

F24-25 MERCHANDISING SALES TARGETS

EUROPEAN WINES		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
ITALY RED	\$440,000	\$450,000
ITALY WHITE A	\$940,000	\$1,000,000
Italy White Group A = (Pinot Grigio)		
ITALY WHITE B	\$400,000	\$400,000
Italy White Group B = (All Non Pinot Grigio)		
FRANCE RED	\$320,000	\$350,000
FRANCE WHITE	\$320,000	\$320,000
SPARKLING EUROPEAN A	\$1,000,000	\$1,000,000
Sparkling European Group A = (Prosecco)		
SPARKLING EUROPEAN B	\$520,000	\$530,000
Sparkling European Group B = (All Non Prosecco)		
CHAMPAGNE	\$550,000	\$530,000
SPAIN RED	\$450,000	\$475,000
SPAIN WHITE	\$270,000	\$330,000
SPECIALTY WINES EUROPEAN	\$370,000	\$480,000
PORTUGAL RED	\$430,000	\$430,000
PORTUGAL WHITE	\$300,000	\$340,000
ROSE WINES EUROPEAN	\$675,000	\$675,000
FORTIFIED OLD WORLD	\$215,000	\$270,000
EUROPE RED OTHER	\$130,000	\$130,000
EUROPE WHITE OTHER	\$140,000	\$150,000
GERMANY WHITE	\$275,000	\$290,000
GERMANY RED	\$150,000	\$150,000
SMALL FORMAT	\$200,000	\$270,000

NEW WORLD WINES		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
CALIFORNIA RED A	\$1,000,000	\$1,000,000
California Red Group A = (Cabernet Sauvignon)		
CALIFORNIA RED B	\$900,000	\$800,000
California Red Group B = (All Non Cabernet Sauvignon)		
CALIFORNIA WHITE	\$570,000	\$600,000
AUSTRALIA RED	\$550,000	\$500,000
AUSTRALIA WHITE A	N/A	\$900,000
Australia White Group A = (P Grigio, Moscato)		
AUSTRALIA WHITE B	N/A	\$700,000
Australia White Group B = (Chardonnay)		
AUSTRALIA WHITE C	N/A	\$310,000
Australia White Group C = (Sauv. Blanc, blends, other varietal)		
CHILE RED A	\$450,000	\$460,000
Chile Red Group A = (Cab, Merlot, blends)		
CHILE RED B	\$280,000	\$300,000
Chile Red Group B = (Carmenere, Shiraz, other varietal)		
CHILE WHITE	\$510,000	\$550,000
ARGENTINA RED A	N/A	\$420,000
Argentina Red Group A = (Malbec)		
ARGENTINA RED B	N/A	\$300,000
Argentina Red Group B = (Other Reds)		
ARGENTINA WHITE	\$300,000	\$300,000
SOUTH AFRICA RED	\$240,000	\$240,000
SOUTH AFRICA WHITE	\$250,000	\$250,000
NEW ZEALAND RED	\$280,000	\$280,000
NEW ZEALAND WHITE A	\$770,000	\$800,000
New Zealand White Group A = (Sauv Blanc)		
NEW ZEALAND WHITE B	\$260,000	\$260,000
New Zealand White Group B = (All Non Sauv Blanc)		
SPECIALTY WINES	\$480,000	\$500,000
SPARKLING NW	\$300,000	\$300,000
FORTIFIED NEW WORLD	N/A	N/A
ROSE WINES - NEW WORLD	\$510,000	\$500,000
SMALL FORMAT	\$200,000	\$270,000

EUROPEAN ESSENTIALS		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
FORTIFIED OLD WORLD Essentials	\$500,000	\$500,000
PORTUGAL Essentials	\$680,000	\$620,000
SPAIN Essentials	\$530,000	\$500,000
ITALY WHITE Essentials A	\$1,000,000	\$1,000,000
Italy White Group A = (Pinot Grigio)		
ITALY WHITE Essentials B	\$570,000	\$550,000
Italy White Group B = (All Non Pinot Grigio)		
ITALY RED Essentials	\$800,000	\$850,000
FRANCE WHITE Essentials	\$380,000	\$380,000
FRANCE RED Essentials	\$700,000	\$720,000
ROSE WINES EUROPEAN Essentials	\$900,000	\$1,000,000
Sparkling European Essentials - A	\$960,000	\$860,000
Sparkling European Essentials Group A = (Champagne)		
Sparkling European Essentials - B	\$820,000	\$1,000,000
Sparkling European Essentials Group B = (All Non Champagne)		
EUROPE OTHER Essentials	N/A	\$250,000

