

APPENDIX A

Data Accuracy

The following information summarizes the source and accuracy of the data used for Annual Report performance measures.

Sales Data (goals 1, 3, 4)

Sales data for government liquor stores (GLSs) is collected from computerized point of sale cash register systems and stored in head office databases. Sales made directly to customers by agents on behalf of the Liquor Distribution Branch (LDB) are transmitted to the LDB and stored in databases. LDB financial statements are audited by the Auditor General's office annually.

Expense Data: (goals 1, 4)

LDB expense data is captured, stored and reported by the LDB's financial system. The LDB's financial statements are audited by the Auditor General's office annually.

Employee and Customer Surveys (goals 2, 3, 4, 5)

The LDB contracts with professional survey companies to ensure that survey results are statistically valid.

Distribution Centre Accuracy Rate

The accuracy of distribution centre orders is determined by random manual checks of orders that are ready for shipment.

2-ID Checking:

The LDB contracts with the Liquor Control and Licensing Branch to check GLS compliance with ID checking requirements by using mystery shoppers. A sample of GLSs is checked at least once per year.

Other Data (goals 3, 4, 5):

Measures — including “Number of LRSs receiving direct shipment”; and “Implementation of co-operative responsible-use beverage alcohol programs”—are counted and tracked manually.

APPENDIX B

Key Departmental Descriptions:

Retail Services

Retail Services includes Distribution, Store Operations, Purchasing, Marketing and Real Estate.

Distribution

Distribution is responsible for processing more than nine million cases of beverage alcohol annually through its two distribution centres located in Vancouver and Kamloops.

The department serves both retail and wholesale customers, which include government liquor stores, rural agency stores, licensee retail stores, private wine stores and three other liquor jurisdictions in northern Canada.

Store Operations

The Store Operations department manages 201 government liquor stores throughout the province and administers and supports customer service and sales activities within the stores, including the responsible retailing of beverage alcohol. The department also oversees the Rural Agency Store program.

Purchasing

Purchasing is responsible for purchasing beverage alcohol products that are approved for sale in British Columbia, and manages the inventory of products sold in LDB stores by monitoring daily market and sales trends in order to forecast inventory volume and prevent product stockouts.

Marketing

Marketing is responsible for product and event promotions in government liquor stores, and works with suppliers and manufacturers, as well as store staff, to provide feature products and product information to enhance customer service. Marketing also develops and publishes a monthly price list, the quarterly Taste magazine, the product content and information for www.bcliquorstores.com, and materials for the LDB's Social Responsibility programs.

Real Estate

The Real Estate department is responsible for the administration and maintenance of the LDB's leased and owned store premises, distribution centres and administrative offices. Real Estate is responsible for enhancing customer service by developing new store locations and upgrading existing properties.

Corporate Security

This department is responsible for developing, implementing and administering diverse and comprehensive security policies and programs. Corporate Security is also responsible for the LDB's Emergency Management and Business Continuity programs. Corporate Security optimizes protection of public financial assets, personnel and the general public.

Legal Services

The Legal Services department provides legal advice to the LDB and directs the Information and Privacy program. The responsibilities of the Information and Privacy Office include: responding to public requests for LDB business information; advising on privacy issues; administering, controlling and preserving LDB records; and providing a sales data service to LDB industry partners such as suppliers, agents, industry associations, private retailers and departments of government.

Corporate Policy

The Corporate Policy department researches and advises on corporate policy issues and works with other government organizations on cross-jurisdictional issues. The department is also responsible for Special Retail Programs and Communications.

Communications

Communications is responsible for internal and external communications, public relations and media relations. The department develops a variety of corporate publications, including public information materials and the LDB's annual reports and service plans.

Finance

The responsibilities of Finance include: the development and implementation of programs for effective financial control of assets, revenues and

expenditures; the preparation and monitoring of revenue, expense and capital budgets; accounting for and reporting on branch operations in accordance with generally accepted accounting principles; and the provision of financial analysis, information and advice as may be required by the LDB. As well as reporting on the LDB's financial performance, this department includes an audit division that ensures accountability to taxpayers and monitors LDB transactions with its business partners.

Information Services

The Information Services department supports the technology required to enable business processes, and provides information relevant to the LDB's business function and security. It assists in the identification of business requirements and provides cost-effective technical solutions in order to achieve organizational goals. This includes research, establishment of standards, procurement, deployment, sustainment and possible disposal of hardware and software plus other related supporting technologies.

Human Resources

This department provides human resources services related to recruitment and selection, employee training and development, labour relations, classification and compensation, leave and benefit administration, organizational development, occupational health and safety, employee counselling and human resources planning.

