

Sales Markets by DMA Year One



| California                                   | DMA's      | On-Premise |             | Off-Premise   |                | Totals per SP |
|----------------------------------------------|------------|------------|-------------|---------------|----------------|---------------|
|                                              |            | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Los Angeles 1 / Inland Empire / Palm Springs | 4,329,710  | 364        | 416         | 1,509         | 550            | 2,839         |
| Los Angeles 2 / Fresno / Bakersfield         | 5,441,340  | 457        | 523         | 1,896         | 691            | 3,568         |
| San Francisco / Oakland                      | 3,385,100  | 284        | 326         | 1,180         | 430            | 2,220         |
| San Jose                                     | 3,385,100  | 284        | 326         | 1,180         | 430            | 2,220         |
| Orange County                                | 3,168,000  | 266        | 305         | 1,104         | 402            | 2,077         |
| San Diego                                    | 2,869,800  | 241        | 276         | 1,000         | 365            | 1,882         |
|                                              | 38,613,493 | 1,897      | 2,172       | 7,869         | 2,868          | 14,806        |

| Florida                                 | Population | On-Premise |             | Off-Premise   |                | Totals per SP |
|-----------------------------------------|------------|------------|-------------|---------------|----------------|---------------|
|                                         |            | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Panama City / Tallahassee / Gainesville | 922,110    | 77         | 87          | 57            | 117            | 339           |
| Tampa Bay / FT Myers                    | 658,170    | 55         | 62          | 41            | 84             | 242           |
| Miami                                   | 1,907,700  | 160        | 180         | 119           | 242            | 701           |
| West Palm Beach                         | 4,132,100  | 347        | 399         | 257           | 525            | 1,519         |
| Orlando / Jacksonville                  | 3,547,410  | 298        | 334         | 221           | 451            | 1,304         |
|                                         | 21,944,577 | 938        | 1,053       | 696           | 1,419          | 4,106         |

| Grand Totals | Bars     | Restaurants | Liquor Stores | Grocery Stores |           |
|--------------|----------|-------------|---------------|----------------|-----------|
| CA           | \$27,849 | \$31,887    | \$231,092     | \$21,059       | \$311,887 |
| FL           | \$35,492 | \$38,853    | \$34,239      | \$17,881       | \$126,435 |
| Totals       | \$63,311 | \$70,740    | \$265,330     | \$38,940       | \$438,322 |

| Sales Comp |             |        |
|------------|-------------|--------|
| CA         | \$37,426.47 | 12.00% |
| FL         | \$15,172.17 |        |
| Totals     | \$37,426.47 | 8.54%  |

| Cases          | Sales Contractors | Pallets |
|----------------|-------------------|---------|
| 2,549          | 6                 | 29      |
| 802            | 5                 |         |
| 3,151          | 11                |         |
| 18,906 Bottles |                   |         |

| Distribution Points Year One |             |               |                |               |  |
|------------------------------|-------------|---------------|----------------|---------------|--|
| 2.00%                        | 2.00%       | 4.00%         | 1.00%          |               |  |
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 7                            | 8           | 60            | 6              | 81            |  |
| 9                            | 10          | 76            | 7              | 102           |  |
| 6                            | 7           | 47            | 4              | 64            |  |
| 6                            | 7           | 47            | 4              | 64            |  |
| 5                            | 6           | 44            | 4              | 60            |  |
| 5                            | 6           | 40            | 4              | 54            |  |
| 38                           | 43          | 315           | 29             | 425           |  |

| Distribution Points Year One |             |               |                |               |  |
|------------------------------|-------------|---------------|----------------|---------------|--|
| 3.00%                        | 3.00%       | 4.00%         | 1.00%          |               |  |
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 2                            | 2           | 2             | 1              | 7             |  |
| 2                            | 2           | 2             | 1              | 6             |  |
| 5                            | 5           | 5             | 2              | 17            |  |
| 10                           | 12          | 10            | 5              | 38            |  |
| 9                            | 10          | 9             | 5              | 32            |  |
| 28                           | 31          | 27            | 14             | 100           |  |

| Cases Sold Per Distribution Point Year One               |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 6 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 44                                                       | 50          | 362           | 33             | 489           |  |
| 55                                                       | 63          | 455           | 41             | 614           |  |
| 34                                                       | 39          | 283           | 26             | 382           |  |
| 34                                                       | 39          | 283           | 26             | 382           |  |
| 32                                                       | 37          | 265           | 24             | 358           |  |
| 29                                                       | 33          | 240           | 22             | 324           |  |
| 228                                                      | 261         | 1,889         | 172            | 2,649         |  |

| Cases Sold Per Distribution Point Year One               |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 6 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 14                                                       | 11          | 10            | 7              | 42            |  |
| 10                                                       | 11          | 10            | 5              | 36            |  |
| 29                                                       | 32          | 29            | 15             | 104           |  |
| 62                                                       | 70          | 62            | 32             | 228           |  |
| 54                                                       | 60          | 53            | 27             | 194           |  |
| 169                                                      | 185         | 163           | 85             | 602           |  |

| Revenue Year One |             |               |                |               |       |
|------------------|-------------|---------------|----------------|---------------|-------|
| \$210.00         |             |               |                |               |       |
| Bars             | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours |
| \$9,165          | \$10,494    | \$76,053      | \$6,931        | \$102,643     | \$0   |
| \$11,518         | \$13,188    | \$95,579      | \$8,710        | \$128,996     | \$0   |
| \$7,166          | \$8,205     | \$59,460      | \$5,419        | \$80,249      | \$0   |
| \$7,166          | \$8,205     | \$59,460      | \$5,419        | \$80,249      | \$0   |
| \$6,706          | \$7,678     | \$55,647      | \$5,071        | \$75,102      | \$0   |
| \$6,075          | \$6,956     | \$50,409      | \$4,594        | \$68,033      | \$0   |
| \$27,649         | \$31,887    | \$231,092     | \$21,059       | \$311,887     | \$0   |

| Revenue Year One |             |               |                |               |       |
|------------------|-------------|---------------|----------------|---------------|-------|
| \$210.00         |             |               |                |               |       |
| Bars             | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours |
| \$2,927.88       | \$2,348.42  | \$2,069.52    | \$1,476.28     | \$8,822.10    | \$0   |
| \$2,093.00       | \$2,348.42  | \$2,069.52    | \$1,055.32     | \$7,566.25    | \$0   |
| \$6,057.33       | \$6,796.55  | \$5,989.38    | \$3,054.20     | \$21,897.45   | \$0   |
| \$13,120.24      | \$14,721.39 | \$12,973.07   | \$6,615.43     | \$47,430.13   | \$0   |
| \$11,263.74      | \$12,638.32 | \$11,137.38   | \$5,679.35     | \$40,718.79   | \$0   |
| \$35,462.19      | \$38,853.10 | \$34,238.87   | \$17,880.58    | \$126,434.74  | \$0   |

