

# 2025-2026

## CATEGORY PRODUCT SALES THRESHOLDS



This document provides an overview of ANBL's 2025-2026 Sales thresholds for core (TP/GL) products across all categories. The Category Team reviews the entire core portfolio each quarter, ranking products on category and subcategory sales performance as well as ANBL portfolio requirements and other criteria. ANBL shares the results by email with Suppliers/Agents.

### RANKING THRESHOLDS EXPLAINED:

**RED** = Products with 12-month sales below this amount do not meet minimum sales expectations. Action is required - after three consecutive rankings in red, the item will be removed from market following ANBL's delist process\*.

**GREEN** = Products with 12-month sales above this amount exceed top sales expectations. No action required - products over this green threshold are hitting optimal sales targets.

Products with 12-month sales landing between red and green amounts meet minimum sales expectations and will be coded YELLOW. Products in the yellow range should be supported with a goal of hitting green targets.

### KEY GUIDELINES:

- One-time listing (OT) products are not ranked against thresholds.
- Products are ranked against thresholds on sales revenue in ANBL's entire network (All channels of sale) over a rolling 12-month period. Sales through Manufacturers Agency Stores are not included.
- Beer, Wine, Spirits and Local products in market less than 9 months are exempt from product rankings. Cooler and Cider products are ranked incrementally each quarter based on Q1 release in market from point of release.
- Sales thresholds for products in the Grocery channel are identified where applicable.
- Categories with thresholds based on product price point are listed as retail price to consumer.

\*Cooler and Cider products are evaluated each quarter and can be eligible for delist during any quarter if they are in red.

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## CATEGORY RANKING THRESHOLDS - COOLERS & CIDERS



PACK SIZE	TIME FRAME	TARGET REVENUE
<b>ALL PRODUCTS &amp; SUBSETS 2100ML &amp; OVER</b>	<ul style="list-style-type: none"> <li>- Products (&gt;12 Months in market) will be ranked quarterly on a rolling 12 months of sales revenue.<sup>1</sup></li> <li>- Innovation products will be ranked after 6 months of sales revenue. Q1-Q2.<sup>2</sup></li> <li>- Products exceeding threshold will remain in market.</li> <li>- Products not exceeding threshold will be delisted.</li> </ul>	<sup>1</sup> \$208,762 <sup>2</sup> \$117,881
<b>ALL PRODUCTS AND SUBSETS UNDER 2100ML</b>	<ul style="list-style-type: none"> <li>- Innovation products will be ranked after 6 months of sales revenue. Q1-Q2.<sup>1</sup></li> <li>- Products (&gt;12 months in market) will be ranked quarterly on a rolling 12 months of sales revenue.<sup>2</sup></li> <li>- Products exceeding threshold will remain in market.</li> <li>- Products not exceeding threshold will be delisted.</li> </ul>	<sup>1</sup> \$51,271 <sup>2</sup> \$117,881
<b>GROCERY ALL PRODUCTS AND SUBSETS</b>	<ul style="list-style-type: none"> <li>- Any products currently in the grocery assortment will be ranked quarterly after 12 months in market.</li> <li>- Products not exceeding threshold will be delisted upon the next grocery planogram refresh.</li> </ul>	\$50,000

All rankings are evaluated on base revenue sales (excluding bottle deposit and taxes).

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## CATEGORY RANKING THRESHOLDS - SPIRITS



BRANDY/COGNAC			
375ml	GL	\$40,000	\$100,000
	TP	\$15,000	\$30,000
700/ 750ml	GL	\$40,000	\$100,000
	TP	\$15,000	\$30,000
1140ml	GL	\$110,000	\$140,000
	TP	\$60,000	\$90,000

