

ROCKY MOUNTAIN LIQUOR INC

Ticker: “RUM”

MANAGEMENT’S DISCUSSION AND ANALYSIS

AUGUST 20, 2010

ROCKY MOUNTAIN LIQUOR INC

MANAGEMENT'S DISCUSSION AND ANALYSIS

This management discussion and analysis is dated August 20, 2010.

The following is a discussion of the consolidated financial condition and operations of Rocky Mountain Liquor Inc (the "Company") for the periods indicated and of certain factors that the Company believes may affect its prospective financial condition, cash flows and results of operations. This discussion and analysis should be read in conjunction with the unaudited consolidated financial statements and accompanying notes of the Company for the 3 and 6 months ended June 30, 2010. The Company's sole investment is in Anderson's Liquor Inc. The Company owns 100% of Anderson's Liquor Inc. ("Andersons") headquartered in Edmonton Alberta, which owns and operates private liquor stores in that province.

The Company's unaudited financial statements and the notes thereto have been prepared in accordance with Canadian generally accepted accounting principles ("GAAP") and are reported in Canadian dollars. References to notes are to notes of the financial statements unless otherwise stated.

FORWARD LOOKING INFORMATION AND STATEMENTS ADVISORY

This management discussion and analysis contains certain forward-looking information and statements within the meaning of applicable securities laws. The use of any of the words "expect", "anticipate", "continue", "estimate", "objective", "ongoing", "may", "will", "project", "should", "believe", "plans", "intends", "might" and similar expressions is intended to identify forward-looking information or statements. In particular, but without limiting the foregoing, this management discussion and analysis contains forward-looking information and statements pertaining to the following: (i) the stability of retail liquor sales; (ii) the ability to acquire additional liquors stores and/or locations; (iii) increased revenues and margins due to tax increase, (iv) the ability to purchase inventory at a discount, (v) on going impact from price inflation, (vi) one-time impact from repricing of inventory from the April 2009 tax increase and its rescission in July 2009, (vii) potential exercise of warrants, (viii) equity issuance and (ix) other expectations, beliefs, plans, goals, objectives, assumptions, information and statements about possible future events, conditions, results of operations or performance. All statements other than statements of historical fact contained in this management's discussion and analysis are forward-looking statements, including, without limitation, statements regarding the future financial position, business strategy, proposed or recent acquisitions and the benefits to be derived therefrom, and plans and objectives of or involving the Company.

The forward-looking information and statements contained in this management discussion and analysis reflect several material factors, expectations and assumptions including, without limitation: (i) demand for adult beverages; (ii) the ability to acquire additional liquors stores and/or locations; (iii) the Company's ability to secure financing to suit its growth strategy; (iv) the integration risk and requirements for the purchase or development of liquor stores; (v) the Company's future operating and financial results; (vi) treatment under governmental regulatory regimes, tax, and other laws; and (vii) the ability to attract and retain employees for the Company.

The forward-looking information and statements included in this MD&A are not guarantees of future performance and should not be unduly relied upon. Forward-looking statements are based on current expectations, estimates and projections that involve a number of risks and uncertainties, which could cause actual results to differ materially from those anticipated and described in the forward-looking statements. Such information and statements involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information or statements including, without limitation: (i) impact of economic events affecting discretionary consumer spending; (ii) ability to obtain required financing to continue growth strategy; (iii) changes in Government regulation of the retail liquor industry; (iv) impact from competition in the market's where the Company operates; (v) ability to source locations and acquisitions for growth strategy; (vi) actions by governmental or regulatory authorities including changes in income tax laws and excise taxes; (vii) the ability of the Company to retain key personnel; (viii) the Company's ability to adapt to changes in competition; (ix) the impact of supplier disruption or delays; (x) the maintenance of management information systems; (xi) the impact of increases in labour costs, shortages or labour relations; (xii) the impact of weather on its affect on consumer demand, (ix) the ability to raise capital, and (x) the ability to complete construction projects.

The Company cautions that the foregoing list of assumptions, risks and uncertainties is not exhaustive. The forwardlooking information and statements contained in this discussion and analysis speak only as of the date of this management discussion and analysis, and the Company assumes no obligation to publicly update or revise them to reflect new events or circumstances, except as may be required pursuant to applicable laws.

Throughout this management discussion and analysis references are made to "EBITDA", "operating margin", "operating margin before non-recurring items", "operating margin as a percentage of sales", and other "Non-GAAP Measures". A description of these measures and their limitations are discussed below under "Non-GAAP Measures". See also "Risk Factors" also discussed below.

Additional information relating to the Company, including all other public filings is available on SEDAR (www.sedar.com).

KEY HIGHLIGHTS FOR THE SECOND QUARTER

During the three-month period ended June 30, 2010, the Company graduated from a Tier 2 issuer to a Tier 1 issuer on the TSX Venture Exchange.

The company completed the development and opened a new store in Northern Alberta, which has resulted in 30 stores in operation as at the end of the second quarter. Subsequent to quarter end the Company completed the development of a new store in Lethbridge, Alberta and completed an acquisition of a store in the same market resulting in 32 stores in operation.

The Company has previously announced the potential development of 2 additional stores. If these 2 stores are developed, then the Company would have 34 stores in operation.

The Company entered into a swap transaction to hedge interest rate risk on \$10.0 million of its \$25 million senior bank debt; hedging 40% of the companies committed facilities.

The founding shareholders converted 3,174,604 warrants to infuse \$1 million new equity into the Company.

Key Operational Highlights, year over year 6 – month comparison:

- Net income after adjusting for the one time inventory margin gain in Q2 2009 of \$379,759 increased from \$52,460 to \$192,176;
- Sales increased 57% from \$13,505,536 to \$21,253,807;
- Operating margin after adjusting for the one time inventory margin gain in Q2 2009 of \$379,759 increased 101% from \$595,184 to \$1,196,460;
- Operating and Administrative Expenses as a percentage of sales reduced from 17.09% to 15.51%;
- Operating Margin after adjusting for the one time inventory margin gain in Q2 2009 percentage increased from 4.41% to 5.63%;
- Average Revenue per store grew 31% from \$540,221 to \$708,460

RECENT DEVELOPMENTS SINCE PERIOD ENDED June 30, 2010

- The Company increased its bank financing from \$15 million to \$25 million and extended the maturity of the facilities to July 11, 2011.
- Development of a new store in Lethbridge is now complete. This store opened July 9, 2010 making it the 31st store in operation.
- The Company acquired a new store in Lethbridge on August 11, 2010, placing this as the 32nd store in operation.

