

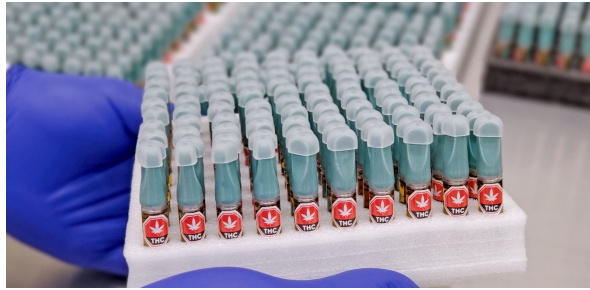


“By The Numbers”

What to Watch for in 2024: Deep Dive on the Beverage Category



Who We Are



Our cutting-edge facility utilizes the expertise of the top professionals in the cannabis industry to provide solutions that enable our brand partners to introduce their innovations to the market.

Facility Highlights



40,000 ft2
Licensed Facility
SQF Certified



15,000 ft2
Adaptable Beverage
Production Area
Up to 60,000 Unit
Batches



Hydrocarbon
Extraction &
Post-Processing
Up to 600 kg Lot
Sizes



Automated
Equipment
Filling, Packaging
& Labelling



National
Distribution
Including Listing
Support

Our Customers

Managing some of Canada's top performing cannabis brands.

COLLECTIVE
PROJECT ★

Cookies



Yondi
Fresh

SEÑORITA

Ambr.™

PREMIUM QUALITY
The
BC•BUD•CO
TBO BCB MBK

CANOPY GROWTH
CORPORATION



TOKYO
SMOKE

VOILA!

Accelerating Data Driven Decisions

The consumer goods space is a highly competitive marketplace where data is the **fuel that drives success**.

Organizations today struggle with understanding and making sense of the many data sources they deal with. The complexity of these sources adds to the challenge of knowing what to do with it all.

For over a decade, SpringBoard Data Management has been helping organizations **succeed with easy-to-use tools** and agile **data solutions**.



CPG



Beverage
Alcohol



Cannabis



Pet
Specialty



Home
Improvement



Our Incredible Partners



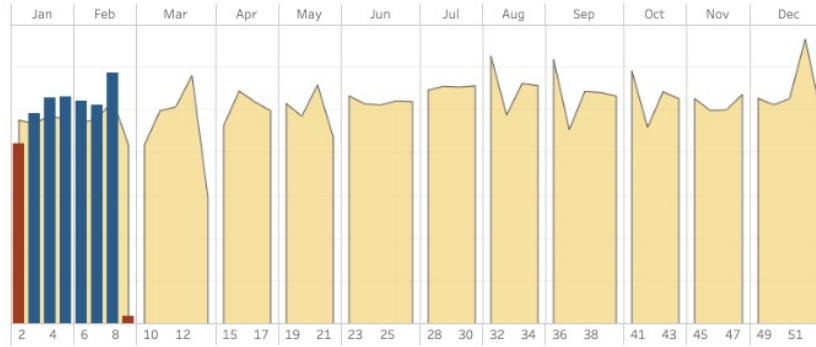
We are proud to partner with some of
Canada's Fortune 500 companies.





2024 is off to a.....

YTD Overview



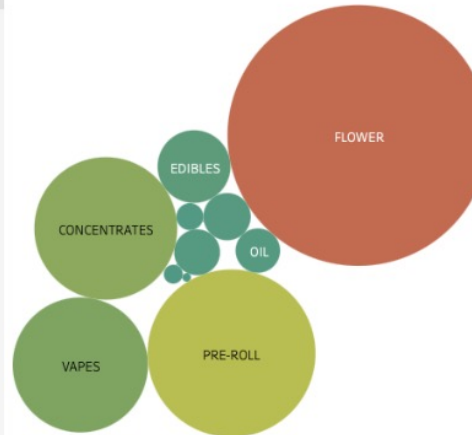
Provincial Overview - YTD

	Grand Total	OCS	SQDC	BCCAN	NSCC	CANNABIS NB	PEICMC
\$	428,825,146	211,048,420	99,491,988	84,955,317	16,163,612	14,016,361	3,149,448
\$ % Chg	6.7%	3.5%	9.5%	10.8%	7.2%	13.0%	3.6%
\$ Abs Chg	26,959,276	7,204,521	8,672,833	8,265,366	1,090,358	1,617,475	108,723
U	23,522,581	13,040,437	3,652,037	5,320,019	759,240	603,600	147,248
U % Chg	9.8%	7.4%	11.8%	14.9%	9.6%	6.9%	12.2%
U Abs Chg	2,100,640	902,821	385,518	690,845	66,363	39,067	16,026
\$ Share Fixed	100.0	49.2	23.2	19.8	3.8	3.3	0.7
\$ Share Change Fixed	0.0	-1.5	0.6	0.7	0.0	0.2	0.0

