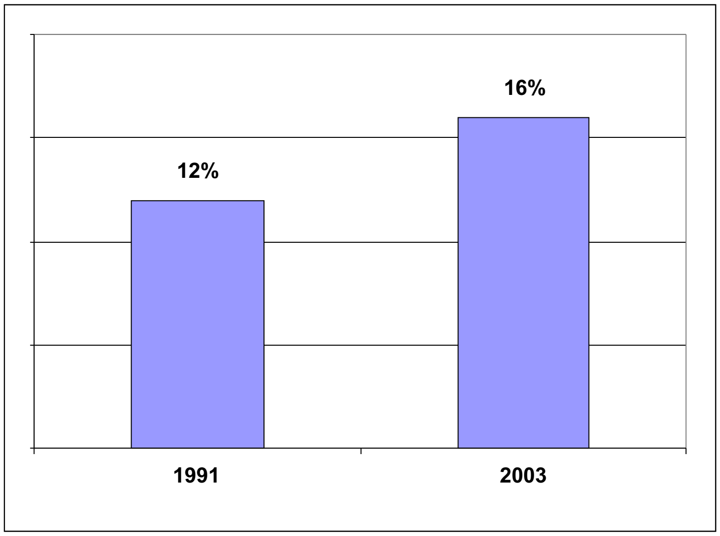
Private Label, Share of Retail Grocery Sales, 1991-2003



Source: Coriolis Research, Legg Mason.

b. Retailer Consolidation.
Retailer consolidation is a major driver of private label share, as the experience of other countries suggests.

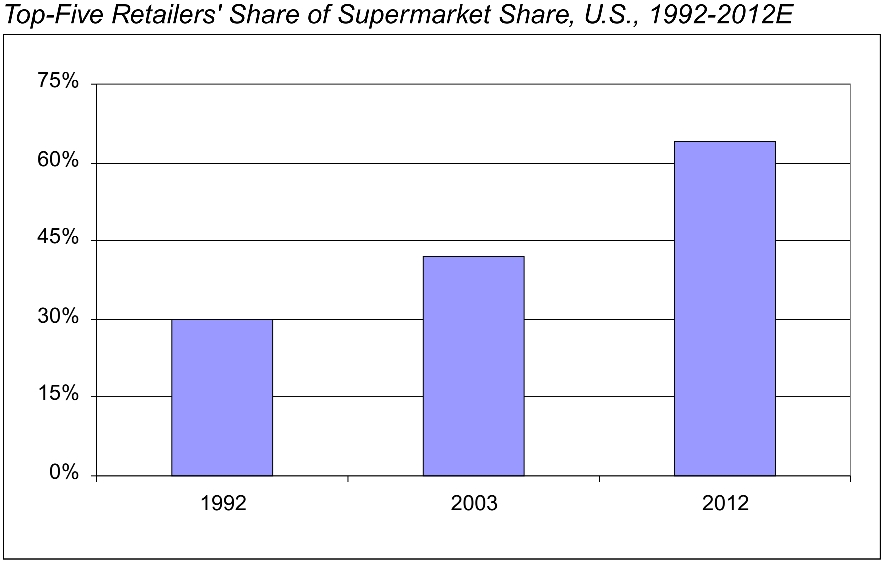
Market Share of Top-Five Retailers and Private Label Share, by Country, 2000

Country	Top 5 Retailers	P.L. Share
Switzerland	88%	38%
Great Britain	83%	31%
Belgium	81%	24%
Germany	63%	27%
U.S.	42%	15%

Source: Coriolis Research.

In the U.S., we expect food and beverage retailers to continue consolidating, favoring further private label share growth.

Top-Five Retailers' Share of Supermarket Share, U.S., 1992-2012E



Source: Company Reports, Legg Mason.

c. Store-by-Store Economics.
Stores are motivated to develop and expand private label programs for at least three main reasons:

- Reduces domination from manufacturers brands.
- Represents potentially increased consumer loyalty.
- Offers the retailer potentially greater margins and profits.

The hypothetical example provided below illustrates private label's higher margins than branded goods and how a chain's commitment to private label can substantially increase profits.

The Effect of Private Label on Profitability, Two Hypothetical $30 bn Supermarket Chains

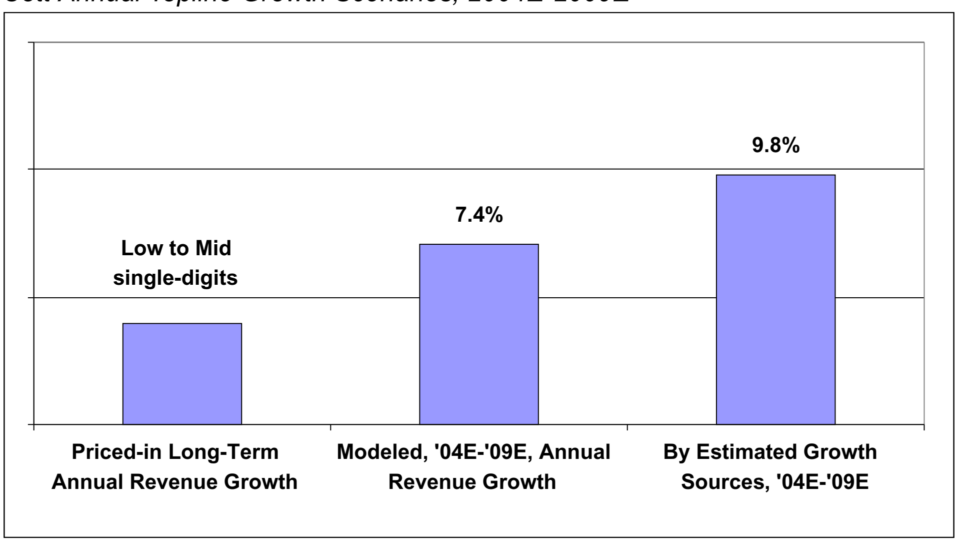
	Weak Private Label		Strong Private Label	
	%	**$Bn**	**%**	**$Bn**
Sales	100%	$30.00	100%	$30.00
% of Sales				
Private Label	5%	$1.50	30%	$9.00
Branded	95%	$28.50	70%	$21.00
Gross Margin on				
Private Label	35%	$0.53	35%	$3.15
Branded	25%	$7.13	25%	$5.25
		$7.65		$8.40
% of sales operating expenses	23%	-$6.90	23%	-$6.90
Operating Profit	3%	**$0.75**	5%	**$1.50**

Source: Coriolis Research.

4. COTT GROWTH SOURCES

COT shares appear to be pricing in low-to-mid single-digit topline growth annually, but our analysis of future sources of sales shows the company is likely capable of topline growth of approximately 9.8% annually.

Cott Annual Topline Growth Scenarios, 2004E-2009E



Source: Legg Mason.

Based on an analysis of existing business segments and factoring in identifiable potential account wins in the U.S., we believe Cott is capable of growing at an annual rate of 9.8% between 2004 and 2009, versus our modeled expectations of 7.4% and priced-in expectations of low-to-mid single-digit growth annually.