APPENDIX C

Executive Organization

LDB senior management, as of March 31, 2007, includes:

General Manager*
Jay Chambers

Executive Administrative Assistant
Cindy Dahlke

Executive Director, Finance*
Roger Bissoondatt

Executive Director, Retail Services*
Kelly Wilson

Legal Counsel*
Catherine Sloan

Executive Director, Human Resources*
Gordon Zelenika

Director, Information Services*
Don Farley

Director, Corporate Policy*
Gordon Hall

Director, Corporate Security*
Donna Morse

Director, Store Operations
Gary Branham

Director, Marketing
Jim Fraser

Director, Wholesale Business
Katharine Jowett

Director, Purchasing
Michael Procopio

Director, Real Estate
Bob Tougas

Director, Distribution
Don Wilcox

Chief Auditor
Rita Bittel

Manager, Communications
Michèle Green

* *Members of the Executive Management Committee*

APPENDIX D - UNAUDITED

BEER SALES BY COUNTRY OF ORIGIN - TOP 10

Dollar Sales (\$000s)

Category	2006/07	2005/06	2004/05	2003/04	\$ Change	% Change
					2006/07 vs 2005/06	2006/07 vs 2005/06
CANADA	872,020	841,932	832,842	787,279	30,088	3.6%
MEXICO	44,667	39,140	37,910	34,002	5,527	14.1%
UNITED STATES	33,900	30,649	31,458	29,644	3,251	10.6%
NETHERLANDS	27,621	21,250	18,104	16,719	6,371	30.0%
BELGIUM	22,702	18,065	13,052	8,345	4,638	25.7%
GERMANY	12,590	11,179	11,085	10,528	1,411	12.6%
IRELAND	11,718	9,950	9,031	8,646	1,768	17.8%
BRAZIL	6,656	4,050	5,195	5,359	2,607	64.4%
ENGLAND	3,251	2,724	2,485	2,407	527	19.4%
CZECH REPUBLIC	3,226	2,469	2,090	1,533	757	30.6%

Litre Sales (000s)

Category	2006/07	2005/06	2004/05	2003/04	Volume	% Change
					Change 2006/07 vs 2005/06	2006/07 vs 2005/06
CANADA	241,044	238,366	238,688	240,210	2,678	1.1%
MEXICO	9,590	8,365	8,116	7,398	1,225	14.6%
UNITED STATES	8,170	7,383	7,902	7,721	786	10.6%
NETHERLANDS	5,843	4,552	3,805	3,547	1,291	28.4%
BELGIUM	4,709	3,775	2,735	1,773	933	24.7%
GERMANY	2,971	2,687	2,665	2,592	284	10.6%
IRELAND	2,516	2,159	1,975	1,949	357	16.6%
BRAZIL	1,501	874	1,059	1,096	626	71.6%
DENMARK	783	715	498	305	69	9.6%
CZECH REPUBLIC	753	588	509	373	165	28.0%

IMPORTED BEER BRANDS - TOP 10

Dollar Sales (\$000s)

Brand Name	2006/07	2005/06	\$ Change	% Change
			vs Prev Year	vs Prev Year
CORONA EXTRA (Mexico)	39,797	35,370	4,427	12.5%
MILLER GENUINE DRAFT (United States)	29,730	27,231	2,499	9.2%
HEINEKEN LAGER (Netherlands)	21,684	17,273	4,412	25.5%
STELLA ARTOIS (Belgium)	21,053	16,694	4,359	26.1%
BRAHMA (Brazil)	6,682	428	6,255	1462.3%
BECKS (Germany)	4,933	4,284	649	15.2%
GUINNESS PUB DRAUGHT (Ireland)	4,132	3,679	453	12.3%
GUINNESS STOUT (Ireland)	3,543	2,842	701	24.7%
GROLSCH LAGER (Netherlands)	3,225	2,508	717	28.6%
WARSTEINER PREMIUM VERUM (Germany)	2,462	2,417	46	1.9%

SPIRIT SALES BY CATEGORY - TOP 10

Dollar Sales (\$000s)

Category	2006/07	2005/06	2004/05	2003/04	\$ Change	% Change
					2006/07 vs 2005/06	2006/07 vs 2005/06
VODKA	179,461	160,284	147,547	135,887	19,177	12.0%
WHISKY - CANADA	125,158	121,195	118,892	114,814	3,963	3.3%
LIQUEURS	109,406	98,894	92,422	84,597	10,512	10.6%
RUM	108,547	101,707	98,183	91,622	6,840	6.7%
WHISKY - SCOTCH	54,614	53,356	51,233	48,460	1,258	2.4%
GIN	32,467	30,975	30,338	28,105	1,492	4.8%
TEQUILA	17,122	13,773	11,979	10,098	3,349	24.3%
BRANDY	13,844	13,683	13,431	13,066	161	1.2%
WHISKY - OTHER	11,705	10,275	9,177	8,193	1,430	13.9%
COGNAC	4,135	4,227	3,961	3,858	-92	-2.2%

