



NEW BRUNSWICK LIQUOR CORPORATION

ANNUAL PLAN

FISCAL 2020-2021



2020-2021 ANNUAL PLAN

	Page #
1. Strategic Plan	3
2. Strategic Goals	4
3. Budgeted Statement of Operations and Capital Budget	5



2020-2021 STRATEGIC PLAN

MISSION	To responsibly manage a successful business for the people of New Brunswick
VISION	To deliver the best value for your investment in us
STRATEGY	Financial High Performing Customer Centric Culture Corporate Responsibility



2020-2021 STRATEGIC GOALS

1. Revenue Growth & Cost Reduction
2. Focus Alignment & Accountability
3. Social Responsibility & Governance



NEW BRUNSWICK LIQUOR CORPORATION
BUDGETED STATEMENT OF OPERATIONS AND CAPITAL BUDGET
2020-2021

	<u>BUDGET</u> <u>2020 - 2021</u>	<u>BUDGETED</u> <u>PERCENTAGE</u> <u>OF SALES</u>	<u>GROSS</u> <u>PROFIT</u> <u>%</u>
Sales - Products			
Spirits	\$ 104,083,140	23.0%	
Wine	104,039,440	23.0%	
Beer	202,582,513	44.8%	
Coolers & Ciders	41,428,535	9.2%	
Non Liquor	<u>507,734</u>	<u>0.1%</u>	
Total Sales - Products	<u>452,641,362</u>	<u>100.0%</u>	
Cost of Goods Sold			
Spirits	37,532,550	8.3%	63.9%
Wine	39,430,948	8.7%	62.1%
Beer	111,749,352	24.7%	44.8%
Coolers & Ciders	18,622,111	4.1%	55.1%
Non Liquor	<u>264,022</u>	<u>0.1%</u>	<u>48.0%</u>
Total Cost of Sales - Products	<u>207,598,983</u>	<u>45.9%</u>	
Gross Profit - Product Sales	<u>245,042,379</u>	<u>54.1%</u>	
Other Income	2,790,360	0.6%	
Less: Commissions & Discounts	<u>9,838,368</u>	<u>2.2%</u>	
Net Revenue from Operations	<u>237,994,371</u>	<u>52.6%</u>	
Operating Expenses (net of Shared Services)	<u>56,841,230</u>	<u>12.6%</u>	
EBITDA	\$ 181,153,141	40.0%	
Non-Operating Expenses			
Depreciation and Amortization	10,529,471	2.3%	
Interest on Lease Obligation	<u>1,365,631</u>	<u>0.3%</u>	
Total Non-Operating Expenses	<u>11,895,102</u>	<u>2.6%</u>	
Net Income	\$ 169,258,039	37.4%	
Total Capital Budget Fiscal 2020-2021	\$ 7,657,491		