

# REFINED FOOL BREWING CO.

LCBO LISTINGS

Available  
April 1st!



SKU #43870

## BEER LEAGUE

GOOD BEERS FOR AVERAGE ATHLETES

A curated mix of refreshing and flavourful beers for the semi-active lifestyle.

**\$21.95**

6 x 473 mL | 4 units/flat



SKU #39604

## IPA FUN BOX

★ SIX FOOLISHLY GOOD IPA'S ★

Ontario's #1 selling craft multipack for 5 years and counting!

**\$23.95**

6 x 473 mL | 4 units/flat



SKU #42850

## BIG SEXY

6.8% IPA

A sexy westy with frisky gusts of citrus and a smooth, velvety bitterness.

**\$3.85**

473 mL  
50 IBU



SKU #20870

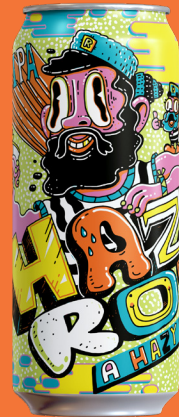
## VAN FULL OF WEIRDOS

6.2% JUICY IPA

Packed with bright tropical aromas and brilliant citrusy flavours.

**\$3.75**

473 mL  
30 IBU



SKU #41112

## HAZY ROY

6% NEIPA

Featuring Strata and Sabro hops, it's pillowy-soft, juicy and oh so hazy.

**\$3.85**

473 mL  
30 IBU



DIST #5732

sales@refinedfool.com

519-330-4311

# A LITTLE MORE ABOUT REFINED FOOL...

We're the fastest growing brewery in Ontario over the last 4 years and this past Christmas we had the 7th best selling portfolio in the LCBO.



## FUN FACTS

- ➔ The IPA Fun Box has been the best selling craft multipack pack in Ontario for the past 5 years
- ➔ The IPA Fun Box was the 2nd best selling craft beer SKU at Lobaws in Nov/Dec 2024
- ➔ The IPA Fun Box was added to the Circle K planogram (540 stores) in Dec 2024
- ➔ We had the top two performing multipacks in the LCBO in the 2024 holiday season
- ➔ We're recognized as a top supplier to the LCBO, winning a supplier of the year award in 2022
- ➔ The 5th largest craft beer supplier to Loblaws in Nov/Dec 2024

### LCBO: Best Selling Craft Beer Multipacks

Oct 20, 2024 to Dec 28, 2024

RANK	PRODUCT	REVENUE
1	Refined Fool IPA Fun Box	\$241,082
2	Refined Fool Beer League	\$176,905
3	Collective Arts IPA Pack	\$149,620
4	Cowbell Brewing Co. Winter Mixer	\$125,807
5	Muskoka Brewery IPA Mixer Pack	\$107,205
6	Muskoka Brewery Survival Pack	\$104,611
7	Rush X Henderson R50 Collector's Pack	\$104,284
8	Flying Monkeys Stout Sampler	\$95,583
9	Bench X Henderson Collab Winter Mixer	\$89,086
10	Whitewater Winter Adventure Collection	\$79,772

### LCBO: Sales By Craft Brewery

Dec 8, 2024 to Dec 28, 2024

RANK	PRODUCT	REVENUE
1	Steam Whistle Brewing	\$722,878
2	Flying Monkeys Craft Brewery	\$576,025
3	Lakes of Muskoka Cottage Brewery	\$504,927
4	Collective Arts Brewing Limited	\$434,772
5	Great Lakes Brewing Co	\$388,766
6	Bellwoods Brewery	\$288,470
7	Refined Fool	\$270,209
8	Cowbell	\$264,264
9	Bench Brewing Co.	\$239,375
10	Nickel Brook Brewing	\$236,662

### Loblaws: Top Performing Craft Beer SKU's

Nov 3, 2024 to Dec 21, 2024

RANK	PRODUCT	REVENUE
1	Flying Monkeys Juicy Ass 6x473ml	\$88,423
2	Refined Fool IPA Fun Box, Special Edition	\$52,342
3	Steam Whistle Pilsner 12x355ml	\$42,303
4	Beau's Lug Tread 6x473ml	\$40,573
5	Muskoka Brewery Detour 12x355ml	\$40,499
6	Muskoka Brewery Detour 6x473ml	\$37,102
7	Beau's Lug Tread 12x355ml	\$36,936
8	Flying Monkeys Juicy Ass IPA	\$36,743
9	Steam Whistle 6x473ml	\$34,963
10	Muskoka Brewery Mad Tom IPA 6x473ml	\$34,917

### Loblaws: Sales by Craft Brewery

Nov 3, 2024 to Dec 21, 2024

RANK	PRODUCT	REVENUE
1	Steam Whistle Brewing	\$249,634
2	Lakes of Muskoka Cottage Brewery	\$243,405
3	Flying Monkeys Craft Brewery	\$176,823
4	Collective Arts Brewing Limited	\$164,747
5	Refined Fool	\$95,123
6	Great Lakes Brewing Co	\$78,208
7	Cowbell	\$66,318
8	Nickel Brook Brewing	\$65,991
9	United Craft	\$48,566
10	Bench Brewing Co.	\$53,639