

The Importance of Beer & RTDs at Grocery Stores

BEER AND RTDs ARE GROWING IN GROCERY!

Grocery alcohol sales are growing **+16% year-over-year**, generating **\$400 million+** in annual sales in Ontario.



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

Visibility is key in grocery:

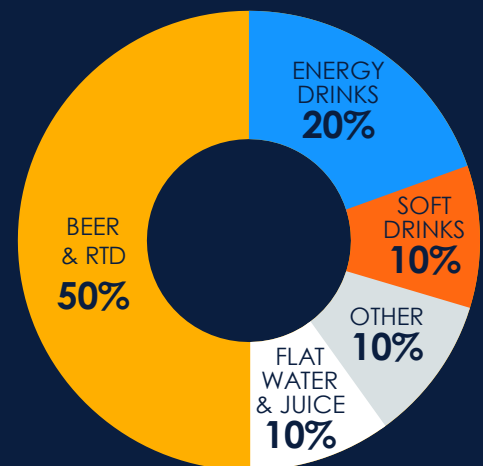
75% of grocery trips last **under 14 minutes**, making high-impact displays and promotions essential to drive shoppers into the alcohol section.

Basket \$ per trip including beer is **27% higher** than average grocery 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

9.5%

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



Bet on our big, iconic brands

BALANCE IS KEY

75%

OF SHOPPERS PURCHASE MULTIPLE SEGMENTS²



Make use of our wide portfolio

INNOVATION EXCITES

NEW ITEMS REPRESENT THE EQUIVALENT OF

9 MILLION 12 PACKS

SOLD EACH YEAR¹



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.