Hourly Comp  
\$25

Commission  
12%

Total GGG  
\$37,426

Total GGG  
\$37,426

Total GGG  
\$37,426

Total GGG  
\$37,426

Total GGG  
\$37,426

Sales Markets by DMA Year Two



| California                                   | DMA's      | On-Premise |             | Off-Premise   |                | Totals per SP |
|----------------------------------------------|------------|------------|-------------|---------------|----------------|---------------|
|                                              |            | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Los Angeles 1 / Inland Empire / Palm Springs | 4,329,710  | 364        | 416         | 1,509         | 550            | 2,839         |
| Los Angeles 2 / Fresno / Bakersfield         | 5,441,340  | 457        | 523         | 1,896         | 691            | 3,568         |
| San Francisco / Oakland                      | 3,385,100  | 284        | 326         | 1,180         | 430            | 2,220         |
| San Jose                                     | 3,385,100  | 284        | 326         | 1,180         | 430            | 2,220         |
| Orange County                                | 3,168,000  | 266        | 305         | 1,104         | 402            | 2,077         |
| San Diego                                    | 2,869,800  | 241        | 276         | 1,000         | 365            | 1,882         |
|                                              | 38,613,493 | 1,897      | 2,172       | 7,869         | 2,868          | 14,806        |

| Florida                                 | Population | On-Premise |             | Off-Premise   |                | Totals per SP |
|-----------------------------------------|------------|------------|-------------|---------------|----------------|---------------|
|                                         |            | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Panama City / Tallahassee / Gainesville | 922,110    | 77         | 87          | 57            | 117            | 339           |
| Tampa Bay / FT Myers                    | 659,170    | 55         | 62          | 41            | 84             | 242           |
| Miami                                   | 1,907,700  | 160        | 180         | 119           | 242            | 701           |
| West Palm Beach                         | 4,132,100  | 347        | 389         | 257           | 525            | 1,519         |
| Orlando / Jacksonville                  | 3,547,410  | 298        | 334         | 221           | 451            | 1,304         |
|                                         | 21,944,577 | 938        | 1,053       | 696           | 1,419          | 4,106         |

| Grand Totals | Bars     | Restaurants | Liquor Stores | Grocery Stores |           |
|--------------|----------|-------------|---------------|----------------|-----------|
| CA           | \$88,032 | \$65,671    | \$594,911     | \$43,372       | \$798,986 |
| FL           | \$42,555 | \$31,832    | \$52,597      | \$21,457       | \$148,440 |
| Totals       | \$86,032 | \$65,671    | \$594,911     | \$43,372       | \$789,986 |

| Sales Comp |             |        |
|------------|-------------|--------|
| CA         | \$94,798.29 | 12.00% |
| FL         | \$17,812.78 | 12.00% |
| Totals     | \$94,798.29 | 12.00% |

| Cases          | Sales Contractors | Pallets |
|----------------|-------------------|---------|
| 3,135          | 6                 | 36      |
| 569            | 5                 |         |
| 3,724          | 11                |         |
| 22,343 Bottles |                   |         |

| Distribution Points Year Two |             |               |                |               |  |
|------------------------------|-------------|---------------|----------------|---------------|--|
| 3.00%                        | 2.00%       | 5.00%         | 1.00%          |               |  |
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 11                           | 8           | 75            | 6              | 100           |  |
| 14                           | 10          | 95            | 7              | 126           |  |
| 9                            | 7           | 59            | 4              | 79            |  |
| 9                            | 7           | 59            | 4              | 79            |  |
| 8                            | 6           | 55            | 4              | 73            |  |
| 7                            | 6           | 50            | 4              | 66            |  |
| 57                           | 43          | 393           | 29             | 622           |  |

| Distribution Points Year Two |             |               |                |               |  |
|------------------------------|-------------|---------------|----------------|---------------|--|
| 3.00%                        | 2.00%       | 5.00%         | 1.00%          |               |  |
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 2                            | 2           | 3             | 1              | 8             |  |
| 2                            | 1           | 2             | 1              | 6             |  |
| 5                            | 4           | 6             | 2              | 17            |  |
| 10                           | 8           | 13            | 5              | 36            |  |
| 9                            | 7           | 11            | 5              | 31            |  |
| 28                           | 21          | 35            | 14             | 98            |  |

| Cases Sold Per Distribution Point Year One               |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 6 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 65                                                       | 50          | 453           | 33             | 601           |  |
| 82                                                       | 63          | 569           | 41             | 755           |  |
| 51                                                       | 39          | 354           | 26             | 470           |  |
| 51                                                       | 39          | 354           | 26             | 470           |  |
| 48                                                       | 37          | 331           | 24             | 440           |  |
| 43                                                       | 33          | 300           | 22             | 398           |  |
| 341                                                      | 261         | 2,361         | 172            | 3,135         |  |

| Cases Sold Per Distribution Point Year One               |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 6 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 14                                                       | 10          | 17            | 7              | 49            |  |
| 10                                                       | 7           | 12            | 5              | 35            |  |
| 29                                                       | 22          | 36            | 15             | 101           |  |
| 62                                                       | 47          | 77            | 32             | 218           |  |
| 54                                                       | 40          | 66            | 27             | 187           |  |
| 169                                                      | 126         | 209           | 85             | 589           |  |

| Revenue Year One |             |               |                |               |       | Hourly Comp |          |  |
|------------------|-------------|---------------|----------------|---------------|-------|-------------|----------|--|
| \$252.00         |             |               |                |               |       | \$25        |          |  |
| Bars             | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours | Commission  |          |  |
| \$16,497         | \$12,593    | \$114,079     | \$8,317        | \$151,486     | \$0   | \$18,178    | \$18,178 |  |
| \$20,733         | \$15,826    | \$143,368     | \$10,452       | \$190,379     | \$0   | \$22,846    | \$22,846 |  |
| \$12,898         | \$9,846     | \$89,190      | \$6,502        | \$118,436     | \$0   | \$14,212    | \$14,212 |  |
| \$12,898         | \$9,846     | \$89,190      | \$6,502        | \$118,436     | \$0   | \$14,212    | \$14,212 |  |
| \$12,071         | \$9,214     | \$83,470      | \$6,085        | \$110,841     | \$0   | \$13,301    | \$13,301 |  |
| \$10,935         | \$8,347     | \$75,613      | \$5,513        | \$100,407     | \$0   | \$12,049    | \$12,049 |  |
| \$86,032         | \$65,671    | \$594,911     | \$43,372       | \$789,986     | \$0   | \$55,236    | \$94,798 |  |

| Revenue Year One |             |               |                |               |       | Hours       | Commission | Total GGG |
|------------------|-------------|---------------|----------------|---------------|-------|-------------|------------|-----------|
| Bars             | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours | Commission  | Total GGG  |           |
| \$3,513          | \$2,628     | \$4,343       | \$1,772        | \$12,256      | \$0   | \$1,470.69  | \$1,471    |           |
| \$2,512          | \$1,879     | \$3,104       | \$1,266        | \$8,761       | \$0   | \$1,051.32  | \$1,051    |           |
| \$7,209          | \$5,437     | \$8,984       | \$3,665        | \$25,355      | \$0   | \$3,042.62  | \$3,043    |           |
| \$15,744         | \$11,777    | \$19,460      | \$7,909        | \$54,900      | \$0   | \$6,590.34  | \$6,590    |           |
| \$13,516         | \$10,111    | \$16,706      | \$6,815        | \$47,148      | \$0   | \$5,657.81  | \$5,658    |           |
| \$42,555         | \$31,832    | \$52,597      | \$21,457       | \$148,440     | \$0   | \$17,812.78 | \$17,813   |           |

Sales Markets by DMA Year Three



California

| DMA's                                            | On-Premise |             | Off-Premise   |                | Totals per SP |
|--------------------------------------------------|------------|-------------|---------------|----------------|---------------|
|                                                  | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Los Angeles BM, LB, Pasadena, Downtown           | 3,257,017  | 274         | 313           | 1,135          | 414           |
| Inland Empire / Palm Springs                     | 3,257,017  | 274         | 313           | 1,135          | 414           |
| Los Angeles 2 / Fresno / Bakersfield / SF Valley | 3,257,017  | 274         | 313           | 1,135          | 414           |
| San Francisco                                    | 6,322,708  | 531         | 608           | 2,204          | 803           |
| Oakland                                          | 1,915,530  | 85          | 95            | 354            | 129           |
| San Jose                                         | 1,652,550  | 142         | 163           | 590            | 215           |
| Orange County                                    | 3,168,000  | 266         | 305           | 1,104          | 402           |
| San Diego                                        | 2,859,800  | 241         | 276           | 1,000          | 365           |
|                                                  | 39,613,485 | 2,087       | 2,389         | 8,657          | 3,156         |