OUTLOOK

The Company expects increases in gross sales and contribution in 2010 as a result of growth in the number of stores. On a comparative basis, net income results to date seem lower than those delivered in 2009. This is due to the impact of the gain/loss on the interest rate hedge, and the impact from the increase in taxes on alcohol in 2009.

For the 6 months ending June 2009 the Company recognized a non-cash gain of \$70,988 on the interest rate hedge; whereas for the same period ending June 2010, the Company recognized a non-cash loss of (\$288,321). This represents a \$359,309 swing in profitability on a comparative basis.

When the Alberta Government increased taxes on alcohol on April 7, 2009, the Company recognized a one-time gain on inventory margins as it sold the inventory in Q2 and Q3 2009. As a result, the Company had a one-time gain of \$379,759 in Q2 2009 as it was able to increase the sales price of the inventory on hand, which that had been purchased at a lower price due to the

lower tax rate. The benefit was smaller in Q3 2009, with the Company only receiving a one-time gain of \$199,554. The tax increase was rescinded on July 7, 2009. These gains were clearly beneficial to the Company, however the gains were solely a result of the tax increase.

On July 8, 2010, the Company increased its senior secured funding from \$15 to \$25 million. This financing is in place to complete all announced developments and will be available to fund the Company's future growth. To complement our growth strategy in Alberta, we are currently evaluating liquor store opportunities in British Columbia

The Company has been consciously optimizing the capital structure to ensure minimal dilution to the existing shareholders. On June 26, 2010 warrant holders converted \$1 million in warrants five months prior to the maturity date. Currently in-the-money warrants with an aggregate exercise price of \$1.48 million remain outstanding with an expiry date of December 1, 2010. Funds to be received upon the expected exercise of these warrants, together with funds from operations will be used in conjunction with new senior bank financing to develop new greenfield stores and make further acquisitions. The conversion of warrants has allowed the Company to fund its growth; nevertheless the need for an equity issuance for further growth may be required. If so, the Company will look to reduce dilutive effects to existing shareholders.

We are continuing to enhance our enterprise information technology system. Our vision is to increase efficiencies through system integration and software automation. The results of this proprietary technology should result in reductions in administrative labour costs and optimization in capital deployment, as the number of stores and the number of sale transactions continue to grow.

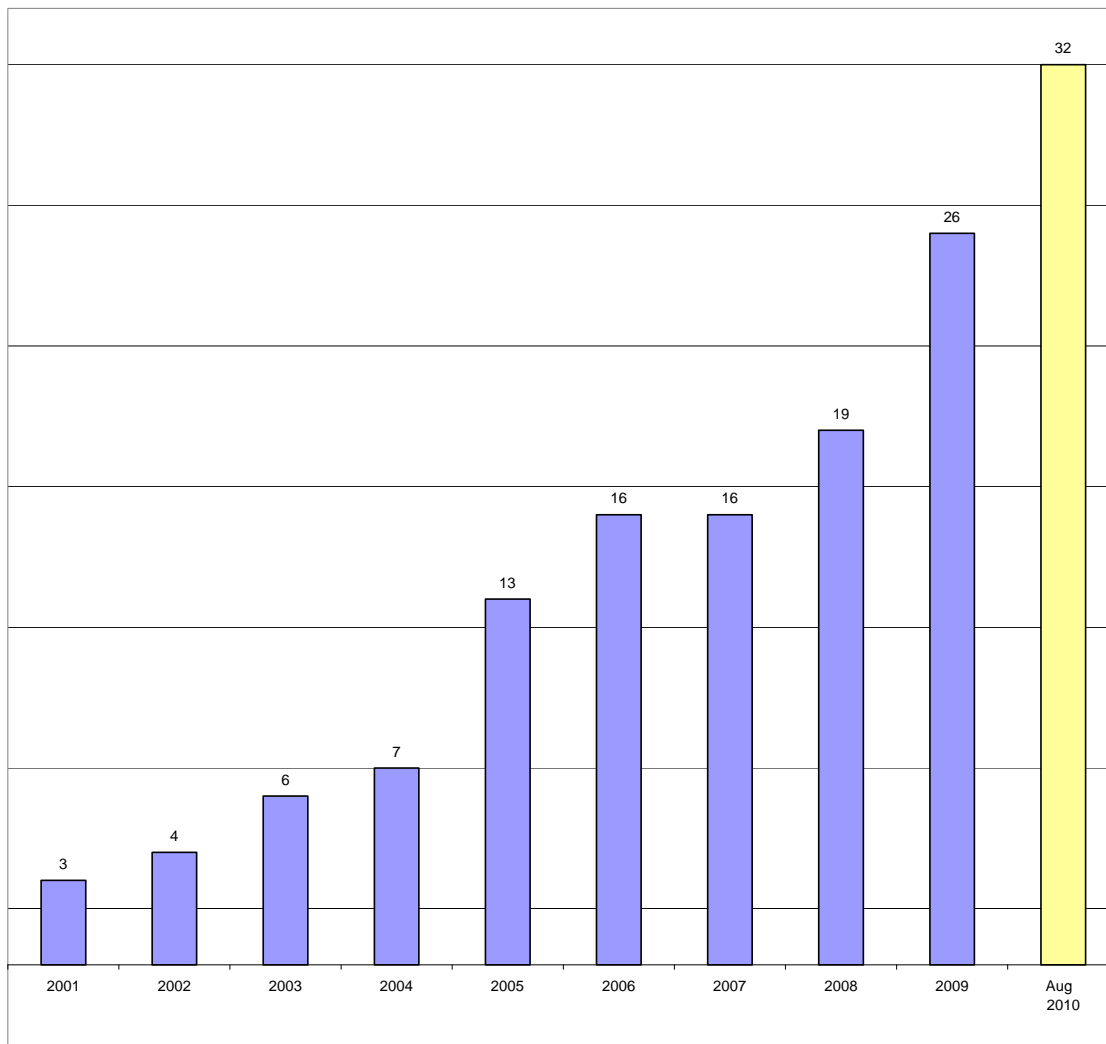
OVERVIEW OF ROCKY MOUNTAIN LIQUOR INC

The Company is an incorporated company established under the laws of the Province of Ontario with its common shares ("shares") trading on the TSX Venture Exchange under the symbol ("RUM").

