

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

| 3 Month Trend   | October Cases | November Cases | December cases | Total 3 Months | % Change Prior Year | October \$  | November \$ | December \$ | Total 3 Months     | % Change Prior Year | October Profit \$ | November Profit \$ | December Profit \$ | Total 3 Months     | % Change Prior Year |
|-----------------|---------------|----------------|----------------|----------------|---------------------|-------------|-------------|-------------|--------------------|---------------------|-------------------|--------------------|--------------------|--------------------|---------------------|
|                 |               |                |                |                |                     |             |             |             |                    |                     |                   |                    |                    |                    |                     |
| <b>FY22</b>     | 3,087         | 3,604          | 4,085          | <b>10,776</b>  | <b>40.90%</b>       | \$1,075,224 | \$1,404,899 | \$1,511,822 | <b>\$3,991,945</b> | <b>42.42%</b>       | \$290,053         | \$398,965          | \$420,778          | <b>\$1,109,796</b> | <b>58.59%</b>       |
| <b>FY21</b>     | 2,429         | 2,024          | 3,195          | <b>7,648</b>   |                     | \$874,539   | \$761,554   | \$1,166,824 | <b>\$2,802,917</b> |                     | \$204,670         | \$194,002          | \$301,109          | <b>\$699,781</b>   |                     |
|                 |               |                |                |                |                     |             |             |             |                    |                     |                   |                    |                    |                    |                     |
| <b>Variance</b> | 658           | 1580           | 890            | <b>3,128</b>   |                     | \$200,685   | \$643,345   | \$344,998   | <b>\$1,189,028</b> |                     | \$85,383          | \$204,963          | \$119,669          | <b>\$410,015</b>   |                     |

SPOTLIGHT ITEM FOR OCT-DEC 2021

5696 OBAN 14 YEAR 750ML (\$66.99 special retail) With a \$13 retail savings, the sales increase for this 3 month period is strong at +39.59%.

| Code | Description    | Size | Pack | Retail | Special Retail | OCT - DEC 9L Case Sales 2021 | OCT - DEC 9L Case Sales 2020 | Increase over last year | % increase |
|------|----------------|------|------|--------|----------------|------------------------------|------------------------------|-------------------------|------------|
| 5696 | OBAN 14 YR 86P | 750  | 6    | 79.99  | \$66.99        | 126.33                       | 90.50                        | 35.83                   | 39.59%     |

