

WAW

Wickedly Awesome Wine 2018 Presentation

Proposed Opportunity

- WAW Sparkling Rose' 750ml
- Certified Organic & VQA
- Pack Size: 12 / 750ml
- Case Cost: \$95.88
- Retail: \$17.49
- Ship Point: British Columbia
- Minimum order 1 pallet
 - Also available in a 375ml Small Format Twist Cap
- Include product sell sheets after this slide

Market Insights / Trends

- Sparkling Wine continues to outpace Wine growth overall
- Rose' has transitioned from a summertime to an all season consumption beverage
 - The monthly distribution of sales now has a low of 4%, and a high of 14%
 - Previous annual sales distribution showed low months at 1%
- Offerings with large & small formats are showing increased market development/penetration. Small formats allows for initial trial, as well as increased development opportunities
- WAW Sparkling Rose' was introduced 1 calendar year ago in the BC market, and is now the #1 WAW SKU

Performance Measurement

Brand Performance

- Western Canada:
 - WAW brand continues to outpace the Sparkling Wine growth overall
 - Year over year: Sparkling +4% / WAW brand +5%
 - Quarter to date: Sparkling +6% / WAW brand +7%
- Manitoba:
 - WAW brand would be new to the MB market

Performance Measurement

SKU Performance

- Western Canada:
 - WAW Sparkling Rose' continues to outpace the WAW brand overall
 - Year over year: WAW Brand +5% / WAW Rose' +9%
 - Quarter to date: WAW Brand +7% / WAW Rose' +12%
 - Rose' has transitioned from a summertime to an all season consumption beverage
- Manitoba:
 - WAW Sparkling Rose' would be new to the MB market

Performance Measurement

Market Penetration / SKU Positioning

- WAW Sparkling Rose' is only listed in the BC market
 - Annual sales within BC are \$545K
- Manitoba Wine Sales represents 26% of the BC market
 - MBLL anticipated annual sales would be \$141.7K

Marketing Support

- **Manitoba:**
 - Sponsorship > Winnipeg Goldeye's
 - Eventing > Rural Wine Tasting / Winnipeg Wine Festival TBC
 - Social Media > New to Market
 - TV/Radio > Canada's Next Top Chef
 - Institutional Ad > Billboard 6 months / Buss Stop Bench 6 months
- **Liquor Mart:**
 - LTO: \$3.00 - 2 times per calendar year
 - BAM: 10 Bonus Air Miles – 2 times per calendar year
 - Impact Merchandising: 2 times per calendar year
 - Impact Cooler: May – August
 - 3 Sampling (Top 10 Stores) within first 6 months of on shelf display
 - Shelf Talkers / Neck Tag – Nov & Dec
 - Value Ad – Free Champagne Flute December

Product Identification & Other Material

- Supplier Information form
- Product Application Form
- High resolution Digital Color Image
- Product sell sheet
- Additional material to further identify product development opportunities within MBLL
- Accolades / Awards
- Identify/Disclose all data sources utilized with performance measurements, insights & trends