



# BRAND LEADERS

1/1/2001 - 12/31/2001

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## CASE SALES REPORT OF ALCOHOL BEVERAGES

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## EXPLANATION OF THE NABCA DISTILLED SPIRITS BRAND LEADERS REPORT

This Report shows cumulative case sales of leading volume brands of distilled spirits in the Control States.

Case sales as shown include all sizes and variations as to age.

Brands are listed in each class by total case sales in descending volume volume sequence for all Control States. A brand may not necessarily be sold in all Control States.

The Straight Bourbon category includes Tennessee Whiskey and Kentucky Whiskey. In the Vodka category, 80 proof and 100 proof vodkas are combined by brand name. The rum category ignores the country of origin for any brand. Cocktails and Domestic Cordials sales for all types are combined and shown by company.

It should be noted that this Report shows only the best-selling brands and is in no sense a judgement as to brand quality. Many excellent brands are not shown in this Report.

Due to the limitations of space it has not been possible to identify the brands by company. If a reference is necessary, the Monthly NABCA Sales Reports, Section Five will serve this purpose.

# NABCA BRAND LEADERS

1/1/2001 - 12/31/2001												
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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
<b>TOTAL DISTILLED SPIRITS</b>		<b>32823316</b>	<b>32448626</b>	<b>1.15</b>	<b>1677749</b>	<b>527316</b>	<b>1050084</b>	<b>668215</b>	<b>5258529</b>	<b>1287856</b>	<b>438783</b>	<b>1508098</b>
<b>TOTAL BONDED BOURBON</b>		<b>19211</b>	<b>20331</b>	<b>-5.51</b>	<b>1457</b>	<b>47</b>	<b>234</b>	<b>79</b>	<b>1027</b>	<b>1870</b>	<b>182</b>	<b>270</b>
OLD GRAND-DAD	1	11101	11469	-3.21	2	42	78	49	1015	847	70	270
J W DANT	2	1933	2270	-14.85	305	5	150	29		394		
OLD FORESTER	3	1436	1514	-5.15	1089		2		8	87		
EVAN WILLIAMS	4	1071	921	16.29	54					344	106	
J T S BROWN	5	962	1243	-22.61								
OLD BBN HOLLOW	6	709	755	-6.09								
COLONEL LEE	7	646	700	-7.71								
KENTUCKY TAVERN	8	552	548	.73								
T W SAMUELS	9	499	554	-9.93								
OLD CHARTER	10	200	177	12.99						198		
TOTAL OTHER		102	180	-.38	7		4	1	4		6	
<b>TOTAL STRAIGHT BOURBON</b>		<b>3161048</b>	<b>3183507</b>	<b>-.71</b>	<b>241758</b>	<b>44514</b>	<b>78184</b>	<b>29610</b>	<b>295803</b>	<b>177286</b>	<b>43896</b>	<b>82294</b>
JIM BEAM	1	776242	804610	-3.53	47838	9856	19096	13631	107340	32017	8325	25238
JACK DANIEL B/L	2	772486	767380	.67	40632	11499	23950	7556	124921	33753	12521	27320
EVAN WILLIAMS	3	217798	211431	3.01	36300	3162	1342	1766	5879	16776	1311	3796
EARLY TIMES KY	4	150064	152110	-1.35	19787	3121	562	588	5632	2824	2768	3694
OLD CROW	5	134723	134769	-.03	3334	4723	5687	1281	8161	3298	2349	3392
WILD TURKEY	6	126105	124286	1.46	10408	1653	2164	751	4457	5264	1466	2472
TEN HIGH	7	102611	102732	-.12	1818	3728	10821	542	12879	1887	4520	2774
ANCIENT AGE	8	91629	101747	-9.94	7550	1900	3534	12	133	4410	1069	
MAKERS MARK	9	68418	61549	11.16	3786	776	898	595	4594	3184	945	1864
GEO DICKEL #8	10	67661	70294	-3.75	6653	601	338	190	520	3797	256	442
OLD FORESTER	11	56858	59314	-4.14	29796		4	19	781	4461	6	2
OLD GRAND-DAD	12	34998	36133	-3.14	658	168	120	436	4003	157	57	2440
EZRA BROOKS	13	33773	32982	2.40	310	16	369	151	1730	3951	480	521
TOTAL OTHER		527682	524170	.11	32888	3311	9299	2092	14773	61507	7823	8339
<b>TOTAL BLENDED WHISKEY</b>		<b>1409313</b>	<b>1450709</b>	<b>-2.85</b>	<b>91217</b>	<b>16562</b>	<b>61879</b>	<b>26057</b>	<b>202823</b>	<b>134501</b>	<b>9299</b>	<b>44583</b>
7 CROWN	1	604398	621079	-2.69	35766	7959	18460	8097	89252	54223	5286	22428
KESSLER	2	130446	135841	-3.97	115	1618	13811	143	55578	1017	1036	20
BEAMS 8 STAR	3	73892	78014	-5.28	9323		6355		5426	17923	236	1
HEAVEN HILL	4	72321	71454	1.21	25874				2783	43344		
BROKERS RESERVE	5	45712	48141	-5.05		2269						
FLEISHMN PREFRRD	6	40702	44580	-8.70		1	2035	5932	6075			10169
SENATOR CLUB	7	37736	39340	-4.08				8163				1643
CALVERT EXTRA	8	33138	35608	-6.94	43	2	3640	105	689	9668	571	
IMPERIAL	9	31585	33355	-5.31	2			109	4580			1464
POTTER SPECIAL	10	28022	28607	-2.04		763						
GOLD CROWN	11	25511	23248	9.73						4639		2271
G & W 5 STAR	12	25156	25617	-1.80		256	9641	624	14635			
MCCORMICK	13	24384	21097	15.58	309		1110		417	647	62	32
BANKERS CLUB	14	19534	20486	-4.65					443			
CORBYS RESERVE	15	14253	14700	-3.04					8824			
TRAVELERS CLUB	16	13480	14749	-8.60	1083				523			
TOTAL OTHER		189043	194793	-.40	18702	3694	6827	2112	13598	3040	2108	6555
<b>TOTAL OTHER DOM WHSKY</b>		<b>20695</b>	<b>22261</b>	<b>-7.03</b>	<b>1422</b>	<b>146</b>	<b>181</b>	<b>123</b>	<b>1508</b>	<b>1575</b>	<b>167</b>	<b>114</b>
GEORGIA MOON	1	7691	7520	2.27	642		4		225	331	20	
JIM BEAM	2	4496	4795	-6.24	167	66	104	89	1188	124	63	
MELLOW CORN	3	2237	2488	-10.09						573	3	
OLD OVERHOLT	4	2193	2269	-3.35		69	3	34		9	78	103
VA LIGHTNING	5	1156	1171	-1.28								
DIXIE DEW	6	611	585	4.44	611							
JAMES WALSH	7	470	482	-2.49								
WILD TURKEY	8	383	310	23.55	2		4		54	5		

# NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
<b>TOTAL DISTILLED SPIRITS</b>		<b>3281568</b>	<b>3084088</b>	<b>1764872</b>	<b>4529542</b>	<b>622248</b>	<b>299480</b>	<b>2669174</b>	<b>3074219</b>	<b>495904</b>	<b>328000</b>	<b>257591</b>
<b>TOTAL BONDED BOURBON</b>		<b>1578</b>	<b>4950</b>	<b>195</b>	<b>4469</b>	<b>85</b>	<b>71</b>	<b>1379</b>	<b>999</b>	<b>153</b>	<b>63</b>	<b>103</b>
OLD GRAND-DAD	1	390	2530	147	4469	85	70	320	534	78	55	50
J W DANT	2	459	228	16				260	17	55		15
OLD FORESTER	3	227							2	16	5	
EVAN WILLIAMS	4			32			1	534				
J T S BROWN	5		962									
OLD BBN HOLLOW	6							265	444			
COLONEL LEE	7		646									
KENTUCKY TAVERN	8		552									
T W SAMUELS	9	499										
OLD CHARTER	10										2	
TOTAL OTHER		3	32						2	4	1	38
<b>TOTAL STRAIGHT BOURBON</b>		<b>472916</b>	<b>364417</b>	<b>138181</b>	<b>315976</b>	<b>55349</b>	<b>17910</b>	<b>457451</b>	<b>192963</b>	<b>92096</b>	<b>32881</b>	<b>27563</b>
JIM BEAM	1	93004	102297	21009	91288	15182	5048	114745	35509	21252	8089	5478
JACK DANIEL B/L	2	62946	114273	37529	101443	13108	6358	60936	58618	17352	11527	6244
EVAN WILLIAMS	3	52424	4566	13776	11552	3464	655	37693	15398	4467	1080	2391
EARLY TIMES KY	4	25859	7937	8027	3710	2221	366	44365	6440	11150	432	581
OLD CROW	5	10574	17726	13856	17236	2026	1134	14796	17065	6090	875	1120
WILD TURKEY	6	25496	13758	6018	11797	2468	611	19215	10152	5596	1221	1138
TEN HIGH	7	5147	10020	7976	8524	5009	605	8662	10485	4033	2358	823
ANCIENT AGE	8	26993	14558	2303	2974	4397		12321	4260	3137	1562	516
MAKERS MARK	9	11625	10382	4631	5180	876	581	7604	8222	1346	607	722
GEO DICKEL #8	10	33393	1870	985	1314	278	258	9866	1102	5437	312	49
OLD FORESTER	11	4630	4132	385	1399	118	4	9140	760	996	3	222
OLD GRAND-DAD	12	1553	4289	316	13978	114	540	3393	954	783		1039
EZRA BROOKS	13	2473	6873	4835	2829		379	3033	4317	409	413	684
TOTAL OTHER		116799	51736	16535	42752	6088	1371	111682	19681	10048	4402	6556
<b>TOTAL BLENDED WHISKEY</b>		<b>142909</b>	<b>144557</b>	<b>100991</b>	<b>188793</b>	<b>18411</b>	<b>6596</b>	<b>80780</b>	<b>106851</b>	<b>20418</b>	<b>8776</b>	<b>3310</b>
7 CROWN	1	71524	72807	30102	82038	12225	4082	29135	42680	11074	5484	1776
KESSLER	2	4523	25170	6150	9326	3		2561	6711	2316	343	5
BEAMS 8 STAR	3	3437	9406	7944	1239	1243		5033	4288	1613	154	271
HEAVEN HILL	4									320		
BROKERS RESERVE	5			28114					15327		2	
FLEISHMN PREFRRD	6	2696	1256	1235	5165	916	1094	1991	1871	84	23	159
SENATOR CLUB	7	2153	4570				436	20767		4		
CALVERT EXTRA	8	4874	1736		8278			2101	9	916	468	38
IMPERIAL	9	1768	4587		16700		541	1245		80		509
POTTER SPECIAL	10			12235					14034		990	
GOLD CROWN	11	13310			2295			380		1844		
G & W 5 STAR	12											
MCCORMICK	13		1102	14440					6264	1		
BANKERS CLUB	14				19091							
CORBYS RESERVE	15		3629		1800							
TRAVELERS CLUB	16	11858								16		
TOTAL OTHER		26766	20294	771	42861	4024	443	17567	15667	2150	1312	552
<b>TOTAL OTHER DOM WHSKY</b>		<b>5337</b>	<b>465</b>	<b>487</b>	<b>3240</b>	<b>132</b>	<b>53</b>	<b>3986</b>	<b>740</b>	<b>706</b>	<b>172</b>	<b>141</b>
GEORGIA MOON	1	3509	57	18	1215	1		1348	4	312	5	
JIM BEAM	2	421		10	1298	2	53	334	376	68	92	41
MELLOW CORN	3	1222						436		3		
OLD OVERHOLT	4		394	185	716			236	274	2	53	37
VA LIGHTNING	5							1156				
DIXIE DEW	6											
JAMES WALSH	7	9						461				
WILD TURKEY	8	155		97					49		17	