VODKA			
FLAVOURED VODKA			
375ml	GL	\$70,000	\$150,000
	TP	\$40,000	\$60,000
700/ 750ml	GL	\$80,000	\$150,000
	TP	\$25,000	\$60,000
UNFLAVOURED VODKA			
375ml	GL	\$120,000	\$500,000
	TP	\$50,000	\$100,000
700/ 750ml	GL	\$125,000	\$400,000
	TP	\$30,000	\$75,000
1140ml	GL	\$150,000	\$400,000
	TP	\$35,000	\$75,000
1750ml	GL	\$200,000	\$700,000
	TP	\$80,000	\$180,000

LIQUEURS			
375ml	GL	\$50,000	\$200,000
	TP	\$15,000	\$40,000
700/ 750ml	GL	\$70,000	\$225,000
	TP	\$10,000	\$50,000
1140ml	GL	\$170,000	\$250,000
	TP	\$70,000	\$150,000
1750ml	GL	\$150,000	\$250,000
	TP	\$70,000	\$170,000
Premixed	GL	\$100,000	\$150,000
	TP	\$50,000	\$80,000

GIN			
375ml	GL	\$55,000	\$90,000
	TP	\$15,000	\$50,000
700/ 750ml	GL	\$50,000	\$150,000
	TP	\$15,000	\$40,000
1140ml	GL	\$150,000	\$250,000
	TP	\$80,000	\$120,000
1750ml	GL	\$130,000	\$200,000
	TP	\$80,000	\$120,000

TEQUILA			
100% AGAVE			
375ml	GL	\$50,000	\$75,000
	TP	\$30,000	\$45,000
700/ 750ml	GL	\$50,000	\$80,000
	TP	\$20,000	\$40,000
MIXTO			
375ml	GL	\$50,000	\$75,000
	TP	\$30,000	\$45,000
700/ 750ml	GL	\$50,000	\$80,000
	TP	\$20,000	\$40,000
1140ml	GL	\$100,000	\$150,000
	TP	\$60,000	\$90,000
1750	GL	\$100,000	\$150,000
	TP	\$50,000	\$80,000

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CATEGORY RANKING THRESHOLDS - SPIRITS

RUM			
AMBER			
375ml	GL	\$60,000	\$100,000
	TP	\$30,000	\$50,000
700/ 750ml	GL	\$60,000	\$130,000
	TP	\$20,000	\$50,000
1140ml	GL	\$110,000	\$200,000
	TP	\$70,000	\$120,000
1750ml	GL	\$180,000	\$350,000
	TP	\$130,000	\$180,000

RUM			
DARK			
375ml	GL	\$60,000	\$100,000
	TP	\$50,000	\$70,000
700/ 750ml	GL	\$50,000	\$120,000
	TP	\$15,000	\$50,000
1140ml	GL	\$75,000	\$150,000
	TP	\$50,000	\$70,000
1750ml	GL	\$130,000	\$160,000
	TP	\$80,000	\$120,000

RUM			
WHITE			
375ml	GL	\$120,000	\$200,000
	TP	\$70,000	\$100,000
700/ 750ml	GL	\$75,000	\$200,000
	TP	\$30,000	\$50,000
1140ml	GL	\$150,000	\$300,000
	TP	\$60,000	\$120,000
1750ml	GL	\$250,000	\$500,000
	TP	\$150,000	\$300,000

RUM			
FLAVOURED			
375ml	GL	\$75,000	\$150,000
	TP	\$20,000	\$50,000
700/ 750ml	GL	\$75,000	\$150,000
	TP	\$20,000	\$50,000
1140ml	GL	\$75,000	\$150,000
	TP	\$20,000	\$50,000

RUM			
SPICED			
375ml	GL	\$100,000	\$300,000
	TP	\$30,000	\$80,000
700/ 750ml	GL	\$100,000	\$300,000
	TP	\$40,000	\$120,000
1140ml	GL	\$150,000	\$225,000
	TP	\$75,000	\$120,000
1750ml	GL	\$150,000	\$300,000
	TP	\$80,000	\$110,000

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CATEGORY RANKING THRESHOLDS - SPIRITS

