



SHARP IMPORTS

Wine and Spirits

2017

SHARP

IMPORTS



- FOUNDED BY BERNICE SHARPLES.
- 23 YEARS OF MARKETING, BEVERAGE ALCOHOL SALES AND MANAGEMENT EXPERIENCE.
- INVENTORY MANAGEMENT AND LOGISTICS SPECIALIST. REPRESENTED OVER 25 GLOBAL BRANDS FROM 1999-PRESENT.
- EXTENSIVE EXPERIENCE WITH THE MBLL, PRIVATE WINE STORES OF MANITOBA AND SASKATCHEWAN INCLUDING GROCERY, SLGA AND ON PREMISE ACCOUNTS.
- SUPPLIER VISITS TO ITALY, FRANCE, CALIFORNIA, PORTUGAL AND TRADE EVENTS VANCOUVER WINE FESTIVAL, SALON DE VINS MONTREAL AND WINNIPEG WINE FESTIVAL.
- SALES TEAM: ONE SALES REP IN MANITOBA AND TWO IN SASKATCHEWAN.



MANITOBA MARKET

- POPULATION 1.3 MILLION
- LIQUOR MARTS: 63
- LIQUOR MART *EXPRESS* STORES: 6
- LIQUOR VENDORS: 173
- DUTY FREE STORES: 4
- SPECIALTY WINE STORES: 8
- PRIVATE BEER VENDORS: 275
- LICENSED RESTAURANTS: 941



SASKATCHEWAN MARKET

- POPULATION 1.1 MILLION
- LIQUOR MARTS: 36
- SOBEYS 15
- RCLS (SUPERSTORES) 5
- COSTCO 3
- URBAN CELLARS 3
- METRO LIQUOR 3
- LICENSED RESTAURANTS: 826

PRODUCT CATEGORY LITRE SALES

MAT 9 LITER CASES TO MARCH 30/22. % LITRE VARIANCE FROM LAST YEAR



- BEER 76,760,000 -5.4%
- WINE 11,067,000 -1.6%
- SPIRITS 6,973,000 +2.5%
- REFRESHMENT BEVERAGES 4,329,000 +65%
- **TOTAL 99,129,000 -1.23%**



- BEER 64,467,000 -6.2%
- WINE 8,862,000 -2.3%
- SPIRITS 7,973,000 +3.8%
- REFRESHMENT BEVERAGES 9,543,000 +54%
- **TOTAL 84,845,000 -2.2%**



MANITOBA
LIQUOR & LOTTERIES



Saskatchewan
Liquor and Gaming Authority

ENTERING PRAIRIE MARKETS

- LETTER ON COMPANY LETTERHEAD APPOINTING SHARP IMPORTS AS LOCAL AGENT.
- WETT SALES AND DISTRIBUTION INC. IS A PRIVATELY DISTRIBUTED WAREHOUSE WHERE BEER CAN BE SENT TO AND DISTRIBUTED TO PRIVATE BEER VENDORS.
- MBLL LISTING REVIEW SCHEDULE PER COUNTRY OR CATEGORY WITH SPECIFIC VARIETALS AND PRICE BANDS. SALES DATA IS VERY IMPORTANT AND SUCCESS IN OTHER MARKETS IS IMPERATIVE.
- MANITOBA PRIVATE WINE STORES PURCHASE INDIVIDUALLY OR BY GROUP.
- SLGA CORE LISTINGS ARE AVAILABLE TO ALL RETAILERS INCLUDING.
- STANDARD COMMISSION AND A&P NEGOTIATED UPON SIGNING.



PORTFOLIO

JORDAN

STELLENBOSCH



*Craft Brewed with the
Finest Ingredients
Founded in 1887*



GÉRARD BERTRAND
L'ART DE VIVRE LES VINS DU SUD

ANDINA

BREWING COMPANY



VANCOUVER, B.C.

MITRE

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Tequila
Clase Azul®