

TOP 10 SALES RESULTS

BEER SALES BY COUNTRY OF ORIGIN - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|--------------------------|-----------|-----------|---------------------------------------|--------------------------------------|
| CANADA | \$875,171 | \$943,434 | (\$68,263) | -7.2% |
| UNITED STATES OF AMERICA | \$78,817 | \$54,143 | \$24,674 | 45.6% |
| MEXICO | \$48,771 | \$57,773 | (\$9,002) | -15.6% |
| NETHERLANDS | \$30,841 | \$35,228 | (\$4,387) | -12.5% |
| BELGIUM | \$24,101 | \$27,716 | (\$3,615) | -13.0% |
| GERMANY | \$14,879 | \$15,855 | (\$976) | -6.2% |
| IRELAND | \$12,194 | \$12,952 | (\$758) | -5.9% |
| DENMARK | \$6,060 | \$5,935 | \$125 | 2.1% |
| UNITED KINGDOM | \$4,695 | \$4,840 | (\$145) | -3.0% |
| CZECH REPUBLIC | \$3,701 | \$3,750 | (\$49) | -1.3% |

BEER SALES BY COUNTRY OF ORIGIN - TOP 10

LITRE SALES (000s) BY FISCAL YEAR

| | 2010/11 | 2009/10 | Volume Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|--------------------------|---------|---------|--|--------------------------------------|
| CANADA | 221,372 | 244,914 | (23,542) | -9.6% |
| UNITED STATES OF AMERICA | 19,170 | 12,287 | 6,884 | 56.0% |
| MEXICO | 9,748 | 12,032 | (2,285) | -19.0% |
| NETHERLANDS | 5,946 | 6,931 | (984) | -14.2% |
| BELGIUM | 4,314 | 5,242 | (927) | -17.7% |
| GERMANY | 3,388 | 3,695 | (306) | -8.3% |
| IRELAND | 2,409 | 2,630 | (221) | -8.4% |
| DENMARK | 1,420 | 1,437 | (17) | -1.2% |
| CZECH REPUBLIC | 797 | 788 | 8 | 1.1% |
| UNITED KINGDOM | 789 | 818 | (29) | -3.5% |

TOP 10 SALES RESULTS

IMPORTED BEER BRANDS - TOP 10

| GROSS SALES (\$000s) BY FISCAL YEAR | | | \$ Change | % Change |
|--------------------------------------|----------|----------|--------------------------|--------------------------|
| | 2010/11 | 2009/10 | 2010/11 vs 2009/10 | 2010/11 vs 2009/10 |
| CORONA EXTRA (MEXICO) | \$41,531 | \$49,927 | (\$8,395) | -16.8% |
| MILLER GENUINE DRAFT (UNITED STATES) | \$33,818 | \$38,683 | (\$4,865) | -12.6% |
| HEINEKEN LAGER (NETHERLANDS) | \$25,367 | \$29,756 | (\$4,389) | -14.7% |
| STELLA ARTOIS (BELGIUM) | \$20,897 | \$23,898 | (\$3,002) | -12.6% |
| MILLER - CHILL (UNITED STATES) | \$7,034 | \$466 | \$6,568 | 1408.4% |
| BUD LIGHT - LIME (UNITED STATES) | \$7,025 | \$22,614 | (\$15,589) | -68.9% |
| GUINNESS PUB DRAUGHT (IRELAND) | \$4,717 | \$4,674 | \$43 | 0.9% |
| BECKS (GERMANY) | \$4,550 | \$5,319 | (\$768) | -14.4% |
| GUINNESS STOUT (IRELAND) | \$4,222 | \$4,530 | (\$308) | -6.8% |
| BAVARIA ORIGINAL BREW (NETHERLANDS) | \$2,122 | \$2,045 | \$78 | 3.8% |