LP Rank with Share & Share Pt Chg - YTD

APHRIA	9.7 / -1.0
ORGANIGRAM	7.8 / 0.3
ROSE LIFESCIENCE INC.	5.2 / 1.5
PEACE NATURAL'S PROJECT INC	4.4 / 0.8
CANNARA BIOTECH	4.2 / 0.9
PURE SUNFARMS CANADA CORP.	4.1 / -1.0
AUXLY	4.0 / -0.5
WESTLEAF LABS LP	3.7 / -0.5
MOTIF LABS LTD	2.5 / 0.1
SNDL	2.5 / -0.8
TWEED INC.	2.1 / -0.4
AURORA CANNABIS	2.0 / -0.7
ABBA MEDIX	1.9 / 1.0
BLEUH	1.7 / 1.0
WEED ME INC.	1.7 / -0.1
AYURCANN INC.	1.6 / 0.9
GREENTONE ENTERPRISES INC	1.6 / 0.4
RUBICON HOLDINGS	1.5 / -0.3
CANADIAN CLINICAL CANNABINOIDS INC.	1.5 / 0.6
FINAL BELL CANADA INC.	1.2 / 0.5
CANOPY GROWTH	1.1 / -0.2
MERA CANNABIS CORP	1.1 / 0.4
THE GREEN ORGANIC DUTCHMAN	1.0 / -1.4
HERITAGE	1.0 / 0.3

Category Importance - YTD



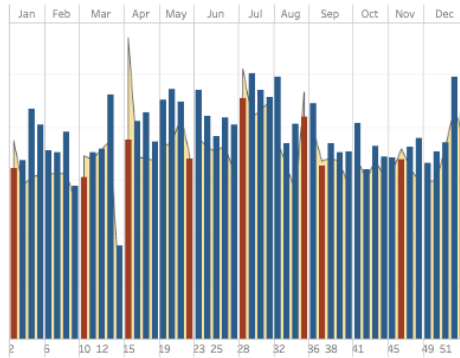
	\$ Share	\$ Share Change
FLOWER	46.2	-2.8
PRE-ROLL	19.1	1.9
CONCENTRATES	13.8	1.6
VAPES	12.4	0.4
EDIBLES	3.6	-0.1
BEVERAGE	1.5	-0.1
CAPSULES	1.4	-0.5
OIL	1.3	-0.4
ACCESSORIES	0.5	-0.1
TOPICALS	0.2	-0.1
SEEDS	0.0	0.0
UNKNOWN	0.0	0.0
Cannabis Corp Products NC	0.0	0.0
CLONES		0.0





