

SPIRITS			
Set Name	Subset Name	2024/25 Sales Target	2025/26 Sales Targets
10 - WHISKY CANADIAN	10010 - WHISKY CANADIAN - DELUXE	\$ 570,000	\$ 570,000
	10015 - WHISKY CANADIAN - SUPER PREMIUM	\$ 1,300,000	\$ 1,300,000
	10020 - WHISKY CANADIAN - PREMIUM	\$ 2,500,000	\$ 2,800,000
	10030 - WHISKY CANADIAN - STANDARD	\$ 2,000,000	\$ 2,000,000
	10050 - WHISKY CANADIAN - FLAVOURED	\$ 500,000	\$ 1,000,000
20 - WHISKY SCOTCH	20010 - WHISKY SCOTCH - BLENDED DELUXE	\$ 1,400,000	\$ 1,600,000
	20020 - WHISKY SCOTCH - BLENDED PREMIUM	\$ 1,240,000	\$ 1,500,000
	20030 - WHISKY SCOTCH - BLENDED STANDARD	\$ 1,330,000	\$ 1,400,000
	20045 - WHISKY SCOTCH - WHISKY SHOP - BLENDS	\$ -	\$ -
	20050 - WHISKY SCOTCH - MALT SPEYSIDE	\$ 850,000	\$ 850,000
	20055 - WHISKY SCOTCH - WHISKY SHOP - SPEYSIDE	\$ -	\$ -
	20060 - WHISKY SCOTCH - MALT HIGHLAND	\$ 830,000	\$ 830,000
	20065 - WHISKY SCOTCH - WHISKY SHOP - HIGHLAND	\$ -	\$ -
	20070 - WHISKY SCOTCH - MALT ISLAY	\$ 630,000	\$ 630,000
	20075 - WHISKY SCOTCH - WHISKY SHOP - ISLAY	\$ -	\$ -
	20080 - WHISKY SCOTCH - MALT ISLAND	\$ 260,000	\$ 260,000
	20090 - WHISKY SCOTCH - MALT LOWLAND	\$ 480,000	\$ 480,000
	20091 - WHISKY SCOTCH - WHISKY SHOP - LOWLANDS	\$ -	\$ -
	22010 - WHISKEY IRISH - DELUXE	\$ 550,000	\$ 550,000
	22020 - WHISKEY IRISH - PREMIUM	\$ 1,800,000	\$ 1,800,000
24 - WHISKEY AMERICAN	24010 - WHISKEY AMERICAN - DELUXE	\$ 650,000	\$ 650,000
	24020 - WHISKEY AMERICAN - PREMIUM	\$ 1,000,000	\$ 1,000,000
	24030 - WHISKEY AMERICAN - STANDARD	\$ 1,200,000	\$ 1,500,000
	24035 - WHISKEY AMERICAN - WHISKY SHOP - AMERICAN	\$ -	\$ -
25 - NEW WORLD WHISKEY	25020 - NEW WORLD WHISKEY - JAPAN	\$ -	\$ 550,000
	25025 - NEW WORLD WHISKEY - OTHER	\$ -	\$ -
30 - VODKA	30005 - VODKA - FLAVOURED	\$ 500,000	\$ 530,000
	30010 - VODKA - DELUXE	\$ 470,000	\$ 470,000
	30020 - VODKA - PREMIUM	\$ 2,000,000	\$ 2,000,000
	30030 - VODKA - STANDARD	\$ 2,400,000	\$ 2,400,000
	30040 - VODKA - SUPER PREMIUM	\$ 1,200,000	\$ 1,200,000
40 - GIN	40010 - GIN - DELUXE	\$ 225,000	\$ 225,000
	40020 - GIN - PREMIUM	\$ 1,400,000	\$ 1,500,000
	40030 - GIN - STANDARD	\$ 1,000,000	\$ 1,000,000
	40043 - GIN - SUPER PREMIUM	\$ 275,000	\$ 375,000
