

Litres and Tonnes + Sales by Brand and Channel

Sales by Brand & Channel

		FY23	FY24	FY25	FY26	FY27
		YE 2023 Mar.31	Apr/23-Mar/24	Apr/24-Mar/25	Apr/25-Mar/26	Apr/26-Mar/27
size						
LITRES of Wine						
Frisky White	0.75	7,797	6,641	7,453	9,301	10,482
Badass Baco	0.75	10,847	16,024	18,762	27,674	34,540
Blushing Beaver Rose	0.75	2,773	2,910	3,272	4,244	4,920
Pinot Party 3L	3.0	4,834	3,895	4,321	5,295	5,906
Beaver Party 750	0.75	4,874	2,335	2,593	3,171	3,529
Bubbly Beaver	0.75	4,874	7,110	8,406	12,642	15,925
Pink Blushing Bubbles	0.75	2,467	1,308	1,438	1,726	1,899
Ravishing Riesling	0.75	2,948	2,302	2,553	3,115	3,462
Frisky Chardonnay	0.75	0	955	1,050	1,261	1,387
Frisky Red	0.75	0	2,709	2,994	3,627	4,014
Cocky Cabernet	0.75	2,552	2,001	2,289	2,768	3,060
Gorgeous Gamay	0.75	615	417	459	550	605
I.C.Beaver 375 Lt.Hvst	0.375	0	322	354	965	1,170
Marvelous Marquette	0.75	1,350	0	855	1,026	1,128
Dam Good White	0.75	0	2,134	7,144	12,955	16,202
Dam Good Red	0.75	0	1,140	7,536	13,100	16,359
Frisky can White	0.25	0	0	0	952	1,047
Frisky can Bubbly	0.25	0	0	0	1,427	1,570
Frisky can Bubbly Rose	0.25	0	0	0	952	1,047
Frisky Beaver Total Litres		45,931	52,202	71,479	106,751	128,251
S&G Cabernet	0.75	7,220	9,337	10,953	16,208	20,260
S&G FullHouseRSV	0.75	150	84	93	111	122
S&G Chardonnay	0.75	0	0	515	618	680
S&G Chardonnay RSV	0.75	634	351	541	672	756
S&G Cabernet Merlot	0.75	0	0	342	410	451
S&G Dry Ice 375mL	0.375	0	0	0	85	94
S&G Dry+Ice 375mL	0.375	0	0	0	0	102
S&G Appassimento	0.75	1,553	950	2,147	3,354	4,311
S&G AppassimentoRSV	0.75	372	225	249	301	333
S&G Sparkling	0.75	0	0	0	616	678
S&G Whisky	0.75	0	0	567	1,133	1,700
Smoke&Gamble Total Litres		9,929	10,947	15,406	23,509	29,485
Crappy White	0.75	5,069	5,488	6,356	9,109	11,201
Crappy White BOX	3.0	0	0	0	768	844
Crappy Rose	0.75	1,239	964	1,060	1,272	1,399
Crappy Rose BOX	3.0	0	0	0	0	768
Crappy Red	0.75	1,905	1,461	2,418	7,336	9,151
Crappy Red BOX	3.0	0	0	0	682	750
Crappy Wine Total Litres		8,213	7,912	9,834	19,166	24,113
Total Litres		64,073	71,061	96,719	149,427	181,850
Cases		7,009	7,896	10,747	16,603	20,206
TONNES						
L/tonne			FY24	FY25	FY26	FY27
Frisky White	700	11.1	9.5	10.6	13.3	15.0
Badass Baco	700	15.5	22.9	26.8	39.5	49.3
Blushing Beaver Rose	700	4.0	4.2	4.7	6.1	7.0
Pinot Party 3L	700	6.9	5.6	6.2	7.6	8.4
Bubbly Beaver	700	7.0	3.3	3.7	4.5	5.0
Pink Blushing Bubbles	700	3.5	1.9	2.1	2.5	2.7
Ravishing Riesling	700	4.2	3.3	3.6	4.4	4.9
Frisky Chardonnay	700	0.0	1.4	1.5	1.8	2.0
Frisky Red	700	0.0	3.9	4.3	5.2	5.7
Cocky Cabernet	700	3.6	2.9	3.3	4.0	4.4
Gorgeous Gamay	700	0.9	0.6	0.7	0.8	0.9
I.C.Beaver 375 Lt.Hvst	700	0.0	0.5	0.5	1.4	1.7
Marvelous Marquette	700	1.9	0.0	1.2	1.5	1.6

