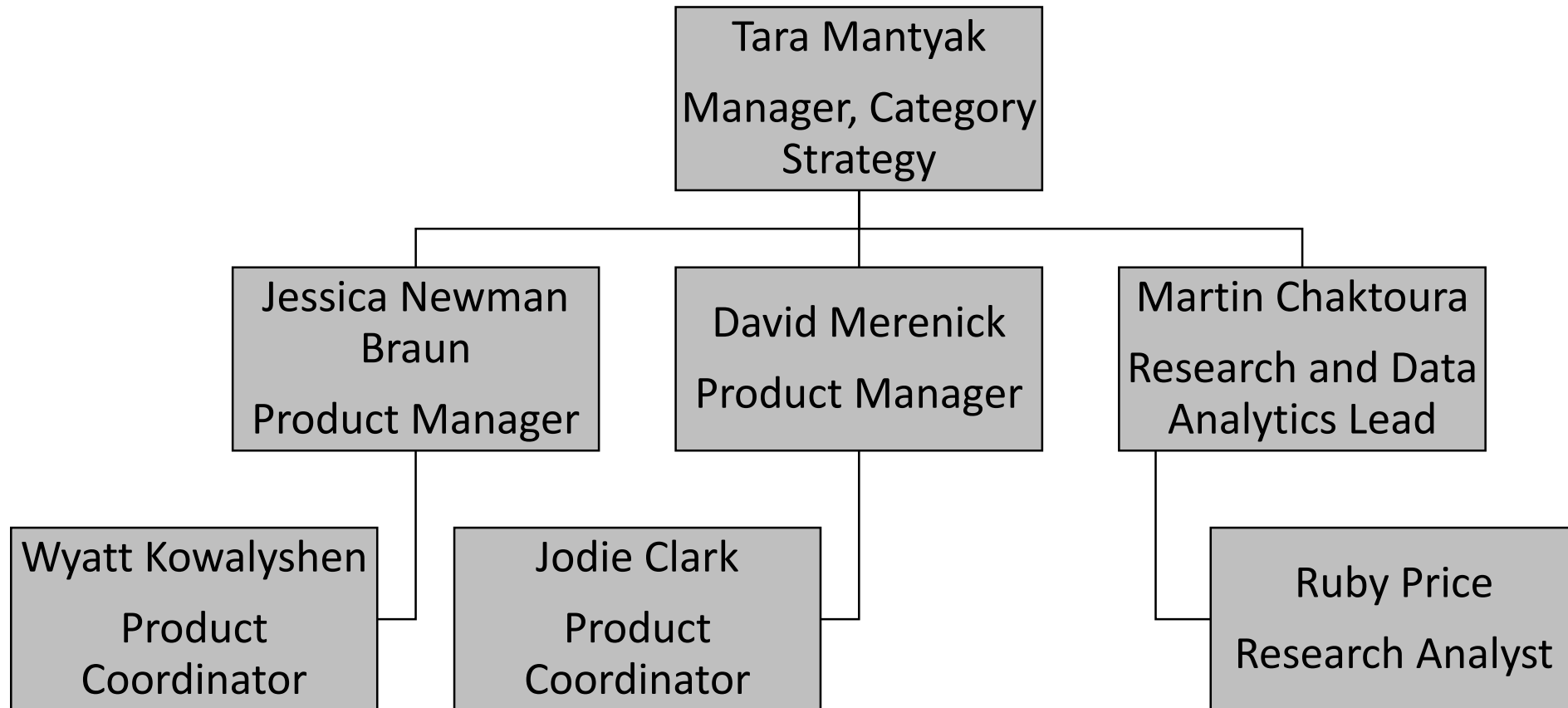


Category Management

Today's Discussion

- FY2019 Saskatchewan results
- Past and upcoming changes

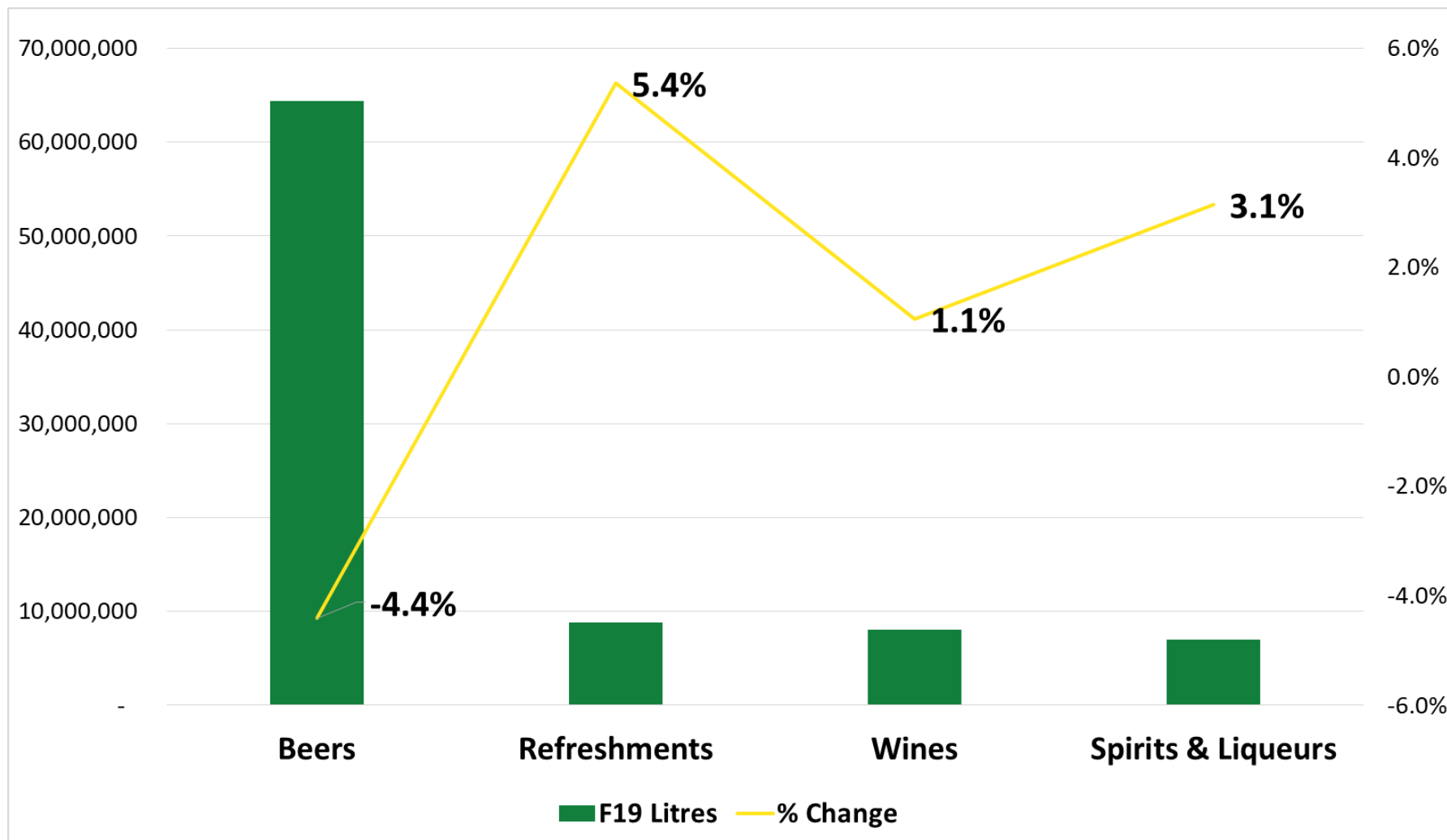
The Team



F2019 Results

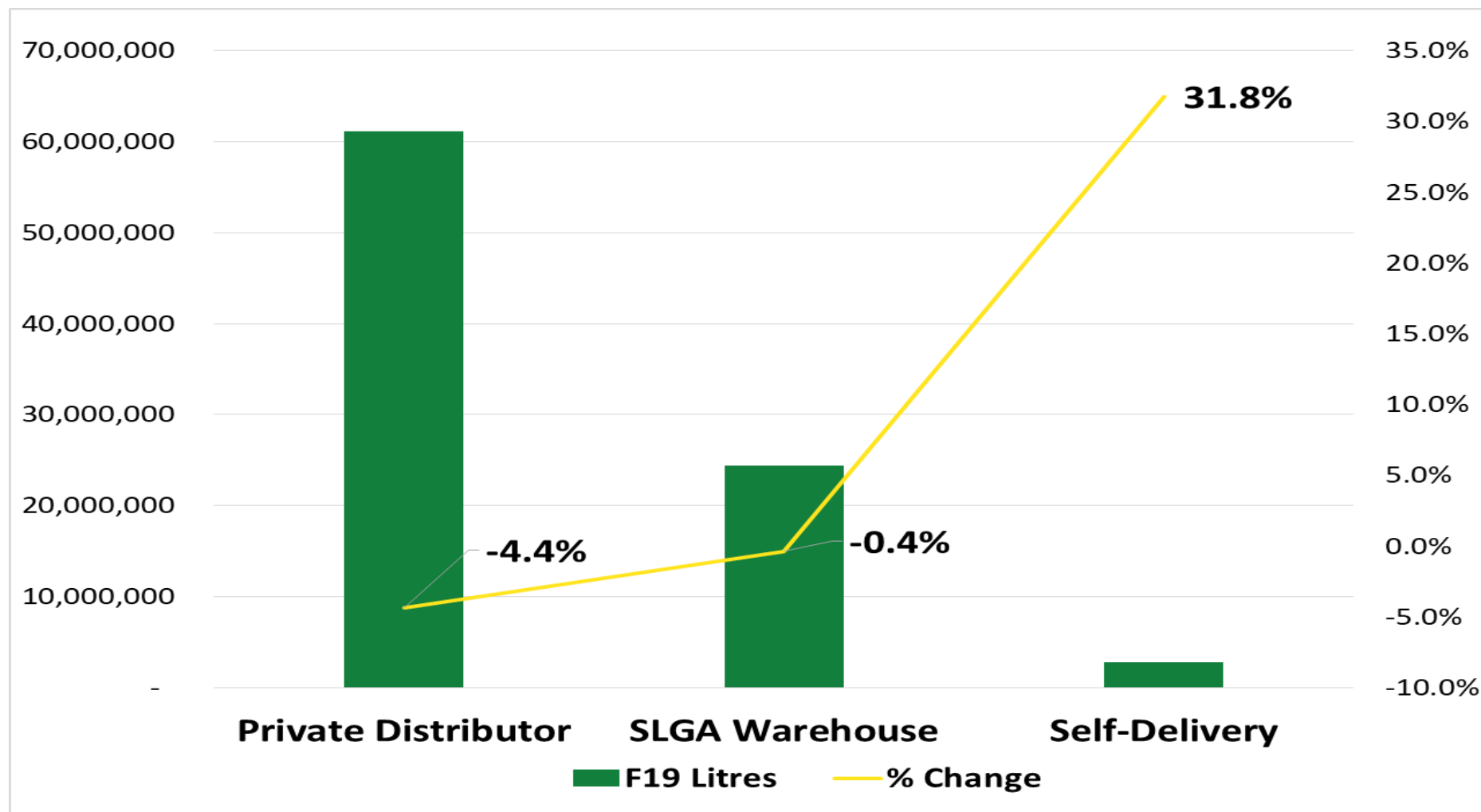
April 1, 2018 – March 31, 2019

Sales Volume (L) by Product Category



**TOTAL LITRES:
88.26M (-2.5%)**

Sales Volume (L) by Distribution Channel



Price Increases and Premiumization

Product Category	Price change	Average Revenue per Litre change	Premiumization (% Change)
Beers	7.3%	6.0%	-1.3%
Liqueurs	0.9%	1.7%	0.7%
Refreshments	1.4%	1.6%	0.2%
Spirits	0.6%	1.3%	0.7%
Wines	1.0%	1.5%	0.6%
Total	3.9%	5.1%	1.2%

A Year of Change

LISTING CALLS

NEW:

- The use of “Call Outs”
- Revised schedule
- Recommended (not required) sample quantities
- Conditions on conditional listings
- Shortened response timeline (8wks to 6wks)
- Application deadlines

FUTURE:

- Improved importation approval processes
- Couple days leeway on samples
- Blow our hair back!

SLGA.COM

NEW:

- Purchasing Schedule
- Online application

FUTURE:

- Savable Online Application?