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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
PRIVATE LBL	9	344	1041	-66.95					7	317		
RITTENHOUSE BR	10	270	227	18.94		1						
MOUNTN MOONSHINE	11	266	335	-20.60								
QUALITY HOUSE	12	216	591	-63.45						216		
PLATTE VALLEY	13	152	237	-35.86		10	2		26		1	
TOTAL OTHER		210	210	.00			64		8		2	11
<b>TOTAL SCOTCH MALT FB</b>		<b>131475</b>	<b>125115</b>	<b>5.08</b>	<b>2877</b>	<b>1868</b>	<b>2459</b>	<b>2143</b>	<b>11413</b>	<b>2557</b>	<b>1765</b>	<b>12804</b>
THE GLENLIVET	1	33086	32299	2.44	1058	534	948	547	3576	1029	418	2441
GLENFIDDICH	2	16882	15123	11.63	496	188	295	293	2174	321	224	1122
MCCLELLANDS	3	12628	11078	13.99		167	280	526	347	15	117	1738
MACALLAN	4	9001	8654	4.01	225	128	123	78	664	187	142	581
BALVENIE	5	6067	5396	12.44	252	121	118	61	320	85	106	523
GLENMORANGIE	6	5583	5738	-2.70	234	109	81	41	504	135	81	537
DALMORE	7	5211	4849	7.47	197	80	61	80	390	70	74	922
OBAN	8	4341	3977	9.15	55	79	38	87	485	77	49	539
SPEYBURN	9	3955	3741	5.72	141	64	92	53	275	61	83	230
LAGAVULIN	10	3085	3016	2.29	6	48	45	56	320	25	62	394
ISLE OF JURA	11	2930	2472	18.53	43	18	18	34	37	37	9	188
BOWMORE ISLY	12	2895	2360	22.67	43	103	32	79	257	22	29	563
LAPHROAIG	13	2710	2858	-5.18	1	34	45	30	177	11	53	276
DALWHINNIE	14	2694	2723	-1.07	4	44	56	53	262	24	35	368
ABERLOUR GLVT	15	2373	2488	-4.62	24	13	28	42	92	13	80	181
GLEN SALEN	16	1853	1852	.05					25	214		
GLEN GARIOCH	17	1443	1375	4.95				9	63			151
TAMNAVULIN	18	1356	1292	4.95								338
GLEN DEVERON	19	1037	1268	-18.22	1	20	10	29	94	102	21	256
TOTAL OTHER		12345	12556	-.17	97	136	189	79	1354	129	182	1456
<b>TOTAL SCOTCH BLEND FB</b>		<b>623676</b>	<b>636012</b>	<b>-1.94</b>	<b>18365</b>	<b>6103</b>	<b>11324</b>	<b>9518</b>	<b>73776</b>	<b>17197</b>	<b>4796</b>	<b>60270</b>
DEWARS WH LBL	1	209262	215506	-2.90	7170	1037	2650	4543	26451	6027	1111	23032
J WALKER RED LBL	2	88433	92202	-4.09	2747	1216	2040	1416	11822	1746	1202	7974
J & B	3	72624	80232	-9.48	2352	762	2299	1274	12037	3079	475	4712
CHIVAS REGAL	4	66172	68180	-2.95	2555	719	1356	461	7269	3248	457	6660
J WALKER BLK LBL	5	45303	43487	4.18	724	314	554	585	6908	796	294	3663
CUTTY SARK	6	44534	45561	-2.25	1165	611	920	490	4495	716	649	6330
FAMOUS GROUSE	7	20638	18756	10.03	719	282	194	328	1334	666	157	3127
GRANTS	8	16333	14236	14.73	212	333	118	42	405	119	128	763
BALLANTINE	9	15262	14977	1.90		130	17	106	748	1	72	1736
WHITE HORSE	10	8145	7751	5.08	151	25	4	7	317		17	2
JOHN BARR GL LBL	11	7909	7212	9.66		440		44	11	170	64	711
TOTAL OTHER		29061	27912	.18	570	234	1172	222	1979	629	170	1560
<b>TOTAL SCOTCH MALT USB</b>		<b>443</b>	<b>688</b>	<b>-35.61</b>								<b>55</b>
PRIVATE LBL	1	409	656	-37.65								55
MCCARTHY'S	2	32	32	.00								
TOTAL OTHER		2		100.00								
<b>TOTAL SCOTCH BLND USB</b>		<b>581494</b>	<b>601865</b>	<b>-3.38</b>	<b>25996</b>	<b>8086</b>	<b>17964</b>	<b>8560</b>	<b>72538</b>	<b>17642</b>	<b>7889</b>	<b>37289</b>
LAUDERS EXTRA LT	1	91168	93348	-2.34	634	3243	8365	1112	33427		3790	2621
CLAN MACGREGOR	2	72339	68519	5.58	3160	1256	1767	480	5238	897	1876	3290
SCORESBY	3	63580	67452	-5.74	3746	1727	3240	1347	3085	3581	682	2896
INVER HOUSE	4	53801	55955	-3.85	2668	16	20	1457	717			3168
GRAND MACNISH	5	36463	37252	-2.12		57	1	155	16262	104	65	2069
OLD SMUGGLER	6	28618	28308	1.10	521	110	230	465	444	324	171	5405
PASSPORT	7	23372	25427	-8.08	721	204	1623	474	2315	1009	85	1233
CLUNY	8	22373	23165	-3.42	1	83		267	577	2450	321	1099
USHERS GR STRIPE	9	20620	23101	-10.74	4243	712	580	29	1262	3274	195	
HOUSE OF STUART	10	16467	16356	.68	2264		468			639	69	2

