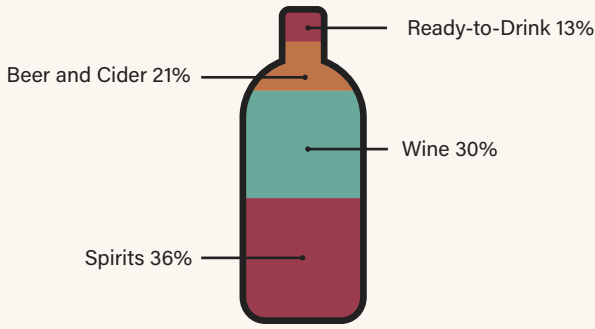


LCBO Quarterly Update

Q2 2023
Jun 18 - Oct 7

TOTAL SALES

\$2,463,000,000

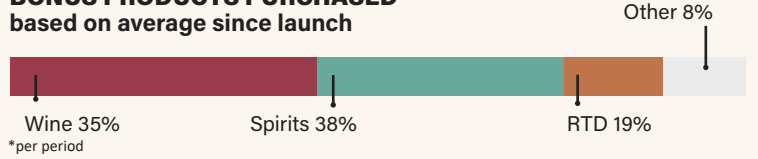


AEROPLAN PROGRAM HIGHLIGHTS

AEROPLAN MEMBERS
2,000,000

AVERAGE NUMBER OF TRANSACTIONS*
2.9x

BONUS PRODUCTS PURCHASED
based on average since launch



UNITS SOLD

229,000,000



CUSTOMER TRANSACTIONS

45,000,000



PRODUCTS AVAILABLE

38,000



VOLUME SOLD (IN LITRES)

210,000,000

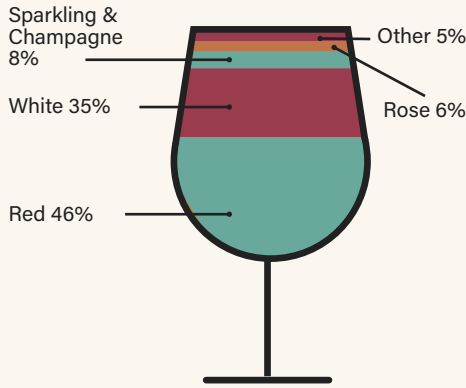
*The transaction number includes retail stores, warehouses, eCommerce and specialty services.

TOP SELLING WINES

BY NET SALES

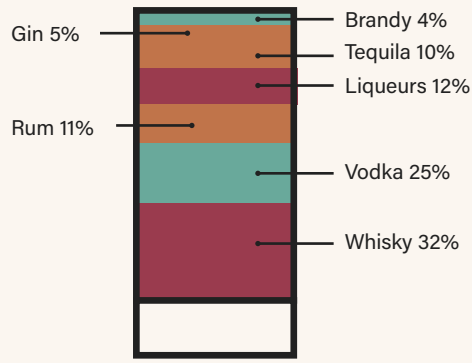
- Bread & Butter
- J.Lohr
- Kim Crawford
- Santa Margherita
- Peller Estates
- Josh Cellars
- Oyster Bay
- Mionetto Prestige
- Fantini
- Jackson-Triggs

BY CATEGORY



TOP SELLING SPIRITS

BY CATEGORY



BY NET SALES

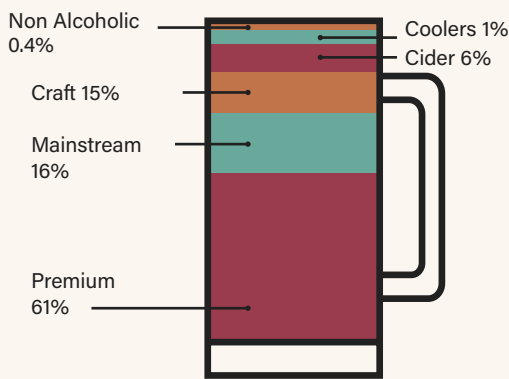
- Smirnoff Vodka
- JP Wiser's
- Crown Royal
- Bacardi
- Captain Morgan
- Absolut Vodka
- Canadian Club Whisky
- Tito's Homemade Vodka
- Forty Creek Whisky
- Johnnie Walker

TOP SELLING BEER & CIDER

BY NET SALES

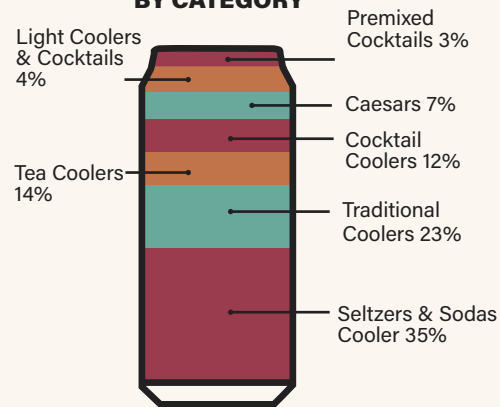
- Heineken Lager
- Corona Extra
- Busch
- Coors Light
- Molson Canadian
- Budweiser
- Stella Artois
- Bud Light
- Laker
- Michelob Ultra

BY CATEGORY



TOP SELLING READY-TO-DRINK

BY CATEGORY



BY NET SALES

- Cottage Springs
- White Claw
- Twisted Tea
- Smirnoff Ice
- Mott's
- Black Fly
- Mike's Hard
- NUTRL
- Georgian Bay
- Coors Seltzer

WINE MARKET SHARE by region

Canada (99.2 % Ontario)	24%
United States	19%
Italy	19%
France	11%
Australia	6%
New Zealand	5%
Chile	4%
Spain	4%
Portugal	2%
Other	6%

LCBO | SPIRIT OF SUSTAINABILITY

LEARN HOW WE ARE

Enhancing Industry Diversity*

20

Scholarships launched in partnership with the Independent Wine Education Guild.

13

Diverse women awarded a Spirit Of Inclusion initiative scholarship.

82%

Customers who believe the LCBO is taking action to increase diversity and representation within the beverage alcohol industry.

*Data is from Apr 1, 2022 - Mar 31, 2023



ONTARIO SHARE