NEW WORLD ESSENTIALS		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
CANADA WHITE Essentials	\$600,000	N/A
CANADA RED Essentials	\$290,000	\$240,000
AUSTRALIA WHITE Essentials	\$360,000	\$480,000
AUSTRALIA RED Essentials	\$700,000	\$650,000
NEW ZEALAND WHITE Essentials	\$1,000,000	\$1,000,000
NEW ZEALAND RED Essentials	\$1,000,000	\$1,000,000
SOUTH AFRICA RED Essentials	\$630,000	\$620,000
SOUTH AFRICA WHITE Essentials	\$540,000	\$540,000
CHILE WHITE Essentials	\$1,000,000	\$1,000,000
CHILE RED Essentials	\$600,000	\$530,000
CALIFORNIA WHITE Essentials	\$1,000,000	\$1,000,000
CALIFORNIA RED Essentials	\$1,000,000	\$1,000,000
WASHINGTON Essentials	\$700,000	\$700,000
OTHER USA RED Essentials	\$700,000	\$600,000
ARGENTINA WHITE Essentials	\$600,000	\$590,000
ARGENTINA RED Essentials A	\$600,000	\$650,000
Argentina Red Essentials Group A = (Malbec)		
ARGENTINA RED Essentials B	\$600,000	\$550,000
Argentina Red Essentials Group B = (Other Red)		
ROSE WINES - NEW WORLD Essentials	\$750,000	\$650,000
SPARKLING NW Essentials	N/A	\$380,000

OTHER CATEGORIES		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
SAKE	\$170,000	\$180,000
SPECIALTY PORTFOLIO	\$180,000	\$170,000
KOSHER	\$60,000	\$75,000
DE-ALCOHOLIZED WINE	N/A	\$225,000

F24-25 MERCHANDISING SALES TARGETS

ONTARIO WINES VQA		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
ONTARIO WHITE VQA	\$275,000	\$275,000
ONTARIO WHITE VQA (Chardonnay, Riesling, White Blend, Pinot Grigio/Gris, Vidal, Sauvignon Blanc, Riesling/Gewurtztraminer)		
ONTARIO WHITE VQA - GEWURZTRAMINER	\$200,000	\$180,000
ONTARIO WHITE VQA - OTHER VARIETALS	\$150,000	\$150,000
LATE HARVEST	N/A	N/A
ONTARIO RED VQA	\$275,000	\$275,000
(Blend, Blend - Cabernet/Merlot), Baco Noir, Pinot Noir, Merlot, Cabernet Franc, Cabernet Sauvignon)		
ONTARIO RED VQA - GAMAY NOIR	\$150,000	\$150,000
ONTARIO RED VQA - SHIRAZ	\$200,000	\$175,000
ONTARIO RED VQA - OTHER VARIETAL	\$150,000	\$150,000
ROSE - ONTARIO VQA	\$350,000	\$375,000
SPARKLING - ONTARIO VQA	\$250,000	\$275,000
GIFTS - ONTARIO VQA	\$150,000	N/A

ONTARIO ESSENTIALS		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
ONTARIO WHITE VQA	\$175,000	\$175,000
ONTARIO RED VQA	\$275,000	\$275,000
SPECIALTY WINES - ONT	\$250,000	N/A
SPARKLING - ONTARIO VQA	\$175,000	\$150,000
ROSE - ONTARIO VQA	\$300,000	\$275,000
ICEWINE	\$275,000	\$275,000

ONTARIO WINES NON VQA		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
SPECIALTY WINES - ONT - DIGES./APER. ONT.	\$700,000	\$675,000
SPECIALTY WINES - ONT - FLAV. WINE ONTARIO	\$550,000	\$500,000
FORTIFIED - ONTARIO - SHERRY STYLE ONT	\$500,000	\$500,000
FORTIFIED - ONTARIO - PORT STYLE ONT	\$320,000	\$310,000
FORTIFIED - ONTARIO - ICEWINE	\$100,000	\$100,000
GIFTS - ONTARIO NON-VQA - GIFTS - ONTARIO NON-VQA	N/A	N/A
SPARKLING - ONTARIO NON-VQA - ROSE	\$410,000	\$410,000
SPARKLING - ONTARIO NON-VQA - WHITE	\$410,000	\$410,000
FRUIT WINES - ONTARIO	\$230,000	\$220,000