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
PRIVATE LBL	9	20										
RITTENHOUSE BR	10	1		166		67			2	33		
MOUNTN MOONSHINE	11		12							254		
QUALITY HOUSE	12											
PLATTE VALLEY	13			1		48			25	34	5	
TOTAL OTHER			2	10	11	14		15	10			63
<b>TOTAL SCOTCH MALT FB</b>		<b>11867</b>	<b>10518</b>	<b>9101</b>	<b>16879</b>	<b>2409</b>	<b>2313</b>	<b>14226</b>	<b>19740</b>	<b>937</b>	<b>1414</b>	<b>4185</b>
THE GLENLIVET	1	2705	3984	1606	4931	536	450	2524	4419	392	438	550
GLENFIDDICH	2	1676	1339	1006	2605	276	191	2333	1630	171	151	391
MCCLELLANDS	3	673	564	1097	1980	407	537	1509	2004	56	147	464
MACALLAN	4	1163	811	522	1323	143	213	1044	1119	45	78	412
BALVENIE	5	382	446	433	896	70	83	926	798	26	69	352
GLENMORANGIE	6	490	482	341	842	59	3	760	532	69	45	238
DALMORE	7	303	198	455	875	39	122	435	626	32	68	184
OBAN	8	268	392	319	442	105	103	232	863	12	92	104
SPEYBURN	9	414	276	395	337	320		207	796	7	47	157
LAGAVULIN	10	224	254	199	397	49	90	217	549	11	46	93
ISLE OF JURA	11	826	79	92		11	55	1417	46		5	70
BOWMORE ISLY	12	62	76	201	325	54	2	95	843	6	16	87
LAPHROAIG	13	137	146	263	441	63	16	266	590	16	46	99
DALWHINNIE	14	197	284	142	339	15	86	169	480	15	40	81
ABERLOUR GLVT	15	248	137	171	384	85	21	289	392	14		159
GLEN SALEN	16	630			338			646				7
GLEN GARIOCH	17	66						433	713	1		170
TAMNAVULIN	18			129			203	516				47
GLEN DEVERON	19	214	125	224		15	64	79	247	1	32	47
TOTAL OTHER		1189	925	1506	424	162	74	645	2577	63	94	520
<b>TOTAL SCOTCH BLEND FB</b>		<b>64899</b>	<b>67347</b>	<b>21836</b>	<b>119279</b>	<b>7043</b>	<b>8179</b>	<b>60442</b>	<b>47388</b>	<b>6384</b>	<b>4697</b>	<b>14833</b>
DEWAR'S WH LBL	1	21608	27009	3101	48578	1030	3275	19126	5835	2567	1096	4016
J WALKER RED LBL	2	7429	8572	4441	12739	1851	1287	8648	9343	744	954	2262
J & B	3	4661	11550	2287	14466	676	657	4752	4234	944	728	679
CHIVAS REGAL	4	5589	6770	2214	10266	997	473	7616	6133	741	678	1970
J WALKER BLK LBL	5	3495	3738	1743	9805	348	513	5363	4370	372	226	1492
CUTT'Y SARK	6	3174	4300	2569	7262	436	567	3992	4754	613	605	886
FAMOUS GROUSE	7	3600	897	600	3149	153	365	3139	852	81	206	789
GRANTS	8	3157	1514	467	4067	1	189	2058	1592	125	8	1035
BALLANTINE	9	1267	961	1933	3291	206	87	1056	3472	41	43	95
WHITE HORSE	10	1710	461	2	2222	227	107	1806	40	37	4	1006
JOHN BARR GL LBL	11	1255		523		840	171		3680			
TOTAL OTHER		7954	1575	1956	3434	278	488	2886	3083	119	149	603
<b>TOTAL SCOTCH MALT USB</b>				<b>238</b>		<b>138</b>			<b>12</b>			
PRIVATE LBL	1			215		138			1			
MCCARTHY'S	2			23					9			
TOTAL OTHER									2			
<b>TOTAL SCOTCH BLND USB</b>		<b>64863</b>	<b>61410</b>	<b>34055</b>	<b>71513</b>	<b>7819</b>	<b>6046</b>	<b>59722</b>	<b>61458</b>	<b>5521</b>	<b>5413</b>	<b>7710</b>
LAUDERS EXTRA LT	1	684	15562	5174	2101	2846	558	580	8657	509	1305	
CLAN MACGREGOR	2	6999	5350	5445	11770	2330	934	8325	10947	276	710	1289
SCORESBY	3	7215	4518	5372	5460	966	422	6427	10984	395	1056	461
INVER HOUSE	4	11112	8889	267	13590		918	8186		1654		1139
GRAND MACNISH	5	1555	9295		5644		62	462	571	161		
OLD SMUGGLER	6	3449	2540	2649	7379		505	1989	1928	203	3	303
PASSPORT	7	2312	2844	260	3394		332	4695	836	573	363	99
CLUNY	8	4585		1200	1519		231	5576	2860	292	545	767
USHERS GR STRIPE	9	2042	2650	8	540	1519		1906	1015	240	348	57
HOUSE OF STUART	10	1275	630	3047			102	7091		880		