WHISKEY			
AMERICAN WHISKEY			
375ml	GL	\$50,000	\$70,000
	TP	\$25,000	\$40,000
700/ 750ml	GL	\$55,000	\$150,000
	TP	\$10,000	\$40,000
1140ml	GL	\$85,000	\$150,000
	TP	\$35,000	\$70,000

WHISKEY			
CANADIAN WHISKEY			
375ml	GL	\$125,000	\$225,000
	TP	\$50,000	\$100,000
700/ 750ml	GL	\$70,000	\$200,000
	TP	\$15,000	\$50,000
1140ml	GL	\$200,000	\$400,000
	TP	\$70,000	\$150,000
1750ml	GL	\$300,000	\$700,000
	TP	\$150,000	\$250,000

WHISKEY			
IRISH WHISKEY			
375ml	GL	\$40,000	\$75,000
	TP	\$20,000	\$35,000
700/ 750ml	GL	\$40,000	\$75,000
	TP	\$15,000	\$30,000
1140ml	GL	\$125,000	\$200,000
	TP	\$75,000	\$100,000
1750ml	GL	\$85,000	\$120,000
	TP	\$85,000	\$120,000

WHISKEY			
SINGLE MALT SCOTCH			
375ml	GL	\$60,000	\$80,000
	TP	\$40,000	\$60,000
700/ 750ml	GL	\$60,000	\$100,000
	TP	\$10,000	\$50,000
1140ml	GL	\$30,000	\$50,000
	TP	\$30,000	\$50,000

WHISKEY			
SCOTCH WHISKEY BLENDS			
375ml	GL	\$40,000	\$60,000
	TP	\$20,000	\$40,000
700/ 750ml	GL	\$50,000	\$100,000
	TP	\$15,000	\$40,000
1140ml	GL	\$75,000	\$150,000
	TP	\$50,000	\$80,000
1750ml	GL	\$70,000	\$100,000
	TP	\$70,000	\$100,000

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## CATEGORY RANKING THRESHOLDS - BEER

PACK SIZE	DOMESTIC ECONOMY	
15	\$161,726	\$457,927
24	\$204,989	\$495,318

PACK SIZE	DOMESTIC MAINSTREAM	
1	\$101,167	\$349,653
6	\$50,311	\$102,341
8	\$104,091	\$1,499,698
12	\$348,614	\$1,512,441
15	\$476,539	\$2,286,733
24	\$504,991	\$3,631,716

PACK SIZE	DOMESTIC PREMIUM	
1	\$44,514	\$64,996
4	\$44,514	\$72,280
6	\$80,238	\$137,488
8	\$131,233	\$278,892
12	\$112,331	\$402,932
15	\$124,986	\$411,161
24	\$253,886	\$1,577,398

PACK SIZE	DOMESTIC SPECIALTY BEER	
1	\$36,999	\$71,000
4	\$39,999	\$86,000
6	\$39,999	\$60,000
8	\$6,669	\$40,221
12	\$23,999	\$60,000
15	\$23,999	\$60,000

PACK SIZE	IMPORT	
1	\$10,821	\$109,534
4	\$38,539	\$64,694
6	\$43,319	\$117,385
8	\$21,023	\$350,000
12	\$28,922	\$362,521
24	\$150,000	\$277,147

\* All Economy 24C, Mainstream 24C and Premium 24C are currently exempt from the quarterly ranking process. Grocery rankings will take place quarterly. Planograms will be refreshed at the end of Q2 and Q4..