45 - ASIAN SPIRITS	45010 - ASIAN SPIRITS - KOREAN	\$ 450,000	\$ 550,000
50 - BRANDY/COGNAC	50010 - BRANDY/COGNAC - BRANDY DELUXE	\$ 210,000	\$ 250,000
	50020 - BRANDY/COGNAC - BRANDY PREMIUM	\$ 790,000	\$ 790,000
	50030 - BRANDY/COGNAC - BRANDY STANDARD	\$ 780,000	\$ 550,000
	50050 - BRANDY/COGNAC - COGNAC VS	\$ 900,000	\$ 1,000,000
	50060 - BRANDY/COGNAC - COGNAC VSOP	\$ 520,000	\$ 520,000
	50070 - BRANDY/COGNAC - COGNAC XO	\$ 250,000	\$ 250,000
	50080 - BRANDY/COGNAC - COGNAC OTHER	\$ 600,000	\$ 600,000
	50090 - BRANDY/COGNAC - GRAPPA	\$ 200,000	\$ 200,000
	50100 - BRANDY/COGNAC - ARMAGNAC	\$ 200,000	\$ 200,000
60 - RUM	60005 - RUM - FLAVOURED	\$ 400,000	\$ 400,000
	60010 - RUM - WHITE DELUXE	\$ 2,070,000	\$ 2,070,000
	60020 - RUM - WHITE PREMIUM	\$ 2,000,000	\$ 2,000,000
	60030 - RUM - WHITE STANDARD	\$ 860,000	\$ 860,000
	60040 - RUM - AMBER/DARK DELUXE	\$ 235,000	\$ 285,000
	60050 - RUM - AMBER/DARK PREMIUM	\$ 1,200,000	\$ 1,300,000
	60060 - RUM - AMBER/DARK STANDARD	\$ 745,000	\$ 745,000
	60095 - RUM - CACHACA	\$ 100,000	\$ 130,000
	60108 - RUM - AMBER/DARK SUPER PREMIUM	\$ 800,000	\$ 800,000
	60115 - RUM - RUM - SPICED	\$ 1,600,000	\$ 1,800,000
65 - LIQUEURS CLASSICS	65070 - LIQUEURS CLASSICS - STANDARD	\$ 1,100,000	\$ 1,100,000
	65080 - LIQUEURS CLASSICS - PREMIUM	\$ 1,060,000	\$ 1,060,000
	65090 - LIQUEURS CLASSICS - DELUXE	\$ 600,000	\$ 600,000
66 - LIQUEURS SIPPERS BITTERS	66070 - LIQUEURS SIPPERS BITTERS - STANDARD	\$ 500,000	\$ 600,000
	66080 - LIQUEURS SIPPERS BITTERS - PREMIUM	\$ 675,000	\$ 500,000
	66090 - LIQUEURS SIPPERS BITTERS - DELUXE	\$ 250,000	\$ 250,000
67 - LIQUEURS COCKTAIL MIXERS	67070 - LIQUEURS COCKTAIL MIXERS - STANDARD	\$ 500,000	\$ 500,000
	67080 - LIQUEURS COCKTAIL MIXERS - PREMIUM	\$ 430,000	\$ 430,000
	67090 - LIQUEURS COCKTAIL MIXERS - DELUXE	\$ 390,000	\$ 390,000
71 - TEQUILA	71010 - TEQUILA - DELUXE	\$ 590,000	\$ 560,000
	71020 - TEQUILA - PREMIUM	\$ 1,490,000	\$ 1,600,000
	71040 - TEQUILA - FLAVOURED	\$ 767,000	\$ 767,000
	71050 - TEQUILA - MIXTO	\$ 1,100,000	\$ 1,100,000
	71060 - TEQUILA - MEZCAL	\$ 200,000	\$ 200,000
200 ML	All Subsets	\$ 560,000	\$ 600,000
LICENSEE	All Subsets		