# NABCA BRAND LEADERS

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PAGE 3A

BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MUIRHEAD	11	15093	16829	-10.32			36	27	988	68	7	418
DUGGANS DEW	12	11880	11083	7.19		118	68		141			1120
J W DANT	13	10710	11048	-3.06			204				2	573
VAT 69 GOLD	14	10346	10837	-4.53	443		148	667	382		188	1460
100 PIPERS	15	9659	9976	-3.18	5499	15	10		23	2356		
MONARCH	16	8848	8942	-1.05		107						
POTTERS	17	7859	8689	-9.55								
HIGHLAND MIST	18	6781	7046	-3.76					747	650		
BARRISTER	19	6765	6974	-3.00					22			
CRAWFORDS S R	20	5906	5900	.10	751	14	21		103	1138	1	
MCMASTERS	21	5818	6300	-7.65			4		5754		57	
TOTAL OTHER		53028	59358	-1.05	1345	423	1179	2080	1051	1152	380	11935
TOTAL SCOTCH OTH USB		779	735	5.99					11	768		
PRIVATE LBL	1	679	564	20.39					11	668		
QUALITY HOUSE	2	100	171	-41.52						100		
TOTAL CANADIAN FB		1419290	1432021	-.89	81342	25175	22827	15352	268863	135116	14933	52480
CROWN ROYAL	1	552814	530754	4.16	55709	7704	8120	3169	59042	101011	7303	8001
CANADIAN CLUB	2	325893	344617	-5.43	12246	3171	10964	7362	78735	13842	2946	24595
V O	3	270950	276987	-2.18	11048	3932	3513	4467	43342	17296	2211	18524
MAGNAUGHTON	4	161066	160570	.31	1541	9844	5	144	26	539	2028	3
ROYAL CANADIAN	5	83848	91711	-8.57			5		81924	1394		
TOTAL OTHER		24719	27382	-.19	798	524	220	210	5794	1034	445	1357
TOTAL CANADIAN LPF FB		32	110	-70.91	1		6					10
CC CITRUS	1	17	86	-80.23	1							1
MT ROYAL	2	15	24	-37.50			6					9
TOTAL CANADIAN USB		2735435	2779841	-1.60	129686	84838	135979	47452	415820	89223	75954	101890
BLACK VELVET	1	722545	727138	-.63	8270	28812	79830	9873	92588	7030	38549	31619
CANADIAN MIST	2	655152	659569	-.67	83545	16585	9122	8809	101952	39014	7962	27495
WINDSOR	3	250772	262671	-4.53	2617	671	8162	32	26975	2632	2335	1141
CANADIAN LTD	4	179693	183107	-1.86	1587	9249	16533	12106	27774	1596	2243	31904
G & W RICH&RARE	5	176532	168652	4.67	2217	7153	108	1912	24642	15794	11558	692
LORD CALVERT	6	120413	124225	-3.07	6308	1511	1941	11019	941	6245	3920	3701
CANADA HOUSE	7	90229	97079	-7.06	3			78	66304		985	
MONARCH	8	73526	76013	-3.27		2918						
NORTHERN LIGHT	9	69829	67779	3.02	4110	71	1106	46	11522	2065	2638	
MCMASTERS	10	52399	52696	-.56		12	206		41417		265	
HARWOOD	11	40913	42484	-3.70				1995				1035
POTTERS CROWN	12	38322	40671	-5.78		2467					87	
CANADIAN HOST	13	38243	39317	-2.73		2729	11				497	
CANADIAN HUNTER	14	36958	37255	-.80	3167	2051	26	157	5929	5572	575	
CANADIAN GOLD	15	28882	28468	1.45				23	1057			
CANADIAN LEAF	16	23755	28031	-15.25	9377				10576			
TOTAL OTHER		137272	144686	-.27	8485	10609	18934	1402	4143	9275	4340	4303
TOTAL CANADIAN LPF USB		5519	5020	9.94						551		4397
CANADN RGL DLTD	1	2675	2620	2.10								2675
CANADIAN PROVNC	2	2108	1831	15.13								1722
PRIVATE LBL	3	551	385	43.12						551		
CANADN RGCY DLTD	4	185	184	.54								
TOTAL IRISH		88314	82697	6.79	1321	1428	1387	1632	7891	811	1641	5534
JOHN JAMESON	1	41653	36628	13.72	468	445	803	1095	3484	208	698	2668
BUSHMILL	2	25840	27665	-6.60	748	683	405	297	3108	494	564	1000

# NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MUIRHEAD	11	913	4	1797			106		10530		199	
DUGGANS DEW	12	3352		457	504			2042	3188		73	817
J W DANT	13	3361	1798					3893				879
VAT 69 GOLD	14	1024	1332	1	2067		100	1966		108		460
100 PIPERS	15	1755									1	
MONARCH	16			2931					5810			
POTTERS	17			3196					4065		597	
HIGHLAND MIST	18	2900	2474						10			
BARRISTER	19				6743							
CRAWFORDS S R	20	3764							1	20	89	4
MCMASTERS	21									3		
TOTAL OTHER		6566	3524	2251	10802	158	1776	6584	56	207	124	1435
TOTAL SCOTCH OTH USB												
PRIVATE LBL	1											
QUALITY HOUSE	2											
TOTAL CANADIAN FB		176290	118108	65402	138373	21781	9162	58459	171417	22443	16750	5017
CROWN ROYAL	1	92855	51487	17271	30364	9175	1434	31445	41468	15052	10560	1644
CANADIAN CLUB	2	45412	38739	5946	40194	4339	4490	10142	15323	3193	2495	1759
V O	3	26388	22603	9764	61042	8012	2859	11805	16481	3682	3044	937
MACNAUGHTON	4	6445	4174	31383	4756		172	4233	95520	143	110	
ROYAL CANADIAN	5				387					73		65
TOTAL OTHER		5190	1105	1038	1630	255	207	834	2625	300	541	612
TOTAL CANADIAN LPF FB		2		12								1
CC CITRUS	1	2		12								1
MT ROYAL	2											
TOTAL CANADIAN USB		209241	296763	179034	255180	86032	18626	119525	375304	55927	54119	4842
BLACK VELVET	1	16309	110015	54432	61369	7321	5934	17789	122541	11941	17330	993
CANADIAN MIST	2	106320	52617	26204	17986	12028	2402	70974	45491	19443	5326	1877
WINDSOR	3	3964	71689	2770	112576	1917	254	4777	4681	586	1945	1048
CANADIAN LTD	4	4772	8783	8336	5275	3926	7365	5843	30996	573	832	
G & W RICH&RARE	5	12520	4790	17257		2581		891	73772	264	377	4
LORD CALVERT	6	12765	3401	3793	4858	14905	583	3062	1499	15727	24226	8
CANADA HOUSE	7	2137	12460	12	5119	1155		1244		667	4	61
MONARCH	8			38876		2785			28825		122	
NORTHERN LIGHT	9	8567	11100	6623	10804			3391	6034	478	619	655
MCMASTERS	10		5198	1						5300		
HARWOOD	11	9950	4562	2643	11780	3	427	5796	2252	407	54	9
POTTERS CROWN	12			9197		1234			23578		1759	
CANADIAN HOST	13	29				34421					556	
CANADIAN HUNTER	14	5897	695	1975	3402	3652	310	1243	1375	97	835	
CANADIAN GOLD	15		7401		20400				1			
CANADIAN LEAF	16		222		1567			1811		15		187
TOTAL OTHER		26011	3830	6915	44	104	1351	2704	34259	429	134	
TOTAL CANADIAN LPF USB			4				386				181	
CANADN RGL DLTD	1											
CANADIAN PROVNC	2						386					
PRIVATE LBL	3											
CANADN RGCY DLTD	4		4								181	
TOTAL IRISH		4869	8257	6998	18970	1166	1794	7738	14088	718	676	1395
JOHN JAMESON	1	2367	4559	2227	10949	416	1125	3965	4768	414	312	682
BUSHMILL	2	1350	1987	3092	2841	366	273	2153	5735	247	256	241