SPIRIT SALES CATEGORY - TOP 10

| GROSS SALES (\$000s) BY FISCAL YEAR | | | \$ Change | % Change |
|-------------------------------------|-----------|-----------|--------------------------|--------------------------|
| | 2010/11 | 2009/10 | 2010/11 vs 2009/10 | 2010/11 vs 2009/10 |
| VODKA | \$236,474 | \$230,254 | \$6,220 | 2.7% |
| RUM | \$126,127 | \$122,723 | \$3,404 | 2.8% |
| WHISKY - CANADA | \$122,227 | \$123,561 | (\$1,335) | -1.1% |
| LIQUEURS | \$104,210 | \$106,708 | (\$2,498) | -2.3% |
| WHISKY - SCOTCH | \$59,437 | \$57,870 | \$1,566 | 2.7% |
| GIN | \$34,561 | \$35,426 | (\$864) | -2.4% |
| TEQUILA | \$21,771 | \$22,647 | (\$876) | -3.9% |
| WHISKY - OTHER | \$18,141 | \$16,176 | \$1,965 | 12.2% |
| BRANDY | \$13,464 | \$13,331 | \$133 | 1.0% |
| COGNAC | \$4,419 | \$4,132 | \$287 | 6.9% |

TOP 10 SALES RESULTS

SPIRIT SALES CATEGORY - TOP 10

LITRE SALES (000s) BY FISCAL YEAR

| | 2010/11 | 2009/10 | Volume Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|-----------------|---------|---------|---|--------------------------------------|
| VODKA | 7,882 | 8,002 | (120) | -1.5% |
| RUM | 4,205 | 4,323 | (118) | -2.7% |
| WHISKY - CANADA | 4,045 | 4,250 | (204) | -4.8% |
| LIQUEURS | 3,320 | 3,453 | (133) | -3.9% |
| WHISKY - SCOTCH | 1,365 | 1,368 | (3) | -0.2% |
| GIN | 1,145 | 1,212 | (67) | -5.5% |
| TEQUILA | 517 | 516 | 1 | 0.1% |
| WHISKY - OTHER | 480 | 441 | 39 | 8.8% |
| BRANDY | 465 | 484 | (19) | -3.9% |
| COGNAC | 41 | 41 | 1 | 1.6% |

SPIRIT BRANDS - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|---|----------|----------|---------------------------------------|--------------------------------------|
| SMIRNOFF - RED LABEL (VODKA) | \$70,476 | \$66,952 | \$3,524 | 5.3% |
| BACARDI - WHITE (RUM) | \$36,254 | \$37,388 | (\$1,134) | -3.0% |
| CROWN ROYAL (WHISKY) | \$30,023 | \$30,116 | (\$93) | -0.3% |
| CAPTAIN MORGAN - SPICED (RUM) | \$21,727 | \$19,717 | \$2,010 | 10.2% |
| WISERS - DELUXE (WHISKY) | \$19,109 | \$18,913 | \$196 | 1.0% |
| ABSOLUT (VODKA) | \$18,723 | \$17,883 | \$841 | 4.7% |
| BAILEYS - ORIGINAL IRISH CREAM (LIQUEURS) | \$16,830 | \$15,492 | \$1,338 | 8.6% |
| ALBERTA (VODKA) | \$15,018 | \$14,812 | \$206 | 1.4% |
| POLAR ICE (VODKA) | \$14,492 | \$14,605 | (\$113) | -0.8% |
| BOLS - BOLSKAYA (VODKA) | \$14,030 | \$14,112 | (\$82) | -0.6% |

TOP 10 SALES RESULTS

TABLE WINE SALES BY COUNTRY OF ORIGIN - TOP 10

| GROSS SALES (\$000s) BY FISCAL YEAR | | | | |
|-------------------------------------|-----------|-----------|---------------------------------------|--------------------------------------|
| | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
| CANADA | \$354,127 | \$336,656 | \$17,472 | 5.2% |
| AUSTRALIA | \$100,083 | \$107,568 | (\$7,485) | -7.0% |
| UNITED STATES OF AMERICA | \$87,999 | \$82,775 | \$5,224 | 6.3% |
| ITALY | \$55,380 | \$52,595 | \$2,785 | 5.3% |
| FRANCE | \$45,941 | \$44,712 | \$1,229 | 2.7% |
| CHILE | \$44,126 | \$43,493 | \$633 | 1.5% |
| ARGENTINA | \$42,910 | \$36,260 | \$6,650 | 18.3% |
| NEW ZEALAND | \$19,725 | \$15,788 | \$3,937 | 24.9% |
| SPAIN | \$14,693 | \$12,773 | \$1,920 | 15.0% |
| SOUTH AFRICA | \$13,537 | \$13,745 | (\$207) | -1.5% |

