

## TOP 10 SALES RESULTS

## BEER SALES BY COUNTRY OF ORIGIN - TOP 10

GROSS SALES (\$000s) FOR FISCAL YEAR Fiscal 2005/06 to Fiscal 2008/09

	2008/09	2007/08	2006/07	2005/06	\$ Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
CANADA	\$899,133	\$889,936	\$870,210	\$841,274	\$9,197	1.0%
MEXICO	\$54,845	\$51,399	\$44,397	\$39,078	\$3,446	6.7%
UNITED STATES OF AMERICA	\$43,508	\$37,042	\$33,411	\$30,580	\$6,466	17.5%
NETHERLANDS	\$34,914	\$33,162	\$27,039	\$21,206	\$1,752	5.3%
BELGIUM	\$29,357	\$25,786	\$22,801	\$17,839	\$3,571	13.9%
GERMANY	\$15,284	\$13,557	\$12,314	\$11,275	\$1,727	12.7%
IRELAND	\$12,854	\$12,017	\$11,110	\$9,967	\$837	7.0%
DENMARK	\$4,778	\$3,733	\$2,979	\$2,706	\$1,045	28.0%
UNITED KINGDOM	\$4,687	\$4,262	\$4,057	\$3,505	\$425	10.0%
BRAZIL	\$4,035	\$5,258	\$6,416	\$4,072	-\$1,223	-23.3%

## BEER SALES BY COUNTRY OF ORIGIN - TOP 10

SALES LITRES (\$000s) FOR FISCAL YEAR Fiscal 2005/06 to Fiscal 2008/09

	2008/09	2007/08	2006/07	2005/06	Volume Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
CANADA	235,962	241,094	241,062	238,126	-5,132	-2.1%
MEXICO	11,465	11,061	9,528	8,348	404	3.7%
UNITED STATES OF AMERICA	10,358	9,118	8,048	7,375	1,240	13.6%
NETHERLANDS	6,997	6,854	5,732	4,533	143	2.1%
BELGIUM	5,800	5,312	4,736	3,730	488	9.2%
GERMANY	3,648	3,243	2,917	2,705	405	12.5%
IRELAND	2,652	2,543	2,372	2,164	109	4.3%
DENMARK	1,195	986	781	712	209	21.1%
BRAZIL	881	1,181	1,449	880	-300	-25.4%
UNITED KINGDOM	825	780	766	711	45	5.8%

## IMPORTED BEER BRANDS - TOP 10

MEASURED IN GROSS SALES (\$000s)

	2008/09	2007/08	\$ Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
CORONA EXTRA (MEXICO)	\$48,614	\$45,569	\$3,045	6.7%
MILLER GENUINE DRAFT (UNITED STATES)	\$37,098	\$32,336	\$4,762	14.7%
HEINEKEN LAGER (NETHERLANDS)	\$30,220	\$28,705	\$1,515	5.3%
STELLA ARTOIS (BELGIUM)	\$25,656	\$24,017	\$1,639	6.8%
BECKS (GERMANY)	\$5,708	\$5,384	\$324	6.0%
GUINNESS PUB DRAUGHT (IRELAND)	\$4,505	\$4,165	\$340	8.2%
GUINNESS STOUT (IRELAND)	\$4,383	\$4,106	\$277	6.8%
BRAHMA (BRAZIL)	\$4,035	\$5,257	(\$1,222)	-23.3%
GROLSCH LAGER (NETHERLANDS)	\$2,951	\$3,096	(\$145)	-4.7%
WARSTEINER PREMIUM VERUM (GERMANY)	\$2,567	\$2,597	(\$30)	-1.2%