Promotion to RSPs

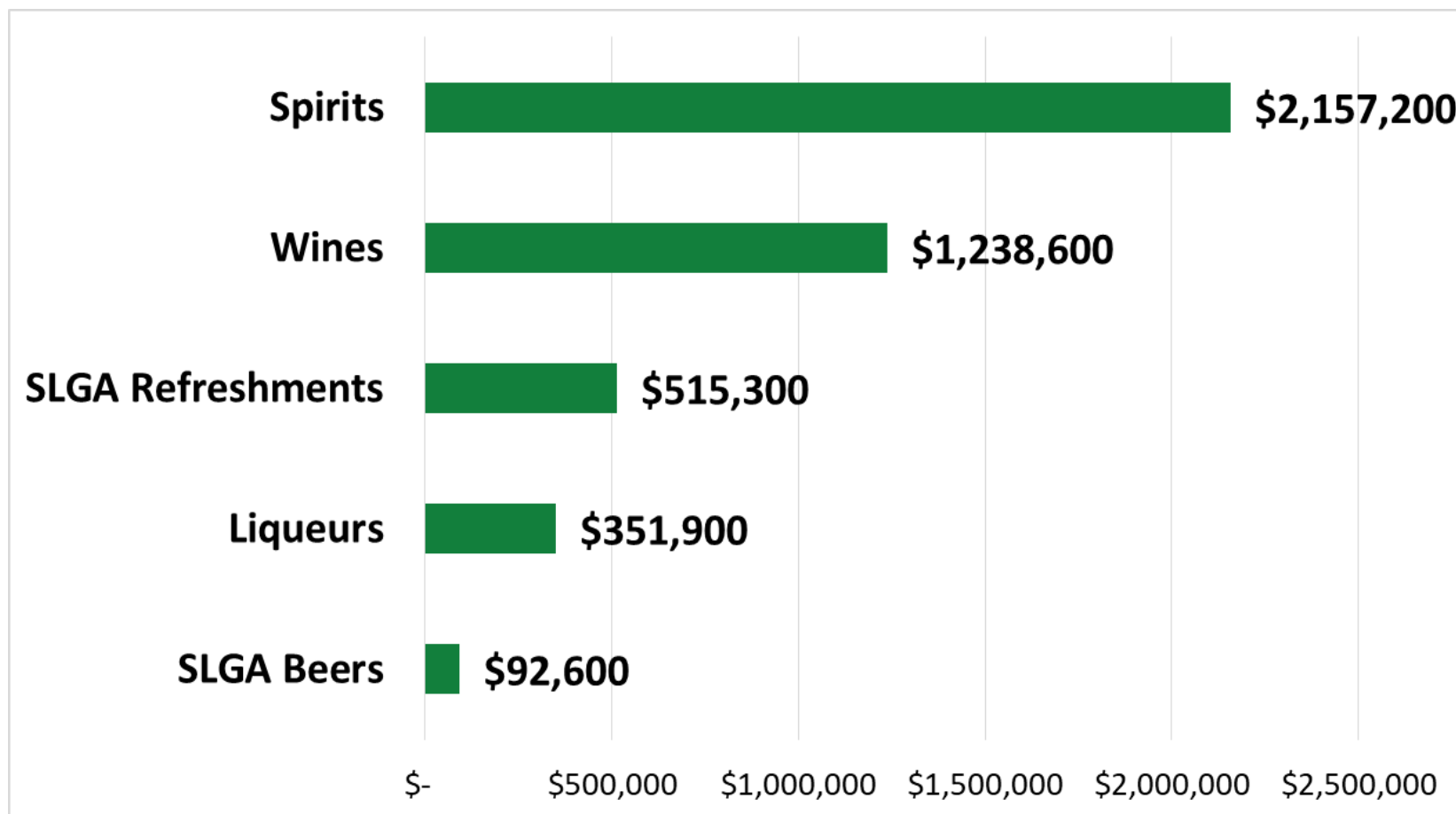
New:

- Education Sessions
- Marketing Programs
- 2-week Wholesale Price Promotions (WPPs)
- 200ml launch with catalog
- Summer Products – refresh beverages and beer catalogs
- National Caesar Day flier
- Marketing guest-speaker

Future:

- Marketing to RSPs via website

Wholesale Price Promotions (WPPs) Investment



TOTAL VALUE:
\$4.3M (+41%)

TOTAL COUNT:
2,523 (+42%)

What's Next?

Coming Soon

- Extra Samples for Charity
- Improved Forecasting
- Agent/Supplier Scorecard
- Open for Business

Questions

