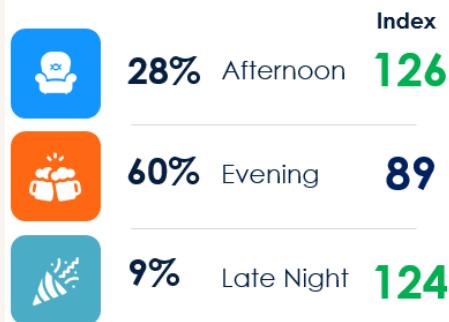


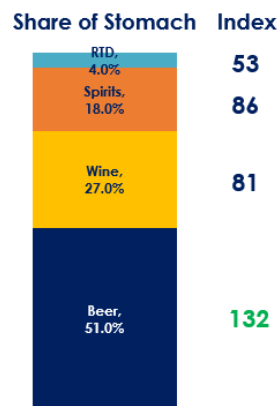
Fall Product Insight & Trends

The Holiday Season drives incremental consumption opportunities

From October – December, consumers over-index in afternoon and late-night drinking occasions



Beer sales over-index during this period



Source: ACT Canada Consumption Data, 2019-2021, Index vs. Total Year

Upcoming Holidays:

Thanksgiving: Monday October 10, 2022

Christmas: Saturday December 24, 2022

New Years: Saturday December 31, 2022



Product Name: Ruffino Prosecco
LCBO# 467811
Volume: 750ml
Supplying Source: LCBO



Product Name: Creemore Schwarzbier
LCBO# 25489
Volume: 473ml
Supplying Source: Creemore Springs



Product Name: Tom Gore Cabernet Sauvignon
LCBO# 26083
Volume: 750ml
Supplying Source: LCBO

Wine shoppers believe they are more likely to spend more on Wine during the Holiday season¹

On what occasions are you more likely to spend more time, effort, and money on wine?

"Christmas and new year."

"If it's a gift or to be shared with others for a special occasion (family / friends)."

Special evenings such as Christmas, Thanksgiving, New Years etc. I'll also tend to spend more if I know the attendees are wine aficionados".

AWC Proprietary Research. Explorer Group. Wine Purchase Decision Hierarchy, Sept 2021

8 in 10 Canadians planned to buy gifts for Friends and family. Wine is one of the top categories gifted during the Christmas Season

Gift Spending
% of Gift Buyers

74%

Of consumers typically spend \$100+ on Christmas gifts

17%

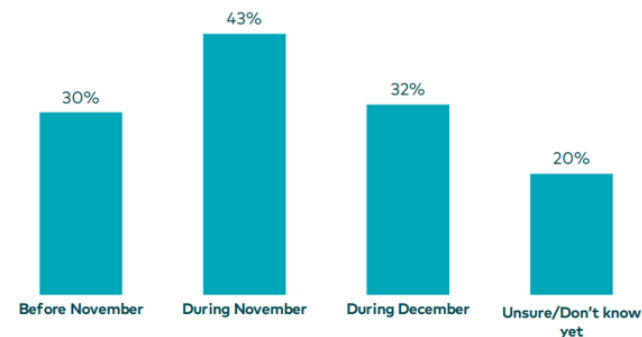
Expect to spend more on gifts this year vs. previous years

67%

Expect to spend about the same on gifts this year vs. previous years

Christmas Gift Timing

% of Gift Buyers who will purchase during given timeframe / day



Numerator Canada 2021 Q4 Holiday Survey 09/27/2021 | Christmas Celebrators (n=556)