2023 Overview – Beverages

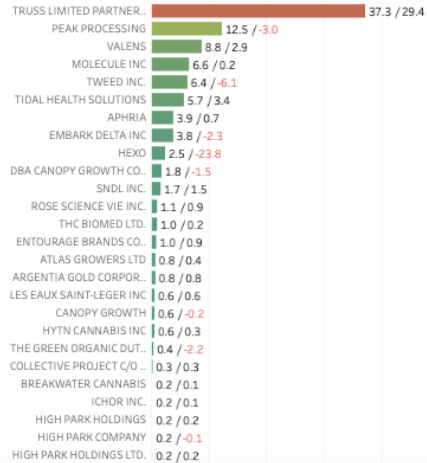
2023 Beverage Overview



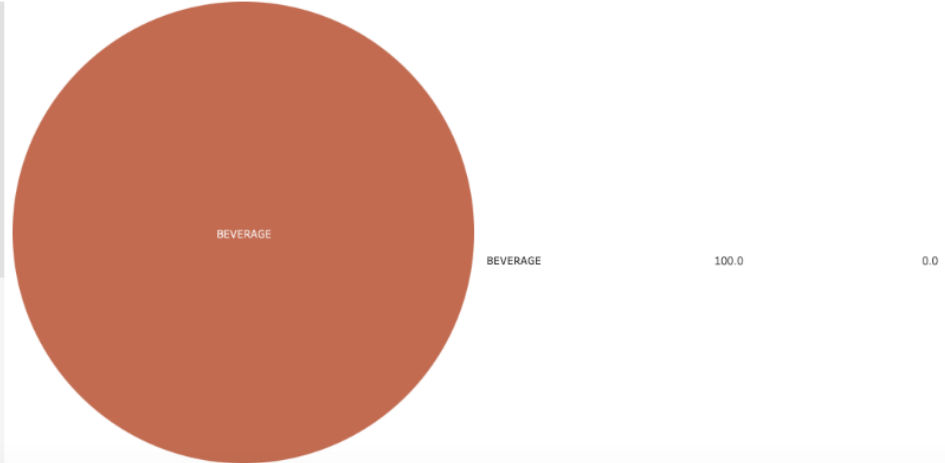
Channel Overview - YTD

	Grand Total	OCS	SQDC	NSCC	CANNABIS NB	PEICMC
\$	40,374,616	29,667,717	5,168,480	2,662,837	2,394,661	480,921
\$ % Chg	11.3%	6.5%	12.1%	27.4%	71.5%	49.7%
\$ Abs Chg	4,110,077	1,822,537	557,800	572,061	998,110	159,569
U	8,205,794	6,362,508	875,248	462,367	424,286	81,385
U % Chg	11.8%	7.4%	15.4%	27.1%	79.4%	51.6%
U Abs Chg	867,201	436,318	116,646	98,683	187,838	27,716
\$ Share Fixed	1.3	0.9	0.2	0.1	0.1	0.0
\$ Share Change Fixed	0.0	-3.3	0.1	0.8	2.1	0.3

LP Rank with Share & Share Pt Chg - YTD



Category Importance - YTD

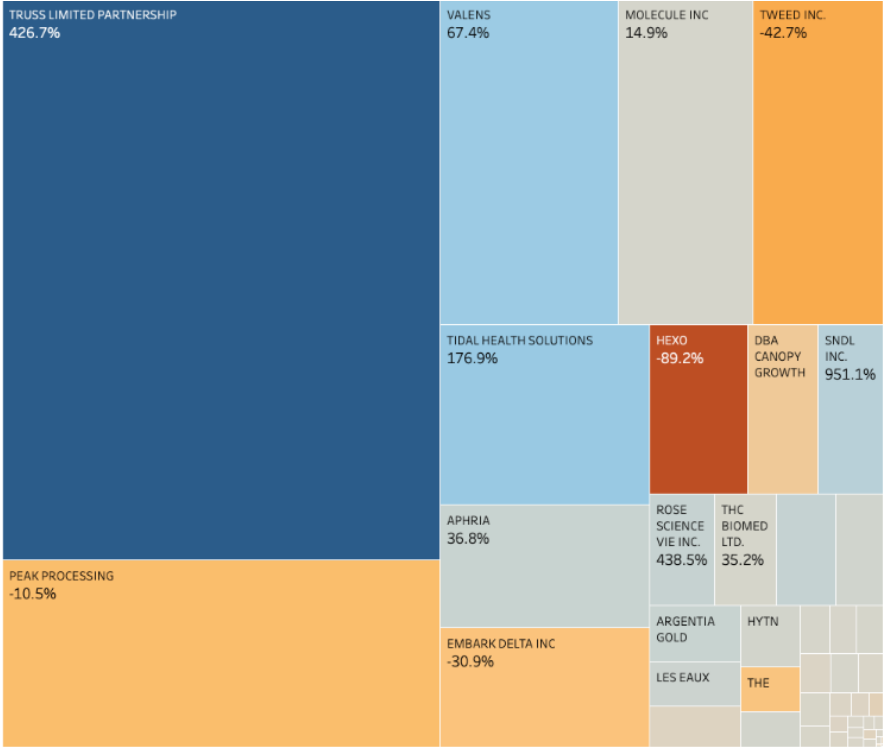


Category represents over \$50M Nationally with double digit growth.