The Company's sole investment is in Anderson's Liquor Inc. Rocky Mountain Liquor owns 100% of Andersons Liquor Inc. ("Andersons") headquartered in Edmonton Alberta, which owns and operates private liquor stores in that province. Alberta is the only province in Canada that has a fully privatized retail distribution system for adult beverages. The product mix generally offered by Andersons at its retail stores includes beer, spirits, wine and ready to drink liquor products, as well as ancillary items such as juice, ice, mix and giftware. Andersons has focused on store operations while pursuing an active acquisition strategy to acquire additional stores within the Alberta market, focusing largely outside of the major urban centres. To date, Andersons has been successful in improving the performance of its acquisitions through effective integration with its existing operations.

As of June 30, 2010 Andersons operated and owned 30 stores. Subsequent to June 30, 2010, Andersons completed the development and opened a new store as well as purchased another store in Lethbridge, resulting in 32 stores in operation.

Number of Retail Liquor Stores

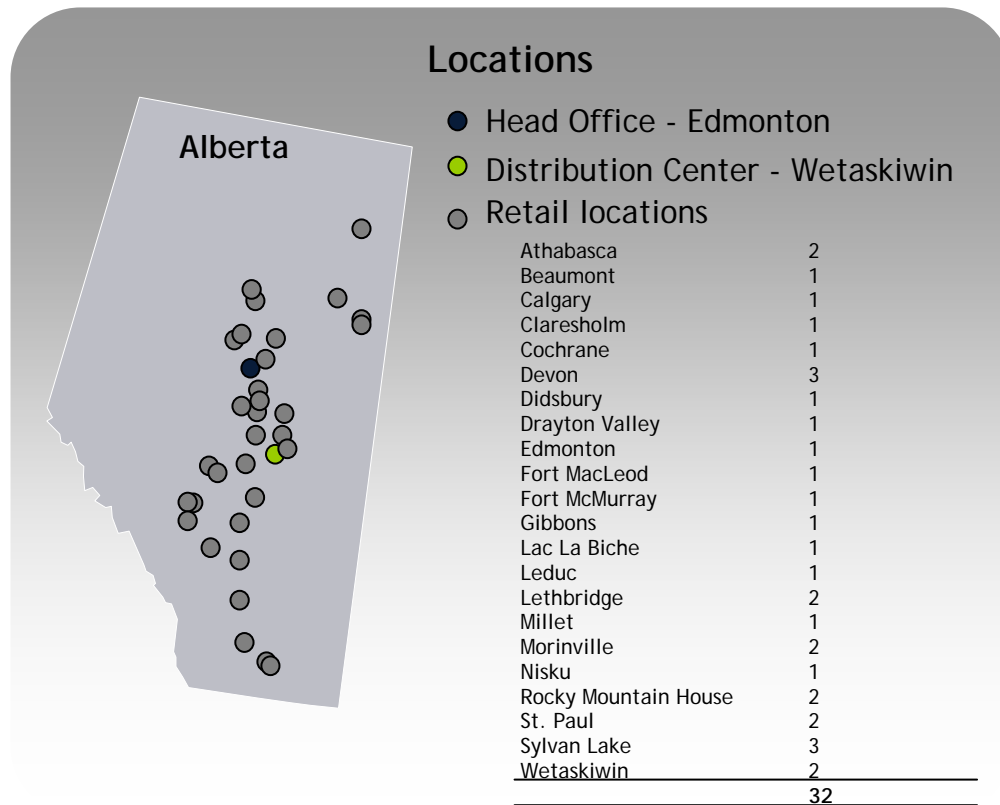


- Anderson's acquired an additional liquor store in 2007 but also consolidated two existing stores in Nisku, Alberta. As a result, the total number of retail liquor stores remained consistent from 2006 to 2007 despite the 2007 acquisition.

COMPETITIVE ENVIRONMENT

The Province of Alberta is the only province in Canada that has a fully privatized retail distribution system for adult beverages. Andersons currently operates 32 liquor stores in Alberta where there are approximately 1,193 liquor stores and 93 agency stores as at June 1, 2010 [Source: Alberta Gaming and Liquor Commission].

Andersons operates 9 stores in Northern Alberta, 16 stores in Central Alberta and 7 stores in Southern Alberta.



BUSINESS STRATEGY

Growth - New Stores

The Company's strategy is to grow by increasing the number of customer transactions as well as through new store development and acquisitions. Andersons is actively exploring opportunities to acquire and/or develop stores in Alberta, and evaluate growth opportunities in British Columbia. Management will continue to assess potential acquisitions and store development opportunities for their ability to add accretive cash flow and shareholder value.

Differentiation: Product, Operations, and Management Information Systems

Through the use of the Andersons warehousing capability, management will continue to focus on product optimization by providing more product choices. Through the use of management information systems, Andersons will derive efficiencies and continue its efforts in providing operational effectiveness.

Technology

A Company-wide core, inter-connected computer network supports our liquor enterprise. A backbone virtual private network has been designed for both high-speed throughput and integrated security. The purpose of our network platform system is the collection, processing, storage and dissemination of data at store level, finance level, compliance offices, business intelligence centers and our Enterprise Fulfilment Centre (“EFC”) where it is transformed into various forms of information needed to carry out the functions of management at each location.