# NABCA BRAND LEADERS

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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TULLAMORE DEW	3	8180	6949	17.71	22	169	135	51	630	69	203	456
JOHN POWER	4	4549	3965	14.73		48	13	104	145	2	77	326
KILBEGGAN	5	3151	2863	10.06	5		2	28	128	11	10	218
JAMESON 1780	6	2163	1975	9.52	23	33	7	20	118	9	34	300
BLACK BUSH	7	1600	1745	-8.31	36	38	9	29	127	15	34	176
TOTAL OTHER		1178	907	.33	19	12	13	8	151	3	21	390
TOTAL OTHER IMP WHSKY		26	24	8.33					19		2	
SUNTORY YAMAZAKI	1	19	10	90.00					13		1	
MOU-TAI CHIEW	2	4	3	33.33					4			
SUNTORY HIBIKI	3	1	5	-80.00					1			
SUNTORY ROYAL SR	4	1	2	-50.00							1	
WU LIANG Y CHIEW	5	1	2	-50.00					1			
LAMMERLAW	6		2	-100.00								
TOTAL DOMESTIC GIN		1982547	2023520	-2.02	203729	19239	36531	21523	335672	143304	16835	68030
SEAGRAM'S GIN	1	758533	781791	-2.97	133061	1625	6496	1100	147014	115541	859	3982
GORDON	2	184209	194832	-5.45	4596	2418	2785	4436	21386	3234	1675	17514
GILBEY	3	177179	175815	.78	6980	4089	3058	5242	37156	2147	2268	21614
BURNETT	4	103573	104120	-.53	1811	698	853	488	8497	2678	794	2297
FIVE OCLOCK	5	98575	97656	.94		1639	5039	3189	74877			
ARISTOCRAT	6	65744	63748	3.13	11696					4202		
FLEISCHMANN	7	53381	54246	-1.59		17	3221	2562	3474	139	1577	5826
BARTON	8	51712	50492	2.42	7671		2560	28	791	1726		161
MONARCH	9	47780	48410	-1.30		1204						
SEAGRAM	10	39287	37673	4.28	3342	542	703	118	3823	3227	184	489
BANKERS CLUB	11	33187	33475	-.86					839			
MCCORMICK	12	29448	30576	-3.69	454		1606		3387	1111	2117	68
CRYSTAL PALACE	13	26560	26854	-1.09					9324		603	
LORD BALTIMORE	14	23003	23279	-1.19	23003							
CALVERT	15	22854	24191	-5.53		339	759	411	5583	138	99	1747
BOOTH'S HI & DRY	16	21444	20969	2.27	23	118	7	221	3032	273	155	2094
PARAMOUNT	17	19322	20594	-6.18			6205					
BOWMAN VA	18	16829	20615	-18.37		1047					25	
TOTAL OTHER		209927	214184	-.21	11092	5503	3239	3728	16489	8888	6479	12238
TOTAL IMPORTED GIN		541985	527196	2.81	14380	7051	10972	10326	61827	11615	6885	44667
TANQUERAY	1	292311	286719	1.95	8910	3809	6672	5155	34550	7461	3757	20818
BOMBAY	2	128631	116204	10.69	3243	1968	2344	2175	14176	2039	1866	7926
BEEFEATER	3	111706	115823	-3.55	2182	1051	1716	2837	12432	1962	1056	15146
TOTAL OTHER		9337	8450	.17	45	223	240	159	669	153	206	777
TOTAL DOMESTIC VODKA		6631730	6454103	2.75	340628	115577	223069	139111	1023597	171239	81265	292169
SMIRNOFF	1	1052472	996117	5.66	71814	11833	19656	20408	184734	19425	7303	65267
ARISTOCRAT	2	449620	430051	4.55	107052				410	40066		
POPOV	3	420114	451330	-6.92	20399	4650	16321	9593	209249	2633	3208	11488
KAMCHATKA	4	322129	319955	.68	1740	19428	511		56599	2576	5832	963
GORDON	5	272768	313782	-13.07	2518	3494	4184	8105	31050	1149	4849	28570
NIKOLAI	6	251432	246442	2.02					59995		20234	
BURNETT	7	246340	220470	11.73	10388	2405	1415	1570	11497	23852	853	10877
FIVE OCLOCK	8	213420	204177	4.53		540	31446	18890	135416			
SKYY	9	208493	177305	17.59	7342	3088	2455	2939	25926	3349	1880	15029
MONARCH	10	189709	190569	-.45		10783						
MCCORMICK	11	179857	158195	13.69	4101	119	17710		4936	2799	12953	193
JACQUIN VDK RYL	12	171377	163521	4.80								
POTTERS	13	154171	155131	-.62		12382					49	
BOWMAN	14	151368	159419	-5.05								
PRIVATE LBL	15	147677	140493	5.11	762	24361	54817	212	353	3408	11103	89
GILBEY	16	146827	143777	2.12	15899	4994	2980	4363	7271	1004	1052	7968