## SPIRIT SALES CATEGORY - TOP 10

GROSS SALES (\$000s) FOR FISCAL YEAR Fiscal 2005/06 to Fiscal 2008/09

Category	2008/09	2007/08	2006/07	2005/06	\$ Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
VODKA	\$222,266	\$201,745	\$178,780	\$159,620	\$20,521	10.2%
WHISKY - CANADA	\$131,639	\$129,812	\$124,718	\$120,705	\$1,827	1.4%
RUM	\$122,308	\$115,509	\$108,195	\$101,345	\$6,799	5.9%
LIQUEURS	\$117,299	\$117,645	\$109,154	\$98,642	(\$346)	-0.3%
WHISKY - SCOTCH	\$59,787	\$58,175	\$54,439	\$53,228	\$1,612	2.8%
GIN	\$35,452	\$34,275	\$32,371	\$30,888	\$1,177	3.4%
TEQUILA	\$22,148	\$19,726	\$17,021	\$13,673	\$2,422	12.3%
WHISKY - OTHER	\$14,823	\$13,476	\$11,665	\$10,244	\$1,347	10.0%
BRANDY	\$13,792	\$13,937	\$13,815	\$13,650	(\$145)	-1.0%
COGNAC	\$4,231	\$4,437	\$4,075	\$4,220	(\$206)	-4.6%

## SPIRIT SALES CATEGORY - TOP 10

SALES VOLUME (000s LITRES) FOR FISCAL YEAR Fiscal 2005/06 TO Fiscal 2008/09

	2008/09	2007/08	2006/07	2005/06	\$ Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
VODKA	8,069	7,609	7,026	6,539	460	6.0%
WHISKY - CANADA	4,618	4,764	4,767	4,759	-146	-3.1%
RUM	4,488	4,412	4,305	4,170	76	1.7%
LIQUEURS	3,770	3,847	3,625	3,342	-77	-2.0%
WHISKY - SCOTCH	1,438	1,499	1,475	1,491	-61	-4.1%
GIN	1,234	1,238	1,216	1,190	-4	-0.3%
BRANDY	522	539	547	552	-17	-3.2%
TEQUILA	494	464	416	346	30	6.5%
WHISKY - OTHER	418	389	350	317	29	7.5%
COGNAC	42	46	43	43	-4	-9.0%

## SPIRIT BRANDS - TOP 10

GROSS SALES (\$000s)

Category	2008/09	2007/08	\$ Change 2008/09 vs 2007/08	% Change 2008/09 vs 2007/08
SMIRNOFF - RED LABEL (Canada)	\$65,240	\$59,841	\$5,399	9.0%
BACARDI (Canada)	\$37,682	\$36,445	\$1,237	3.4%
CROWN ROYAL (Canada)	\$32,656	\$32,794	(\$138)	-0.4%
WISERS - DELUXE (Canada)	\$20,071	\$20,427	(\$356)	-1.7%
CAPTAIN MORGAN - SPICED (Canada)	\$19,266	\$16,049	\$3,217	20.0%
BAILEYS ORIGINAL IRISH CREAM (Ireland)	\$16,389	\$15,768	\$621	3.9%
ABSOLUT (Sweden)	\$16,128	\$13,257	\$2,871	21.7%
POLAR ICE (Canada)	\$15,975	\$13,910	\$2,065	14.9%
ALBERTA (Canada)	\$15,204	\$15,901	(\$697)	-4.4%
BOLS - BOLSKAYA (Canada)	\$14,560	\$13,642	\$918	6.7%

## TABLE WINE SALES BY COUNTRY OF ORIGIN - TOP 10

GROSS SALES (\$000s)