EUROPEAN WINES		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
ITALY RED	\$450,000	\$400,000
ITALY WHITE A	\$1,000,000	\$960,000
Italy White Group A = (Pinot Grigio)		
ITALY WHITE B	\$400,000	\$350,000
Italy White Group B = (All Non Pinot Grigio)		
FRANCE RED	\$350,000	\$340,000
FRANCE WHITE	\$320,000	\$300,000
SPARKLING EUROPEAN A	\$1,000,000	\$1,000,000
Sparkling European Group A = (Prosecco)		
SPARKLING EUROPEAN B	\$530,000	\$510,000
Sparkling European Group B = (All Non Prosecco)		
CHAMPAGNE	\$530,000	\$600,000
SPAIN RED	\$475,000	\$425,000
SPAIN WHITE	\$330,000	\$300,000
SPECIALTY WINES EUROPEAN	\$480,000	\$500,000
PORTUGAL RED	\$430,000	\$440,000
PORTUGAL WHITE	\$340,000	\$330,000
ROSE WINES EUROPEAN	\$675,000	\$750,000
FORTIFIED OLD WORLD	\$270,000	\$260,000
EUROPE RED OTHER	\$130,000	\$150,000
EUROPE WHITE OTHER	\$150,000	\$150,000
GERMANY WHITE	\$290,000	\$260,000
GERMANY RED	\$150,000	\$150,000
SMALL FORMAT (NWW & EW combined)	\$200,000	\$200,000
EUROPEAN OTHER CATEGORIES		
PRODUCT GROUPING	2023/24 Sales Target	2025/26 Sales Targets
SAKE	\$180,000	\$200,000
SPECIALITY PORTFOLIO	\$170,000	\$180,000
KOSHER	\$75,000	\$75,000

EUROPEAN ESSENTIALS		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
FORTIFIED OLD WORLD Essentials	\$500,000	\$500,000
PORTUGAL Essentials	\$620,000	\$650,000
SPAIN Essentials	\$500,000	\$650,000
ITALY WHITE Essentials A	\$1,000,000	\$1,000,000
Italy White Group A = (Pinot Grigio)		
ITALY WHITE Essentials B	\$550,000	\$550,000
Italy White Group B = (All Non Pinot Grigio)		
ITALY RED Essentials	\$850,000	\$1,000,000
FRANCE WHITE Essentials	\$380,000	\$380,000
FRANCE RED Essentials	\$720,000	\$680,000
ROSE WINES EUROPEAN Essentials	\$1,000,000	\$1,000,000
Sparkling European Essentials - A	\$860,000	\$950,000
Sparkling European Essentials Group A = (Champagne)		
Sparkling European Essentials - B	\$1,000,000	\$1,000,000
Sparkling European Essentials Group B = (All Non Champagne)		
EUROPE OTHER Essentials	\$250,000	\$275,000

NEW WORLD ESSENTIALS		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
CANADA WHITE Essentials	N/A	\$260,000
CANADA RED Essentials	\$240,000	\$260,000
AUSTRALIA WHITE Essentials	\$480,000	\$480,000
AUSTRALIA RED Essentials	\$650,000	\$550,000
NEW ZEALAND WHITE Essentials	\$1,000,000	\$1,000,000
NEW ZEALAND RED Essentials	\$1,000,000	\$1,000,000
SOUTH AFRICA RED Essentials	\$620,000	\$550,000
SOUTH AFRICA WHITE Essentials	\$540,000	\$500,000
CHILE WHITE Essentials	\$1,000,000	\$890,000
CHILE RED Essentials	\$530,000	\$500,000
CALIFORNIA WHITE Essentials	\$1,000,000	\$700,000
CALIFORNIA RED Essentials	\$1,000,000	\$1,000,000
WASHINGTON Essentials	\$700,000	\$620,000
OTHER USA RED Essentials	\$600,000	\$610,000
ARGENTINA WHITE Essentials	\$590,000	\$500,000
ARGENTINA RED Essentials A	\$650,000	\$650,000
Argentina Red Essentials Group A = (Malbec)		
ARGENTINA RED Essentials B	\$550,000	\$500,000
Argentina Red Essentials Group A = (Other Red)		
ROSE WINES - NEW WORLD Essentials	\$650,000	\$610,000
SPARKLING NW Essentials	\$380,000	\$350,000

