MANAGEMENT DISCUSSION AND ANALYSIS

THREE MONTHS ENDED JUNE 30, 2021 AND 2020

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

The following management discussion and analysis ("MD&A") of Diamond Estates Wines & Spirits Inc. ("Diamond" or "the Company") provides a review of corporate developments, results of operations and financial position for the three months ended June 30, 2021 ("Q1 2022") compared with the corresponding period ended June 30, 2020 ("Q1 2021"). This discussion is prepared as of August 26, 2021 and should be read in conjunction with the (i) unaudited interim condensed financial statements and accompanying notes of Diamond for Q1 2022 and Q1 2021, and (ii) both the audited consolidated financial statements and MD&A for the fiscal years ended March 31, 2021 and 2020 (herein referred to as "FY2021" and "FY2020" respectively). Additional information regarding Diamond is available on Diamond's SEDAR profile at www.sedar.com. The results reported in this MD&A have been prepared in accordance with International Financial Reporting Standards ("IFRS") and are presented in Canadian dollars (unless otherwise indicated) which is the Company's functional currency.

FORWARD-LOOKING STATEMENTS

This MD&A contains forward-looking statements. Forward-looking statements can often be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking statements contained in this MD&A. Such forward-looking statements are based on a number of assumptions which may prove to be incorrect, including, but not limited to, the ability of the Company to obtain necessary financing, the economy generally, the COVID-19 pandemic, conditions in the target market of the Company, consumer interest in the services and products of the Company, competition and anticipated and unanticipated costs. Such statements could also be materially affected by environmental regulation, liquor regulation, taxation policies, competition, the lack of available and qualified personnel or management, stock market volatility and the ability to access sufficient capital from internal or external sources. Actual results, performance or achievement could differ materially from those expressed herein. While the Company anticipates that subsequent events and developments may cause its views to change, the Company specifically disclaims any obligation to update these forward-looking statements, except as required by applicable law. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this MD&A. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. Readers should not place undue reliance on forward-looking statements. The factors identified above are not intended to represent a complete list of the factors that could affect the Company.

Detailed information on risks and uncertainties is provided in the "Uncertainties and Principal Risk Factors" section of the annual MD&A for the year ended March 31, 2021.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

COMPANY OVERVIEW

Diamond Estates Wines and Spirits Inc. is a producer of high-quality wines and a sales agent for over 120 beverage alcohol brands across Canada. The Company operates two wineries, one in Ontario and one in British Columbia, that produce predominantly VQA wines under such well-known brand names as 20 Bees, EastDell, Lakeview Cellars, Dan Aykroyd, Fresh, McMichael Collection, Seasons, Serenity, and Backyard Vineyards.

Through its commercial division, Trajectory Beverage Partners ("TBP"), the Company is the sales agent for many leading international brands in all regions of the country as well as being a distributor in the western provinces. These recognizable brands include Josh wines from California, Fat Bastard and Andre Lurton wines from France, Kaiken wines from Argentina, Blue Nun wines from Germany, Francois Lurton wines from France and Argentina, Felix Solis wines from Spain, Waterloo Brewing from Canada, Landshark Lager from the USA, Marston's beers from England, Edinburgh Gin from Scotland, Tamdhu, Glengoyne and Smokehead single-malt Scotch whiskies, Barcelo Rum from the Dominican Republic, C.K. Mondavi & Family wines including Charles Krug from Napa, Bols Vodka from Amsterdam, Koyle Family Wines from Chile, Pearse Lyons whiskies and gins from Ireland, Niagara Craft Distillers' beverages from Ontario, Fontana di Papa wines from Italy.

The Company's mission is to build lasting, mutually beneficial relationships with channel partners, growers, suppliers and employees. To meet this goal, the Company is undertaking significant investments in winemaking, brand marketing, sales programming, performance management and back-office infrastructure, including information systems which will support growth in an efficient, profitable manner. Based on its analysis of the market, the Company believes that the growth prospects for the domestic and import beverage alcohol markets in Canada are positive. The Company continues to be a participant in the export market and has been successfully expanding its focus beyond China. Canadian wines and particularly Icewine enjoy a premium product positioning with international consumers.