# NABCA BRAND LEADERS

1/1/2001 - 12/31/2001      PAGE    4B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TULLAMORE DEW	3	274	636	608	2967	96	109	457	1124	31	61	82
JOHN POWER	4	296	243	659	861	167	28	427	1005	7	13	128
KILBEGGAN	5	284	448	12	597	10	111	465	776	1	4	41
JAMESON 1780	6	122	147	216	492	56	45	144	268	6	3	120
BLACK BUSH	7	145	122	127	263	40	11	107	248	12	18	43
TOTAL OTHER		31	115	57		15	92	20	164		9	58
TOTAL OTHER IMP WHSKY									5			
SUNTORY YAMAZAKI	1								5			
MOU-TAI CHIEW	2											
SUNTORY HIBIKI	3											
SUNTORY ROYAL SR	4											
WU LIANG Y CHIEW	5											
LAMMERLAW	6											
TOTAL DOMESTIC GIN		282696	173933	71607	207656	18606	13172	215972	118364	16535	7799	11344
SEAGRAM'S GIN	1	145885	49170	5778	34160	2397	1426	87281	16160	4478	619	1501
GORDON	2	18129	13696	7979	43420	1585	2227	16598	17763	1576	963	2229
GILBEY	3	11647	13475	8931	19424	4875	3099	11009	17430	1506	1202	2027
BURNETT	4	11631	30590	3747	14207	1273	1634	14475	6077	542	118	1163
FIVE OCLOCK	5	9540			2626		1665					
ARISTOCRAT	6	21592	2075					25017				1162
FLEISCHMANN	7	11134	1394	1059	6736	839	1006	6628	4166	1244	1455	904
BARTON	8	4421	3917		1964	2872		25165	1	232	203	
MONARCH	9			21712					24864			
SEAGRAM	10	5975	5227	1565	4837	1656	180	4422	2354	253	295	95
BANKERS CLUB	11				32348							
MCCORMICK	12	622	6435	6264		754			6314	316		
CRYSTAL PALACE	13		9023		7491				2	117		
LORD BALTIMORE	14											
CALVERT	15	1221	3812		3755		425	514	1721	1268	973	89
BOOTH'S HI & DRY	16	2789	2701	1121	2987		305	3210	2264	1	2	141
PARAMOUNT	17		13113								4	
BOWMAN VA	18	829		5994	7	1		14941	10526	712	1582	340
TOTAL OTHER		37281	19305	7457	33694	2354	1205	6712	8722	4290	383	1693
TOTAL IMPORTED GIN		43539	69702	29634	96187	6754	8275	45358	57589	4767	4355	8102
TANQUERAY	1	24164	40465	15467	53936	3419	4358	23187	27502	2889	2474	3318
BOMBAY	2	11281	14324	8893	19346	2235	1966	11680	19226	847	1068	2028
BEEFEATER	3	7617	14399	4615	21370	922	1698	9397	9113	993	710	2490
TOTAL OTHER		477	514	659	1535	178	253	1094	1748	38	103	266
TOTAL DOMESTIC VODKA		677929	572169	433371	923643	151824	68392	528461	683892	104307	53567	47520
SMIRNOFF	1	139874	89663	39167	122890	24058	8401	98806	90474	18750	9798	10151
ARISTOCRAT	2	149689	8178					138717		1459		4049
POPOV	3	44854	19044	7794	10967	16332	3385	7751	11238	16519	2959	1730
KAMCHATKA	4	3459	145746	9092	47987	8262		3384	7410	5788	1257	2095
GORDON	5	27115	22482	17838	42927	4990	5452	24451	36297	3857	967	2473
NIKOLAI	6	13573	7170		143899			4949		247	1365	
BURNETT	7	71699	9628	10604	21379	1127	3556	34187	26762	882		3659
FIVE OCLOCK	8	15201					11927					
SKYY	9	17484	27073	8856	42770	4494	1554	14035	24388	1809	1432	2590
MONARCH	10			14076		70			164780			
MCCORMICK	11	4393	39106	36944		3891			47905	1148	3659	
JACQUIN VDK RYL	12				171377							
POTTERS	13			43868					81136		16736	
BOWMAN	14	12525			9			125493		11124		2217
PRIVATE LBL	15	3655	356	25693		6524	22	160	15954		208	
GILBEY	16	15146	15468	9324	19261		5171	13348	13891	2706	752	6229

