

The following chart shows positive and negative impacts in the Sales Plan for the 2021-2022 Fiscal Year vs Actual Sales from the 2020-2021 Fiscal Year

Period	Potential Positive Impact to Sales	Potential Negative Impact to Sales
Period 1		- Inflated sales LY due to pandemic - Loss of a Sun-Wed Easter buildup - 1 Less selling day
Period 2	- Victoria Long-Weekend a week later... no post-long-weekend week - 1 extra selling day - Unseasonably cold weather potentially hindered beer sales LY	- Inflated sales LY due to pandemic
Period 3		- Inflated sales LY due to pandemic - 1 less selling day - P3 includes Victoria Day week... lower sales
Period 4	- Canada Day moves from Wednesday to Thursday	- Inflated sales LY due to pandemic
Period 5		- Inflated sales LY due to pandemic
Period 6		- Inflated sales LY due to pandemic
Period 7		- Inflated sales LY due to pandemic
Period 8		- Inflated sales LY due to pandemic - Halloween moves from Saturday to Sunday
Period 9		- Inflated sales LY due to pandemic - 1 day earlier from Christmas (some sales shift from P9 to P10)
Period 10	- 1 Extra pre-Christmas selling day, no post-New Years days	- Inflated sales LY due to pandemic
Period 11		- Inflated sales LY due to pandemic - 1 day earlier than LY, capturing all post-New Years slow selling days
Period 12	- Family Day a week later, putting a full week between the long weekend and Valentine's Day	- Inflated sales LY due to pandemic
Period 13	- 1 Extra Selling Day - St. Patrick's Day moves from Wednesday to Thursday	- Inflated sales LY due to pandemic - No Easter buildup days