Litre Sales (000s)

Category	2006/07	2005/06	2004/05	2003/04	Volume	% Change
					Change 2006/07 vs 2005/06	2006/07 vs 2005/06
VODKA	7,050	6,566	6,153	5,825	485	7.4%
WHISKY - CANADA	4,781	4,779	4,725	4,681	2	0.0%
RUM	4,318	4,185	4,086	3,942	133	3.2%
LIQUEURS	3,629	3,349	3,152	2,993	280	8.3%
WHISKEY - SCOTCH	1,479	1,495	1,460	1,430	-16	-1.1%
GIN	1,219	1,193	1,169	1,110	26	2.2%
BRANDY	548	554	551	555	-6	-1.0%
TEQUILA	418	349	303	250	69	19.8%
WHISKEY - OTHERS	351	318	283	259	33	10.4%
COGNAC/ARMAGNAC	44	43	41	41	1	2.0%

SPIRIT BRANDS - TOP 10

Dollar Sales (\$000s)

Brand Name	2006/07	2005/06	\$ Change	% Change
			vs Prev Year	vs Prev Year
SMIRNOFF RED LABEL VODKA (Canada)	53,067	48,005	5,063	10.5%
BACARDI WHITE RUM (Canada)	35,830	34,373	1,457	4.24%
CROWN ROYAL CANADIAN WHISKY (Canada)	28,106	26,851	1,255	4.7%
WISERS DELUXE CANADIAN WHISKY (Canada)	19,258	18,218	1,040	5.7%
ALBERTA VODKA (Canada)	14,616	13,225	1,391	10.5%
BAILEYS ORIGINAL IRISH CREAM (Ireland)	14,375	13,156	1,219	9.3%
GIBSONS FINEST 12 Y.O. CANADIAN WHISKY (Canada)	13,789	12,494	1,295	10.4%
POLAR ICE VODKA (Canada)	13,787	12,216	1,570	12.9%
BOLS BOLSKAYA VODKA (Canada)	13,138	11,761	1,378	11.7%
CAPTAIN MORGAN - SPICED (Canada)	12,261	9,299	2,962	31.9%

TABLE WINE SALES BY COUNTRY OF ORIGIN - TOP 10

Dollar Sales (\$000s)

Category	2006/07	2005/06	2004/05	2003/04	\$ Change	% Change
					2006/07 vs 2005/06	2006/07 vs 2005/06
CANADA	274,941	248,778	222,845	193,790	26,163	10.5%
AUSTRALIA	124,880	111,392	100,281	76,382	13,487	12.1%
UNITED STATES	66,022	58,075	53,178	46,286	7,947	13.7%
ITALY	45,220	40,783	38,366	40,843	4,437	10.9%
FRANCE	38,768	32,248	30,771	32,102	6,520	20.2%
CHILE	32,487	29,692	28,073	27,836	2,795	9.4%
SOUTH AFRICA	12,991	11,863	9,990	7,419	1,129	9.5%
ARGENTINA	12,469	9,020	7,078	5,006	3,449	38.2%
SPAIN	9,431	7,790	6,251	5,709	1,641	21.1%
NEW ZEALAND	9,164	6,370	4,082	3,457	2,794	43.9%

Litre Sales (000s)

Category	2006/07	2005/06	2004/05	2003/04	Volume	% Change
					Change 2006/07 vs 2005/06	2006/07 vs 2005/06
CANADA	23,527	22,347	20,525	18,982	1,180	5.3%
AUSTRALIA	8,068	7,234	6,524	4,977	834	11.5%
UNITED STATES	4,645	4,268	4,080	3,463	377	8.8%
ITALY	3,094	2,954	2,881	3,325	140	4.8%
CHILE	2,756	2,624	2,517	2,531	132	5.0%
FRANCE	2,159	1,974	1,964	2,085	185	9.4%
SOUTH AFRICA	1,004	921	775	593	83	9.0%
ARGENTINA	969	762	630	438	207	27.2%
SPAIN	595	504	434	440	91	18.1%
GERMANY	458	422	413	437	35	8.4%

RED TABLE WINE BRANDS - TOP 10

Dollar Sales (\$000s)