The Company is committed to achieving its sales objectives through its distribution network, which is focused on the provincial liquor boards, licensed restaurants and bars, grocery chains, Diamond's two retail locations, and export channels. This distribution network is supported by enhanced sales, marketing and promotional programs.

RECENT EVENTS AND Q1 2022 HIGHLIGHTS

- Revenue for Q1 2022 of \$7.4 million, an increase of \$1.5 million from Q1 2021 revenue of \$5.9 million, due to the partial removal of government-imposed restrictions under COVID-19;
- Gross margin for Q1 2022 was \$3.1 million, an increase of \$0.4 million from \$2.7 million in Q1 2021, while gross margin as a percentage of revenue was 41.9% for Q1 2022 compared to 45.6% in Q1 2021, mostly due to consumer shifts to lower priced, lower margin brands;

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

- EBITDA was \$0.4 million in Q1 2022, consistent with \$0.4 million in Q1 2021, as the increase in gross margin was offset by an increase in employee compensation of \$0.4 million.
- On August 5, 2021, the Company announced that it is finalizing, contingent upon an expected private placement equity financing of \$8.5 million, definitive purchase agreements to acquire (i) all of the issued and outstanding securities of Equity Wine Group Inc., and (ii) the Shiny Apple craft cider brand from Stonechurch Vineyards and Winery Holdings. The anticipated purchase consideration for the Equity Wine Group is \$1.5 million cash and \$5.5 million in DWS shares and the assumption of \$4.1 million in additional term and LOC debt. The purchase consideration for the Shiny Apple Cider brand is \$2.5 million cash. Total purchase consideration for the two acquisitions is anticipated to be approximately \$14.1 million;
- On June 30, 2021, despite strong sales efforts and the Company achieving sales targets of 22.5% compared to
 plan, Heineken International beer terminated its agreement with TBP for the representation of Tiger from
 Singapore, Red Stripe and Dragon Stout from Jamaica and Gosser and Kaiser from Austria.
- On June 10, 2021, the Company completed a non-brokered private placement of \$1.83 million of 10.0% unsecured convertible debentures of the Company with certain insiders of the Company;
- On October 26, 2020, the Company entered into an Amended and Restated Credit Agreement ("ARCA") (to replace the original BMO credit agreement dated September 29, 2017). The ARCA was amended on March 26, 2021 (the "First Amendment to the ARCA") and further amended on June 29, 2021 (the Second Amendment to the ARCA") with the maturity date extended to October 1, 2022;
- During the period from March 17, 2020 to June 30, 2021, the impact of the COVID-19 pandemic continued to shift consumer purchase behaviour from on-premise/out-of-home to in-home consumption. As the COVID-19 safety measures decline in the upcoming quarter, Diamond expects sales volume to shift back towards traditional retail and on-premise channels and away from on-line, direct delivery and curbside retail (see discussion under "Strategic Outlook and Direction" section below);
- As the global impact of the COVID-19 begins to wane, Diamond expects export shipments to rebound as
 international distributors begin to re-open sales and distribution channels in current and new jurisdictions
 returning to pre-pandemic sales volumes; and
- On July 27, 2020, it was announced that the Government of Canada has agreed to repeal the federal excise duty exemption (the "Exemption") of 100% Canadian wine by June 30, 2022. This agreement was reached following a World Trade Organization challenge put forward by Australia. The Federal Finance Minister announced a replacement program to support domestic producers in the Federal budget presented to Parliament on April 19, 2021. Budget 2021 provides a winery support program valued at \$101 million for fiscal 2022-23 and 2023-24, to be developed and administered by Agriculture and Agri-Food Canada (AAFC). Details of the program have not been finalized, but it is anticipated that the program will provide sufficient support to fully replace the federal excise tax exemption.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

QUARTERLY PERFORMANCE (UNAUDITED)

The following table highlights certain key quarterly financial highlights. Commentary on the selected highlights is included under "Results of Operations" and "Liquidity and Capital Resources".