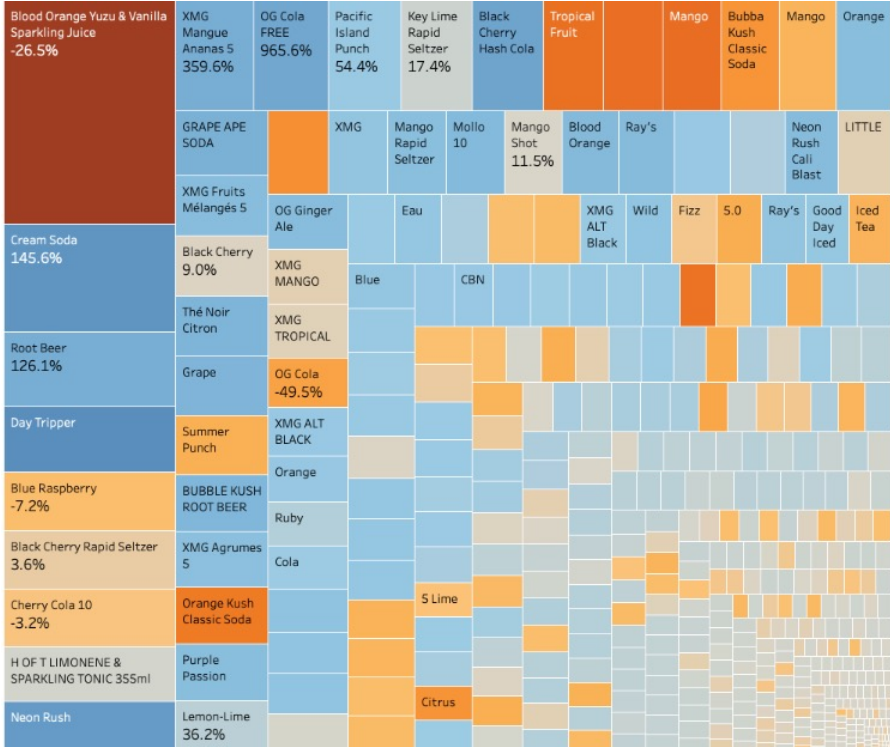


2023 Beverage Overview

LP



Product



2023 Beverage Product Ranking

Product Desc	SBDM: Supplier	\$	\$ Abs Chg	\$ % Chg	U	U Abs Chg	U % Chg	Price
Blood Orange Yuzu & Vanilla Sparkling Juice	TRUSS LIMITED PARTNERSHIP	2,314,397	1,831,504	379.3%	373,836	296,927	386.1%	\$6.19
Cream Soda	TRUSS LIMITED PARTNERSHIP	1,120,204	877,085	360.8%	245,473	192,802	366.0%	\$4.56
Day Tripper	TRUSS LIMITED PARTNERSHIP	681,665	681,665		109,918	109,918		\$6.20
SWEET JUSTICE-CHERRY COLA-355ML	PEAK PROCESSING	629,273	608,087	2870.3%	107,972	104,387	2911.8%	\$5.83
Black Cherry Rapid Seltzer	VALENS	605,020	21,145	3.6%	155,545	8,927	6.1%	\$3.89
Cherry Cola 10	PEAK PROCESSING	591,289	-19,401	-3.2%	96,329	-2,988	-3.0%	\$6.14
XMG-CREAM SODA BEVERAGE-355ML	TRUSS LIMITED PARTNERSHIP	586,576	567,242	2934.0%	131,430	127,091	2929.0%	\$4.46
H OF T LIMONENE & SPARKLING TONIC 355ml	TRUSS LIMITED PARTNERSHIP	568,569	459,644	422.0%	89,974	72,866	425.9%	\$6.32
Neon Rush	VALENS	549,410	549,410		143,250	143,250		\$3.84
Root Beer	TIDAL HEALTH SOLUTIONS	543,270	261,200	92.6%	139,802	68,756	96.8%	\$3.89
XMG Mangué Ananas 5	TRUSS LIMITED PARTNERSHIP	519,900	406,782	359.6%	86,650	67,797	359.6%	\$6.00
OG Cola FREE	PEAK PROCESSING	496,715	450,102	965.6%	80,595	73,010	962.6%	\$6.16
Pacific Island Punch	PEAK PROCESSING	482,585	170,099	54.4%	76,868	27,413	55.4%	\$6.28
Key Lime Rapid Seltzer	VALENS	471,802	70,013	17.4%	121,769	20,886	20.7%	\$3.87
Black Cherry Hash Cola	PEAK PROCESSING	468,088	468,088		87,971	87,971		\$5.32
SWEET JUSTICE-OG COLA FREE-355ML	PEAK PROCESSING	445,143	433,355	3676.4%	75,889	73,830	3585.7%	\$5.87
Strawberry Kiwi	MOLECULE INC	395,754	-498,606	-55.8%	97,348	-115,476	-54.3%	\$4.07
Bubba Kush Classic Soda	EMBARK DELTA INC	386,054	-293,513	-43.2%	68,460	-67,296	-49.6%	\$5.64
Mango Pineapple & Coconut Sparkling Juice	TRUSS LIMITED PARTNERSHIP	379,562	345,103	1001.5%	72,532	66,042	1017.6%	\$5.23
Tropical Fruit	TRUSS LIMITED PARTNERSHIP	377,373	280,241	288.5%	82,493	61,485	292.7%	\$4.57
SWEET JUSTICE-PCFIC ISLD PUNCH-355ML	PEAK PROCESSING	373,949	361,312	2859.2%	64,062	61,888	2846.7%	\$5.84
GRAPE APE SODA	TRUSS LIMITED PARTNERSHIP	363,241	363,241		80,070	80,070		\$4.54
Mango Pineapple	TRUSS LIMITED PARTNERSHIP	362,511	291,416	409.9%	79,283	63,897	415.3%	\$4.57
XMG Fruits Mèlangés 5	TRUSS LIMITED PARTNERSHIP	339,978	273,660	412.6%	56,663	45,610	412.6%	\$6.00
Black Cherry	TRUSS LIMITED PARTNERSHIP	336,825	280,312	496.0%	73,378	61,136	499.4%	\$4.59

