

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

| 3 Month Trend   | April Cases | May Cases | June Cases | Total 3 Months | % Change Prior Year | April \$  | May \$      | June \$     | Total 3 Months     | % Change Prior Year | April Profit \$ | May Profit \$ | June Profit \$ | Total 3 Months   | % Change Prior Year |
|-----------------|-------------|-----------|------------|----------------|---------------------|-----------|-------------|-------------|--------------------|---------------------|-----------------|---------------|----------------|------------------|---------------------|
|                 |             |           |            |                |                     |           |             |             |                    |                     |                 |               |                |                  |                     |
| <b>FY21</b>     | 2,069       | 3,098     | 3,675      | <b>8,842</b>   | <b>86.50%</b>       | \$810,534 | \$1,143,576 | \$1,412,367 | <b>\$3,366,477</b> | <b>88.95%</b>       | \$234,184       | \$311,360     | \$406,781      | <b>\$952,325</b> | <b>81.35%</b>       |
| <b>FY20</b>     | 1,251       | 1,636     | 1,854      | <b>4,741</b>   |                     | \$453,862 | \$614,481   | \$713,354   | <b>\$1,781,697</b> |                     | \$134,186       | \$182,440     | \$208,503      | <b>\$525,129</b> |                     |
|                 |             |           |            |                |                     |           |             |             |                    |                     |                 |               |                |                  |                     |
| <b>Variance</b> | 818         | 1462      | 1821       | <b>4,101</b>   |                     | \$356,672 | \$529,095   | \$699,013   | <b>\$1,584,780</b> |                     | \$99,998        | \$128,920     | \$198,278      | <b>\$427,196</b> |                     |

Spotlight item for April - June 2021

22092 Willett Pot Still Reserve 94P (\$47.99 special retail) is a great example of the luxury program – see the April through June 2021 vs 2020 sales comparison below:

| Code  | Description               | Size | Pack | Reg Retail | Special Retail | April - June Case Sales 2021 | April - June Case Sales 2020 | Increase over last year | % change |
|-------|---------------------------|------|------|------------|----------------|------------------------------|------------------------------|-------------------------|----------|
| 22092 | WILLETT POT STILL RES 94P | 750  | 6    | \$57.99    | \$47.99        | 68.00                        | 31.50                        | 36.50                   | 115.87%  |

Notes:

\*State of Maine - March +1 day vs 2020