

\$167.57K

Sales USD

SSBC - Tab 1

224.21K

Sales CAD

	FY Quarter	Q1-2021		Q2-2021		Q3-2021		Q4-2021		Total	
▲ Customer Type	Customer Name	Sales USD	GPM (US)	Sales USD	GPM (US)	Sales USD	GPM (US)	Sales USD	GPM (US)	Sales USD	GPM (US)
☐ Bar	Bike n' Brew	\$2,700	4.87%	\$2,700	4.87%	\$3,300	4.87%	\$2,700	4.87%	\$11,400	4.87%
	Puget's Finest	\$5,040	8.53%	\$5,400	8.89%	\$6,780	8.19%	\$3,780	8.21%	\$21,000	8.46%
	Queens Arms	\$1,080	19.44%	\$1,080	19.44%	\$1,180	17.45%	\$1,330	2.80%	\$4,670	14.20%
	Saanich Pub	\$2,220	18.04%	\$2,280	13.84%	\$1,080	25.51%	\$1,080	25.51%	\$6,660	19.03%
	The Black Bear	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$7,200	37.93%
	The Killer Well	\$5,999.4	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	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$4,320	33.78%
	Total	\$19,919.4	13.90%	\$16,569.27	14.89%	\$17,739.28	14.32%	\$14,569.36	14.18%	\$68,797.31	14.31%
☐ Distributor	Barrel's Best	\$14,742	10.93%	\$16,182	11.69%	\$15,272	11.24%	\$6,480	16.56%	\$52,676	11.95%
	Rainier & Co.	\$10,800	21.91%	\$9,720	19.44%	\$9,720	10.28%	\$11,520	5.61%	\$41,760	14.13%
	Total	\$25,542	15.57%	\$25,902	14.60%	\$24,992	10.86%	\$18,000	9.55%	\$94,436	12.91%
☐ SSBC Tasting Room	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	\$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: While the highest sales by customer type is "Distributors", the highest gross profit margins are 60.82%. Among individual customers, the highest sales for the year are \$52,676 by customer "Barrel's Best" Distributor, while the highest gross profit margins are with "The Black Bear" Bar at 37.93% other than the SSBC Tasting Room which has a gross profit margin of 60.82%

SSBC - Tab 2

▲ Product Name	PCT Unit Sales by Product	PCT Gross Profit by Product
Bamboo Grove Maibock	29.41%	31.67%
Han Dynasty Spiced Lager	9.77%	10.53%
Henan Hops Wheat Beer	20.20%	20.20%
Imperial Poet Porter	18.87%	30.63%
Liu Ling's IPA	8.16%	6.67%
Scholar's Saison	13.60%	0.30%
Total	100.00%	100.00%

Executive Summary: "Bamboo Grove Maibock" has the highest percentage of Units sold (29.41%) compared to other products. "Bamboo Grove Maibock" has the highest gross profit margin (31.67%) compared to other products. Although, "Imperial Poet Porter" and "Henan Hops Wheat Beer" are not sold as much as other products they still have a high gross profit margin (30.63% and 20.20% respectively). The sales team can review these products to market them better for increased sales and profits.

SO1 - Product Type

Product Name	Product Type	Quantity	Average of Gross Profit Per Serving
☐ Scholar's Saison	Six-Pack	144	(\$0.14)
	half keg	92	\$0.44
	Tasting Room Pour		\$3.31
	Keg	9	\$5.88
	Total	245	\$2.3725
☐ Bamboo Grove Maibock	Six-Pack	131	\$1.69
	Tasting Room Pour	98	\$3.95
	Keg	116	\$14.6
	half keg	185	\$29.8
	Total	530	\$12.51
☐ Imperial Poet Porter	Six-Pack	19	\$1.99
	Tasting Room Pour	91	\$3.5
	Keg	34	\$10
	half keg	196	\$35
	Total	340	\$12.6225
☐ Liu Ling's IPA	Six-Pack		\$2.47
	Tasting Room Pour	122	\$4.08
	half keg	24	\$45.92
	Keg	1	\$46.84
	Total	147	\$24.8275
☐ Han Dynasty Spiced Lager	Six-Pack		\$3.19
	Tasting Room Pour	144	\$4.2
	half keg	29	\$60.8
	Keg	3	\$76.6
	Total	176	\$36.1975
☐ Henan Hops Wheat Beer	Six-Pack	306	\$4.09
	Tasting Room Pour	24	\$4.35
	half keg	7	\$79.4
	Keg	27	\$113.8
	Total	364	\$50.41

Executive Summary:

- Kegs are most profitable on average and the most profitable keg in the product line is the "Henan Hops Wheat Beer" keg, each unit sold makes a gross profit of \$113.8.
- Six-Packs are the least profitable for all the products. The least profitable is the "Scholar's Saison" six-pack, each unit sold costs us \$0.14 (Loss).

SO2 - Seasonality

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

Executive Summary: Sale of units are high during Summer and Fall and low during winters except for **Imperial Poet Porter** which has highest sales in January and lowest in May & June.

Drill Down:

- **Bamboo Grove Maibock:** Highest number of units are sold in May (43.79%) and lowest in September (21.74%)
- **Han Dynasty Spiced Lager:** Highest number of units are sold in May (12.42%) and lowest in January (8.28%)
- **Henan Hops Wheat Beer:** Highest number of units are sold in September (26.09%) and lowest in August (13.64%)
- **Imperial Poet Porter:** Highest number of units are sold in January (33.14%) and lowest in May & June (3.92%)
- **Liu Ling's IPA:** Highest number of units are sold in April (10.49%) and lowest in January (7.10%)
- **Scholar's Saison:** Highest number of units are sold in June (30.07%) and lowest in January (8.88%)