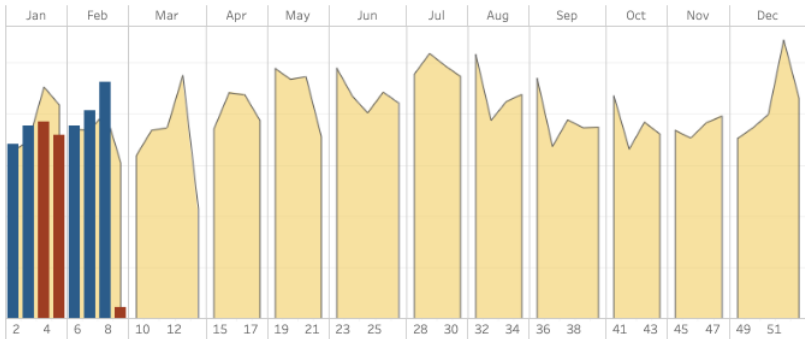
Over 650 active skus = 50M in Revenue. Top 25 = 14M or 27% of the category. Lots of new skus and growth with only 3 products seeing decline in 2023. Average price \$5.19 sku.





2024 YTD Overview – Beverages

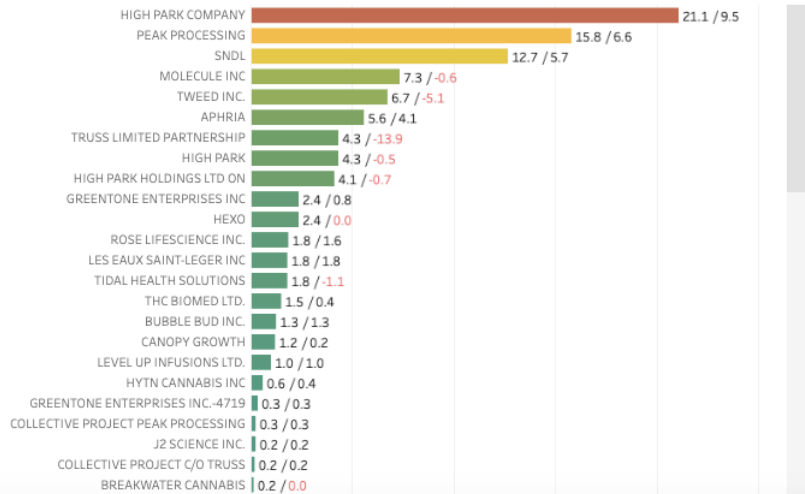
YTD Beverage Overview



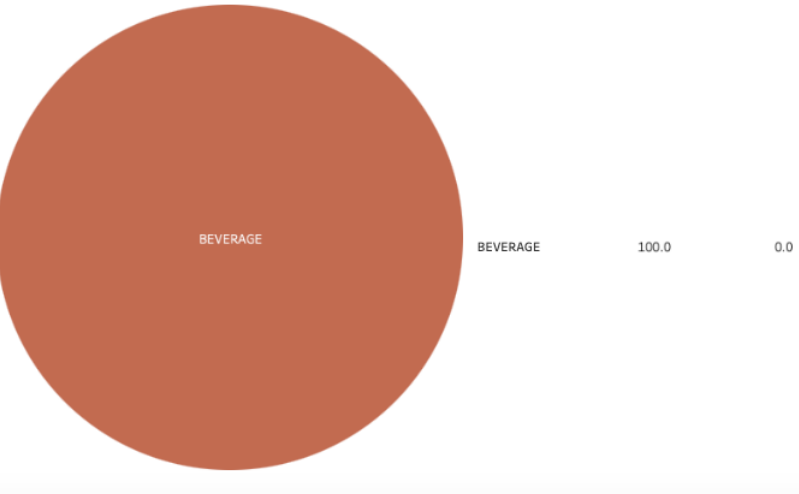
Provincial Overview - YTD

	Grand Total	OCS	BCCAN	SQDC	NSCC	CANNABIS NB	PEICMC
\$	6,678,730	3,647,953	1,515,010	743,112	360,030	345,113	67,511
\$ % Chg	2.5%	-6.6%	16.5%	20.5%	14.4%	7.2%	23.0%
\$ Abs Chg	165,096	-257,720	214,967	126,620	45,442	23,166	12,620
U	1,405,354	826,081	327,057	123,058	60,359	57,246	11,553
U % Chg	2.4%	-2.2%	16.3%	18.0%	8.7%	-26.9%	23.6%
U Abs Chg	32,414	-18,233	45,898	18,814	4,841	-21,111	2,205
\$ Share Fixed	1.6	0.9	0.4	0.2	0.1	0.1	0.0
\$ Share Change Fixed	0.0	-5.3	2.7	1.7	0.6	0.2	0.2