<b>Category</b>	<b>2008/09</b>	<b>2007/08</b>	<b>2006/07</b>	<b>2005/06</b>	<b>\$ Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
CANADA	\$314,798	\$296,970	\$271,375	\$244,411	\$17,828	6.0%
AUSTRALIA	\$120,966	\$131,193	\$124,265	\$110,995	(\$10,227)	-7.8%
UNITED STATES OF AMERICA	\$83,319	\$76,652	\$65,816	\$58,051	\$6,667	8.7%
ITALY	\$53,511	\$52,548	\$45,044	\$40,751	\$963	1.8%
FRANCE	\$50,193	\$44,801	\$38,629	\$32,192	\$5,392	12.0%
CHILE	\$42,544	\$38,040	\$32,377	\$29,670	\$4,504	11.8%
ARGENTINA	\$27,190	\$17,724	\$12,455	\$9,010	\$9,466	53.4%
SOUTH AFRICA	\$14,483	\$13,819	\$12,940	\$11,856	\$664	4.8%
NEW ZEALAND	\$13,646	\$12,496	\$9,142	\$6,359	\$1,150	9.2%
SPAIN	\$12,864	\$12,290	\$9,398	\$7,779	\$574	4.7%

## TABLE WINE SALES BY COUNTRY OF ORIGIN - TOP 10

SALES VOLUME LITRES (000s)

<b>Category</b>	<b>2008/09</b>	<b>2007/08</b>	<b>2006/07</b>	<b>2005/06</b>	<b>Volume Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
CANADA	25,805	24,775	23,485	22,262	1,030	4.2%
AUSTRALIA	7,474	8,340	8,037	7,201	-866	-10.4%
UNITED STATES OF AMERICA	5,643	5,112	4,643	4,266	531	10.4%
CHILE	3,405	3,103	2,753	2,622	302	9.7%
ITALY	3,362	3,321	3,092	2,951	41	1.2%
FRANCE	2,427	2,387	2,157	1,971	40	1.7%
ARGENTINA	1,940	1,322	969	761	618	46.8%
SOUTH AFRICA	1,078	1,057	1,004	921	21	2.0%
SPAIN	780	776	595	503	4	0.5%
NEW ZEALAND	585	545	410	288	40	7.3%

## RED TABLE WINE BRANDS - TOP 10

MEASURED IN GROSS SALES (\$000s) AND ALL SIZES INCLUDED

<b>Category</b>		<b>2008/09</b>	<b>2007/08</b>	<b>\$ Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
SHIRAZ - YELLOW TAIL	AUSTRALIA	\$8,732	\$10,008	(\$1,276)	-12.8%
JACKSON-TRIGGS - PROPRIETORS SELECTION MERLOT	CANADA	\$5,450	\$5,188	\$262	5.0%
NAKED GRAPE - SHIRAZ	CANADA	\$5,073	\$3,054	\$2,019	66.1%
SAWMILL CREEK - BARREL SELECT MERLOT	CANADA	\$4,576	\$4,580	(\$4)	-0.1%
CABERNET SAUVIGNON - J LOHR SEVEN OAKS 05/06	USA	\$4,410	\$3,749	\$661	17.6%
CABERNET SAUVIGNON - WOLF BLOSS YELLOW LABEL	AUSTRALIA	\$3,898	\$4,471	(\$573)	-12.8%
MALBEC - VALENTIN BIANCHI FINCA LOS PRIMOS	ARGENTINA	\$3,885	\$2,830	\$1,055	37.3%
PELLER ESTATES - PROPRIETORS RESERVE SHIRAZ	CANADA	\$3,603	\$2,879	\$724	25.2%
JACKSON-TRIGGS - PROPRIETORS SELECTION CABERNET SAUVIGNON	CANADA	\$3,238	\$3,372	(\$134)	-4.0%
DOMAINE D'OR - RED	CANADA	\$3,117	\$3,227	(\$110)	-3.4%