ONTARIO WINES IDB		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
Ontario ICB White750	\$620,000	\$680,000
ONTARIO ICB WHITE1000 + 1500	\$900,000	\$950,000
ONTARIO ICB WHITE3000 + 4000	\$1,750,000	\$1,800,000
ONTARIO ICB RED750	\$500,000	\$540,000
ONTARIO ICB RED1000 + 1500	\$650,000	\$700,000
ONTARIO ICB RED3000 + 4000	\$1,500,000	\$1,500,000
ROSE - ONTARIO ICB750	\$400,000	\$400,000
ROSE - ONTARIO ICB1000 + 1500	\$400,000	\$400,000
ROSE - ONTARIO ICB3000 + 4000	\$800,000	\$750,000

ONTARIO WINES in Cans		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
SMALL FORMAT	\$200,000	\$270,000

F24-25 MERCHANDISING SALES TARGETS

SPIRITS			
Set name	Subset Name	2023/24 Sales Target	2024/25 Sales Targets
10 - WHISKY CANADIAN	10010 - WHISKY CANADIAN - DELUXE	\$570,000	\$570,000
	WHISKY CANADIAN - SUPER PREMIUM	\$1,200,000	\$1,300,000
	10020 - WHISKY CANADIAN - PREMIUM	\$2,300,000	\$2,500,000
	10030 - WHISKY CANADIAN - STANDARD	\$1,800,000	\$2,000,000
	10050 - WHISKY CANADIAN - FLAVOURED	\$650,000	\$500,000
20 - WHISKY SCOTCH	20010 - WHISKY SCOTCH - BLENDED DELUXE	\$1,290,000	\$1,400,000
	20020 - WHISKY SCOTCH - BLENDED PREMIUM	\$1,240,000	\$1,240,000
	20030 - WHISKY SCOTCH - BLENDED STANDARD	\$1,100,000	\$1,330,000
	20050 - WHISKY SCOTCH - MALT SPEYSIDE	\$800,000	\$850,000
	20060 - WHISKY SCOTCH - MALT HIGHLAND	\$830,000	\$830,000
	20070 - WHISKY SCOTCH - MALT ISLAY	\$630,000	\$630,000
	20080 - WHISKY SCOTCH - MALT ISLAND	\$260,000	\$260,000
	20090 - WHISKY SCOTCH - MALT LOWLAND	\$480,000	\$480,000
22 - WHISKEY IRISH	22010 - WHISKEY IRISH - DELUXE	\$550,000	\$550,000
	22020 - WHISKEY IRISH - PREMIUM	\$1,600,000	\$1,800,000
24 - WHISKEY AMERICAN	24010 - WHISKEY AMERICAN - DELUXE	\$500,000	\$650,000
	24020 - WHISKEY AMERICAN - PREMIUM	\$910,000	\$1,000,000
	24030 - WHISKEY AMERICAN - STANDARD	\$870,000	\$1,200,000
25 - NEW WORLD WHISKEY	25010 - NEW WORLD WHISKEY - NEW WORLD	\$360,000	\$460,000
30 - VODKA	30005 - VODKA - FLAVOURED	\$485,000	\$500,000
	30010 - VODKA - DELUXE	\$425,000	\$470,000
	30020 - VODKA - PREMIUM	\$1,980,000	\$2,000,000
	30030 - VODKA - STANDARD	\$2,300,000	\$2,400,000
	30040 - VODKA - SUPER PREMIUM	\$1,200,000	\$1,200,000
40 - GIN	40005 - GIN - FLAVOURED	\$310,000	\$310,000
	40010 - GIN - DELUXE	\$225,000	\$225,000
	40020 - GIN - PREMIUM	\$1,300,000	\$1,400,000
	40030 - GIN - STANDARD	\$1,000,000	\$1,000,000
45 - ASIAN SPIRITS	45010 - ASIAN SPIRITS - KOREAN	\$415,000	\$450,000
	45020 - ASIAN SPIRITS - JAPANESE	\$160,000	\$160,000
50 - BRANDY/COGNAC	50010 - BRANDY/COGNAC - BRANDY DELUXE	\$170,000	\$210,000
	50020 - BRANDY/COGNAC - BRANDY PREMIUM	\$790,000	\$790,000
	50030 - BRANDY/COGNAC - BRANDY STANDARD	\$780,000	\$780,000
	50050 - BRANDY/COGNAC - COGNAC VS	\$800,000	\$900,000
	50060 - BRANDY/COGNAC - COGNAC VSOP	\$500,000	\$520,000
	50070 - BRANDY/COGNAC - COGNAC XO	\$250,000	\$250,000
	50080 - BRANDY/COGNAC - COGNAC OTHER	\$500,000	\$600,000
	50090 - BRANDY/COGNAC - GRAPPA	\$200,000	\$200,000
	50100 - BRANDY/COGNAC - ARMAGNAC	\$150,000	\$200,000
60 - RUM	60005 - RUM - FLAVOURED	\$400,000	\$400,000
	60010 - RUM - WHITE DELUXE	\$2,070,000	\$2,070,000
	60020 - RUM - WHITE PREMIUM	\$2,000,000	\$2,000,000
	60030 - RUM - WHITE STANDARD	\$610,000	\$860,000
	60040 - RUM - AMBER/DARK DELUXE	\$235,000	\$235,000
	60050 - RUM - AMBER/DARK PREMIUM	\$1,080,000	\$1,200,000
	60060 - RUM - AMBER/DARK STANDARD	\$745,000	\$745,000
	60095 - RUM - CACHACA	\$100,000	\$100,000
	60108 - RUM - AMBER/DARK SUPER PREMIUM	\$800,000	\$800,000
65 - LIQUEURS CLASSICS	65070 - LIQUEURS CLASSICS - STANDARD	\$1,000,000	\$1,100,000
	65080 - LIQUEURS CLASSICS - PREMIUM	\$950,000	\$1,060,000
	65090 - LIQUEURS CLASSICS - DELUXE	\$550,000	\$600,000
66 - LIQUEURS SIPPERS BITTERS	66070 - LIQUEURS SIPPERS BITTERS - STANDARD	\$450,000	\$500,000
	66080 - LIQUEURS SIPPERS BITTERS - PREMIUM	\$675,000	\$675,000
	66090 - LIQUEURS SIPPERS BITTERS - DELUXE	\$250,000	\$250,000
67 - LIQUEURS COCKTAIL MIXERS	67070 - LIQUEURS COCKTAIL MIXERS - STANDARD	\$450,000	\$500,000
	67080 - LIQUEURS COCKTAIL MIXERS - PREMIUM	\$360,000	\$430,000
	67090 - LIQUEURS COCKTAIL MIXERS - DELUXE	\$350,000	\$390,000
71 - TEQUILA	71010 - TEQUILA - DELUXE	\$540,000	\$590,000
	71020 - TEQUILA - PREMIUM	\$1,300,000	\$1,490,000
	71040 - TEQUILA - FLAVOURED	\$767,000	\$767,000
	71050 - TEQUILA - MIXTO	\$1,100,000	\$1,100,000
	71060 - TEQUILA - MEZCAL	\$200,000	\$200,000
200 ML	All Subsets	\$445,000	\$560,000
Ontario Craft Distillers (Direct Delivery)	All Subsets	\$2000 per store	\$2000 per store