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Dam Good White	700	0.0	3.0	10.2	18.5	23.1
Dam Good Red	700	0.0	1.6	10.8	18.7	23.4
Frisky can White	700	0.0	0.0	0.0	1.4	1.5
Frisky can Bubbly	700	0.0	0.0	0.0	2.0	2.2
Frisky can Bubbly Rose	700	0.0	0.0	0.0	1.4	1.5
Frisky Beaver Total Tonnes		58.7	64.4	90.1	134.4	160.5
S&G Cabernet	700	10.3	13.3	15.6	23.2	28.9
S&G FullHouseRSV	700	0.2	0.1	0.1	0.2	0.2
S&G Chardonnay	700	0.0	0.0	0.7	0.9	1.0
S&G Chardonnay RSV	700	0.9	0.5	0.8	1.0	1.1
S&G Cabernet Merlot	700	0.0	0.0	0.5	0.6	0.6
S&G Dry Ice 375mL	700	0.0	0.0	0.0	0.1	0.1
S&G Dry+Ice 375mL	700	0.0	0.0	0.0	0.0	0.1
S&G Appassimento	700	2.2	1.4	3.1	4.8	6.2
S&G AppassimentoRSV	700	0.5	0.3	0.4	0.4	0.5
S&G Sparkling	700	0.0	0.0	0.8	1.6	2.4
Smoke&Gamble Total Tonnes		14.2	15.6	22.0	32.7	41.2
Crappy White	700	7.2	7.8	9.1	13.0	16.0
Crappy White BOX	700	0.0	0.0	0.0	1.1	1.2
Crappy Rose	700	2.7	1.4	1.5	1.8	2.0
Crappy Rose BOX	700	0.0	0.0	0.0	0.0	1.1
Crappy Red	700	2.7	2.1	3.5	10.5	13.1
Crappy Red BOX	700	0.0	0.0	0.0	1.0	1.1
Crappy Wine Total Tonnes		12.7	11.3	14.0	27.4	34.4
Total Tonnes		85.5	91.4	126.2	194.5	236.1

FY23

Liquor Board, Prov	0.46374		1.25	1.2	1.6	1.3
Frisky White	\$6.93	\$0	\$0	\$0	\$0	\$0
Badass Baco	\$7.40	\$43,966	\$75,000	\$90,000	\$144,000	\$187,200
Blushing Beaver Rose	\$6.93	\$4,275	\$4,275	\$5,130	\$8,208	\$10,670
Pinot Party 3L	\$20.84	\$2,206	\$2,000	\$2,400	\$3,840	\$4,992
Beaver Party 750	\$8.32	\$0	\$0	\$0	\$0	\$0
Bubbly Beaver	\$8.32	\$37,462	\$40,000	\$48,000	\$76,800	\$99,840
Pink Blushing Bubbles	\$9.25	\$0	\$0	\$0	\$0	\$0
Ravishing Riesling	\$8.32	\$0	\$0	\$0	\$0	\$0
Frisky Chardonnay	\$8.32	\$0	\$0	\$0	\$0	\$0
Frisky Red	\$7.40	\$0	\$0	\$0	\$0	\$0
Cocky Cabernet	\$9.25	\$0	\$0	\$0	\$0	\$0
Gorgeous Gamay	\$9.25	\$0	\$0	\$0	\$0	\$0
I.C.Beaver 375 Lt.Hvst	\$9.25	\$0	\$0	\$0	\$5,000	\$6,500
Marvelous Marquette	\$13.89	\$0	\$0	\$0	\$0	\$0
Dam Good White	\$7.86	\$0	\$12,000	\$33,000	\$73,000	\$94,900
Dam Good Red	\$8.32	\$0	\$7,500	\$37,000	\$77,000	\$100,100
Frisky can White	\$2.30	\$0	\$0	\$0	\$0	\$0
Frisky can Bubbly	\$2.30	\$0	\$0	\$0	\$0	\$0
Frisky can Bubbly Rose	\$2.30	\$0	\$0	\$0	\$0	\$0
Frisky Vodka Seltzer Lemon Lime	\$2.30	\$0	\$0	\$0	\$0	\$0
Frisky Vodka Seltzer Black Cherry	\$2.30	\$0	\$0	\$0	\$0	\$0
Frostbite Vodka	\$16.21	\$0	\$0	\$0	\$0	\$0
Frostbite Vodka 2.0	\$13.89	\$0	\$0	\$0	\$0	\$0
Frisky Beaver Total		\$87,909	\$140,775	\$215,530	\$387,848	\$504,202
S&G Cabernet	\$9.25	\$42,422	\$55,000	\$66,000	\$105,600	\$137,280
S&G FullHouseRSV	\$18.53	\$0	\$0	\$0	\$0	\$0
S&G Chardonnay	\$9.25	\$0	\$0	\$0	\$0	\$0
S&G Chardonnay RSV	\$13.89	\$0	\$0	\$0	\$0	\$0
S&G Cabernet Merlot	\$13.89	\$0	\$0	\$0	\$0	\$0
S&G Dry Ice 375mL	\$27.80	\$0	\$0	\$0	\$0	\$0
S&G Dry+Ice 375mL	\$23.16	\$0	\$0	\$0	\$0	\$0