Brand Name	2006/07	2005/06	\$ Change	% Change
			vs Prev Year	vs Prev Year
SHIRAZ - YELLOW TAIL (Australia)	10,505	10,581	-75	-0.7%
CABERNET SAUVIGNON - WOLF BLASS YELLOW LABEL (Australia)	4,915	5,402	-487	-9.0%
SAWMILL CREEK - BARREL SELECT MERLOT (Canada)	4,461	4,011	450	11.2%
JACKSON-TRIGGS - PROPRIETORS' SELECTION CAB. SAUVIGNON (Canada)	3,335	3,071	264	8.6%
MERLOT - YELLOW TAIL (Australia)	3,196	3,381	-185	-5.5%
SONORA RANCH MERLOT (Canada)	2,890	3,157	-267	-8.5%
MISSION RIDGE - PREMIUM DRY RED (Canada)	2,867	2,576	291	11.3%
DOMAINE D'OR - RED (Canada)	2,797	2,537	260	10.2%
CALONA - ROYAL RED (Canada)	2,770	2,677	93	3.5%
JACKSON-TRIGGS - PROPRIETORS' SELECTION MERLOT (Canada)	2,586	2,510	76	3.0%

WHITE TABLE WINE BRANDS - TOP 10

Dollar Sales (000s)				
Brand Name	2006/07	2005/06	\$ Change vs Prev Year	% Change vs Prev Year
SAWMILL CREEK - BARREL SELECT (Canada)	4,492	4,265	227	5.3%
CHARDONNAY - YELLOW TAIL (Australia)	4,036	3,692	344	9.3%
JACKSON TRIGGS - PROPRIETORS SELECTION SAUVIGNON BLANC (Canada)	4,009	3,657	352	9.6%
CHARDONNAY - LINDEMANS BIN 65(Australia)	3,301	3,480	-179	-5.1%
DOMAINE D'OR WHITE (Canada)	3,251	2,945	305	10.4%
JACKSON-TRIGGS - PROPRIETORS' SELECTION CHARDONNAY (Canada)	3,127	3,041	86	2.8%
SCHLOSS LADERHEIM (Canada)	3,063	3,232	-169	-5.2%
SONORA RANCH CHARDONNAY (Canada)	2,966	3,034	-69	-2.3%
SAWMILL CREEK - BARREL SELECT CHARDONNAY (Canada)	2,720	2,317	403	17.4%
SOLA (Canada)	2,706	2,683	23	0.9%

BRITISH COLUMBIA VQA TABLE WINES - TOP 10

Dollar Sales (\$000s)				
Brand Name	2006/07	2005/06	\$ Change vs Prev Year	% Change vs Prev Year
SUMAC RIDGE - PRIVATE RESERVE GEWURZTRAMINER	1,853	1,447	406	28.0%
BURROWING OWL - MERLOT	1,369	1,224	144	11.8%
MISSION HILL - FIVE VINEYARDS PINOT GRIGIO	1,258	1,320	-62	-4.7%
TINHORN CREEK - MERLOT	1,207	1,018	189	18.5%
SANDHILL - MERLOT	1,106	1,221	-115	-9.5%
MISSION HILL - FIVE VINEYARDS CABERNET MERLOT BIN 88	1,044	968	77	7.9%
OSOYOOS LAROSE	1,019	791	228	28.9%
TINHORN CREEK - PINOT NOIR	993	942	51	5.5%
GRAY MONK - LATITUDE FIFTY SELECT WHITE	986	880	106	12.1%
BLACK HILLS - NOTA BENE	960	733	227	30.9%

REFRESHMENT BRANDS - TOP 10

Dollar Sales (\$000s)				
Brand Name	2006/07	2005/06	\$ Change vs Prev Year	% Change vs Prev Year
SMIRNOFF - ICE	13,307	12,465	16,077	6.8%
GROWERS CIDER CO. - EXTRA DRY APPLE	4,924	4,555	3,946	8.1%
MIKE'S - HARD LEMONADE	3,677	3,399	3,100	8.2%
GROWERS CIDER CO. - NATURAL PEACH	3,547	3,554	3,468	-0.2%
BACARDI BREEZER - TROPICAL ORANGE SMOOTHIE	2,602	2,793	2,280	-6.8%
GROWERS CIDER CO. - RED RUBY GRAPEFRUIT	2,391	2,260	2,379	5.8%
MIKE'S - HARD CRANBERRY LEMONADE	2,119	1,990	2,147	6.5%
OKANAGAN PREMIUM - CRISP APPLE	2,007	1,933	312	3.8%
EXTRA - HARD GLACIER BERRY	1,768	1,700	2,308	4.0%
OKANAGAN PREMIUM - HARVEST PEAR	1,708	1,669	1,657	2.3%