Florida

| Population                              | On-Premise |             | Off-Premise   |                | Totals per SP |
|-----------------------------------------|------------|-------------|---------------|----------------|---------------|
|                                         | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| Panama City / Tallahassee / Gainesville | 525,510    | 44          | 50            | 33             | 67            |
| Tampa Bay / FT Myers                    | 3,255,150  | 273         | 307           | 203            | 414           |
| Miami                                   | 4,132,100  | 347         | 389           | 257            | 526           |
| West Palm Beach                         | 794,310    | 67          | 75            | 49             | 101           |
| Orlando / Jacksonville                  | 2,566,870  | 216         | 242           | 160            | 326           |
|                                         | 21,944,577 | 947         | 1,063         | 762            | 1,432         |

New York / New Jersey

| Population                                                                        | On-Premise |             | Off-Premise   |                | Totals per SP |
|-----------------------------------------------------------------------------------|------------|-------------|---------------|----------------|---------------|
|                                                                                   | Bars       | Restaurants | Liquor Stores | Grocery Stores |               |
| New Jersey 1                                                                      | 4,437,260  | 145         | 150           | 356            | 177           |
| New Jersey 2                                                                      | 4,437,260  | 145         | 150           | 356            | 177           |
| NYC 1 / Manhattan                                                                 | 6,313,733  | 207         | 213           | 506            | 252           |
| NYC 2 / Brooklyn / New Jersey                                                     | 6,313,733  | 207         | 213           | 506            | 252           |
| NYC 3 / Long Island                                                               | 6,313,733  | 207         | 213           | 506            | 252           |
| Buffalo / Rochester / Elmira / Syracuse / Binghamton / Utica / Watertown / Albany | 2,277,270  | 75          | 77            | 183            | 91            |
|                                                                                   | 28,174,561 | 986         | 1017          | 2414           | 1203          |
|                                                                                   | 89,732,571 | 4,019       | 4,469         | 11,773         | 5,791         |

| Grand Totals | Bars         | Restaurants  | Liquor Stores | Grocery Stores |                |
|--------------|--------------|--------------|---------------|----------------|----------------|
| CA           | \$143,082.82 | \$136,525.44 | \$692,894.15  | \$180,332.76   | \$1,152,534.87 |
| NY/NJ        | \$59,620.98  | \$61,529.85  | \$182,490.11  | \$54,571.77    | \$358,212.72   |
| FL           | \$85,912.83  | \$80,331.12  | \$74,330.47   | \$108,296.44   | \$348,870.86   |
| Totals       | \$288,616.33 | \$278,386.42 | \$949,414.73  | \$343,200.97   | \$1,699,618.45 |

| Sales Comp |              |        |
|------------|--------------|--------|
| CA         | \$138,304.18 | 12.00% |
| NY         | \$42,985.53  | 12.00% |
| FL         | \$41,864.50  | 12.00% |
| Totals     | \$223,154.21 | 12.00% |

| Cases  | Sales Contractors | Pallets |
|--------|-------------------|---------|
| 7,059  | 8                 | 99      |
| 298    | 5                 |         |
| 1,384  | 6                 |         |
| 52,450 | 19                |         |

Distribution Points Year Three

| 6.00% |             | 5.00%         |                | 7.00%         |      | 5.00%       |               |
|-------|-------------|---------------|----------------|---------------|------|-------------|---------------|
| Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Bars | Restaurants | Liquor Stores |
| 16    | 16          | 79            | 21             | 132           | 116  | 110         | 556           |
| 16    | 16          | 79            | 21             | 132           | 116  | 110         | 556           |
| 16    | 16          | 79            | 21             | 132           | 116  | 110         | 556           |
| 32    | 30          | 154           | 40             | 257           | 223  | 213         | 1,080         |
| 5     | 5           | 25            | 6              | 41            | 36   | 34          | 173           |
| 9     | 8           | 41            | 11             | 69            | 60   | 57          | 289           |
| 16    | 15          | 77            | 20             | 129           | 112  | 107         | 541           |
| 14    | 14          | 70            | 18             | 117           | 101  | 97          | 490           |
| 125   | 119         | 606           | 158            | 1008          | 876  | 836         | 4,242         |

Distribution Points Year Three

| 6.00% |             | 5.00%         |                | 7.00%         |      | 5.00%       |               |
|-------|-------------|---------------|----------------|---------------|------|-------------|---------------|
| Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Bars | Restaurants | Liquor Stores |
| 3     | 2           | 2             | 3              | 11            | 16   | 15          | 14            |
| 16    | 15          | 14            | 21             | 67            | 98   | 92          | 85            |
| 21    | 19          | 18            | 26             | 85            | 125  | 117         | 108           |
| 4     | 4           | 3             | 5              | 16            | 24   | 22          | 21            |
| 13    | 12          | 11            | 16             | 53            | 78   | 73          | 67            |
| 57    | 53          | 49            | 72             | 231           | 341  | 319         | 295           |

Distribution Points Year One

| 4.00% |             | 4.00%         |                | 5.00%         |      | 3.00%       |               |
|-------|-------------|---------------|----------------|---------------|------|-------------|---------------|
| Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Bars | Restaurants | Liquor Stores |
| 6     | 6           | 18            | 5              | 35            | 35   | 36          | 107           |
| 6     | 6           | 18            | 5              | 35            | 35   | 36          | 107           |
| 8     | 9           | 25            | 8              | 50            | 50   | 51          | 152           |
| 8     | 9           | 25            | 8              | 50            | 50   | 51          | 152           |
| 3     | 3           | 9             | 3              | 15            | 18   | 18          | 55            |
| 39    | 41          | 121           | 36             | 237           | 237  | 244         | 724           |

Cases Sold Per Distribution Point Year One

| 7 Average cases purchased by distribution point per year |             | 7 Average cases purchased by distribution point per year |                | 7 Average cases purchased by distribution point per year |      | 7 Average cases purchased by distribution point per year |               |
|----------------------------------------------------------|-------------|----------------------------------------------------------|----------------|----------------------------------------------------------|------|----------------------------------------------------------|---------------|
| Bars                                                     | Restaurants | Liquor Stores                                            | Grocery Stores | Totals per SP                                            | Bars | Restaurants                                              | Liquor Stores |
| 116                                                      | 110         | 556                                                      | 145            | 926                                                      | 116  | 110                                                      | 556           |
| 116                                                      | 110         | 556                                                      | 145            | 926                                                      | 116  | 110                                                      | 556           |
| 116                                                      | 110         | 556                                                      | 145            | 926                                                      | 116  | 110                                                      | 556           |
| 223                                                      | 213         | 1,080                                                    | 281            | 1,797                                                    | 223  | 213                                                      | 1,080         |
| 36                                                       | 34          | 173                                                      | 45             | 289                                                      | 36   | 34                                                       | 173           |
| 60                                                       | 57          | 289                                                      | 75             | 481                                                      | 60   | 57                                                       | 289           |
| 112                                                      | 107         | 541                                                      | 141            | 900                                                      | 112  | 107                                                      | 541           |
| 101                                                      | 97          | 490                                                      | 128            | 816                                                      | 101  | 97                                                       | 490           |
| 876                                                      | 836         | 4,242                                                    | 1,104          | 7,059                                                    | 876  | 836                                                      | 4,242         |

6 Average cases purchased by distribution point per year

| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours       | Commission  | Total GGG   |
|------|-------------|---------------|----------------|---------------|-------------|-------------|-------------|
| 16   | 15          | 14            | 20             | 65            | \$4,004.64  | \$3,744.46  | \$3,464.75  |
| 98   | 92          | 85            | 124            | 400           | \$24,805.81 | \$23,194.19 | \$21,461.60 |
| 125  | 117         | 108           | 158            | 507           | \$31,488.99 | \$29,442.79 | \$27,243.44 |
| 24   | 22          | 21            | 30             | 98            | \$6,053.02  | \$5,656.76  | \$5,236.98  |
| 78   | 73          | 67            | 98             | 315           | \$19,580.78 | \$18,289.93 | \$16,923.69 |
| 341  | 319         | 295           | 430            | 1,384         | \$85,912.83 | \$80,331.12 | \$74,330.47 |