Point-of-sale and point of purchase terminals in all our stores collect huge volumes of atomic data each day. This data undergoes selective extraction, organization, analysis and formatting for presentation, use of operational systems, business intelligence and to support management decision processes at all levels in the organization.

In addition to store level depositories we maintain several centralized repositories as mirror sites for the entire enterprise. We maintain data at the lowest level of detail, and store away and retain all data. Our enterprise system is updated with each operational system transaction performed.

We utilize a number of skills, technologies, applications and best practices. We employ several core, customized, and configured applications. These include stand-alone software applications, web-browser based applications, and desktop applications. In this regard there are systems which we own and pay annual fees for licensing, “Software as a Service” in which we have long term contracts in place for time and attendance applications, and proprietary and customized collection, reporting and data maintenance applications, which are developed and maintained by our own Information Technology department.

Insightful decisions about significant changes in our business and markets can only be made if decision makers receive timely and continuous presentation of performance measures. Our systems have the ability to identify and correct negative trends, generate detailed reports on transactions and provide daily tracking of compliance exceptions. Daily financial controls are monitored and all enterprise locations pass compliance audits on a daily basis. Due to the automation of these processes, compliance is maintained with a minimum of administration labour deployed.

The main benefits of these automated reporting functions is to enable our enterprise decision makers to make informed and more time sensitive business decisions, quickly address problem areas and re-position our organization to take full and speedy advantage of emerging opportunities. Our goal is to invest in continuous improvement of our technology and our skill sets with the result of providing visibility, measurement, and assurance of key business activities and competitiveness.

Stable Business

Andersons operates in a stable business environment. The business is largely cash-based with alcohol-based products accounting for approximately 98% of total sales as of June 30, 2010.

Financing

The Company has financed the company's growth with the issuance of shares, the issuance of convertible debentures and through available credit facilities.

FINANCIAL MEASURES

Maintenance Capital Expenditures

In order to maintain its productive capacity, the Company incurs expenses for routine maintenance, invests and upgrades information systems and replaces assets as required.

Net Change in Non-cash Working Capital

The Company's investment in non-cash working capital is primarily related to increased inventory levels and the operation of our warehousing facility. This increase includes the cost of purchasing inventory for stores the Company develops and opens, the cost of increasing inventory in acquired stores subsequent to their acquisition date, and an increase in current inventory purchased at times when favourable buying conditions exist. Inventory levels are also influenced by seasonal investments in inventory.

Long-Term Incentive Plans

The Company uses stock option grants with vesting periods for its Long-Term Incentive plan. These grants are used as both an incentive and to reward performance for key employees.

MANAGEMENT TEAM

Peter Byrne, President, CEO	Mr. Byrne is the President, Chief Executive Officer and co-founder of Anderson's and previously has been Chief Executive Officer and Chairman of the Board of Channel Drugs Limited, a private company that owned and operated the PharmaCare franchise until its sale in 2004.
Allison Byrne, COO	Ms. Byrne is the Executive Vice President of Operations and Finance of Anderson's and prior to joining Anderson's, she worked at Deloitte & Touche LLP from September 2002 until March 2007, receiving her Chartered Accountant designation in 2005. Ms. Byrne is Chair of the Alberta Liquor Store Association.
Tracey Bean, CFO	Mr. Bean is a Certified Management Accountant, holds a Bachelor of Commerce majoring in finance and data processing, and holds a Masters in Business Administration degree from Dalhousie University. Previously Mr. Bean was employed by The Toronto-Dominion Bank for 15 years and was most recently the Associate Vice President Credit, Commercial National Accounts.

OPERATING RESULTS - 3 Months ending June 30, 2010

Basis of Comparison

The retail liquor industry is subject to seasonal variations with respect to sales. Sales are typically lowest early in the year and increase in the latter half.

It is key to note, that given the rapid expansion of the Company, historical performance does not reflect the annualized performance from recently acquired liquor stores.

The following table shows total Sales and Operating Margin of the Company for the 3-month period ending June 30, 2010 as compared to 3 months ending June 30, 2009.

	<u>Rocky Mountain Liquor Inc</u>		<u>Rocky Mountain Liquor Inc</u>	
Period	<u>3 months ending Jun 2010</u>		<u>3 months ending Jun 2009</u>	
(Expressed in Canadian dollars)	\$	%	\$	%
Sales (1)	12,523,813	100.00%	8,676,883	100.00%
Gross margin	2,730,621	21.80%	2,257,308	26.02%
Operating and administrative expense	1,770,719	14.14%	1,299,144	14.97%
Operating Margin (2)	961,588	7.68%	873,759	10.07%
Non-recurring Items (3)	-1,686	-0.01%	84,405	0.97%
Operating Margin before non-Recurring Items (3)	959,902	7.66%	958,164	11.04%
Stores at Period End (1)	30		25	

Notes:

(1) *The results for Jun 30, 2010 include operations for 30 stores.*

(2) *Operating Margin has been calculated as described under "Non-GAAP Measures".*

(3) *Non-recurring items include business development costs, loss on disposal of property and equipment, store closure expense, bad debt expense and other income.*

Sales

Sales represent the combination of adult beverages including spirits, beer, and wine, with other ancillary products such as ice, juice, and mix.

Total sales for the 3-month period ended June 30, 2010 were \$12.5 million. Sales are higher than Q2 2009, mainly due to the acquisitions completed.

Cost of Goods Sold and Gross Margin

Margins have moderated as compared to June 2009 due to a reversal of government taxation in 2009, pricing sensitivity response to current economic conditions, and our entry into the Liquor Service segment. Margins for the quarter are 21.80%.

Operating and Administrative Expenses

The major expenses included in operating and administrative expenses are salaries, rents, and location costs such as utilities, property taxes, and insurance. Total operating and admin expenses for the 3-month period ended June 30, 2010 were \$1.77 million. Operating and admin expenses as a percentage of sales have reduced to 14.14% for 2010, as compared to 14.97% for 2009.

