

Year One Volume Build

Q 1 Q 2 Q 3 Q 4

	# Brand Ambass	1st Quarter Total	2nd Quarter Total	3rd Quarter Total	4th Quarter Total	Total	Accounts	Annual Volume
On-Premise	1	1	1.5	2	2.5	7	50	350
Off-Premise	1	2	2.5	3	3.5	11	50	550
Duty Free	1	4	5	6	7	22	10	110
Total Cases per quarter (cs)		7	9	11	13	40	110	1010
Cummulative Annual Vol (cs)	1	7	16	27	40	40	110	1010

Year Two Volume Build

Q 1 Q 2 Q 3 Q 4

	# Brand Ambass	1st Quarter Total	2nd Quarter Total	3rd Quarter Total	4th Quarter Total	Total	Accounts	Annual Volume
On-Premise	4	7	9	11.5	12	39.5	275	2,138
Off-Premise	4	11.5	13.5	15.5	15	55.5	325	3562.5
Duty Free	4	11	12	13	14	50	35	415
Total Cases per quarter (cs)		29.5	34.5	40	41	145	635	6115
Cummulative Annual Vol (cs)	4	29.5	64	104	145	145	635	6115

Year Three Volume Build

Q 1 Q 2 Q 3 Q 4

	# Brand Ambass	1st Quarter Total	2nd Quarter Total	3rd Quarter Total	4th Quarter Total	Total	Accounts	Annual Volume
On-Premise	6	21	23	23	27	94	575	5,913
Off-Premise	6	25	27	25	27	104	925	10675
Duty Free	6	19	20.5	22	23.5	85	39	624
Total Cases per quarter (cs)		65	70.5	70	77.5	283	1539	17212
Cummulative Annual Vol (cs)	6	65	135.5	205.5	283	283	1539	17212