	Jun-2021 Q1 2022 \$	Mar-2021 Q4 2021 \$	Dec-2020 Q3 2021 \$	Sep-2020 Q2 2021 \$	Jun-2020 Q1 2021 \$	Mar-2020 Q4 2020 \$	Dec-2019 Q3 2020 \$	Sep-2019 Q2 2020 \$
Balance sheet								
Working capital surplus	20,410,991	20,401,475	20,351,192	17,601,504	18,365,074	(993,456)	18,119,252	14,326,686
(deficiency)								
Term debt, lease liabilities and	26,943,179	26,897,902	25,606,250	22,482,868	22,851,385	22,284,817	21,520,150	19,266,726
debentures payable								
Total equity	17,999,442	18,187,297	19,443,352	19,781,906	20,102,264	20,445,742	21,946,546	20,743,733
Income statement								
Revenue	7,375,438	5,363,358	6,964,106	7,281,811	5,941,239	5,386,592	6,901,517	7,214,799
Gross margin	3,087,809	1,732,970	2,909,327	3,179,247	2,709,599	2,039,190	2,999,783	3,771,820
EBITDA	407,304	(477,770)	211,415	754,903	358,731	(748,041)	(338,409)	215,055
Adjusted EBITDA	407,304	(575,963)	322,367	776,934	506,712	(422,375)	(257,037)	296,427
Net loss	(354,092)	(1,411,045)	(482,832)	(379,016)	(362,320)	(1,583,226)	(1,314,052)	(476,321)
Basic and diluted loss per share	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)	(0.008)	(0.008)	(0.003)

See definition of selected terms under the heading "Non-IFRS Financial Measures"

RESULTS OF OPERATIONS

	<u>(</u>	Q1 2022	Q1 2021
Revenue	\$	7,375,438 \$	5,941,239
Cost of sales		4,287,629	3,231,640
Gross margin		3,087,809	2,709,599
Gross margin (% of revenue)		41.9%	45.6%
Selling, general and administration expenses		2,680,505	2,350,868
$SG\dot{c}^{\circ}A$ expenses (% of revenue)		36.3%	39.6%
EBITDA		407,304	358,731
Interest		263,753	210,230
Depreciation and amortization		338,865	415,986
Financing costs		30,047	75,994
Loss from operations		(225,361)	(343,479)
Share based compensation		166,237	18,841
Unrealized gain on embedded derivative		(18,534)	-
(Gain) loss on disposition of capital assets		(18,972)	-
Net loss and comprehensive loss	\$	(354,092) \$	(362,320)

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

Revenue for Q1 2022 was \$7.4 million, an increase of \$1.5 million from \$5.9 million in Q1 2021. Winery revenue for Q1 2022 was \$3.3 million, an increase of 26.9% or \$0.7 million from \$2.6 million in Q1 2021, specifically related to increased operations of most private retail and on-premise accounts nationally as a result of partial removal of government-imposed restrictions from COVID-19. Agency revenue for Q1 2022 was \$4.1 million, an increase of 22.0% or \$0.8 million from \$3.3 million in Q1 2021, due to continued strength in Western Canada and Ontario of represented brands.

The Company defines gross margin as gross profit excluding depreciation. Gross margin for Q1 2022 was \$3.1 million, an increase of \$0.4 million from \$2.7 million in Q1 2021, while gross margin as a percentage of revenue was 41.9% for Q1 2022 compared to 45.6% in Q1 2021. The gross margin of the winery business increased by \$0.3 million, due to the increase in sales. For the agency business, the gross margin increased by \$0.1 million. Overall, there has continued to be a shift in the sales mix to higher volume, lower priced and lower margin brands as consumers curb spending during the pandemic and look to less costly brand alternatives.