Operating Margin and Operating Margin before Non Recurring Items

Operating margin was 7.68% or \$0.96 million for the 3 months ending June 30, 2010. Operating margin before non-recurring items was 7.66% or \$0.96 million for the 3 months ending June 30, 2010. The difference in operating margin percentage as compared to 2009 is due to the one-time gain on inventory margins of \$0.38 million from the tax increase in April 2009. For an explanation of the methodology for calculating the one-time gain amount please refer to the Non-GAAP Measure section at the end of this MD&A.

OPERATING RESULTS - 6 Months ending June 30, 2010

Basis of Comparison

The retail liquor industry is subject to seasonal variations with respect to sales. Sales are typically lowest early in the year and increase in the latter half.

It is key to note, that given the rapid expansion of the Company, historical performance does not reflect the annualized performance from recently acquired liquor stores.

The following table shows total Sales and Operating Margin of the Company for the 6-month period ending June 30, 2010 as compared to 6 months ending June 30, 2009.

	<u>Rocky Mountain Liquor Inc</u>		<u>Rocky Mountain Liquor Inc</u>	
Period	<u>6 months ending Jun 2010</u>		<u>6 months ending Jun 2009</u>	
(Expressed in Canadian dollars)	\$	%	\$	%
Sales (1)	21,253,807	100.00%	13,505,536	100.00%
Gross margin	4,515,235	21.24%	3,382,036	25.04%
Operating and administrative expense	3,296,292	15.51%	2,308,365	17.09%
Operating Margin (2)	1,196,460	5.63%	974,943	7.22%
Non-recurring Items (3)	22,483	0.11%	98,728	0.73%
Operating Margin before non-Recurring Items (3)	1,218,943	5.74%	1,073,671	7.95%
Stores at Period End (1)	30		25	

Notes:

(1) *The results for Jun 30, 2010 include operations for 30 stores.*

(2) *Operating Margin has been calculated as described under "Non-GAAP Measures".*

(3) *Non-recurring items include business development costs, loss on disposal of property and equipment, store closure expense, bad debt expense and other income.*

Sales

Sales represent the combination of adult beverages including spirits, beer, and wine, with other ancillary products such as ice, juice, and mix.

Total sales for the 6-month period ended June 30, 2010 were \$21.3 million. Sales are higher than 6-month period Q2 2009, mainly due to the acquisitions completed.

Cost of Goods Sold and Gross Margin

Margins have moderated as compared to June 2009 due to a reversal of government taxation in 2009, pricing sensitivity response to current economic conditions, and our entry into the Liquor Service segment. Margins for the 6-month period are 21.24%.

Operating and Administrative Expenses

The major expenses included in operating and administrative expenses are salaries, rents, and location costs such as utilities, property taxes, and insurance. Total operating and admin expenses for the 6-month period ended June 30, 2010 were \$3.29 million. Operating and admin expenses as a percentage of sales have reduced to 15.51% for 2010, as compared to 17.09% for 2009.

Operating Margin and Operating Margin before Non Recurring Items

Operating margin was 5.63% or \$0.96 million for the 6 months ending June 30, 2010. Operating margin before non-recurring items was 5.74% or \$1.20 million for the 6 months ending June 30, 2010. The difference in operating margin percentage as compared to 2009 is due to the one time gain on inventory margins of \$0.38 million from the tax increase in April 2009.

LIQUIDY AND CAPITAL RESOURCES AS OF August 20, 2010

Shareholders' Equity

Authorized: Unlimited number of common shares

Issued and outstanding: 54,478,893 common shares

Warrants

The following tables summarize information about warrants outstanding:

<u>Expiry date – quarter ended</u>	<u>Exercise price \$</u>	<u>Number of warrants outstanding – June 30, 2010</u>	<u>Number of warrants exercisable – June 30, 2010</u>
December 1, 2010	0.315	4,704,888	4,704,888 *
Outstanding, end of period		4,704,888	4,704,888 *

* On June 11, 2010 the Company was graduated to be a tier 1 issuer on the TSX-V. As a result all warrants were released from escrow since the escrow requirements were met as per a tier 1 issuer.

	<u>Number of warrants</u>
Outstanding, December 31, 2008	7,979,492
Granted	-
Exercised, May 15, 2009	(100,000)
Exercised, June 26, 2010	(3,174,604)
Expired	-
Outstanding, August 20, 2010	4,704,888

Options

The following tables summarize information about options outstanding:

Expiry Date	Participant	Exercise price \$	Number of options outstanding – June 30, 2010	Number of options exercisable – June 30, 2010
April 21, 2013	Stock Option Plan (Pre-RTO)	0.20	357,137	357,137
May 15, 2012	Stock Option Plan (Executive)	0.29	300,000	200,000
June 29, 2012	Stock Option Plan (Directors)	0.32	300,000	300,000
June 2, 2013	Stock Option Plan (Executive)	0.50	330,000	0
Outstanding, end of period			1,287,137	857,137

	Number of options
Outstanding, March 31, 2010	957,137
Granted, June 2010	330,000
Outstanding, May 27, 2010	1,287,137

Convertible Debenture

On March 16, 2009, the Company issued an \$809,140 unsecured convertible debenture maturing on March 16, 2014 and bearing an interest rate of 8.25% per annum, payable in arrears annually. The initial principal amount of the debenture is convertible, at the election of the holder, in whole or in part, into common shares at a conversion ratio of \$0.315 per share, representing up to 2,568,968 shares.

Credit Facilities

On June 30, 2010 the Company had an available \$5 million operating line. The Company also has a \$9.995 million investment line of credit, which is unused and is available to purchase the equivalent amount of short-term banker's acceptance investments.

As of June 30, 2010, there was \$3.8 million outstanding on the operating line; however it is noted that the Company had \$2.5 million in cash on hand. The \$10 million term loan facility was drawn at \$7.9 million.

Subsequent to the June 30, 2010, the Company secured an extension and increase to their credit facilities. The operating line was increased from \$5 to \$6 million and the acquisition facility was increased from \$10 to \$19 million. With total credit of \$25 million less net utilization of \$9.2 million, the Company has access to \$15.8 million to continue its growth strategy. The new facilities have been extended to July 11, 2010.

