

Spirits			
Product Grouping	Annual Net Sales \$ Target 2013/2014	Annual Net Sales \$ Target 2014/2015	Avg. Sales per Store per Year
WHISKY CANADIAN - DELUXE	\$210,000	\$200,000	\$1,225
WHISKY CANADIAN - PREMIUM & STANDARD	\$1,550,000	\$1,650,000	\$6,775
WHISKY CANADIAN - FLAVOURED	\$525,000	\$530,000	\$1,675
WHISKY SCOTCH - BLENDED DELUXE	\$685,000	\$550,000	\$4,975
WHISKY SCOTCH - BLENDED PREMIUM & STANDARD	\$710,000	\$760,000	\$4,075
WHISKY SCOTCH - MALT SPEYSIDE	\$375,000	\$365,000	\$2,450
WHISKY SCOTCH - MALT HIGHLAND	\$190,000	\$260,000	\$3,075
WHISKY SCOTCH - MALT ISLAY	\$305,000	\$405,000	\$3,025
WHISKY SCOTCH - MALT ISLAND & LOWLAND	\$240,000	\$180,000	\$1,975
WHISKEY IRISH - DELUXE	\$115,000	\$155,000	\$1,700
WHISKEY IRISH - PREMIUM	\$510,000	\$640,000	\$3,600
WHISKEY AMERICAN - DELUXE	\$180,000	\$225,000	\$1,725
WHISKEY AMERICAN - PREMIUM	\$440,000	\$510,000	\$4,000
WHISKEY AMERICAN - STANDARD	\$470,000	\$320,000	\$2,550
NEW WORLD WHISKEY - NEW WORLD	NEW	\$120,000	\$1,100
BRANDY/COGNAC - BRANDY PREMIUM & DELUXE	\$455,000	\$500,000	\$3,575
BRANDY/COGNAC - BRANDY STANDARD & EAU DE VIE	\$475,000	\$470,000	\$3,025
BRANDY/COGNAC - COGNAC VS	\$500,000	\$565,000	\$4,150
BRANDY/COGNAC - COGNAC VSOP	\$375,000	\$410,000	\$2,900
BRANDY/COGNAC - COGNAC XO	\$355,000	\$260,000	\$3,575
BRANDY/COGNAC - GRAPPA	\$160,000	\$165,000	\$1,500
BRANDY/COGNAC - FRUIT SPIRITS & ARMAGNAC	\$125,000	\$125,000	\$1,050
LIQUEURS CLASSICS - STANDARD	\$625,000	\$805,000	\$2,975
LIQUEURS CLASSICS - PREMIUM	\$610,000	\$685,000	\$2,725
LIQUEURS CLASSICS - DELUXE	\$445,000	\$590,000	\$5,475
LIQUEURS SIPPERS BITTERS - STANDARD	\$345,000	\$375,000	\$2,000
LIQUEURS SIPPERS BITTERS - PREMIUM	\$370,000	\$375,000	\$3,650
LIQUEURS SIPPERS BITTERS - DELUXE	\$185,000	\$225,000	\$1,200
LIQUEURS COCKTAIL MIXERS - STANDARD	\$350,000	\$300,000	\$1,475
LIQUEURS COCKTAIL MIXERS - PREMIUM	\$245,000	\$325,000	\$1,450
LIQUEURS COCKTAIL MIXERS - DELUXE	\$240,000	\$230,000	\$1,450
BARKEEPS PANTRY - BARKEEPS PANTRY	NEW	\$120,000	\$1,425
TEQUILA - DELUXE	\$165,000	\$175,000	\$1,575
TEQUILA - PREMIUM	\$510,000	\$330,000	\$2,175
TEQUILA - MIXTO	\$930,000	\$890,000	\$4,375
TEQUILA - MEZCAL	\$75,000	\$95,000	\$1,100
VODKA - FLAVOURED	\$500,000	\$450,000	\$1,925
VODKA - DELUXE	\$405,000	\$535,000	\$2,975
VODKA - SUPER PREMIUM	\$950,000	\$950,000	\$6,875
VODKA - STANDARD & PREMIUM	\$1,900,000	\$1,750,000	\$5,850
GIN - DELUXE	\$135,000	\$135,000	\$1,050
GIN - STANDARD & PREMIUM	\$875,000	\$875,000	\$4,400
SOJU/SHOCHU	\$535,000	\$360,000	\$2,125
RUM - SPICED	\$880,000	\$1,000,000	\$4,100
RUM FLAVOURED	\$500,000	\$450,000	\$1,925
RUM - ALL DELUXE & CACHACA	\$185,000	\$155,000	\$1,525
RUM - ALL STANDARD & ALL PREMIUM	\$880,000	\$880,000	\$3,775
ONE POUR COCKTAILS	\$650,000	\$425,000	\$1,100
COOLERS	\$1,175,000	\$1,175,000	\$2,700
SPIRITS 200 mL	\$290,000	\$280,000	\$1,400

BEER			
Product Grouping	Old Target Litres	New Target Litres	Avg. Litres per Store per Year
DOMESTIC SINGLE CAN Total	210,000	140,000	775
DOMESTIC MULTI BOTTLES (6 or LESS) Total	170,000	130,000	575
DOMESTIC MULTI CANS (355ML or LESS) Total	305,000	340,000	1,125
DOMESTIC MULTI CANS (>355ML) Total	295,000	795,000	4,350
IMPORT/DOMESTIC BEER SINGLE BOTTLE Total	45,000	45,000	375
IMPORT/DOMESTIC BEER SINGLE BOTTLE SPECIALTY Total	10,000	10,000	75
IMPORT BEER SINGLE CAN Total	140,000	140,000	575
IMPORT BEER MULTIPACK BOTTLES Total	65,000	55,000	375
IMPORT BEER MULTIPACK CANS (355 OR LESS) Total	150,000	130,000	700
IMPORT BEER MULTIPACK CANS (>355ML) Total	220,000	175,000	975
GLUTEN FREE BEER Total	20,000	30,000	150

CIDER			
Product Grouping	Annual Net Sales \$ Target 2013/2014	Annual Net Sales \$ Target 2014/2015	Avg. Sales per Store per Year
CIDER	\$380,000	\$405,000	\$1,925