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S&G Appassimento	\$23.16	\$43,700	\$22,000	\$45,000	\$72,000	\$93,600
S&G AppassimentoRSV	\$46.35	\$0	\$0	\$0	\$0	\$0
S&G Sparkling	\$11.57	\$0	\$0	\$0	\$0	\$0
S&G Whisky	\$34.78	\$0	\$0	\$0	\$0	\$0
Smoke&Gamble Total		\$86,122	\$77,000	\$111,000	\$177,600	\$230,880
Crappy White	\$6.93	\$16,539	\$20,674	\$24,809	\$39,694	\$51,602
Crappy White BOX	\$18.53	\$0	\$0	\$0	\$0	\$0
Crappy Rose	\$6.93	\$0	\$0	\$0	\$0	\$0
Crappy Rose BOX	\$18.53	\$0	\$0	\$0	\$0	\$0
Crappy Red	\$7.40	\$0	\$0	\$6,000	\$40,000	\$52,000
Crappy Red BOX	\$20.84	\$0	\$0	\$0	\$0	\$0
Crappy Lager	\$1.37	\$0	\$0	\$0	\$24,000	\$42,000
Crappy Lite	\$1.37	\$0	\$0	\$0	\$24,000	\$42,000
Crappy Dark	\$1.37	\$0	\$0	\$0	\$0	\$0
Crappy Vodka	\$16.21	\$0	\$0	\$0	\$100,000	\$130,000
Crappy Vodka Lite	\$16.21	\$0	\$0	\$0	\$0	\$50,000
Crappy Wine Total		\$16,539	\$20,674	\$30,809	\$227,694	\$367,602
Total Wine Liquor Board		\$190,570	\$238,449	\$357,339	\$793,142	\$1,102,684

		FY23	FY24	FY25	FY26	FY27
Wine Licensee#	0.7569		1.3	1.2	1.4	1.2
Frisky White	\$11.32	\$9,716	\$12,631	\$15,157	\$21,220	\$25,464
Badass Baco	\$12.07	\$8,487	\$11,033	\$13,240	\$18,536	\$22,243
Blushing Beaver Rose	\$11.32	\$588	\$764	\$917	\$1,284	\$1,541
Pinot Party 3L	\$34.02	\$5,239	\$6,811	\$8,173	\$11,442	\$13,730
Beaver Party 750	\$13.59	\$0	\$2,500	\$3,000	\$4,200	\$5,040
Bubbly Beaver	\$13.59	\$8,118	\$10,553	\$12,664	\$17,730	\$21,276
Pink Blushing Bubbles	\$15.10	\$0	\$0	\$0	\$0	\$0
Ravishing Riesling	\$13.59	\$1,660	\$2,158	\$2,590	\$3,625	\$4,351
Frisky Chardonnay	\$13.59	\$0	\$0	\$0	\$0	\$0
Frisky Red	\$12.07	\$1,005	\$1,307	\$1,568	\$2,195	\$2,634
Cocky Cabernet	\$15.10	\$142	\$185	\$1,200	\$1,680	\$2,016
Gorgeous Gamay	\$15.10	\$0	\$0	\$0	\$0	\$0
I.C.Beaver 375 Lt.Hvst	\$15.10	\$0	\$0	\$0	\$0	\$0
Marvelous Marquette	\$22.67	\$0	\$0	\$0	\$0	\$0
Dam Good White	\$17.95	\$0	\$0	\$9,000	\$12,600	\$15,120
Dam Good Red	\$18.95	\$0	\$0	\$10,000	\$14,000	\$16,800
Frisky can White	\$3.75	\$0	\$0	\$0	\$0	\$0
Frisky can Bubbly	\$3.75	\$0	\$0	\$0	\$0	\$0
Frisky can Bubbly Rose	\$3.75	\$0	\$0	\$0	\$0	\$0
Frisky Vodka Seltzer Lemon Lime	\$26.45	\$0	\$0	\$0	\$0	\$0
Frisky Vodka Seltzer Black Cherry	\$22.67	\$0	\$0	\$0	\$0	\$0
Frostbite Vodka	\$26.45	\$0	\$0	\$0	\$0	\$0
Frostbite Vodka 2.0	\$22.67	\$0	\$0	\$0	\$0	\$0
Frisky Beaver Total		\$34,955	\$47,942	\$77,508	\$108,512	\$130,214
S&G Cabernet	\$15.10	\$7,668	\$9,968	\$11,962	\$16,747	\$20,096
S&G FullHouseRSV	\$30.24	\$0	\$0	\$0	\$0	\$0
S&G Chardonnay	\$15.10	\$0	\$0	\$0	\$0	\$0
S&G Chardonnay RSV	\$22.67	\$1,242	\$1,615	\$1,938	\$2,713	\$3,255
S&G Cabernet Merlot	\$22.67	\$0	\$0	\$0	\$0	\$0
S&G Dry Ice 375mL	\$45.38	\$0	\$0	\$0	\$0	\$0
S&G Dry+Ice 375mL	\$37.81	\$0	\$0	\$0	\$0	\$0
S&G Appassimento	\$37.81	\$0	\$0	\$0	\$0	\$0
S&G AppassimentoRSV	\$75.65	\$0	\$600	\$720	\$1,008	\$1,210
S&G Sparkling	\$18.88	\$0	\$0	\$0	\$0	\$0
S&G Whisky	\$56.77	\$0	\$0	\$0	\$0	\$0
Smoke&Gamble Total		\$8,910	\$12,183	\$14,620	\$20,467	\$24,561
Crappy White	\$11.32	\$1,381	\$1,795	\$2,154	\$3,016	\$3,619
Crappy White BOX	\$30.24	\$0	\$0	\$0	\$0	\$0