The Company's indebtedness is subject to a number of external covenants, but none are capital related. Under the terms of the Anderson's credit facility, the following ratios are monitored: adjusted debt to EBITDA, and fixed coverage ratio. For the 3 and 6 months ended June 30, 2010, Andersons continues to be in compliance with all covenants.

Capital Expenditures

The Company will continue to pursue acquisition opportunities and opportunities to open new stores.

Liquidity Risk

The Company uses a variety of sources of capital to fund acquisitions, new store development and ongoing operations, including cash provided by operations, bank indebtedness, issuance of new equity or debt instruments or a combination thereof. The decision to utilize a specific alternative is dependant upon capital market conditions and interest rate levels. The degree to which the Company is leveraged may impact its ability to obtain additional financing for working capital or to finance acquisitions.

To manage liquidity risk, the Company is proactive with its review of the capital structure. Management believes the Company currently has the resources to meet obligations as they come due.

Credit Risk

The Company's financial assets that are exposed to credit risk consist primarily of cash and cash equivalents and accounts receivable.

The Company maintains its cash and cash equivalents with a major Canadian chartered bank and local Alberta credit unions.

The risk for accounts receivable is that a wholesale customer of Anderson's might fail to meet its obligations under their credit terms. The Company, in its normal course of operations, is exposed to credit risk from its wholesale customers in Alberta whose purchases are expected to represent approximately 20% of the Company's sales. This has increased with the recent acquisition of the store in North Central Alberta. Risk associated with respect to accounts receivable is mitigated by credit management policies. Historically, bad debts from these accounts have been insignificant. The Company is not subject to significant concentration of credit risk with respect to its customers; however, all trade receivables are due from organizations in the Alberta hospitality industries. There were no bad debts recorded or significant past due accounts for the 3 and 6 months ended June 30, 2010.

Interest Rate Risk

The Company manages its interest rate risk through credit facility negotiations and by identifying upcoming credit requirements based on strategic plans.

As a further part of their interest rate strategy, Andersons has contracted with a Canadian Chartered Bank to hedge interest rates for a 5-year period in the amount of \$5.5 million at 2.14% plus the applicable credit spread. These hedges mature February 12, 2014 and are subject to re-pricing of credit risk. On April 6, 2010 Andersons has also contracted a 5-year hedge for \$4.5 million at 3.35% plus the applicable credit spread. This hedge matures April 6, 2015.

As of August 20, 2010 Andersons has \$10.0 million in hedges representing 40% of Anderson's available credit facilities.

OFF BALANCE SHEET ARRANGEMENTS

There were no off-balance sheet arrangements as at June 30, 2010.

CRITICAL ACCOUNTING ESTIMATES

The preparation of financial statements, in conformity with Canadian GAAP, requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

Goodwill

Goodwill is not amortized and is assessed for impairment at each reporting unit level. The impairment test is done annually unless circumstances arise that would potentially impair the carrying value of goodwill. Comparing the fair value of a reporting unit to its carrying value identifies any potential goodwill impairment. If the fair value of the reporting unit exceeds its carrying value, goodwill is considered not to be impaired. If the carrying value of the reporting unit exceeds its fair value, potential goodwill impairment has been identified and must be quantified by comparing the estimated fair value of the reporting unit's goodwill to its carrying value. Any goodwill impairment will result in a reduction in the carrying value of goodwill on the consolidated balance sheet and in the recognition of a non-cash impairment charge in net income.

The Company tests goodwill as of December 31st every year, and has determined that goodwill was not impaired as of December 31, 2009. Significant assumptions included in this test include management's expectations regarding future revenues, expenses, and other factors impacting cash flow, as well as various inputs to determine the Company's weighted average cost of capital. While these assumptions reflect management's best estimates, they are subject to the measurement uncertainty associated with the current challenging economic environment and material estimates generally. As a result, material revisions could be required to these estimates in future periods.

Amortization Policies and Useful Lives

The Company amortizes property, equipment and intangible assets over the estimated useful service lives of the assets. Management uses industry trends, historical usage in the same and similar assets and judgment to estimate the useful life of assets. The Company assesses the estimated useful lives on an annual basis to ensure they remain accurate, and will adjust amortization prospectively if changes are required.

Purchase Price Allocations

The allocation of the purchase price for acquisitions involves determining the fair values assigned to the tangible and intangible assets acquired. Management determines the fair value of the tangible assets and certain intangible assets of the acquired stores. Goodwill is calculated based on the purchase price less the fair value of the net tangible and intangible assets stated above.

CHANGES IN ACCOUNTING POLICIES

Section 3862 - Financial Instruments – Disclosures

CICA Handbook Section 3862, Financial Instruments – Disclosures, was amended to include additional disclosure requirements about fair value measurements of financial instruments, including the relative reliability of the inputs used in those measurements, and enhance liquidity risk disclosure requirements. In the first year of application, an entity need not provide comparative information for the disclosures required by the amendments.

The amendments are effective for annual financial statements for fiscal years ending after September 30, 2009. The Company has adopted this new Section for its fiscal year ending December 31, 2009. The new Section did not have any impact on its financial position or results of operations.

Section 3855 - Financial Instruments – Recognition and Measurement

CICA Handbook Section 3855, Financial Instruments – Recognition and Measurement, was amended to clarify when an embedded prepayment option is separated from its host debt instrument for accounting purposes and the application of the effective interest method after a debt instrument has been impaired. These amendments apply to interim and annual financial statements relating to fiscal years beginning on or after January 1, 2011.

This Section has been amended to add guidance concerning the assessment of embedded derivatives upon reclassification of a financial asset out of the held-for-trading category. These amendments apply to reclassifications made on or after July 1, 2009. Also, this Section has been amended to change the categories into which a debt instrument is required or permitted to be classified, to change the impairment model for held-to-maturity financial assets to the incurred credit loss model of Section 3025 – Impaired Loans, and to require reversal of previously recognized impairment losses on available-for-sale financial assets in specified circumstances. These amendments apply to annual financial statements relating to fiscal years beginning on or after November 1, 2008. The Company has adopted the amendments to this Section for its fiscal year ending December 31, 2009. The amendments did not have any impact on its financial position or results of operations.