LP Rank with Share & Share Pt Chg - YTD

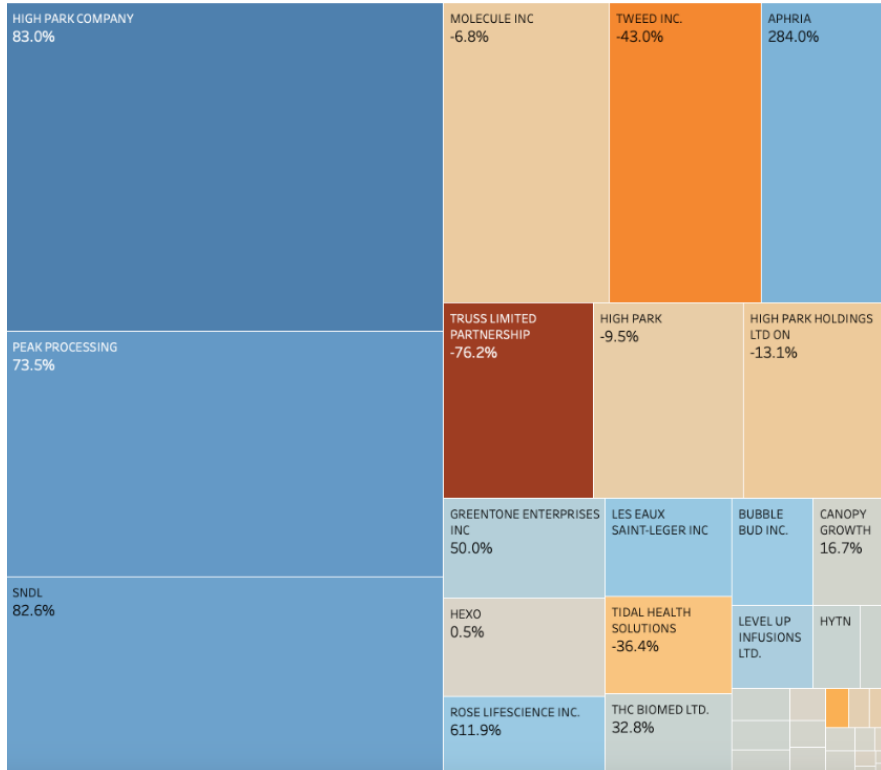


Category Importance - YTD

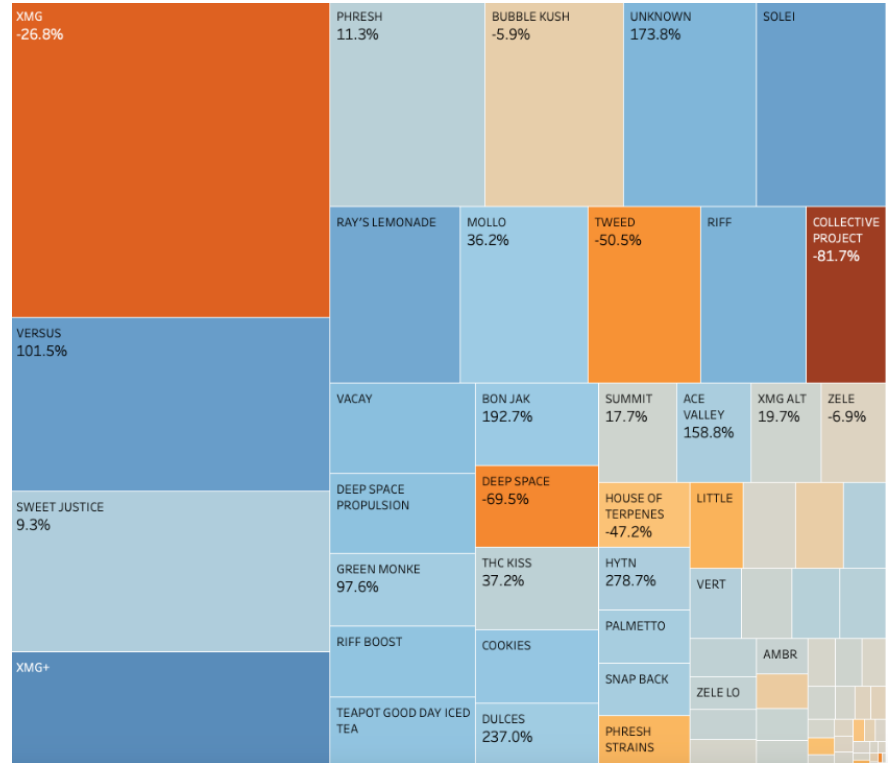


Beverage Share & Performance

LP



Brand



2024 YTD Beverage Product Ranking

Product	Supplier	Brand	\$	\$ Abs Chg	\$ % Chg	U	U Abs Chg	U % Chg	Price	Price % Chg
Cream Soda	HIGH PARK COMPANY	XMG	137,673	-21,402	-13.5%	31,157	-3,288	-9.5%	\$4.42	-4.3%
Neon Rush	SNDL	VERSUS	107,100	107,100		29,411	29,411		\$3.64	
Black Cherry Rapid Seltzer	SNDL	VERSUS	96,333	14,449	17.6%	26,303	5,738	27.9%	\$3.66	-8.0%
OG Cola FREE	PEAK PROCESSING	SWEET JUSTICE	86,248	34,805	67.7%	13,945	5,589	66.9%	\$6.18	0.5%
Key Lime Rapid Seltzer	SNDL	VERSUS	83,414	25,070	43.0%	22,729	8,087	55.2%	\$3.67	-7.9%
Thé Noir Citron	ROSE LIFESCENCE INC.	TEAPOT GOOD DAY ICED TEA	83,408	83,408		14,137	14,137		\$5.90	
Neon Rush Cali Blast	SNDL	VERSUS	79,839	79,839		21,899	21,899		\$3.65	
GRAPE APE SODA	HIGH PARK COMPANY	XMG+	77,597	77,597		17,541	17,541		\$4.42	
Cherry Cola 10	PEAK PROCESSING	SWEET JUSTICE	73,881	7,703	11.6%	12,060	1,299	12.1%	\$6.13	-0.4%
Blueberry Pomegranate Rapid Seltzer	SNDL	VERSUS	68,582	68,582		18,730	18,730		\$3.66	
Ray's Strawberry Lemonade	PEAK PROCESSING	RAY'S LEMONADE	66,133	66,133		12,430	12,430		\$5.32	
