

BDL Update

October 26, 2009

This is intended to provide you with an update to recent actions and results at BDL since our last update in mid September. We trust this will serve as a useful tool to understand what is happening and what plans BDL has in the coming months for you our customers.

As you are aware over the summer we have instituted several measures to ensure we meet our mission of being the premier distributor of beer in western Canada. We appreciate your support and pledge our commitment to meet our objectives while serving the needs of the marketplace in a professional and consistent manner.

Management and BDL Team

Our Management team as noted in our last communication has added several new additional supply chain and logistics experts to assist in meeting demand and managing deliveries and warehousing issues. These individuals continue to meet weekly to assess daily activity reports advising of pick status and identifying any issues and making corrections to systems, processes and individual customer needs.

Service

There have been no delays to report through the September and October long weekends. BDL order accuracy rate for September was 99.73% on 227,583 line items handled. This is up slightly from the August accuracy rate of 99.69%.

We expect that as a result of improved management and employee measures implemented at the warehouse and on the picking floor that these service trends will continue. Activity and results are monitored multiple times daily and corrective measures are taken immediately should an issue arise.

Volumes

For the month of September BDL experienced sales of almost 43,000 dozen above expected levels during this period of time.

Contact numbers

As a reminder we have increased our customer service capabilities. If you require information please feel free to contact the following should you have any service or order questions 1-800-661-2337 or at www.bdl.ca

Customer Service Vancouver - General 604 927 4051 or

Kate 604-927-4070 or

Heather 604 927-4068