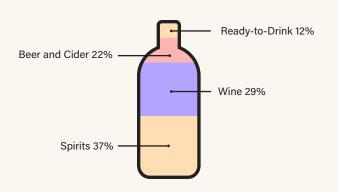
# LCBO Quarterly Update Q1 FY24-25 Apr 1 - Jun 22

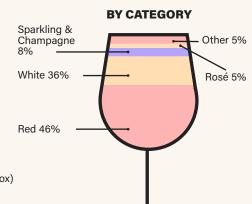
## \$1,668,000,000



#### **TOP SELLING WINES**

#### **BY NET SALES**

- Bread & Butter
- J.Lohr
- Tom Gore
- Peller Family Vineyard
- Santa Margherita
- Kim Crawford
- Oyster Bay
- Josh Cellars
- Jackson Triggs
- Jackson Triggs (Bag in Box)





**CUSTOMER TRANSACTIONS** 









**VOLUME SOLD (IN LITRES)** 140 M

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

#### TOP SELLING SPIRITS

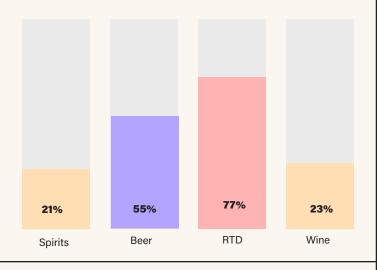
#### **BY NET SALES**

- Smirnoff Vodka
- Crown Royal
- JP Wiser's
- Bacardi
- Captain Morgan
- Absolut Vodka
- Canadian Club Whisky Tito's Handmade Vodka
- Forty Creek Whisky
- Johnnie Walker



#### **ONTARIO SHARE**

% of product sold that is produced



#### **TOP SELLING BEER & CIDER**

#### BY NET SALES

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

## BY CATEGORY Non Alcoholic Coolers 1% 0.6% Cider 6% Craft 14% Mainstream Premium

## **WINE MARKET SHARE**

by region

Canada (99.5 % Ontario)	23%
United States	20%
Italy	18%
France	11%
Australia	6%
New Zealand	5%
Chile	5%
Spain	4%
Portugal	2%
Other	6%

#### **TOP SELLING READY-TO-DRINK**

### **BY NET SALES**

- **Cottage Springs**
- White Claw Twisted Tea
- Smirnoff
- Mott's
- Black Flv
- Coors Seltzer

**BY CATEGORY** Premixed & Cocktails Cocktails 4% Caesars Cocktail Coolers 13% Tea Coolers Traditional Seltzers & Sodas Coolers



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>