## WHITE TABLE WINE BRANDS - TOP 10

MEASURED IN GROSS SALES (\$000s) AND ALL SIZES INCLUDED

<b>Category</b>		<b>2008/09</b>	<b>2007/08</b>	<b>\$ Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
DOMAINE D'OR WHITE	CANADA	\$5,803	\$5,794	\$9	0.2%
SAWMILL CREEK - BARREL SELECT	CANADA	\$4,743	\$4,680	\$63	1.4%
JACKSON-TRIGGS - PROPRIETORS SELECTION SAUVIGNON BLANC	CANADA	\$4,495	\$4,331	\$164	3.8%
RIESLING TRAMINER - HARDY STAMP SERIES	AUSTRALIA	\$3,989	\$2,985	\$1,004	33.6%
PELLER ESTATES - PROPRIETORS RESERVE PINOT GRIGIO	CANADA	\$3,965	\$3,403	\$562	16.5%
MISSION RIDGE - PREMIUM DRY WHITE	CANADA	\$3,739	\$3,859	(\$120)	-3.1%
HOCHTALER	CANADA	\$3,704	\$3,903	(\$199)	-5.1%
CHARDONNAY - YELLOW TAIL	AUSTRALIA	\$3,533	\$3,876	(\$343)	-8.9%
NAKED GRAPE - PINOT GRIGIO	CANADA	\$3,456	\$1,307	\$2,149	164.4%
SAWMILL CREEK - BARREL SELECT SAUVIGNON BLANC	CANADA	\$3,318	\$3,001	\$317	10.6%

## BC VQA TABLE WINE BRANDS - TOP 10

MEASURED IN GROSS SALES (\$000s) AND ALL SIZES INCLUDED

<b>Category</b>	<b>2008/09</b>	<b>2007/08</b>	<b>\$ Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
SUMAC RIDGE - PRIVATE RESERVE GEWURZTRAMINER 06/07	\$2,017	\$2,143	(\$126)	-5.9%
GANTON & LARSEN PROSPECT - PINOT GRIGIO 07/08	\$1,526	\$658	\$868	131.9%
QUAILS GATE - CHASSELAS-PINOT BLANC - PINOT GRIS 07/08	\$1,515	\$1,235	\$280	22.7%
MISSION HILL - FIVE VINEYARDS PINOT GRIGIO 06/07	\$1,438	\$1,487	(\$49)	-3.3%
MISSION HILL - FIVE VINEYARDS CABERNET MERLOT 05/06	\$1,371	\$1,325	\$46	3.5%
BURROWING OWL - MERLOT 2006	\$1,291	\$1,144	\$147	12.9%
BLACK HILLS - NOTA BENE 01/02	\$1,228	\$1,064	\$164	15.4%
SUMAC RIDGE - PRIVATE RESERVE MERLOT CABERNET 05/06	\$1,199	\$1,024	\$175	17.1%
GRAY MONK - LATITUDE FIFTY SELECT WHITE 06/07	\$1,112	\$1,204	(\$92)	-7.6%
SANDHILL - PINOT GRIS 06/07	\$1,063	\$987	\$76	7.7%

## REFRESHMENT BRANDS - TOP 10

MEASURED IN GROSS SALES (\$000s) AND ALL SIZES INCLUDED

<b>Category</b>	<b>2008/09</b>	<b>2007/08</b>	<b>\$ Change 2008/09 vs 2007/08</b>	<b>% Change 2008/09 vs 2007/08</b>
SMIRNOFF - ICE	\$13,319	\$13,762	(\$443)	-3.2%
BULMER - STRONGBOW	\$8,125	\$5,774	\$2,351	40.7%
GROWERS CIDER CO. - EXTRA DRY APPLE	\$4,050	\$4,932	(\$882)	-17.9%
MIKE'S - HARD LEMONADE	\$3,747	\$3,774	(\$27)	-0.7%
GROWERS CIDER CO. - NATURAL PEACH	\$3,490	\$3,714	(\$224)	-6.0%
GROWERS CIDER CO. - POMEGRANATE	\$2,856	\$2,573	\$283	11.0%
BACARDI BREEZER - TROPICAL ORANGE SMOOTHIE	\$2,839	\$2,273	\$566	24.9%
ROCKSTAR	\$2,696	\$1,739	\$957	55.0%
OKANAGAN PREMIUM - CRISP APPLE	\$2,308	\$2,093	\$215	10.3%
GROWERS CIDER CO. - RED RUBY GRAPEFRUIT	\$2,238	\$2,409	(\$171)	-7.1%