ACCOUNTING STANDARDS ISSUED BUT NOT YET IN EFFECT

Section 1582 – Business Combinations

In January 2009, the CICA issued new Handbook Section 1582, Business Combinations. It provides the Canadian equivalent to IFRS 3, “Business Combinations”. The Section applies prospectively to business combinations for which the acquisition date is on or after the beginning of the first annual reporting period beginning on or after January 1, 2011. Earlier application is permitted. The Company plans to adopt this new Section for its fiscal year beginning January 1, 2011. The Company is currently evaluating the impact on its financial position and results of operation of adopting the new section.

Section 1601 – Consolidated Financial Statements

In January 2009, the CICA issued new Handbook Section 1601, Consolidated Financial Statements, and establishing standards for the preparation of consolidated financial statements. The Section applies to interim and annual consolidated financial statements relating to fiscal years beginning on or after January 1, 2011. Earlier adoption is permitted as of the beginning of a fiscal year. The Company plans to adopt this new Section for its fiscal year beginning January 1, 2011. The Company does not expect the new Section to have any material impact on its financial position or results of operations.

Section 1625 - Comprehensive Revaluation of Assets and Liabilities

CICA Handbook Section 1625, Comprehensive Revaluation of Assets and Liabilities, was amended to be consistent with Handbook Section 1582 – Business Combinations, Section 1601 – Consolidated Financial Statements and Section 1602 – Non-controlling Interests, which were issued in January 2009. The amendments apply prospectively to comprehensive revaluations of assets and liabilities occurring in fiscal years beginning on or after January 1, 2011. The Company does not expect the new Section to have any material impact on its financial position or results of operations. The Company plans to adopt this new Section for its fiscal year beginning January 1, 2011.

International Financial Reporting Standards

In February 2008, the CICA announced that Canadian publicly accountable enterprises will adopt IFRS as issued by the International Accounting Standards Board (IASB) effective January 1, 2011. Although IFRS employs a conceptual framework that is similar to Canadian GAAP, there are significant differences in recognition, measurement and disclosure.

The Company has established a Financial Reporting Team to review the adoption of IFRS. The team has provided updates to management and the Audit Committee. The Company is closely monitoring regulatory developments made by the Canadian Institute of Chartered Accountants and the Canadian Securities Administrator that may affect the timing, nature or disclosure of our adoption of IFRS. The Company is also monitoring developments in accounting made by the Accounting Standards Board of Canada (AcSB) and the International Accounting Standards Board (IASB) to ensure that on adoption of IFRS, we are compliant with IFRS as issued by the IASB.

As of August 20, 2010, the Company is finalizing the evaluation of the accounting impact on its financial position and results of operations adopting these standards will have. The Company has reviewed its accounting policies and will be updating them to incorporate the requirements for IFRS. The Company is on target for the IFRS transition.

Financial Reporting Expertise

Training for key personnel for IFRS has been completed with further training to be completed in fiscal 2010. The Company's IFRS team has prepared a detailed assessment of the effects of IFRS on the Company's current policies.

Accounting Policies

The following standards are expected to impact the Company.

IFRS 1

In accordance with IFRS 1, the Company is entitled to a number of voluntary and mandatory exemptions from full restatement. The elections the Company has made are discussed below. IFRS 1 will also require the Company to disclose a significant amount of information surrounding reconciliation between Canadian GAAP and IFRS balances, which the company is currently drafting.

IFRS 3 – Business Combinations

The main impact this will have on the Company is all acquisition related costs would be expensed and any gain on bargain purchase of negative goodwill will be included in net income immediately. This will have an impact on the Company going forward, however IFRS 1 allows for the Company to elect to not to apply IFRS 3 to business combinations that applied before the date of transition to IFRS. The Company has made this election not to restate business combinations that occurred before the Transition Date.

IAS 16 – Property, Plant and Equipment

This standard requires assets to be carried at historical cost and for residual values to be reviewed at a minimum annually and for depreciation to be adjusted accordingly. IFRS 1 allows for an election to be made to not apply IAS 16 to existing assets before the date of transition to IFRS. The company has made the election to use fair value as deemed cost at the Transition Date. The Company has reviewed all of its classes of assets and has determined that this standard will not significantly impact the carrying values of its assets.

IAS 36 – Impairment of Assets

The standard requires assets to be allocated to a "Cash Generating Unit" (CGU) to test for impairment. Impairment losses are to be taken off surpluses of any revaluation reserve and then charged to the income statement. If an asset redeems its value, the impairment can be reversed. More extensive disclosure will be required in connection with annual impairment reviews. The Company is determining if this will result in any of its assets to be deemed impaired and required to be written down.

IAS 38 – Intangible Assets

The standard requires assets to be grouped into a CGU to determine if any impairment loss or (gain) exists if the CGUs carrying amount exceeds (is less than) its recoverable amount on intangible assets like goodwill. Any impairment loss for CGU is allocated first to goodwill, and then to the income statement. The Company is determining if this will result in any of its intangibles to be deemed impaired and required to be written down.

IAS 39 – Financial Instruments

The standard requires definitional differences for classifying financial assets into “loans and receivables, “held to maturity”, and “held for trading.” Loans and receivables that may not recover their initial investment will be classified as “available for sale.” The Company is determining the impact on its statements.

Business Activities

Bank covenants have been reviewed and assessed. IFRS will not impact the ability for the Company to meet its debt covenants. No modifications to the loan agreements at this stage are required.

Control Environment – Internal Controls Over Financial Reporting

Management and the Audit Committee have reviewed all of the accounting policy changes and concur with the adoption of such policies. External auditors will review the implementation of IFRS on our opening balance sheet by December 31, 2010. Additional changes to the control environment are being assessed as impacts of all policies are finalized.

Control Environment – Disclosure Controls and Procedures

The Company plans to release the effect of IFRS on the 2010 statements by August 31, 2010. Additional changes to the control environment are being assessed as impacts of all policies are finalized.