TABLE WINE SALES BY COUNTRY OF ORIGIN - TOP 10

| LITRE SALES (000s) BY FISCAL YEAR | | | | |
|-----------------------------------|---------|---------|--|--------------------------------------|
| | 2010/11 | 2009/10 | Volume Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
| CANADA | 28,589 | 27,183 | 1,406 | 5.2% |
| AUSTRALIA | 6,195 | 6,785 | -591 | -8.7% |
| UNITED STATES OF AMERICA | 5,767 | 5,724 | 44 | 0.8% |
| CHILE | 3,506 | 3,511 | -5 | -0.1% |
| ITALY | 3,353 | 3,294 | 59 | 1.8% |
| ARGENTINA | 2,854 | 2,551 | 304 | 11.9% |
| FRANCE | 2,277 | 2,348 | -71 | -3.0% |
| SOUTH AFRICA | 1,009 | 1,037 | -28 | -2.7% |
| SPAIN | 893 | 780 | 113 | 14.5% |
| NEW ZEALAND | 883 | 700 | 183 | 26.1% |

TOP 10 SALES RESULTS

RED TABLE WINE BRANDS - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|---|-----------|---------|---------|---------------------------------------|--------------------------------------|
| SHIRAZ - YELLOW TAIL | AUSTRALIA | \$6,301 | \$7,654 | (\$1,353) | -17.7% |
| NAKED GRAPE - SHIRAZ | CANADA | \$6,007 | \$5,917 | \$90 | 1.5% |
| CABERNET SAUVIGNON - J LOHR SEVEN OAKS | USA | \$5,942 | \$4,961 | \$981 | 19.8% |
| JACKSON TRIGGS - UNITY MERLOT | CANADA | \$5,680 | \$5,744 | (\$64) | -1.1% |
| COPPER MOON SHIRAZ | CANADA | \$5,363 | \$2,649 | \$2,713 | 102.4% |
| MALBEC - FINCA LOS PRIMOS | ARGENTINA | \$5,072 | \$4,060 | \$1,012 | 24.9% |
| SAWMILL CREEK - BARREL SELECT MERLOT | CANADA | \$4,155 | \$4,175 | (\$20) | -0.5% |
| PELLER ESTATES - PROPRIETORS RESERVE SHIRAZ | CANADA | \$4,020 | \$3,931 | \$90 | 2.3% |
| PELLER ESTATES - PROPRIETORS RESERVE CAB MERLOT | CANADA | \$3,815 | \$3,574 | \$241 | 6.7% |
| COPPER MOON CABERNET SAUVIGNON | CANADA | \$3,788 | \$1,886 | \$1,902 | 100.9% |