NEW WORLD		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
CALIFORNIA RED A	\$1,000,000	\$1,000,000
California Red Group A = (Cabernet Sauvignon)		
CALIFORNIA RED B	\$800,000	\$800,000
California Red Group B = (All Non Cabernet Sauvignon)		
CALIFORNIA WHITE	\$600,000	\$630,000
AUSTRALIA RED	\$500,000	\$460,000
AUSTRALIA WHITE A	\$900,000	\$800,000
Australia White Group A = (P Grigio, Moscato)		
AUSTRALIA WHITE B	\$700,000	\$750,000
Australia White Group B = (Chardonnay)		
AUSTRALIA WHITE C	\$310,000	\$250,000
Australia White Group C = (Sauv. Blanc, blends, other varietal)		
CHILE RED A	\$460,000	\$430,000
Chile Red Group A = (Cab, Merlot, blends)		
CHILE RED B	\$300,000	\$330,000
Chile Red Group B = (Carmenere, Shiraz, other varietal)		
CHILE WHITE	\$550,000	\$540,000
ARGENTINA RED A	\$420,000	\$430,000
Argentina Red Group A = (Malbec)		
ARGENTINA RED B	\$300,000	\$250,000
Argentina Red Group B = (Other Reds)		
ARGENTINA WHITE	\$300,000	\$250,000
SOUTH AFRICA RED	\$240,000	\$200,000
SOUTH AFRICA WHITE	\$250,000	\$240,000
NEW ZEALAND RED	\$280,000	\$250,000
NEW ZEALAND WHITE A	\$800,000	\$700,000
New Zealand White Group A = (Sauv Blanc)		
NEW ZEALAND WHITE B	\$260,000	\$200,000
New Zealand White Group A = (All Non Sauv Blanc)		
SPECIALTY WINES	\$500,000	\$410,000
SPARKLING NW	\$300,000	\$290,000
FORTIFIED NEW WORLD	N/A	
ROSE WINES - NEW WORLD	\$500,000	\$540,000
SMALL FORMAT (NWW & EW combined)	\$200,000	\$200,000

ONTARIO WINES VQA		
Set/Subset	2024/25 Sales Target	2025/26 Sales Targets
ONTARIO WHITE VQA	\$275,000	\$275,000
ONTARIO WHITE VQA (Chardonnay, Riesling, White Blend, Pinot Grigio/Gris, Vidal, Sauvignon Blanc, Riesling/Gewurtzranminer)		
ONTARIO WHITE VQA - GEWURZTRAMINER	\$180,000	\$170,000
ONTARIO WHITE VQA - OTHER VARIETALS	\$150,000	\$150,000
LATE HARVEST	N/A	
ONTARIO RED VQA	\$275,000	\$280,000
(Blend, Blend - Cabernet/Merlot), Baco Noir, Pinot Noir, Merlot, Cabernet Franc, Cabernet Sauvignon)		
ONTARIO RED VQA - GAMAY NOIR	\$150,000	\$150,000
ONTARIO RED VQA - SHIRAZ	\$175,000	\$200,000
ONTARIO RED VQA - OTHER VARIETAL	\$150,000	\$150,000
ROSE - ONTARIO VQA	\$375,000	\$370,000
SPARKLING - ONTARIO VQA	\$275,000	\$200,000
GIFTS - ONTARIO VQA	N/A	

