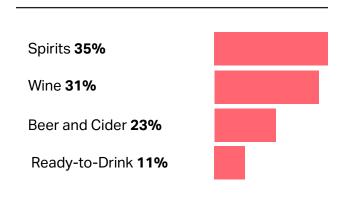
LCBO Quarterly Update

TOTAL SALES \$1.45B









129M



products available



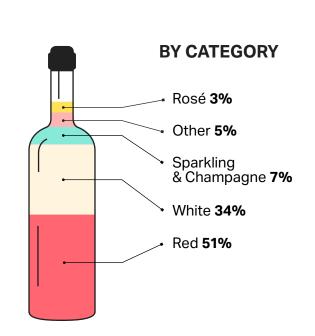
(in litres)

*The transaction number includes retail stores, warehouses, eCommerce and specialty services.

TOP SELLING WINES

BY NET SALES

- Josh Cellars
- Tom Gore
- Stoneleigh
- · Kim Crawford
- Peller Family Vineyards
- Veuve Clicquot
- J. Lohr
- Santa Margherita
- Jackson-Triggs
- · Bread & Butter



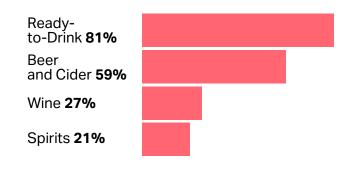
TOP SELLING SPIRITS

BY NET SALES

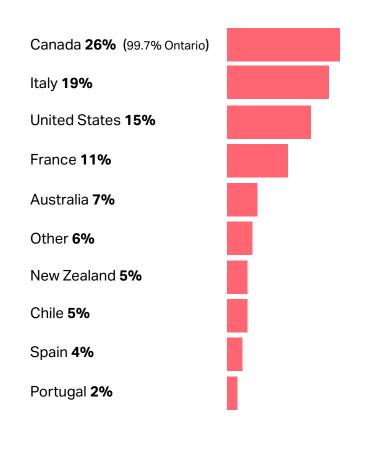
- Smirnoff Vodka
- · Crown Royal
- J.P. Wiser's
- · Captain Morgan
- Canadian Club Absolut Vodka
- Bacardi
- Forty Creek Whisky
- Jameson Irish Whiskey
- Johnnie Walker



ONTARIO SHARE % OF PRODUCT SOLD THAT IS PRODUCED IN ONTARIO



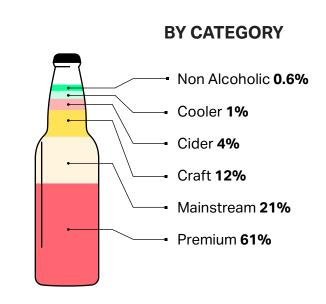
WINE MARKET SHARE BY REGION



TOP SELLING BEER & CIDER

BY NET SALES

- Busch
- Heineken
- Molson Canadian
- Budweiser
- Coors Light Corona Extra
- Bud Light
- Michelob Ultra Stella Artois
- Guinness



TOP SELLING READY-TO-DRINK

BY NET SALES

Twisted Tea

- Cottage Springs
- White Claw
- Smirnoff
- NÜTRL
- Black Fly Mott's
- Mike's Hard
- · Coors Seltzer
- Cutwater

Other 2% Premixed Cocktails 2% Light Coolers 3% Caesars 6% Tea Coolers 13% **Cocktail Coolers** 16% Traditional Coolers 24% Seltzers & Sodas Coolers 34%

BY CATEGORY

LCBO SPIRIT OF SUSTAINABILITY

As a purpose led organization, LCBO continues to make remarkable strides across our social impact platform, Spirit of Sustainability (SoS), designed to create a more sustainable future for Ontario by supporting the province's social and environmental needs. <u>Discover our 2024 Spirit of Sustainability Impact Report.</u>

Top selling wines are by SKU; Top selling spirits, beer & cider and RTD are by brands. The data provided in this Quarterly Update is for informational purposes only. While the LCBO uses reasonable efforts to ensure that the information provided is accurate and up-to-date, the LCBO makes no warranties as to the accuracy of the content and assumes no liability or responsibility for any errors or omissions in the content.