Total SG&A expenses for Q1 2022 were \$2.7 million, an increase of \$0.3 million, or 12.5%, from \$2.4 million in Q1 2021. The change is mostly attributable to an increase in employee compensation, which resulted from a period-over-period reduction in the federal government's CEWS program benefit and more employees working full-time hours in Q1 2022 relative to staffing levels maintained in Q1 2021 during the initial COVID-19 lockdowns. During Q1 2022, share based compensation increased by approximately \$0.2 million but was offset by an equivalent decline in general and administrative expenses.

Interest expense for Q1 2022 of \$0.3 million was up compared to \$0.2 million in Q1 2021 as a result of interest on the new BCAP loan and an increase in operating line utilization.

Depreciation and amortization expense for Q1 2022 was \$0.3 million, a decrease of \$0.1 million from \$0.4 million in Q1 2021. The decrease is mainly attributable to the reduction in depreciation expense included in cost of sales.

Loss from operations for Q1 2022 was \$0.2 million compared to \$0.3 million in Q1 2021 with the improvement largely attributable to the increase in gross margin of \$0.4 million. partially offset by the increase in SG&A expenses of \$0.3 million noted above.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

LIQUIDITY AND CAPITAL RESOURCES

	Ju	une 30, 2021	Ma	arch 31, 2021
Accounts receivable	\$	3,308,082	\$	2,684,546
Inventory		22,651,653		23,418,282
Prepaid expenses		457,307		254,101
Biological assets		15,173		
Total current assets		26,432,215		26,356,929
Property, plant and equipment		17,579,279		17,697,058
Right of use assets		3,113,911		3,180,600
Intangible assets		2,554,518		2,585,404
Total assets	\$	49,679,923	\$	49,819,991
Accounts payable and accrued liabilities and other	\$	4,614,768	\$	4,734,792
Current portion of term loans payable and lease liabilities		1,406,456		1,220,662
Total current liabilities		6,021,224		5,955,454
Term loans payable, net of current portion		21,352,448		22,990,244
Finance leases, net of current portion		2,599,249		2,686,996
Debentures payable		1,585,026		-
Derivative		122,534		
Total liabilities		31,680,481		31,632,694
Shareholders' equity		17,999,442		18,187,297
	\$	49,679,923	\$	49,819,991

On October 26, 2020, the Company entered into an Amended and Restated Credit Agreement ("ARCA") to replace the original the BMO credit agreement dated September 29, 2017. The ARCA was amended on March 26, 2021 (the "First Amendment to the ARCA") and further amended on June 29, 2021 (the Second Amendment to the ARCA"). The ARCA is guaranteed by a general security agreement covering the assets of the Company and its subsidiaries and is subject to the following facilities detailed below.

Working capital of \$20.4 million as at June 30, 2021 remained consistent with the \$20.4 million balance as at March 31, 2021.

Accounts receivable of \$3.3 million as at June 30, 2021 increased by \$0.6 million from \$2.7 million as at March 31, 2021 due to the increase in quarterly sales revenue compared to 2021 Q4.

The inventory balance was \$22.7 million as at June 30, 2021, a decrease of \$0.7 million from \$23.4 million as at March 31, 2021.

Property, plant and equipment of \$17.6 million as at June 30, 2021 decreased by \$0.2 million from \$17.8 million as at March 31, 2021. The decrease was the net of (i) additions of \$0.1 million, less (ii) depreciation of \$0.3 million.

Right-of-use assets of \$3.1 million as at June 30, 2021 decreased slightly from \$3.2 million as at March 31, 2021, reflecting depreciation of \$0.1 million.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

Accounts payable and accrued liabilities of \$4.6 million as at June 30, 2021 decreased nominally by \$0.1 million from \$4.7 million as at March 31, 2021.