BUBBLE KUSH ROOT BEER 355ml	GREENTONE ENTERPRISES INC	BUBBLE KUSH	65,319	65,319		11,748	11,748		\$5.56	
Strawberry Kiwi	MOLECULE INC	PHRESH	63,038	13,710	27.8%	16,706	4,974	42.4%	\$3.77	-10.3%
Cranberry Ginger Ale	PEAK PROCESSING	SWEET JUSTICE	60,131	-17,899	-22.9%	9,816	-2,863	-22.6%	\$6.13	-0.5%
Mollo 10	HIGH PARK COMPANY	MOLLO	58,586	58,586		15,349	15,349		\$3.82	
XMG Mangue Ananas 5	HIGH PARK	XMG	52,134	-15,504	-22.9%	8,689	-2,584	-22.9%	\$6.00	0.0%
Georgia Pie California Peach Iced Tea	PEAK PROCESSING	COOKIES	51,702	51,702		9,480	9,480		\$5.45	
Blue Raspberry	MOLECULE INC	PHRESH	51,571	10,609	25.9%	13,669	3,930	40.4%	\$3.77	-10.3%
Grape	MOLECULE INC	PHRESH	49,465	-555	-1.1%	13,073	1,168	9.8%	\$3.78	-9.9%
Mango Peach	MOLECULE INC	PHRESH	48,853	17,380	55.2%	13,068	5,582	74.6%	\$3.74	-11.1%
Ray's Original Lemonade	PEAK PROCESSING	RAY'S LEMONADE	48,412	48,412		9,118	9,118		\$5.31	
Orchard Chill'r 10mg THC + 10mg CBG	HIGH PARK COMPANY	MOLLO	48,337	48,337		12,683	12,683		\$3.81	
Pulsar Peach THC + CBG + Caffeine	TWEED INC.	DEEP SPACE PROPULSION	47,983	47,983		8,556	8,556		\$5.61	
H OF T LIMONENE & SPARKLING TONIC 355ml	HIGH PARK HOLDINGS LTD ON	HOUSE OF TERPENES	47,950	-32,545	-40.4%	6,995	-5,917	-45.8%	\$6.85	10.0%
Summer Punch	MOLECULE INC	PHRESH	47,686	-8,448	-15.1%	12,756	-612	-4.6%	\$3.74	-11.0%