F24-25 MERCHANDISING SALES TARGETS

BEER		
PRODUCT GROUPING	2022/23 Sales Target (Litres)	2024/25 Sales Targets (Litres)
MAINSTREAM BEER	300,000	300,000
Premium Beer - Domestic	325,000	325,000
Premium Beer - Import	130,000	125,000
Craft Beer - Domestic	50,000	50,000
Craft Beer - Import	25,000	20,000
Combo	80,000	80,000
Non Alcoholic	30,000	50,000

CIDER		
PRODUCT GROUPING	2023/24 Sales Target	2024/25 Sales Targets
National Brand Cider	\$ 650,000	\$650,000
Domestic Craft Cider - Medium	\$ 275,000	\$275,000
Domestic Craft Cider - Small	\$ 55,000	\$50,000

RTD		
Set name	Subset Name	Current P1-5 Target
COOLERS	LARGE PACKS (>2100ml), ALL SUBSETS	\$ 1,300,000
COOLERS	434060 - COOLERS - SELTZERS & SODAS	\$ 900,000
COOLERS	434070 - COOLERS - LIGHT COOLERS & COCKTAILS	
COOLERS	434090 - COOLERS - TEA	
COOLERS	434080 - COOLERS - TRADITIONAL COOLERS	\$ 800,000
COOLERS	434100 - COOLERS - COCKTAILS	
COOLERS	434110 - COOLERS - CAESARS	
COOLERS	434120 - COOLERS - CREAMS	
PREMIXED	500030 - PREMIXED COCKTAILS - PREMIXED COCKTAILS - MINI	\$ 550,000
PREMIXED	500040 - PREMIXED COCKTAILS - COCKTAILS	
PREMIXED	500050 - PREMIXED COCKTAILS - SHOTS	
COOLERS	434130 - COOLERS - FROZEN POUCHES	Seasonal, No Target