The BMO credit facilities are governed under the terms of the ARCA and include the new BCAP term loan (see discussion below), an existing non-revolving term loan, a revolving operating line, the total of which was \$22.4 million as at June 30, 2021, a decrease of \$1.4 million from \$23.8 million as at March 31, 2021. The existing term loan balance declined by \$0.1 million to \$8.5 million as a result of quarterly scheduled repayments, while the operating line balance decreased by \$1.3 million to \$12.6 million, mostly from application of the proceeds from the debenture payable (see discussion below).

On June 10, 2021, the Company completed a non-brokered private placement of \$1.83 million of 10.0% unsecured convertible debentures of the Company with certain insiders of the Company, including Lassonde and Oakwest Corporation Limited. The interest accrues on the principal outstanding under the debentures until such principal is repaid or converted. The debentures will mature on July 2, 2023, and are convertible at the holder's option from the date of issuance until the maturity date at a conversion price of \$0.185 (for further details, please refer to note 9 of the unaudited interim condensed consolidated financial statements for Q1 2022).

The Company's debt to equity ratio increased slightly to 1.50:1 as at June 30, 2021 from 1.48:1 as at March 31, 2021, where debt is defined as total liabilities less accounts payable and accrued liabilities, and equity is defined as shareholders' equity. This increase is due to the net of the debentures proceeds and the portion used to pay down the Company's operating line.

CAPITALIZATION

The Company has common shares and other equity instruments outstanding at each reporting date as follows:

	June 30, 2021	March 31, 2021	Change in period
Common shares	200,005,566	200,005,566	-
Stock options	15,600,000	15,100,000	500,000
Deferred share units	2,817,325	2,647,637	169,688
Warrants	750,000	750,000	_
Total equity instruments	219,172,891	218,503,203	669,688

The changes to the Company's overall capitalization during Q1 2022 include the following:

Common shares

The Company did not issue any common shares during Q1 2022.

Stock options

On May 17, 2021, the Board of Directors authorized the issuance of 500,000 stock options to a key member of management. The options are exercisable at \$0.20 each, have a term of 5 years, and vest as to 25% per year on each anniversary date over the next 4 years.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

Deferred share units

On May 17, 2021, the Company issued an aggregate of 169,688 DSUs in settlement of \$33,938 of deferred directors' compensation.

NON-IFRS FINANCIAL MEASURES

Management uses net loss and comprehensive loss as presented in the unaudited interim condensed consolidated statements of net loss and comprehensive loss as well as "gross margin", "EBITDA" and "Adjusted EBITDA" as a measure to assess performance of the Company. The Company defines "gross margin" as gross profit excluding depreciation. EBITDA and "Adjusted EBITDA" are other financial measures and are reconciled to net loss and comprehensive loss below under "Results of Operations".

EBITDA and Adjusted EBITDA are supplemental financial measures to further assist readers in assessing the Company's ability to generate income from operations before considering the Company's financing decisions, depreciation of property, plant and equipment and amortization of intangible assets. EBITDA comprises gross margin less operating costs before financial expenses, depreciation and amortization, non-cash expenses such as share-based compensation, one-time and other unusual items, and income tax. Adjusted EBITDA comprises EBITDA before non-recurring expenses such as severance, restructuring costs, one-time financing charges, acquisition costs, cost of sales adjustments related to inventory acquired in business combinations and other non-recurring adjustments. Gross margin is defined as gross profit excluding depreciation on property, plant and equipment used in production. Operating expenses exclude interest, depreciation on property, plant and equipment used in selling and administration, and amortization of intangible assets.

EBITDA does not represent the actual cash provided by the operating activities nor is it a recognized measure of financial performance under IFRS. Readers are cautioned that this measure should not be considered as a replacement for those as per the consolidated financial statements prepared under IFRS. The Company's definitions of this non-IFRS financial measure may differ from those used by other companies.

