

Ontario Wine Industry Market Share Report, Litres Sold
For the 3 months and year ended March 31, 2010

	Net Sales, 2nd quarter only		%	Rolling 12		%
	This Year	Last Year		This Year	Last Year	
Total LCBO Wine Sales (A)	21,129,225	21,228,700	-0.5%	102,691,350	100,396,980	2.3%
LCBO Ontario Wine Sales						
White Wine	3,506,804	3,359,966	4.4%	16,885,745	16,256,700	3.9%
Red Wine	2,309,958	2,295,647	0.6%	10,639,873	10,476,586	1.6%
Rose Wine	229,776	226,369	1.5%	1,187,837	1,173,418	1.2%
Sparkling Wine	67,585	71,842	-5.9%	393,457	419,340	-6.2%
Below 7% Sparkling Wine	212,404	237,760	-10.7%	1,222,508	1,281,575	-4.6%
Port	39,537	37,384	5.8%	173,045	169,113	2.3%
Sherry	238,359	248,084	-3.9%	1,031,540	1,053,072	-2.0%
Dessert Wines	6,091	5,642	8.0%	36,678	30,118	21.8%
Other	55,232	53,397	3.4%	228,580	243,692	-6.2%
Total LCBO Sales of Ontario Wine (includes VQA) (B)	6,665,746	6,536,091	2.0%	31,799,263	31,103,614	2.2%
LCBO Share of Ontario Wine Sales (B/E)	57.7%	57.3%	0.4%	57.1%	56.7%	0.4%
Market Share of Ontario Wines at the LCBO (B/A)	31.5%	30.8%	0.8%	31.0%	31.0%	0.0%
Winery Retail Store Sales						
White Wine	1,911,113	1,844,820	3.6%	9,138,483	8,856,252	3.2%
Red Wine	1,902,966	1,950,014	-2.4%	8,821,385	8,841,714	-0.2%
Rose Wine	135,815	134,113	1.3%	691,325	678,777	1.8%
Sparkling Wine	45,850	49,500	-7.4%	264,503	303,017	-12.7%
Below 7% Sparkling Wine	11,308	10,406	8.7%	74,486	76,073	-2.1%
Port	8,473	12,343	-31.4%	39,839	46,967	-15.2%
Sherry	78,399	88,893	-11.8%	336,147	356,572	-5.7%
Dessert Wines	22,796	17,609	29.5%	140,925	137,320	2.6%
Coolers and Cider	113,765	137,454	-17.2%	763,454	849,605	-10.1%
Other	49,234	59,155	-16.8%	356,381	382,054	-6.7%
Total Winery Retail Sales (C)	4,279,719	4,304,307	-0.6%	20,626,927	20,528,351	0.5%
WRS Share of the Ontario Wine Sales	37.1%	37.8%	-0.7%	37.1%	37.4%	-0.4%
Direct Delivery to Licensees						
VQA	542,738	499,319	8.7%	2,905,732	2,846,623	2.1%
Non-VQA	60,148	58,377	3.0%	330,836	357,971	-7.6%
Total Direct Delivery (D)	602,886	557,696	8.1%	3,236,568	3,204,594	1.0%
Direct Delivery Share of the Ontario Wine Sales	5.2%	4.9%	0.3%	5.8%	5.8%	0.0%
Total Sales of Ontario wines, all channels E=[B+C+D]	11,548,351	11,398,093	1.3%	55,662,758	54,836,560	1.5%
Total Wine Sales, all channels F=[A+C+D]	26,011,830	26,090,702	-0.3%	126,554,845	124,129,925	2.0%
Overall Market share for Ontario wines (E/F)	44.4%	43.7%		44.0%	44.2%	
VQA Sales at the LCBO						
White Wine	579,697	512,880	13.0%	3,037,268	2,638,682	15.1%
Red Wine	475,500	384,093	23.8%	2,247,284	1,782,404	26.1%
Other Wines	30,897	26,512	16.5%	159,823	176,104	-9.2%
Total (G)	1,086,094	923,485	17.6%	5,444,375	4,597,190	18.4%
VQA sales at Winery Retail Stores	881,635	741,026	19.0%	4,761,737	4,044,293	17.7%
Total VQA Sales	2,510,467	2,163,829	16.0%	13,111,845	11,488,107	14.1%
VQA Wine as a % of Ontario wine sales	21.7%	19.0%		23.6%	20.9%	