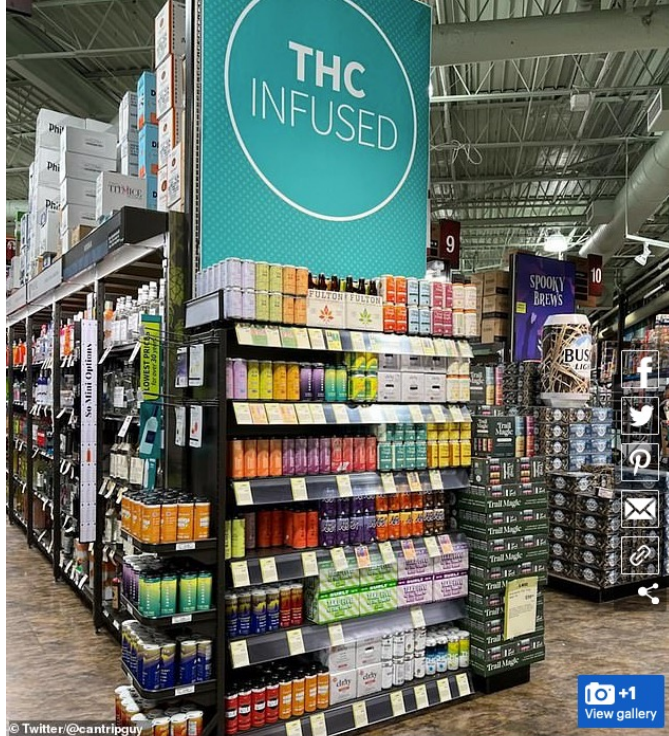
Over 350 active skus = 5.4M in Revenue YTD. Top 25 = 1.7M or 31% of the category. Average price \$4.72...down from \$5.19 in 2023. 12 new skus in 2024.





Why Beverages are an important category?

What's happening south of the border?



Total Wine & More has launched a range of THC-infused drinks in three Minnesota stores (pictured), a move which has been celebrated by pro-legalization campaigners.

Total Wine & More has launched a range of drinks infused with the potent psychoactive substance found in cannabis, THC.

The company - which has 260 stores nationwide - is the first major US retailer to start selling the drinks, which contain the part of the cannabis plant that makes you feel high, THC, or tetrahydrocannabinol.

The beverages have launched in three [Minnesota](#) stores, in Burnsville, Chatassan, and Minnetonka, but there may be plans to roll out nationwide.

101 Beverages listed at Total Wine across 13 states



4

Pack



12
Pack



4
Pack



4

Pack



6
Pack



4
Pack



4
Pack

SUMMARY

1. Beverages represent the biggest opportunity in Canada for potential growth 'if' we can take the play book from wine and craft beer:
 - ☐ Access to more retail (pilot test in the LCBO)
 - ☐ Bars and Restaurants
 - ☐ Events
 - ☐ Sampling
2. Category grew double digits in 2023 with over \$50m in revenue.
3. There are a few National Players, with Peak Processing being one of them.
4. #1 opportunity to bring non legacy consumers into the space.
5. Beverage continues to thrive with the current retail restrictions.



Upcoming Webinars

Upcoming Sessions

Each session runs from 3:00-3:45pm ET:

MAR 27 - How is 2024 Shaping Up? Parting the Clouds on Vapes (Guest LP to be determined)

APRIL 24 - Health and Wellness Trends? Topicals. Products, benefits and what's new with featured guest, Tanner Stewart



**Cannabis Council of Canada**
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Dig into the Data with C3

Introducing *By the Numbers*, a new webinar series presented by C3 Affiliate Member SpringBoard Data Management. Each month you'll get insights into emerging trends in the cannabis sector, as well as an opportunity to pose questions about the latest industry data.

Join us January 31 at 3pm ET for a look back at the key trends from 2023.

**BY THE Numbers**
BY JAN 31 2024
2023 Year In Review
Spotting the Trends
Presented by SpringBoard


Register to attend

Upcoming Sessions
Each session runs from 3:00-3:45pm ET.

JAN 31 - 2023 Year In Review: Spotting the Trends

FEB 28 - What to Watch for in 2024: Deep Dive on the Beverage Category

MAR 27 - How is 2024 Shaping Up? Parting the Clouds on Vapes



The Cannabis Council of Canada (C3) is the national and non-partisan representative of Canada's licensed producers and processors of cannabis.





Thank You!

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