</b>
Liu Ling's IPA	122	\$10.14
Han Dynasty Spiced Lager	144	\$8.61
<b>Total</b>	<b>1802</b>	<b>\$18.22</b>

**Executive Summary:** Henan Hops Wheat Beer has the highest Average GP per serving sold as a Half Keg (\$79.4) and a Keg (\$113.8). Half Kegs have the highest Average GP per serving of \$35.36 for a quantity of 533. Although the Average GP per serving is \$2.79, Six-Packs sold a quantity of 600.

However, Scholar's Saison sold a quantity of 144, the Average GP per serving is **-\$0.14**.

## SSBC - Tab 4

Year	2020				2021										Total
Product Name	October	November	December	Total	January	February	March	April	May	June	July	August	September	Total	
Bamboo Grove Maibock	26.92%	27.45%	24.55%	<b>26.26%</b>	24.85%	27.22%	27.33%	30.07%	43.79%	29.41%	35.38%	36.36%	21.74%	<b>30.54%</b>	<b>29.41%</b>
Henan Hops Wheat Beer	23.08%	19.61%	18.56%	<b>20.38%</b>	17.75%	18.99%	20.00%	21.68%	20.92%	19.61%	23.08%	13.64%	26.09%	<b>20.14%</b>	<b>20.20%</b>
Imperial Poet Porter	23.72%	26.14%	32.34%	<b>27.52%</b>	33.14%	27.85%	25.33%	13.99%	3.92%	3.92%	4.62%	4.55%	19.57%	<b>15.76%</b>	<b>18.87%</b>
Scholar's Saison	9.62%	9.80%	8.98%	<b>9.45%</b>	8.88%	9.49%	10.00%	11.89%	11.11%	30.07%	16.92%	25.76%	13.77%	<b>15.08%</b>	<b>13.60%</b>
Han Dynasty Spiced Lager	8.97%	9.15%	8.38%	<b>8.82%</b>	8.28%	8.86%	9.33%	11.89%	12.42%	9.15%	10.77%	10.61%	10.14%	<b>10.11%</b>	<b>9.77%</b>
Liu Ling's IPA	7.69%	7.84%	7.19%	<b>7.56%</b>	7.10%	7.59%	8.00%	10.49%	7.84%	7.84%	9.23%	9.09%	8.70%	<b>8.37%</b>	<b>8.16%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Executive Summary:** The PCT of Unit Sales for Bamboo Grove Maibock has increased by 4.28% from the year 2020 to 2021. We also saw some raise in PCT for Scholar's Saison in 2021 from 8.88% to 25.76%. However, the PCT of Unit Sales has reduced for the rest of the products in 2021. The PCT for Imperial Poet Porter started at 33.14% and fell down to 4.55% in 2021.