The Company calculates gross margin as follows:

	Q1 2022 \$	Q1 2021 \$
Revenue	7,375,438	5,941,239
Cost of sales		
Change in inventories of finished goods and raw		
materials consumed	4,287,629	3,231,640
Depreciation	112,220	186,434
Gross profit	2,975,589	2,523,165
Exclude depreciation	112,220	186,434
Gross margin	3,087,809	2,709,599
Gross margin (% of revenue)	<u>41.9</u> %	<u>45.6</u> %

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

The Company calculates EBITDA and Adjusted EBITDA as follows:

	Q1 2022 \$	Q1 2021 \$
Net loss for period	(354,092)	(362,320)
Interest	263,753	210,230
Depreciation and amortization	338,865	415,986
Share-based compensation	166,237	18,841
Financing costs	30,047	75,994
Gain on disposition of right-of-use assets	(18,972)	_
Unrealized gain on embedded derivative	(18,534)	
EBITDA	407,304	358,731
Inventory adjustment		147,984
Adjusted EBITDA	407,304	506,715

SUBSEQUENT EVENTS

On August 5, 2021, the Company announced that it is finalizing definitive purchase agreements to acquire (i) all of the issued and outstanding securities of Equity Wine Group Inc., owners of the Creekside Estate Winery and Queenston Mile Vineyards, and (ii) the Shiny Apple craft cider brand from Stonechurch Vineyards and Winery Holdings. The purchase consideration is anticipated to total approximately \$14.1 million, including:

- Equity Wine Group: (i) \$1.5 million in cash, payable on closing, (ii) assumption of term and line-of-credit debt of approximately \$4.1 million, (iii) \$5.5 million in common shares of Diamond at a deemed price of \$0.18 per share, payable on closing, and (iv) 22,916,667 share purchase warrants (with an estimated value of \$0.5 million), each entitling the holder to acquire three quarters (3/4) of one common share of the Company at an exercise price of \$0.22 for a period of 36 months from their date of issuance
- Stonechurch: \$2.5 million payable in cash

The acquisitions are to be financed with a proposed best efforts private placement for total gross proceeds of up to approximately \$8.5 million. The financing will consist of up to 47,223,000 units at \$0.18 per unit, with each unit consisting of one common share and three-quarters (3/4) of one common share purchase warrant, exercisable at \$0.22 per common share for 36 months following the closing of the financing.

Completion of the acquisitions will be subject to Diamond closing of the financing noted above, execution of definitive agreements and customary closing conditions, including the approval of the TSX Venture Exchange (the "TSXV") and Bank of Montreal.

On August 26, 2021, the Board of Directors approved the issuance of (i) 146,873 DSUs valued at \$26,437; and, (ii) 750,000 stock options to certain employees with an exercise price of \$0.18 per share with a term of five years, vesting evenly on each anniversary date over four years.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

STRATEGIC OUTLOOK AND DIRECTION

Diamond is committed to building enduring, high quality beverage alcohol brands that enhance life enjoyment in a socially responsible manner. The Company believes in the development of leading brands that recognize consumers' interests in wine, beer and ready-to-drink beverages and spirits, while addressing their desire to explore the many of the Company's exciting offerings. The Company has also added low alcohol and no-alcohol beer and wine suppliers to its portfolio, as consumer interest and demand in those categories is growing. Vertically integrated, Diamond combines modern and efficient production facilities for its Niagara and B.C wines with a national marketing agency for its broad portfolio of leading international wines and spirits. The Company is well positioned to add to its throughput of wine production and leverage its national sales force to drive growth from existing brands and support new brands secured by the agency without material change to its cost structure. In addition to this, the Company's partnership with Lassonde Industries Inc. has enabled the Company to pursue its growth strategies, and access to a reputable national sales team that can build and expand the Company's market share in grocery stores across Canada.

Over the past 18 months, the COVID-19 pandemic continues to have a material impact on the global economy, the scale and duration of which remains uncertain. To date, there has been significant volatility in foreign exchange rates, restrictions on the conduct of businesses, including travel restrictions and supply chain disruptions.

These changes have had direct impacts on the Company's business, reducing sales from winery retail (including fewer international visitors), on-premise licensee business, contracts and export channels. The loss of business in those channels has been partially compensated for by increased sales from grocery retail, online, direct delivery and curbside pickups.