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Crappy Rose	\$11.32	\$0	\$0	\$0	\$0	\$0
Crappy Rose BOX	\$30.24	\$0	\$0	\$0	\$0	\$0
Crappy Red	\$12.07	\$0	\$0	\$0	\$0	\$0
Crappy Red BOX	\$34.02	\$0	\$0	\$0	\$0	\$0
Crappy Lager	\$2.23	\$0	\$0	\$0	\$3,000	\$6,000
Crappy Lite	\$2.23	\$0	\$0	\$0	\$3,000	\$6,000
Crappy Dark	\$2.23	\$0	\$0	\$0	\$0	\$0
Crappy Vodka	\$26.45	\$0	\$0	\$0	\$2,400	\$4,800
Crappy Vodka Lite	\$26.45	\$0	\$0	\$0	\$0	\$0
Crappy Wine Total		\$1,381	\$1,795	\$2,154	\$11,416	\$20,419
Total Wine Licensee#		\$45,246	\$61,920	\$94,282	\$140,395	\$175,194
		FY23	FY24	FY25	FY26	FY27
Wine By-the-Glass			1.5	1.3	1.2	1.1
Frisky Beaver		\$59,684	\$89,526	\$116,384	\$139,661	\$153,627
Smoke&Gamble		\$18,887	\$28,331	\$36,830	\$44,196	\$48,615
Crappy Wine/Beer		\$16,730	\$25,095	\$32,624	\$39,148	\$43,063
Wine By-the-Glass Total		\$95,301	\$142,952	\$185,837	\$223,004	\$245,305
Wine Retail			1.15	1.1	1.2	1.1
Frisky White	14.95	\$77,975	\$89,671	\$98,638	\$118,366	\$130,203
Badass Baco	15.95	\$75,396	\$86,705	\$95,376	\$114,451	\$125,896
Blushing Beaver Rose	14.95	\$33,350	\$38,353	\$42,188	\$50,625	\$55,688
Pinot Party 3L	44.95	\$40,545	\$46,627	\$51,289	\$61,547	\$67,702
Beaver Party 750	17.95	\$38,063	\$43,772	\$48,150	\$57,780	\$63,558
Bubbly Beaver	17.95	\$23,118	\$26,586	\$29,244	\$35,093	\$38,602
Pink Blushing Bubbles	19.95	\$26,500	\$30,475	\$33,523	\$40,227	\$44,250
Ravishing Riesling	17.95	\$38,063	\$43,772	\$48,150	\$57,780	\$63,558
Frisky Chardonnay	17.95	\$0	\$20,000	\$22,000	\$26,400	\$29,040
Frisky Red	15.95	\$41,439	\$47,655	\$52,420	\$62,904	\$69,195
Cocky Cabernet	19.95	\$40,223	\$46,256	\$50,882	\$61,059	\$67,164
Gorgeous Gamay	19.95	\$8,448	\$9,715	\$10,687	\$12,824	\$14,106
Marvelous Marquette	19.95	\$8,112	\$15,000	\$16,500	\$19,800	\$21,780
I.C.Beaver 375 Lt.Hvst	29.95	\$0	\$0	\$30,000	\$36,000	\$39,600
Dam Good White	16.95	\$0	\$12,000	\$45,000	\$54,000	\$59,400
Dam Good Red	17.95	\$0	\$5,000	\$50,000	\$60,000	\$66,000
Frisky can White	4.95	\$0	\$0	\$0	\$16,000	\$17,600
Frisky can Bubbly	4.95	\$0	\$0	\$0	\$24,000	\$26,400
Frisky can Bubbly Rose	4.95	\$0	\$0	\$0	\$16,000	\$17,600
Frisky Vodka Seltzer Lemon Lime	3.95	\$0	\$0	\$18,000	\$21,600	\$23,760
Frisky Vodka Seltzer Black Cherry	3.95	\$0	\$0	\$18,000	\$21,600	\$23,760
Frostbite Vodka	34.95	\$0	\$0	\$0	\$36,000	\$60,000
Frostbite Vodka 2.0	29.95	\$0	\$0	\$0	\$18,000	\$30,000
Frisky Beaver Total		\$451,232	\$561,588	\$760,047	\$1,022,056	\$1,154,862
S&G Cabernet	19.95	\$50,892	\$58,526	\$64,378	\$77,254	\$84,979
S&G FullHouseRSV	39.95	\$3,438	\$3,954	\$4,349	\$5,219	\$5,741
S&G Chardonnay	19.95	\$0	\$0	\$12,000	\$14,400	\$15,840
S&G Chardonnay RSV	29.95	\$12,768	\$9,000	\$15,000	\$18,000	\$19,800
S&G Cabernet Merlot	29.95	\$0	\$0	\$12,000	\$14,400	\$15,840
S&G Dry Ice 375mL	59.95	\$0	\$0	\$0	\$12,000	\$13,200
S&G Dry+Ice 375mL	49.95	\$0	\$0	\$0	\$0	\$12,000
S&G Appassimento	49.95	\$0	\$0	\$12,000	\$14,400	\$15,840
S&G AppassimentoRSV	99.95	\$21,966	\$25,261	\$27,787	\$33,344	\$36,679
S&G Sparkling	24.95	\$0	\$0	\$0	\$18,000	\$19,800
S&G Whisky	75.00	\$0	\$0	\$50,000	\$100,000	\$150,000
Smoke&Gamble Total		\$89,064	\$96,740	\$197,514	\$307,017	\$389,719
Crappy White	14.95	\$34,719	\$39,927	\$43,920	\$52,703	\$57,974
Crappy White BOX	39.95	\$0	\$0	\$0	\$9,000	\$9,900
Crappy Rose	14.95	\$14,583	\$16,770	\$18,447	\$22,137	\$24,351