6 Average cases purchased by distribution point per year

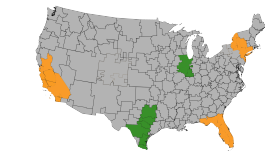
| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours       | Commission  | Total GGG    |
|------|-------------|---------------|----------------|---------------|-------------|-------------|--------------|
| 35   | 36          | 107           | 32             | 210           | \$8,791.21  | \$9,072.68  | \$26,908.46  |
| 35   | 36          | 107           | 32             | 210           | \$8,791.21  | \$9,072.68  | \$26,908.46  |
| 50   | 51          | 152           | 45             | 298           | \$12,508.93 | \$12,909.42 | \$38,287.78  |
| 50   | 51          | 152           | 45             | 298           | \$12,508.93 | \$12,909.42 | \$38,287.78  |
| 18   | 18          | 55            | 16             | 108           | \$4,511.78  | \$4,656.24  | \$13,809.84  |
| 237  | 244         | 724           | 217            | 1,421         | \$59,620.98 | \$61,529.85 | \$182,490.11 |

| Revenue Year One |              | Hours         |                | Commission     |       | Total GGG    |           |
|------------------|--------------|---------------|----------------|----------------|-------|--------------|-----------|
| Bars             | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP  | Hours | Commission   | Total GGG |
| \$28,956.70      | \$27,629.70  | \$140,165.56  | \$36,495.32    | \$233,247.28   | \$0   | \$27,989.67  | \$27,990  |
| \$28,956.70      | \$27,629.70  | \$140,165.56  | \$36,495.32    | \$233,247.28   | \$0   | \$27,989.67  | \$27,990  |
| \$28,956.70      | \$27,629.70  | \$140,165.56  | \$36,495.32    | \$233,247.28   | \$0   | \$27,989.67  | \$27,990  |
| \$96,212.41      | \$53,636.35  | \$272,097.45  | \$70,846.81    | \$492,793.03   | \$0   | \$54,335.16  | \$54,335  |
| \$9,028.63       | \$8,514.87   | \$43,702.29   | \$11,379.15    | \$72,725.94    | \$0   | \$8,727.11   | \$8,727   |
| \$15,047.72      | \$14,358.12  | \$72,838.81   | \$18,965.25    | \$121,209.91   | \$0   | \$14,545.19  | \$14,545  |
| \$28,165.29      | \$26,874.56  | \$136,334.74  | \$35,497.87    | \$226,872.46   | \$0   | \$27,224.70  | \$27,225  |
| \$25,514.13      | \$24,344.89  | \$123,901.71  | \$32,156.50    | \$205,917.23   | \$0   | \$24,662.07  | \$24,662  |
| \$143,082.82     | \$136,525.44 | \$692,894.15  | \$180,332.76   | \$1,152,534.87 | \$0   | \$138,304.18 | \$138,304 |

| Bars        | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours | Commission  | Total GGG |
|-------------|-------------|---------------|----------------|---------------|-------|-------------|-----------|
| \$4,004.64  | \$3,744.46  | \$3,464.75    | \$5,048.00     | \$16,261.85   | \$0   | \$1,951.42  | \$1,951   |
| \$24,805.81 | \$23,194.19 | \$21,461.60   | \$31,268.67    | \$100,730.27  | \$0   | \$12,087.63 | \$12,088  |
| \$31,488.99 | \$29,442.79 | \$27,243.44   | \$39,062.57    | \$127,067.39  | \$0   | \$15,344.09 | \$15,344  |
| \$6,053.02  | \$5,656.76  | \$5,236.98    | \$7,630.07     | \$24,576.84   | \$0   | \$2,949.58  | \$2,950   |
| \$19,580.78 | \$18,289.93 | \$16,923.69   | \$24,657.12    | \$79,431.52   | \$0   | \$9,531.78  | \$9,532   |
| \$85,912.83 | \$80,331.12 | \$74,330.47   | \$108,296.44   | \$348,870.86  | \$0   | \$41,864.50 | \$41,865  |

| Bars        | Restaurants | Liquor Stores | Grocery Stores | Totals per SP | Hours | Commission  | Total GGG |
|-------------|-------------|---------------|----------------|---------------|-------|-------------|-----------|
| \$8,791.21  | \$9,072.68  | \$26,908.46   | \$8,046.70     | \$52,819.04   | \$0   | \$6,338.29  | \$6,338   |
| \$8,791.21  | \$9,072.68  | \$26,908.46   | \$8,046.70     | \$52,819.04   | \$0   | \$6,338.29  | \$6,338   |
| \$12,508.93 | \$12,909.42 | \$38,287.78   | \$11,449.56    | \$75,155.69   | \$0   | \$9,018.68  | \$9,019   |
| \$12,508.93 | \$12,909.42 | \$38,287.78   | \$11,449.56    | \$75,155.69   | \$0   | \$9,018.68  | \$9,019   |
| \$4,511.78  | \$4,656.24  | \$13,809.84   | \$4,129.69     | \$27,107.54   | \$0   | \$3,252.91  | \$3,253   |
| \$59,620.98 | \$61,529.85 | \$182,490.11  | \$54,871.77    | \$348,512.72  | \$0   | \$42,985.53 | \$42,986  |

Sales Markets by DMA Year Three



| Grand Totals | Bars         | Restaurants  | Liquor Stores  | Grocery Stores |                |
|--------------|--------------|--------------|----------------|----------------|----------------|
| CA           | \$177,811.20 | \$203,595.12 | \$1,307,855.75 | \$268,923.28   | \$1,978,265.35 |
| NY, NJ       | \$173,884.52 | \$179,482.07 | \$851,620.53   | \$212,223.55   | \$1,417,200.68 |
| FL           | \$167,052.73 | \$187,439.28 | \$247,768.22   | \$252,691.68   | \$854,951.92   |
| IL           | \$308,924.68 | \$171,624.82 | \$343,249.64   | \$68,849.93    | \$892,449.07   |
| TX           | \$163,526.36 | \$76,495.25  | \$157,625.04   | \$48,111.22    | \$445,757.86   |
| Totals       | \$991,209.49 | \$818,616.55 | \$2,528,199.18 | \$650,595.67   | \$5,989,624.88 |

| Sales Comp |              | Cases  |
|------------|--------------|--------|
| CA         | \$285,391.94 | 14.43% |
| NY         | \$59,680.71  | 4.21%  |
| FL         | \$222,594.23 | 26.04% |
| IL         | \$179,094    | 20.07% |
| TX         | \$101,491    | 22.77% |
| Totals     | \$848,291.61 | 16.18% |

| Sales Contractors | Pallets |
|-------------------|---------|
| 8                 | 272     |
| 5                 |         |
| 6                 |         |
| 19                |         |

| California                           | DMA's      | On-Premise  | Off-Premise   |                |
|--------------------------------------|------------|-------------|---------------|----------------|
|                                      | Bars       | Restaurants | Liquor Stores | Grocery Stores |
| Los Angeles 1                        | 3,000,000  | 252         | 289           | 1,046          |
| Inland Empire / Palm Springs         | 3,000,000  | 252         | 289           | 1,046          |
| Los Angeles 2 / Fresno / Bakersfield | 3,000,000  | 252         | 289           | 1,046          |
| San Francisco                        | 3,000,000  | 252         | 289           | 1,046          |
| Oakland                              | 1,000,000  | 84          | 96            | 349            |
| San Jose                             | 1,000,000  | 84          | 96            | 349            |
| Orange County                        | 3,168,000  | 266         | 305           | 1,104          |
| San Diego                            | 2,841,000  | 239         | 273           | 990            |
| Totals                               | 39,613,493 | 1,681       | 1,824         | 6,973          |