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## CATEGORY RANKING THRESHOLDS - WINE

IMPORT				
	UNDER \$25		OVER \$25	
ARGENTINA (750ML & 1L)	\$20,000	\$50,000	\$15,000	\$45,000
AUSTRALIA (750ML & 1L)	\$40,000	\$65,000	\$30,000	\$55,000
CHILE (750ML & 1L)	\$25,000	\$50,000	\$20,000	\$40,000
SPAIN (750ML & 1L)	\$20,000	\$50,000	\$15,000	\$40,000
ITALY (750ML & 1L)	\$30,000	\$65,000	\$20,000	\$55,000
FRANCE (750ML & 1L)	\$30,000	\$45,000	\$20,000	\$40,000
USA (750ML & 1L)	\$30,000	\$60,000	\$20,000	\$50,000
	ALL RETAILS			
PORTUGAL (750ML & 1L)	\$15,000	\$40,000		
GERMANY (750ML & 1L)	\$15,000	\$50,000		
SOUTH AFRICA (750ML & 1L)	\$25,000	\$50,000		
NEW ZEALAND (750ML & 1L)	\$30,000	\$50,000		
OTHER (750ML & 1L)	\$15,000	\$40,000		
ALL IMPORTS (1.5L'S)	\$50,000	\$100,000		

ADDITIONAL STYLES/FORMATS				
	UNDER \$25		OVER \$25	
SPARKLING (750ML & MULTIPACK)	\$60,000	\$90,000	\$45,000	\$70,000
	ALL RETAILS			
SPARKLING (1.5L'S)	\$85,000	\$100,000		
	3L		4L	
LARGE FORMAT	\$75,000	\$200,000	\$150,000	\$250,000
SMALL FORMAT	\$15,000	\$30,000		
APER, FRU, DES, FORT	\$20,000	\$30,000		
ROSE	\$40,000	\$80,000		
GROCERY (GROCERY SALES ONLY)	\$70,000	\$100,000		

DOMESTIC		
	UNDER \$20	
ALL DOMESTIC (750ML & 1L)	\$50,000	\$100,000
ALL DOMESTIC (1.5L'S)	\$70,000	\$125,000

DOMESTIC		
	OVER \$20	
ALL DOMESTIC (750ML & 1L)	\$20,000	\$30,000
ALL DOMESTIC (1.5L'S)		

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## CATEGORY RANKING THRESHOLDS - LOCAL



WINE		
Any Size	\$10,000	\$30,000

SPIRITS		
50ml - 499ml	\$10,000	\$30,000
500ml+	\$15,000	\$40,000

BEER		
NB CRAFT		
Single (<650ml)	\$35,000	\$60,000
4 Pack	\$40,000	\$60,000
6 Pack	\$40,000	\$70,000
8 Pack	\$40,000	\$75,000
12 Pack	\$75,000	\$100,000
24 Pack	\$75,000	\$150,000
Single Large Format (≥650ml)	\$10,000	\$15,000
NS + PEI CRAFT		
Single (any size)	\$45,000	\$70,000
4 pack	\$45,000	\$70,000
6, 8, or 12 pack	\$75,000	\$125,000

COOLERS		
NB LOCAL COOLERS		
Single (any size)	\$35,000	\$60,000
4-8 pack	\$50,000	\$100,000
12 pack	\$75,000	\$100,000

COOLERS		
NB LOCAL CIDER		
Single (<650ml)	\$20,000	\$50,000
4 pack	\$40,000	\$60,000
6-8 pack	\$50,000	\$75,000
12 pack	\$75,000	\$100,000
Single large format (≥650ml)	\$10,000	\$30,000



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CATEGORY RANKING THRESHOLDS - LOW/NON-ALC



LOW/NON-ALC
<ul style="list-style-type: none"><li>• All Products will be listed as TP unless otherwise specified.</li><li>• Products will be ranked quarterly on a rolling 6 months of sales revenue with a threshold of \$20,000 (\$40,000 annually)</li><li>• All rankings are evaluated on base revenue sales (excluding bottle deposit and taxes).</li><li>• Any product not meeting this threshold will be subject to delist.</li><li>• Low/Non-Alc products follow the same guidelines as our existing categories. Please refer to ANBL's Product Lifecycle Management Manual for portfolio reviews and SKU delisting process.</li></ul>