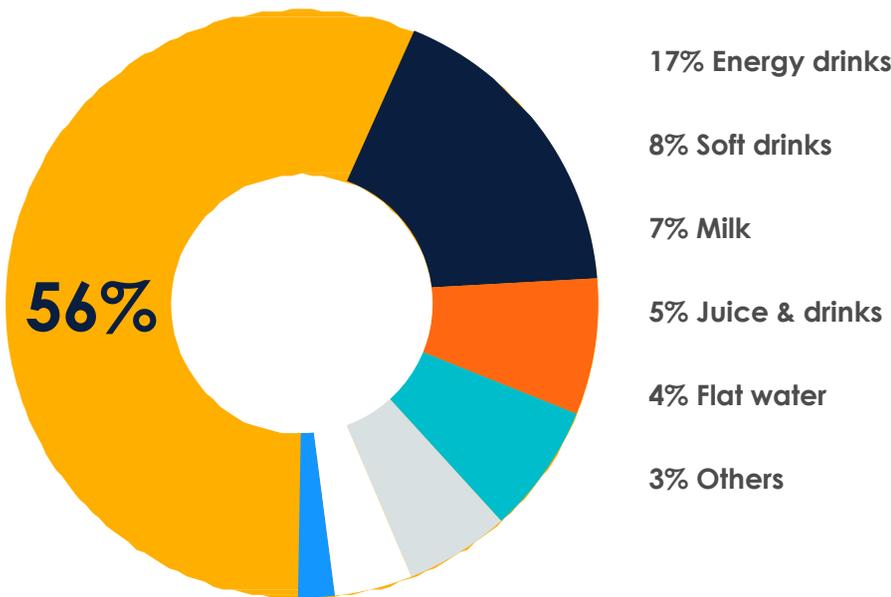


The Importance of Beer & RTDs at Convenience Stores

BEER IS BIGGER THAN ALL OTHER DRINK CATEGORIES!

In Quebec Province, where beer & RTDs have been sold in grocery and convenience for decades, beer, RTDs, and non-alcoholic beer options account for more than half of cold beverage sales in all convenience stores ¹



Within Ontario, convenience stores over-index as a consistently strong channel for both beer and RTD sales²

BEER INFLUENCES CONVENIENCE STORE TRIPS

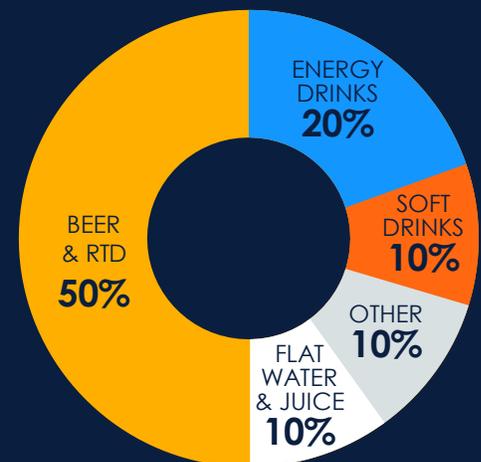
+70% of shoppers specifically chose a Convenience retailer to purchase beer³

Basket \$ per trip including beer is **22% higher** than average Convenience & Gas basket.

Beer shoppers also purchase cigarettes, chips, soft drinks & energy drinks⁴

RECOMMENDATION

Consider allocating a minimum of **50%** of beverage space to beer + RTD



The strategic power of having the right assortment

THE CORE MATTERS

6%

OF ITEMS REPRESENT 90% OF DOLLARS IN ONTARIO CONVENIENCE STORES (300 SKUS) ⁵



Bet on our big, iconic brands

BALANCE IS KEY

75%

OF SHOPPERS PURCHASE MULTIPLE SEGMENTS⁶



Make use of our wide portfolio

INNOVATION EXCITES

NEW ITEMS REPRESENT THE EQUIVALENT OF

9 MILLION 12 PACKS

SOLD EACH YEAR⁷



Benefit from our innovation

SHOPPERS WANT

COLD BEER

60% of shoppers prefer to purchase their product cold³. Nearly three in four intend to consume immediately or later that day⁴.

In Stock

1 IN 5 beer shoppers would either go to another store or buy nothing if their brand is out of stock⁵.

Quick & Easy

Shoppers spend 1-minute or less in the beer section before picking up the product⁶.