

**The following chart shows positive and negative impacts in the Sales Plan for the 2022-2023 Fiscal Year vs Actual Sales from the 2021-2022 Fiscal Year**

Period	Potential Positive Impact to Sales	Potential Negative Impact to Sales
Period 1	- Gain back Sun-Wed Easter Build	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic - 1 Less selling day (Thursday)
Period 2		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic - Unseasonably warm May Long-weekend build LY boosted sales
Period 3		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 4	- Canada Day moves from Thursday to Friday - Canada Day LY was negatively impacted by poor weather conditions	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 5	- Poor weather conditions LY negatively impacted Civic Long-Weekend sales	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 6		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 7		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 8	- Halloween moves from Sunday to Monday. Halloween sales were also elevated LY due to lifting pandemic restrictions.	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 9		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic - LY LCBO advised customers to shop early, boosting P9 sales - P9 ends one day earlier shifting some Christmas sales to P10
Period 10	- 1 Extra pre-Christmas selling day, no post-New Years days - one additional selling day overall; gain 2 Saturday's, lose a Monday - Pandemic gathering restrictions limited sales LY for Christmas and New Year's	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic
Period 11	- Lunar New Year shifts to period 11 from period 12, and moves from Tuesday to Saturday	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic - one less selling day (Sunday)
Period 12		- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic - Lunar New Year shifts to Period 11
Period 13	- 1 Extra Selling Day (Friday) - St. Patrick's Day moves from Thursday to Friday	- Lower off-site consumption, as on-site consumption and travel normalize post-pandemic