ONTARIO ESSENTIALS		
Set/Subset	2024/25 Sales Target	2025/26 Sales Targets
ONTARIO WHITE VQA	\$175,000	\$180,000
ONTARIO RED VQA	\$275,000	\$275,000
SPECIALTY WINES - ONT	N/A	\$370,000
SPARKLING - ONTARIO VQA	\$150,000	\$150,000
ROSE - ONTARIO VQA	\$275,000	\$370,000
ICEWINE	\$275,000	\$275,000

ONTARIO WINES NON VQA		
Set/Subset	2024/25 Sales Target	2025/26 Sales Targets
SPECIALTY WINES - ONT - DIGES./APER. ONT.	\$675,000	\$640,000
SPECIALTY WINES - ONT - FLAV. WINE ONTARIO	\$500,000	\$360,000
FORTIFIED - ONTARIO - SHERRY STYLE ONT	\$500,000	\$500,000
FORTIFIED - ONTARIO - PORT STYLE ONT	\$310,000	\$320,000
FORTIFIED - ONTARIO - ICEWINE	\$100,000	\$100,000
GIFTS - ONTARIO NON-VQA - GIFTS - ONTARIO NON-VQA	N/A	
SPARKLING - ONTARIO NON-VQA - ROSE	\$410,000	\$350,000
SPARKLING - ONTARIO NON-VQA - WHITE	\$410,000	\$300,000
FRUIT WINES - ONTARIO	\$220,000	\$230,000

ONTARIO WINES IDB		
Set & Size	2024/25 Sales Target	2025/26 Sales Targets
Ontario ICB White750	\$680,000	\$650,000
ONTARIO ICB WHITE1000 + 1500	\$950,000	\$840,000
ONTARIO ICB WHITE3000 + 4000	\$1,800,000	\$2,180,000
ONTARIO ICB RED750	\$540,000	\$480,000
ONTARIO ICB RED1000 + 1500	\$700,000	\$540,000
ONTARIO ICB RED3000 + 4000	\$1,500,000	\$1,900,000
ROSE - ONTARIO ICB750	\$400,000	\$340,000
ROSE - ONTARIO ICB1000 + 1500	\$400,000	\$350,000
ROSE - ONTARIO ICB3000 + 4000	\$750,000	\$1,000,000

ONTARIO WINES Small Format		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
SMALL FORMAT	\$200,000	\$200,000

BEER		
PRODUCT GROUPING	2024/25 Sales Target (Litres)	2025/26 Sales Targets (Litres)
MAINSTREAM BEER	300,000	280,000
Premium Beer - Domestic	325,000	300,000
Premium Beer - Import	125,000	115,000
Craft Beer - Domestic	50,000	35,000
Craft Beer - Import	20,000	20,000
Combo	80,000	40,000
Non Alcoholic	50,000	50,000
OCB	20L per store per period	20L per store per period

CIDER		
PRODUCT GROUPING	2024/25 Sales Target	2025/26 Sales Targets
National Brand Cider	\$650,000	\$650,000
Domestic Craft Cider - Medium	\$275,000	\$275,000
Domestic Craft Cider - Small	\$50,000	\$50,000

RTD		
Set Name	Subset Name	Current P1-5 Sales Targets
Coolers	Seltzers, Light Coolers & Teas	\$750,000
Coolers	Traditional, RTD Cocktails, Caesars & Creams	\$600,000
Coolers	Pre-mixed Shots	\$550,000
Coolers	Large Packs >2100ml	\$1,125,000
Coolers	Ontario Incubator Program	\$175,000
Coolers	Ontario Incubator Program >2100ml	\$250,000

RTD		
Set Name	Subset Name	Current Sales Targets (based on R13)
Coolers	Pre-mixed Cocktails - Mainstream	\$800,000
Coolers	Pre-mixed Cocktails - Premium	\$650,000
Coolers	Pre-mixed Cocktails - Super Premium	\$375,000