WHITE TABLE WINE BRANDS - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|---|-------------|---------|---------|---------------------------------------|--------------------------------------|
| NAKED GRAPE - PINOT GRIGIO | CANADA | \$6,789 | \$5,301 | \$1,488 | 28.1% |
| DOMAINE D'OR WHITE | CANADA | \$6,088 | \$5,561 | \$527 | 9.5% |
| SAWMILL CREEK - BARREL SELECT WHITE | CANADA | \$5,248 | \$4,826 | \$422 | 8.7% |
| RIESLING TRAMINER - HARDY STAMP SERIES | AUSTRALIA | \$5,136 | \$4,493 | \$643 | 14.3% |
| PELLER ESTATES - PROPRIETORS RESERVE PINOT GRIGIO | CANADA | \$4,576 | \$4,574 | \$1 | 0.0% |
| SAUVIGNON BLANC - OYSTER BAY | NEW ZEALAND | \$4,318 | \$3,396 | \$922 | 27.2% |
| SAWMILL CREEK - BARREL SELECT CHARDONNAY | CANADA | \$3,833 | \$2,561 | \$1,272 | 49.7% |
| HOCHTALER | CANADA | \$3,720 | \$3,436 | \$284 | 8.3% |
| JACKSON TRIGGS - UNITY SAUVIGNON BLANC | CANADA | \$3,494 | \$4,325 | (\$831) | -19.2% |
| MISSION RIDGE - PREMIUM DRY WHITE | CANADA | \$3,479 | \$3,841 | (\$361) | -9.4% |

TOP 10 SALES RESULTS

BC VQA TABLE WINE BRANDS - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|--|---------|---------|---------------------------------------|--------------------------------------|
| BLACK HILLS - NOTA BENE | \$1,763 | \$1,983 | (\$220) | -11.1% |
| GANTON & LARSEN PROSPECT - PINOT GRIGIO | \$1,744 | \$1,682 | \$62 | 3.7% |
| SUMAC RIDGE - PRIVATE RESERVE GEWURZTRAMINER | \$1,690 | \$1,838 | (\$149) | -8.1% |
| QUAILS GATE - CHASSELAS PINOT BLANC PINOT GRIS | \$1,650 | \$1,752 | (\$102) | -5.8% |
| GRAY MONK - PINOT GRIS | \$1,523 | \$1,347 | \$176 | 13.1% |
| GRAY MONK - LATITUDE FIFTY SELECT WHITE | \$1,344 | \$1,169 | \$175 | 15.0% |
| MISSION HILL - FIVE VINEYARDS CABERNET MERLOT | \$1,257 | \$1,143 | \$114 | 10.0% |
| MISSION HILL - FIVE VINEYARDS PINOT GRIGIO | \$1,190 | \$1,258 | (\$68) | -5.4% |
| JACKSON-TRIGGS - PROPRIETOR'S RESERVE MERLOT | \$1,154 | \$945 | \$209 | 22.1% |
| MISSION HILL - FIVE VINEYARDS CABERNET MERLOT BIN 88 | \$1,137 | \$969 | \$168 | 17.3% |

REFRESHMENT BRANDS - TOP 10

GROSS SALES (\$000s) BY FISCAL YEAR

| | | 2010/11 | 2009/10 | \$ Change 2010/11 vs 2009/10 | % Change 2010/11 vs 2009/10 |
|-------------------------------------|--------|---------|----------|---------------------------------------|--------------------------------------|
| SMIRNOFF - ICE | CANADA | \$9,593 | \$12,117 | (\$2,524) | -20.8% |
| BULMER - STRONGBOW | UK | \$9,014 | \$9,291 | (\$278) | -3.0% |
| PALM BAY RUBY GRAPEFRUIT SUNRISE | CANADA | \$7,442 | \$4,098 | \$3,344 | 81.6% |
| PALM BAY PINEAPPLE MANDARIN ORANGE | CANADA | \$6,842 | \$4,279 | \$2,562 | 59.9% |
| GROWERS CIDER CO. - EXTRA DRY APPLE | CANADA | \$4,579 | \$4,686 | (\$107) | -2.3% |
| PALM BAY STRAWBERRY PINEAPPLE | CANADA | \$3,829 | \$6 | \$3,823 | |
| GROWERS CIDER CO. - NATURAL PEACH | CANADA | \$3,497 | \$3,806 | (\$309) | -8.1% |
| ROCKSTAR | CANADA | \$3,030 | \$2,896 | \$134 | 4.6% |
| BIG ROCK - ROCK CREEK CIDER | CANADA | \$2,990 | \$2,237 | \$754 | 33.7% |
| MIKE'S - HARD LEMONADE | CANADA | \$2,902 | \$3,599 | (\$697) | -19.4% |