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Crappy Rose BOX	39.95	\$0	\$0	\$0	\$0	\$9,000
Crappy Red	15.95	\$23,606	\$27,147	\$29,862	\$35,834	\$39,417
Crappy Red BOX	44.95	\$0	\$0	\$0	\$9,000	\$9,900
Crappy Lager	2.95	\$0	\$18,000	\$36,000	\$43,200	\$47,520
Crappy Lite	2.95	\$0	\$9,000	\$18,000	\$21,600	\$23,760
Crappy Dark	2.95	\$0	\$0	\$0	\$12,000	\$13,200
Crappy Vodka	34.95	\$0	\$0	\$12,000	\$48,000	\$60,000
Crappy Vodka Lite	34.95	\$0	\$0	\$0	\$24,000	\$48,000
Crappy Wine		\$72,908	\$110,844	\$158,229	\$277,474	\$343,022
Total Wine Retail		\$613,204	\$769,173	\$1,115,790	\$1,606,548	\$1,887,603
Total Wine BTG+Retail		\$708,505	\$912,124	\$1,301,627	\$1,829,552	\$2,132,907
		FY23	FY24	FY25	FY26	FY27
Frisky Beaver Retail + BTG		\$510,916	\$651,114	\$876,431	\$1,161,717	\$1,308,488
Smoke&Gamble Retail + BTG		\$107,951	\$125,071	\$234,344	\$351,213	\$438,334
Crappy Wine Retail + BTG		\$89,638	\$135,939	\$190,852	\$316,623	\$386,085
Sales TOTAL		\$853,829	\$1,212,493	\$1,753,248	\$2,763,089	\$3,410,786
		FY23	FY24	FY25	FY26	FY27