| Florida                                 | Population | On-Premise  | Off-Premise   |                |
|-----------------------------------------|------------|-------------|---------------|----------------|
|                                         | Bars       | Restaurants | Liquor Stores | Grocery Stores |
| Panama City / Tallahassee / Gainesville | 525,510    | 44          | 50            | 33             |
| Tampa Bay / FT Myers                    | 3,255,150  | 273         | 307           | 203            |
| Miami                                   | 4,132,100  | 347         | 389           | 257            |
| West Palm Beach                         | 794,310    | 67          | 75            | 49             |
| Orlando / Jacksonville                  | 2,566,870  | 216         | 242           | 160            |
| Totals                                  | 21,544,877 | 947         | 1,063         | 702            |

| New York / New Jersey                                                             | Population | On-Premise  | Off-Premise   |                |
|-----------------------------------------------------------------------------------|------------|-------------|---------------|----------------|
|                                                                                   | Bars       | Restaurants | Liquor Stores | Grocery Stores |
| New Jersey 1                                                                      | 4,437,260  | 145         | 150           | 356            |
| New Jersey 2                                                                      | 4,437,260  | 145         | 150           | 356            |
| NYC 1 / Manhattan                                                                 | 6,313,733  | 207         | 213           | 506            |
| NYC 2 / Brooklyn / New Jersey                                                     | 6,313,733  | 207         | 213           | 506            |
| NYC 3 / Long Island                                                               | 6,313,733  | 207         | 213           | 506            |
| Buffalo / Rochester / Elmira / Syracuse / Binghamton / Utica / Watertown / Albany | 2,277,270  | 75          | 77            | 183            |
| Totals                                                                            | 28,174,501 | 986         | 1017          | 2414           |

| Illinois                                                             | Population | On-Premise  | Off-Premise   |                |
|----------------------------------------------------------------------|------------|-------------|---------------|----------------|
|                                                                      | Bars       | Restaurants | Liquor Stores | Grocery Stores |
| Chicago 1                                                            | 3,989,200  | 858         | 404           | 421            |
| Chicago 2                                                            | 3,989,200  | 858         | 404           | 421            |
| Decatur / Rock Island / Rockford / Bloomington / Peoria / Evansville | 1,072,110  | 231         | 109           | 113            |
| Totals                                                               | 12,569,321 | 1,946       | 918           | 955            |

| Texas                                  | Population | On-Premise  | Off-Premise   |                |
|----------------------------------------|------------|-------------|---------------|----------------|
|                                        | Bars       | Restaurants | Liquor Stores | Grocery Stores |
| Dallas Fort Worth / Waco / Tyler       | 6,198,600  | 595         | 501           | 516            |
| Austin / San Antonio                   | 4,530,800  | 435         | 366           | 377            |
| Houston / Corpus Christi / Brownsville | 5,926,700  | 587         | 477           | 492            |
| Totals                                 | 26,736,311 | 1,597       | 1,345         | 1,385          |

| Distribution Points Year One | 10.00%      | 10%           | 18.00%         | 10.00%        |      |
|------------------------------|-------------|---------------|----------------|---------------|------|
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |      |
| 25                           | 29          | 188           | 38             | 280           |      |
| 25                           | 29          | 188           | 38             | 280           |      |
| 25                           | 29          | 188           | 38             | 280           |      |
| 8                            | 10          | 63            | 13             | 93            |      |
| 8                            | 10          | 63            | 13             | 93            |      |
| 27                           | 30          | 199           | 40             | 296           |      |
| 24                           | 27          | 178           | 36             | 268           |      |
| Totals                       | 168         | 192           | 1255           | 254           | 1870 |

| Distribution Points Year One | 10.00%      | 10.00%        | 20.00%         | 10.00%        |     |
|------------------------------|-------------|---------------|----------------|---------------|-----|
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |     |
| 4                            | 5           | 7             | 7              | 23            |     |
| 27                           | 31          | 41            | 41             | 140           |     |
| 35                           | 39          | 51            | 53             | 178           |     |
| 7                            | 7           | 10            | 10             | 34            |     |
| 22                           | 24          | 32            | 33             | 110           |     |
| Totals                       | 95          | 106           | 140            | 143           | 485 |

| Distribution Points Year One | 9.00%       | 5.00%         | 10.00%         | 2.00%         |     |
|------------------------------|-------------|---------------|----------------|---------------|-----|
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |     |
| 77                           | 43          | 86            | 17             | 223           |     |
| 77                           | 43          | 86            | 17             | 223           |     |
| 21                           | 12          | 23            | 5              | 60            |     |
| Totals                       | 175         | 97            | 195            | 39            | 283 |

| Distribution Points Year One | 10.00%      | 10.00%        | 10.00%         | 10.00%        |     |
|------------------------------|-------------|---------------|----------------|---------------|-----|
| Bars                         | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |     |
| 54                           | 25          | 52            | 16             | 146           |     |
| 39                           | 18          | 38            | 12             | 107           |     |
| 51                           | 24          | 49            | 15             | 139           |     |
| Totals                       | 144         | 67            | 139            | 42            | 392 |

| Cases Sold Per Distribution Point Year One               |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 7 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 176                                                      | 202         | 1,317         | 267            | 1,963         |  |
| 176                                                      | 202         | 1,317         | 267            | 1,963         |  |
| 176                                                      | 202         | 1,317         | 267            | 1,963         |  |
| 176                                                      | 202         | 1,317         | 267            | 1,963         |  |
| 59                                                       | 67          | 439           | 89             | 654           |  |
| 59                                                       | 67          | 439           | 89             | 654           |  |
| 186                                                      | 213         | 1,391         | 282            | 2,072         |  |
| 167                                                      | 191         | 1,248         | 253            | 1,859         |  |
| 3,685                                                    | 1,347       | 8,787         | 1,779          | 13,099        |  |

| Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|--------|-------------|---------------|----------------|---------------|
| 31     | 35          | 46            | 47             | 159           |
| 191    | 215         | 294           | 290            | 980           |
| 243    | 273         | 360           | 368            | 1,243         |
| 47     | 52          | 69            | 71             | 239           |
| 151    | 169         | 224           | 228            | 772           |
| Totals | 663         | 744           | 983            | 1,003         |

| Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|--------|-------------|---------------|----------------|---------------|
| 102    | 105         | 498           | 124            | 829           |
| 102    | 105         | 498           | 124            | 829           |
| 145    | 149         | 709           | 177            | 1,180         |
| 145    | 149         | 709           | 177            | 1,180         |
| 145    | 149         | 709           | 177            | 1,180         |
| 52     | 54          | 256           | 64             | 426           |
| Totals | 690         | 712           | 3,379          | 842           |

| Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|--------|-------------|---------------|----------------|---------------|
| 540    | 300         | 600           | 120            | 1,561         |
| 540    | 300         | 600           | 120            | 1,561         |
| 145    | 81          | 161           | 32             | 420           |
| Totals | 1,226       | 681           | 1,362          | 272           |

| Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|--------|-------------|---------------|----------------|---------------|
| 375    | 175         | 361           | 110            | 1022          |
| 274    | 128         | 264           | 81             | 747           |
| 387    | 187         | 344           | 105            | 924           |
| Totals | 1036        | 471           | 970            | 296           |