In order to adapt to this new reality, the Company's retail operations have changed with the introduction of physical distancing, reduced density and a modified shopping experience in all retail locations. This includes touchless retail, limited product tastings and greater use of external physical resources (patios, event canopies and outdoor venues).

The Company is seeing a rebound in revenue as the COVID-19 restrictions ease across the country, particularly in Ontario. As the proportion of the population fully vaccinated increases and as physical distancing is relaxed, social bubbles are expanded, and restaurants and bars are fully reopened, sales through our direct delivery on-premise channels are rebounding. Depending on the duration and extent of future waves of the pandemic, the Company's results of operations, cash flows and financial position could continue to be materially impacted.

The retail modernization of the sale of beverage alcohol in Ontario continues to be a high priority for the provincial government. To date, the government has issued 450 beer licenses and 227 wine licenses to Ontario grocers and has reiterated its commitment to allowing the sale of beer and wine in grocery, big-box and convenience stores during their current mandate. The current focus of the government on managing the issues related to COVID-19 pandemic and opposition from the incumbent Brewer's Retail organization has slowed the expansion of the government's plans.

The Company firmly believes that the export market for Canadian wines will return to more normal volumes and growth as the COVID-19 pandemic subsides worldwide. Interest in and appreciation of Canadian Icewine and table wines remains high. The company continues to successfully expand distribution into new jurisdictions including Russia, Finland, USA, Thailand, Singapore, Vietnam and Taiwan.

MANAGEMENT DISCUSSION AND ANALYSIS THREE MONTHS ENDED JUNE 30, 2021 AND 2020

RECENTLY ADOPTED AND ISSUED ACCOUNTING PRONOUNCEMENTS

IFRS 16 "Leases"

This standard has been amended to provide lessees with an optional exemption from assessing whether a rent concession related to COVID-19 is a lease modification. This amendment is effective for annual periods beginning on or after June 1, 2020. At this time, the Company has not received rent concessions related to COVID-19 and therefore, this amendment is not expected to have a significant impact on the unaudited interim condensed consolidated statements.

IAS 16 "Property, Plant and Equipment"

This standard has been amended to prohibit an entity from deducting from the cost of an item of property, plant and equipment any proceeds received from selling items produced while the entity is preparing the asset for its intended use, clarify that an entity is "testing whether the asset is functioning properly" when it assesses the technical and physical performance of the asset and requires certain related disclosures. The amendments are effective for annual periods beginning on or after January l, 2022. The Company has not yet assessed the impact of the amendments on the unaudited interim condensed consolidated financial statements.

IAS 37 "Provisions"

This standard has been amended to clarify that, before a separate provision for an onerous contract is established, an entity recognizes an impairment loss that has occurred on assets used in fulfilling the contract, rather than on assets dedicated to that contract and to clarify the meaning of costs to fulfil a contract. The amendments are effective for annual periods beginning on or after January l, 2022. The Company has not yet assessed the impact of the amendments on the unaudited interim condensed consolidated financial statements.

IAS 1, Presentation of Financial Statements, and IAS 8, Accounting Policies, Changes in Accounting Estimates and Errors

This standard has been amended to clarify that liabilities are classified as either current or non-current depending on the rights that exist at the end of the reporting period. Classification is unaffected by the expectations of the entity or events after the reporting date. This amendment also clarifies the meaning of settlement of a liability. This amendment is effective for annual periods beginning on or after January I, 2023. The Company has not yet assessed the impact of the amendment on the unaudited interim condensed consolidated financial statements.

IAS 12 "Income Taxes"

This standard has been amended to require companies to recognize deferred tax on transactions that, on initial recognition, give rise to equal amounts of taxable and deductible temporary differences. The amendments are effective for annual reporting periods beginning on or after January 1, 2023. The Company has not yet assessed the impact of the amendment on the unaudited interim condensed consolidated financial statements.