Information Technology

The Company has prepared an analysis of the current IT system’s ability to capture information necessary to prepare IFRS statements. The system is ready for parallel reporting in 2010.

FINANCIAL INSTRUMENTS

For the Company, fair value is equal to carrying value for all of its financial instruments.

For cash and cash equivalents, accounts receivables, due from related parties, bank indebtedness, short-term debt, accounts payable and accrued liabilities, wages payable and due to (from) shareholders the carrying value approximates fair value due to the short-term nature of the instruments.

The interest rate swap has a fair value equivalent to the carrying value and is calculated on a mark to market basis.

The fair value of the convertible debenture is equivalent to its carrying value and is assessed at each period.

Bank indebtedness and long term debt have fair values, which approximate their carrying value as the interest rate is at a variable market rate.

TRANSACTIONS AND BALANCES WITH RELATED PARTIES

	<u>Advances to related parties</u>	
	<u>Jun 30, 2010</u>	<u>Dec 31, 2009</u>
Byrne Alberta Ltd.	\$ -	\$ 118

Advances to and from related companies are non-interest bearing (unless otherwise indicated), have no set repayment terms and are unsecured. The companies are related through common controlling shareholders. All related party amounts are measured at the exchange amount agreed to by both parties.

The Company paid rents of \$9,720 (Dec 2009 - \$19,440) to Byrne Alberta in respect of a retail liquor store. The rent is at market value.

DISCLOSURE CONTROLS AND PROCEDURES AND INTERNAL CONTROLS OVER FINANCIAL REPORTING

There have been no changes in the Company's internal controls over financial reporting (as defined under MI 52-109) that occurred during the 3 and 6 months ended June 30, 2010, that have materially affected, or are reasonably likely to materially affect, the Company's internal controls over financial reporting.

Disclosure Controls and Procedures

The Company's disclosure controls and procedures are designed to provide reasonable assurance that information required to be disclosed by the Company is recorded, processed, summarized and reported within the time periods specified under Canadian securities laws and include controls and procedures designed to ensure that information is accumulated and communicated to management, including the Chief Executive Officer and the Chief Financial Officer, to allow timely decisions regarding required disclosure.

Internal Control Over Financial Reporting

Internal control over financial reporting ("ICFR") is a process designed to provide reasonable, but not absolute, assurance regarding the reliability of financial reporting and of the preparation of financial statements for external purposes in accordance with Canadian generally accepted accounting principles. Management, including the Chief Executive Officer and Chief Financial Officer, are responsible for establishing and maintaining adequate ICFR, as such term is defined in NI 52-109 to provide reasonable, but not absolute, assurance regarding the reliability of the

Company's financial reporting. A material weakness in ICFR exists if the deficiency is such that there is a reasonable possibility that a material misstatement of the Company's annual or interim consolidated financial statements will not be prevented or detected on a timely basis.

Based on the above evaluation of ICFR, management has concluded that ICFR was operating effectively for the period ended June 30, 2010. Management has concluded that the Company's financial statements fairly present the Company's consolidated financial position and consolidated results of operations as of and for the 3 and 6 months ended June 30, 2010.

RISK FACTORS

The Company's results of operations, business prospects, financial condition, and the trading price of the Shares are subject to a number of risks. These risk factors include: risks relating to available financing; impact due to weaker economy; market volatility and unpredictable share price; impact from tax increases; regulated competitive environment; acquisition growth strategy and development risks; reliance on key personnel; importance of inventory and EFC distribution systems; labour costs and labour market; supply interruption or delay; and credit facility and financial instrument covenants.

For a discussion of these risks and other risks associated with an investment in Shares, see "Risk Factors" detailed in the Company's Management Discussion and Analysis dated April 27, 2010, which is available at www.sedar.com.

NON-GAAP MEASURES

References to "EBITDA" are to earnings before interest, income taxes, depreciation and amortization. Management believes that, in addition to income or loss, EBITDA is a useful supplemental measure of performance.

Operating margin for purposes of disclosure under "Operating Results" has been derived by adding interest expense, amortization of property and equipment, and non-cash loss on interest rate swap to income before taxes. Operating margin as a percentage of sales is calculated by dividing operating margin by sales. Operating margin before non-recurring items has been derived by adding non-recurring items to operating margin as described above. Operating Margin is calculated as outlined in the following table:

Period	3 months ending Jun 2010	3 months ending Jun 2009	6 months ending Jun 2010	6 months ending Jun 2009
(Expressed in CDN \$)	\$	\$	\$	\$
Net income excluding Gain from Tax increase	219,306	274,499	192,176	52,460
Gain on April 2009 Tax increase	-	379,759	-	379,759
Income tax	124,255	211,155	114,472	144,072
Interest	134,210	127,959	259,251	232,827
Amortization	174,773	118,674	342,240	236,813
Loss (Gain) on Interest Rate swap	309,044	(238,287)	288,321	(70,988)
Operating Margin	961,588	873,759	1,196,460	974,943

The gain from the tax increase was calculated by multiplying the actual products sold by the post-tax-reduced pricing. The difference between this gross margin and the actual gross margin in Q2 2009 is the benefit derived from the tax increase. The Company only realized one-time gains in Q2 and Q3 of 2009. The gain calculated from date of the tax increase April 7, 2009 to June 30, 2009 was \$379,759. The gain in Q3 2009 was \$199,554.

Operating margin, operating margin as a percentage of sales, and EBITDA are not measures recognized by GAAP and do not have a standardized meaning prescribed by GAAP. Investors are cautioned that operating margin, operating margin as a percentage of sales, and EBITDA should not replace net income or loss (as determined in accordance with GAAP) as an indicator of the Company's performance, of its cash flows from operating, investing and financing activities or as a measure of its liquidity and cash flows. The Company's method of calculating operating margin, operating margin as a percentage of sales, and EBITDA may differ from the methods used by other issuers. Therefore, the Company's operating margin, operating margin as a percentage of sales, and EBITDA may not be comparable to similar measures presented by other issuers.