| Hourly Comp      |              |                |                |                |           |              |            |  |  |
|------------------|--------------|----------------|----------------|----------------|-----------|--------------|------------|--|--|
| \$25             |              |                |                |                |           |              |            |  |  |
| Revenue Year One |              |                |                | Hours          |           | Commission   |            |  |  |
| \$252.00         |              |                |                | 80             |           | 12%          |            |  |  |
| Bars             | Restaurants  | Liquor Stores  | Grocery Stores | Total per SP   | Hours     | Commission   | Total GIG  |  |  |
| \$44,452.80      | \$50,898.78  | \$331,983.94   | \$67,230.82    | \$44,566.34    | \$12,000  | \$59,347.96  | \$1,731.48 |  |  |
| \$44,452.80      | \$50,898.78  | \$331,983.94   | \$67,230.82    | \$44,566.34    | \$12,000  | \$59,347.96  | \$1,731.48 |  |  |
| \$44,452.80      | \$50,898.78  | \$331,983.94   | \$67,230.82    | \$44,566.34    | \$12,000  | \$59,347.96  | \$1,731.48 |  |  |
| \$44,452.80      | \$50,898.78  | \$331,983.94   | \$67,230.82    | \$44,566.34    | \$12,000  | \$59,347.96  | \$1,731.48 |  |  |
| \$14,817.60      | \$16,986.26  | \$110,661.31   | \$22,410.27    | \$14,855.45    | \$12,000  | \$19,782.65  | \$31,783   |  |  |
| \$14,817.60      | \$16,986.26  | \$110,661.31   | \$22,410.27    | \$14,855.45    | \$12,000  | \$19,782.65  | \$31,783   |  |  |
| \$46,942.16      | \$53,749.11  | \$350,575.04   | \$70,995.75    | \$46,971.45    | \$48,000  | \$62,002.52  | \$1,674.61 |  |  |
| \$42,096.80      | \$48,201.14  | \$314,388.79   | \$63,667.59    | \$42,154.32    | \$48,000  | \$56,202.52  | \$86,203   |  |  |
| \$177,811.20     | \$203,595.12 | \$1,327,935.75 | \$268,923.29   | \$1,974,265.35 | \$120,000 | \$237,391.84 | \$285,982  |  |  |

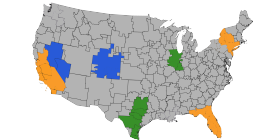
| Bars        | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP | Hours     | Commission   | Total GGG |
|-------------|--------------|---------------|----------------|---------------|-----------|--------------|-----------|
| \$7,786.80  | \$8,737.07   | \$11,549.17   | \$1,778.67     | \$39,851.71   | \$24,000  | \$4,782.21   | \$28,782  |
| \$48,233.51 | \$54,119.77  | \$71,538.67   | \$72,960.24    | \$246,852.19  | \$24,000  | \$29,622.26  | \$53,622  |
| \$61,227.80 | \$68,699.84  | \$90,811.47   | \$92,616.01    | \$313,355.12  | \$24,000  | \$37,602.61  | \$61,603  |
| \$11,769.77 | \$13,206.11  | \$17,456.61   | \$17,803.49    | \$60,235.98   | \$24,000  | \$7,228.32   | \$31,228  |
| \$38,034.85 | \$42,679.50  | \$56,412.29   | \$57,633.28    | \$194,659.92  | \$24,000  | \$23,358.83  | \$47,359  |
| Totals      | \$167,662.73 | \$187,439.28  | \$247,768.22   | \$252,691.68  | \$120,000 | \$162,594.23 | \$222,594 |

| Bars        | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP | Hours          | Commission  | Total GGG    |
|-------------|--------------|---------------|----------------|---------------|----------------|-------------|--------------|
| \$25,541.03 | \$26,461.97  | \$125,572.82  | \$31,292.71    | \$208,968.53  | \$24,000       | \$25,076.22 | \$49,076     |
| \$25,541.03 | \$26,461.97  | \$125,572.82  | \$31,292.71    | \$208,968.53  | \$24,000       | \$25,076.22 | \$49,076     |
| \$36,484.37 | \$37,652.48  | \$178,676.33  | \$44,526.08    | \$297,339.25  | \$24,000       | \$35,680.71 | \$59,681     |
| \$36,484.37 | \$37,652.48  | \$178,676.33  | \$44,526.08    | \$297,339.25  | \$24,000       | \$35,680.71 | \$59,681     |
| \$36,484.37 | \$37,652.48  | \$178,676.33  | \$44,526.08    | \$297,339.25  | \$24,000       | \$35,680.71 | \$59,681     |
| \$13,159.37 | \$13,560.69  | \$64,445.90   | \$16,099.60    | \$107,265.96  | \$24,000       | \$12,869.80 | \$36,870     |
| Totals      | \$173,884.52 | \$179,482.07  | \$851,620.53   | \$212,223.55  | \$1,417,200.68 | \$144,000   | \$170,064.08 |

| Bars         | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP | Hours        | Commission  | Total GGG    |
|--------------|--------------|---------------|----------------|---------------|--------------|-------------|--------------|
| \$136,164.96 | \$75,647.20  | \$151,294.40  | \$30,258.88    | \$393,365.44  | \$24,000     | \$47,203.85 | \$71,204     |
| \$136,164.96 | \$75,647.20  | \$151,294.40  | \$30,258.88    | \$393,365.44  | \$24,000     | \$47,203.85 | \$71,204     |
| \$36,594.76  | \$20,330.42  | \$40,660.84   | \$8,132.17     | \$105,718.19  | \$24,000     | \$12,686.18 | \$36,686     |
| Totals       | \$308,924.68 | \$171,624.82  | \$343,249.64   | \$68,849.93   | \$892,449.07 | \$72,000    | \$107,093.89 |

| Bars        | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP | Hours        | Commission  | Total GGG   |
|-------------|--------------|---------------|----------------|---------------|--------------|-------------|-------------|
| \$94,472.61 | \$44,192.02  | \$91,063.30   | \$27,794.86    | \$267,523.69  | \$24,000     | \$30,902.84 | \$54,903    |
| \$69,053.74 | \$32,302.34  | \$66,561.74   | \$20,316.36    | \$188,234.17  | \$24,000     | \$22,588.10 | \$46,588    |
| \$90,023.78 | \$42,111.82  | \$86,775.01   | \$26,485.97    | \$245,395.57  | \$24,000     | \$29,447.09 | \$53,448    |
| Totals      | \$163,526.36 | \$76,495.25   | \$157,625.04   | \$48,111.22   | \$445,757.86 | \$48,000    | \$53,490.94 |

Sales Markets by DMA Year Four



| Grand Totals | Bars           | Restaurants    | Liquor Stores  | Grocery Stores |                |
|--------------|----------------|----------------|----------------|----------------|----------------|
| CA           | \$243,855.36   | \$279,216.16   | \$1,686,387.62 | \$435,277.26   | \$2,635,816.40 |
| NY, NJ       | \$238,483.92   | \$246,119.41   | \$873,280.61   | \$339,557.69   | \$1,797,441.62 |
| FL           | \$229,100.89   | \$257,059.59   | \$283,163.68   | \$404,306.69   | \$1,173,630.85 |
| IL           | \$392,285.31   | \$392,285.31   | \$706,113.55   | \$235,371.18   | \$1,725,055.34 |
| TX           | \$207,662.52   | \$174,846.29   | \$234,267.22   | \$164,962.74   | \$877,738.77   |
| NV           | \$86,319.00    | \$18,083.52    | \$24,084.54    | \$18,316.25    | \$146,803.32   |
| CO           | \$126,418.86   | \$145,526.98   | \$489,355.20   | \$211,140.36   | \$981,442.40   |
| Totals       | \$1,824,116.85 | \$1,813,137.28 | \$4,495,822.41 | \$1,803,922.18 | \$9,336,896.70 |

| Sales Comp |                |        |
|------------|----------------|--------|
| CA         | \$364,753.97   | 13.82% |
| NY         | \$57,254.00    | 3.19%  |
| FL         | \$200,835.70   | 17.11% |
| IL         | \$279,127      | 16.17% |
| TX         | \$192,695      | 17.51% |
| NV         | \$4,616        | 28.35% |
| CO         | \$141,773      | 14.45% |
| Totals     | \$1,237,964.85 | 13.29% |

| Cases  |  |
|--------|--|
| 17,466 |  |
| 1,496  |  |
| 4,657  |  |
| 6,849  |  |
| 6,963  |  |
| 583    |  |
| 3,895  |  |
| 40,309 |  |

| Sales Contractors |  |
|-------------------|--|
| 8                 |  |
| 5                 |  |
| 6                 |  |
| 3                 |  |
| 3                 |  |
| 1                 |  |
| 1                 |  |
| 27                |  |

| Pallets |  |
|---------|--|
| 458     |  |
|         |  |
|         |  |
|         |  |
|         |  |
|         |  |
|         |  |
|         |  |

| California                           | DMA's      | On-Premise | Off-Premise |                                            |
|--------------------------------------|------------|------------|-------------|--------------------------------------------|
|                                      |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Los Angeles 1                        | 3,000,000  | 252        | 289         | 1,046 381 1,967                            |
| Inland Empire / Palm Springs         | 3,000,000  | 252        | 289         | 1,046 381 1,967                            |
| Los Angeles 2 / Fresno / Bakersfield | 3,000,000  | 252        | 289         | 1,046 381 1,967                            |
| San Francisco                        | 3,000,000  | 252        | 289         | 1,046 381 1,967                            |
| Oakland                              | 1,000,000  | 84         | 96          | 349 127 656                                |
| San Jose                             | 1,000,000  | 84         | 96          | 349 127 656                                |
| Orange County                        | 3,168,000  | 266        | 305         | 1,104 402 2,077                            |
| San Diego                            | 2,841,000  | 239        | 273         | 990 361 1,883                              |
|                                      | 39,613,493 | 1,681      | 1,924       | 6,973 2,542                                |

| Florida                                 | Population | On-Premise | Off-Premise |                                            |
|-----------------------------------------|------------|------------|-------------|--------------------------------------------|
|                                         |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Panama City / Tallahassee / Gainesville | 525,510    | 44         | 50          | 33 67 193                                  |
| Tampa Bay / FT Myers                    | 3,255,150  | 273        | 307         | 203 414 1,197                              |
| Miami                                   | 4,132,100  | 347        | 389         | 257 525 1,919                              |
| West Palm Beach                         | 794,310    | 67         | 75          | 49 101 292                                 |
| Orlando / Jacksonville                  | 2,666,870  | 216        | 242         | 160 326 944                                |
|                                         | 21,944,577 | 947        | 1,063       | 702 1,432                                  |

| New York / New Jersey                                                             | Population | On-Premise | Off-Premise |                                            |
|-----------------------------------------------------------------------------------|------------|------------|-------------|--------------------------------------------|
|                                                                                   |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| New Jersey 1                                                                      | 4,437,280  | 145        | 150         | 356 177 829                                |
| New Jersey 2                                                                      | 4,437,280  | 145        | 150         | 356 177 829                                |
| NYC 1/ Manhattan                                                                  | 6,313,733  | 207        | 213         | 506 252 1,179                              |
| NYC 2 / Brooklyn New Jersey                                                       | 6,313,733  | 207        | 213         | 506 252 1,179                              |
| NYC 3 / Long Island                                                               | 6,313,733  | 207        | 213         | 506 252 1,179                              |
| Buffalo / Rochester / Elmira / Syracuse / Binghamton / Utica / Watertown / Albany | 2,277,270  | 75         | 77          | 183 91 425                                 |
|                                                                                   | 28,174,891 | 986        | 1017        | 2414 1203                                  |

| Illinois                                                             | Population | On-Premise | Off-Premise |                                            |
|----------------------------------------------------------------------|------------|------------|-------------|--------------------------------------------|
|                                                                      |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Chicago 1                                                            | 3,989,200  | 858        | 404         | 421 507 2,190                              |
| Chicago 2                                                            | 3,989,200  | 858        | 404         | 421 507 2,190                              |
| Decatur / Rock Island / Rockford / Bloomington / Peoria / Evansville | 1,072,110  | 231        | 109         | 113 136 689                                |
|                                                                      | 12,669,321 | 1,946      | 918         | 955 1,151                                  |

| Texas                                  | Population | On-Premise | Off-Premise |                                            |
|----------------------------------------|------------|------------|-------------|--------------------------------------------|
|                                        |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Dallas Fort Worth / Waco / Tyler       | 6,198,600  | 595        | 501         | 516 788 2,400                              |
| Austin / San Antonio                   | 4,530,800  | 435        | 366         | 377 576 1,764                              |
| Houston / Corpus Christi / Brownsville | 5,505,700  | 927        | 477         | 492 751 2,287                              |
|                                        | 29,730,311 | 1,997      | 1,345       | 1,385 2,114                                |

| Nevada           | Population | On-Premise | Off-Premise |                                            |
|------------------|------------|------------|-------------|--------------------------------------------|
|                  |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Las Vegas / Reno | 3,185,786  | 714        | 289         | 159 404 1,576                              |

| Colorado                  | Population | On-Premise | Off-Premise |                                            |
|---------------------------|------------|------------|-------------|--------------------------------------------|
|                           |            | Bars       | Restaurants | Liquor Stores Grocery Stores Totals per SP |
| Denver / Colorado Springs | 5,893,634  | 784        | 602         | 1,236 748 3,369                            |

| Distribution Points Year | 12.00% | 12.00%      | 20.00%        | 14.00%         |               |
|--------------------------|--------|-------------|---------------|----------------|---------------|
|                          | Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                          | 30     | 35          | 209           | 53             | 327           |
|                          | 30     | 35          | 209           | 53             | 327           |
|                          | 30     | 35          | 209           | 53             | 327           |
|                          | 30     | 35          | 209           | 53             | 327           |
|                          | 10     | 12          | 70            | 18             | 109           |
|                          | 10     | 12          | 70            | 18             | 109           |
|                          | 32     | 37          | 221           | 56             | 346           |
|                          | 29     | 33          | 196           | 51             | 310           |
|                          | 202    | 231         | 1395          | 356            | 2183          |

| Distribution Points Year One | 12.00% | 12.00%      | 20.00%        | 14.00%         |               |
|------------------------------|--------|-------------|---------------|----------------|---------------|
|                              | Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                              | 5      | 6           | 7             | 9              | 27            |
|                              | 33     | 37          | 41            | 58             | 168           |
|                              | 42     | 47          | 51            | 74             | 213           |
|                              | 8      | 9           | 10            | 14             | 41            |
|                              | 26     | 29          | 32            | 46             | 133           |
|                              | 114    | 128         | 140           | 201            | 582           |

| Distribution Points Year One | 10.00% | 10.00%      | 18.00%        | 6.00%          |               |
|------------------------------|--------|-------------|---------------|----------------|---------------|
|                              | Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                              | 17     | 18          | 71            | 25             | 131           |
|                              | 17     | 18          | 71            | 25             | 131           |
|                              | 25     | 26          | 101           | 35             | 187           |
|                              | 25     | 26          | 101           | 35             | 187           |
|                              | 25     | 26          | 101           | 35             | 187           |
|                              | 9      | 9           | 37            | 13             | 67            |
|                              | 118    | 122         | 483           | 168            | 892           |

| Distribution Points Year One | 10.00% | 10.00%      | 18.00%        | 6.00%          |               |
|------------------------------|--------|-------------|---------------|----------------|---------------|
|                              | Bars   | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                              | 86     | 86          | 154           | 51             | 377           |
|                              | 86     | 86          | 154           | 51             | 377           |
|                              | 23     | 23          | 41            | 14             | 101           |
|                              | 165    | 165         | 300           | 117            | 475           |

| Distribution Points Second Year | 8.00% | 4.00%       | 10.00%        | 3.00%          |               |
|---------------------------------|-------|-------------|---------------|----------------|---------------|
|                                 | Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                                 | 60    | 50          | 93            | 47             | 260           |
|                                 | 43    | 37          | 68            | 35             | 183           |
|                                 | 87    | 48          | 89            | 45             | 289           |
|                                 | 160   | 134         | 249           | 127            |               |

| Distribution Points Second Year | 8.00% | 4.00%       | 10.00%        | 3.00%          |               |
|---------------------------------|-------|-------------|---------------|----------------|---------------|
|                                 | Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|                                 | 67    | 12          | 16            | 12             | 97            |

241,857

| Cases Sold Per Distribution Point                        |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 8 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 242                                                      | 277         | 1,673         | 427            | 2,619         |  |
| 242                                                      | 277         | 1,673         | 427            | 2,619         |  |
| 242                                                      | 277         | 1,673         | 427            | 2,619         |  |
| 242                                                      | 277         | 1,673         | 427            | 2,619         |  |
| 81                                                       | 92          | 558           | 142            | 873           |  |
| 81                                                       | 92          | 558           | 142            | 873           |  |
| 255                                                      | 293         | 1,767         | 451            | 2,766         |  |
| 229                                                      | 262         | 1,584         | 404            | 2,480         |  |
| 1,614                                                    | 1,847       | 11,158        | 2,947          | 17,466        |  |

| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|------|-------------|---------------|----------------|---------------|
| 42   | 48          | 52            | 75             | 217           |
| 262  | 295         | 324           | 463            | 1,344         |
| 333  | 374         | 412           | 588            | 1,707         |
| 64   | 72          | 79            | 113            | 328           |
| 207  | 232         | 256           | 365            | 1,060         |
| 909  | 1,020       | 1,124         | 1,604          | 4,657         |

| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|------|-------------|---------------|----------------|---------------|
| 140  | 144         | 569           | 199            | 1,052         |
| 140  | 144         | 569           | 199            | 1,052         |
| 199  | 205         | 810           | 283            | 1,496         |
| 199  | 205         | 810           | 283            | 1,496         |
| 199  | 205         | 810           | 283            | 1,496         |
| 72   | 74          | 292           | 102            | 540           |
| 946  | 977         | 3,862         | 1,347          | 7,133         |

| Bars  | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|-------|-------------|---------------|----------------|---------------|
| 686   | 686         | 1,235         | 412            | 3,019         |
| 686   | 686         | 1,235         | 412            | 3,019         |
| 184   | 184         | 332           | 111            | 811           |
| 1,567 | 1,567       | 2,802         | 934            | 6,844         |

| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |
|------|-------------|---------------|----------------|---------------|
| 476  | 401         | 743           | 378            | 1998          |
| 348  | 293         | 543           | 276            | 1460          |
| 454  | 382         | 708           | 360            | 1904          |
| 1278 | 1076        | 1995          | 1015           | 5364          |

| Cases Sold Per Distribution Second Year                  |             |               |                |               |  |
|----------------------------------------------------------|-------------|---------------|----------------|---------------|--|
| 6 Average cases purchased by distribution point per year |             |               |                |               |  |
| Bars                                                     | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
| 343                                                      | 72          | 96            | 73             | 583           |  |

| Bars | Restaurants | Liquor Stores | Grocery Stores | Totals per SP |  |
|------|-------------|---------------|----------------|---------------|--|
| 502  | 577         | 1,978         | 838            | 3,895         |  |

| Hourly Comp | \$25 |
|-------------|------|
|-------------|------|

| Revenue / Year | \$252.00     |                |                |                |          | Hours        | Commission |  |
|----------------|--------------|----------------|----------------|----------------|----------|--------------|------------|--|
|                |              |                |                |                |          | 80           | 12%        |  |
| Bar            | Restaurants  | Liquor Stores  | Grocery Stores | Totals per SP  | Hours    | Commission   | Total GGG  |  |
| \$60,963.84    | \$69,804.04  | \$421,566.90   | \$107,569.31   | \$659,904.10   | \$12,000 | \$7,188.449  | \$91,188   |  |
| \$60,963.84    | \$69,804.04  | \$421,566.90   | \$107,569.31   | \$659,904.10   | \$12,000 | \$7,188.449  | \$91,188   |  |
| \$60,963.84    | \$69,804.04  | \$421,566.90   | \$107,569.31   | \$659,904.10   | \$12,000 | \$7,188.449  | \$91,188   |  |
| \$60,963.84    | \$69,804.04  | \$421,566.90   | \$107,569.31   | \$659,904.10   | \$12,000 | \$7,188.449  | \$91,188   |  |
| \$20,321.28    | \$23,268.01  | \$140,522.30   | \$35,856.44    | \$219,968.03   | \$12,000 | \$2,686.16   | \$38,396   |  |
| \$20,321.28    | \$23,268.01  | \$140,522.30   | \$35,856.44    | \$219,968.03   | \$12,000 | \$2,686.16   | \$38,396   |  |
| \$64,377.62    | \$73,713.07  | \$445,174.65   | \$113,593.20   | \$696,875.73   | \$12,000 | \$8,623.05   | \$95,623   |  |
| \$57,732.76    | \$65,104.43  | \$399,223.86   | \$101,858.14   | \$624,928.18   | \$12,000 | \$7,991.50   | \$86,992   |  |
| \$243,855.36   | \$279,216.16 | \$1,686,267.62 | \$430,277.26   | \$2,639,616.40 | \$48,000 | \$316,763.97 | \$364,754  |  |

| Bars         | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP  | Hours    | Commission   | Total GGG |
|--------------|--------------|---------------|----------------|----------------|----------|--------------|-----------|
| \$10,679.04  | \$11,982.27  | \$13,199.05   | \$18,845.87    | \$54,706.23    | \$12,000 | \$6,564.75   | \$11,865  |
| \$66,148.81  | \$74,221.39  | \$81,758.48   | \$116,736.38   | \$338,865.07   | \$12,000 | \$40,663.81  | \$52,664  |
| \$83,969.56  | \$94,216.32  | \$103,784.54  | \$148,185.61   | \$430,156.03   | \$12,000 | \$51,618.80  | \$63,619  |
| \$16,141.40  | \$16,111.24  | \$19,950.41   | \$28,485.99    | \$82,688.64    | \$12,000 | \$9,922.64   | \$12,923  |
| \$52,162.08  | \$58,527.77  | \$64,471.19   | \$92,053.24    | \$267,214.29   | \$12,000 | \$32,065.71  | \$44,066  |
| \$229,100.89 | \$257,059.59 | \$283,163.68  | \$404,306.69   | \$1,173,630.85 | \$60,000 | \$140,836.70 | \$200,836 |

| Bars         | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP  | Hours    | Commission   | Total GGG |
|--------------|--------------|---------------|----------------|----------------|----------|--------------|-----------|
| \$35,164.04  | \$36,290.70  | \$143,511.80  | \$50,068.33    | \$265,035.67   | \$12,000 | \$31,804.28  | \$43,804  |
| \$35,164.04  | \$36,290.70  | \$143,511.80  | \$50,068.33    | \$265,035.67   | \$12,000 | \$31,804.28  | \$43,804  |
| \$50,035.70  | \$51,637.68  | \$204,201.52  | \$71,241.73    | \$377,116.63   | \$12,000 | \$45,254.00  | \$57,254  |
| \$50,035.70  | \$51,637.68  | \$204,201.52  | \$71,241.73    | \$377,116.63   | \$12,000 | \$45,254.00  | \$57,254  |
| \$18,047.14  | \$18,624.95  | \$73,652.46   | \$25,695.84    | \$138,220.38   | \$12,000 | \$16,322.45  | \$28,322  |
| \$238,483.92 | \$246,119.41 | \$873,280.61  | \$339,557.69   | \$1,797,441.62 | \$72,000 | \$216,692.99 | \$287,693 |

| Bars         | Restaurants  | Liquor Stores | Grocery Stores | Totals per SP  | Hours    | Commission   | Total GGG |
|--------------|--------------|---------------|----------------|----------------|----------|--------------|-----------|
| \$172,907.88 | \$172,907.88 | \$311,234.19  | \$103,744.73   | \$760,794.69   | \$24,000 | \$91,295.36  | \$115,295 |
| \$172,907.88 | \$172,907.88 | \$311,234.19  | \$103,744.73   | \$760,794.69   | \$24,000 | \$91,295.36  | \$115,295 |
| \$46,469.94  | \$46,469.94  | \$83,645.16   | \$27,881.72    | \$204,466.96   | \$24,000 | \$24,535.91  | \$48,536  |
| \$392,285.31 | \$392,285.31 | \$706,113.55  | \$235,371.18   | \$1,726,055.34 | \$72,000 | \$207,126.64 | \$279,127 |