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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MOHAWK	17	143010	147410	-2.98			32		142912			
BARTON	18	135895	133982	1.43	27789		33598	78		4304		2634
VLADIMIR	19	128210	116914	9.66						6453		
BARON ROTHCHILD	20	126884	122994	3.16								
HOOD RIVER	21	101053	96365	4.86								
KORSKI	22	95492	97284	-1.84			11635					
BANKERS CLUB	23	94198	92564	1.77					368			
TAAKA	24	86308	85894	.48	20588	24		32	5	51156		
ZHENKA	25	82956	76106	9.00				594				74416
SKOL	26	79135	74431	6.32	16947		13870	571	4220	1165	2071	636
THREE STAR	27	71307	76117	-6.32								
WOLFSCHMIDT	28	70137	70018	.17	49	3240	2	789	2679	874	645	8283
FLEISCHMN	29	68859	63674	8.14		2483	6351	6029	59	97	1324	7164
RELSKA	30	56001	73364	-23.67		10067			6614			
TOTAL OTHER		714511	656252	.90	33240	1686	6086	64938	139304	6929	7909	58592
TOTAL IMPORTED VODKA		1613483	1465921	10.07	49316	11286	23979	27831	300357	34212	11448	105283
ABSOLUT	1	875785	880995	-.59	32438	5607	15330	16118	191754	22723	5884	54413
STOLICHNAYA	2	300867	277984	8.23	4161	3120	4596	7906	38203	3299	3537	22196
GREY GOOSE	3	102648	48982	109.56	3030	439	771	831	21433	2828	345	6026
KETEL ONE	4	102266	85430	19.71	2175	1019	1329	1296	11822	1780	598	5771
BELVEDERE	5	53379	25332	110.72	2205	136	413	224	14511	1075	120	1247
FINLANDIA	6	44078	42073	4.77	1620	342	249	340	4363	581	87	6966
POLMOS	7	33083	28168	17.45	38	14		273	1341	36	116	3406
TANQ STRLG	8	26713	24435	9.32	861	101	153	249	6112	438	243	1492
TOTAL OTHER		74664	52522	1.51	2788	508	1138	594	10818	1452	518	3766
TOTAL RUM		3754659	3542302	5.99	107970	62088	129397	100241	737345	69291	49603	191801
BACARDI	1	1522002	1503138	1.25	53577	20402	39416	44022	323386	34193	16775	78684
CAPTAIN MORGAN	2	837849	738243	13.49	9674	12606	40947	21977	238956	7638	12848	47483
CASTILLO	3	241784	226910	6.56	13612	1921	5670	6027	62498	5056	2759	6311
MONARCH	4	154793	150334	2.97		3573						
MALIBU	5	138356	125814	9.97	7028	3736	5634	3912	16610	3791	4150	7724
RONRICO	6	85508	81379	5.07	2101	1632	391	844	6164	913	70	7795
WORLD FAMOUS	7	61712	60118	2.65					18			
MYERS'S	8	58389	58728	-.58	1438	988	820	1430	6682	1063	744	3340
ARISTOCRAT	9	58070	56412	2.94	5809					4259		
MONTEGO BAY	10	54913	51620	6.38		4754	393		2459	3848		
CRUZAN	11	42951	35304	21.66	2964	984	1003	1098	5533	2394	237	294
PARAMOUNT	12	40354	38884	3.78			18999		9			
TOTAL OTHER		457978	415418	1.20	11767	11492	16124	20931	75030	6136	12020	40170
TOTAL DOMESTIC BRANDY		1110629	1063138	4.47	104254	9029	19349	3865	235653	58396	14539	13691
E & J	1	441642	422170	4.61	36713	2420	7140	1391	81262	28516	4594	7547
PAUL MASSON	2	299192	272930	9.62	49706	244	2453	285	70999	23360	219	572
CHRISTIAN BROS	3	265277	260421	1.86	15606	4031	7333	1083	67547	4624	6869	3768
CORONET	4	31557	29534	6.85			96	469	846	183		1206
MONARCH	5	22629	23957	-5.54		792						
KORBEL	6	18204	20059	-9.25	2092	1052	873	74	3289	455	550	254
TOTAL OTHER		32128	34067	-.18	137	490	1454	563	11710	1258	2307	344
TOTAL ARMAGNAC		1049	1062	-1.22	4	4	7	19	74	3	20	247
MARQ D MNTSQ	1	374	368	1.63			7	8	13			192
LE RICHE	2	181	219	-17.35								
CLES D DUCS	3	166	155	7.10	1							
JANNEAU	4	101	87	16.09								
LARRESNGL	5	72	79	-8.86								
PRIVATE LBL	6	71	83	-14.46					14			
ARMGC MONTL	7	23	22	4.55					23			



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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MARQ DUCHENET VS	8	17	12	41.67					12			
CERBOIS	9	11	4	175.00					2			
SEMPE	10	9	11	-18.18				8		2	1	
TOTAL OTHER		24	22	.19		1		3	3			
<b>TOTAL COGNAC</b>		<b>617760</b>	<b>579789</b>	<b>6.55</b>	<b>35728</b>	<b>785</b>	<b>5036</b>	<b>1150</b>	<b>219774</b>	<b>44896</b>	<b>607</b>	<b>14378</b>
HENNESSY	1	326151	306096	6.55	17630	346	3303	431	109470	23940	198	9000
REMY MARTIN	2	102575	93766	9.39	8424	63	546	166	43826	7241	51	1165
COURVISR	3	77513	75289	2.95	5400	293	1001	371	11812	4356	289	2287
MARTELL	4	66348	65585	1.16	1571	70	112	22	42816	3768	8	388
ANSAC	5	15117	13918	8.61	2010				468	4204		255
SALIGNAC	6	9526	10026	-4.99				128	4980		42	342
MEUKOW	7	7224	5101	41.62	445		54		1980	1261		156
TOTAL OTHER		13306	10008	.57	248	13	20	32	4422	126	19	785
<b>TOTAL OTHER IMP BRANDY</b>		<b>87032</b>	<b>87894</b>	<b>-.98</b>	<b>2743</b>	<b>903</b>	<b>934</b>	<b>1319</b>	<b>9862</b>	<b>1809</b>	<b>256</b>	<b>7716</b>
ST REMY	1	23166	23481	-1.34	1453	249	321	511	767	549	100	1050
RAYNAL	2	17687	17022	3.91	477			50	4706	999	1	747
PEDRO D	3	15580	15606	-.17	316	494	452	3	1558	237	35	108
JACQUES CARDIN	4	12101	12652	-4.36	231			629	340		72	983
JENKINS	5	3548	3731	-4.90								3254
STOCK	6	3404	3133	8.65	1	21	75	1	473			1000
ASBACH	7	1431	1251	14.39	61	16		2	123	2	3	150
H BARON	8	1291	1428	-9.59								
MARASKA	9	1253	1111	12.78		23	10		270		2	
JACQUIN	10	1062	1249	-14.97								
BANKERS CLUB	11	974	1020	-4.51								
TOTAL OTHER		5535	6210	-.77	204	100	76	123	1625	22	43	424
<b>TOTAL DOM CORDIALS</b>		<b>2353407</b>	<b>2385661</b>	<b>-1.35</b>	<b>59080</b>	<b>35638</b>	<b>135320</b>	<b>147283</b>	<b>516249</b>	<b>41518</b>	<b>43574</b>	<b>127909</b>
DEKYPER	1	626951	683549	-8.28	18585	15605	35844	9453	192485	15454	15080	23042
SOUTHRN COMFORT	2	283104	282083	.36	6972	3665	13207	5983	68520	3829	3464	15923
ARROW	3	209368	220948	-5.24	183	3655	12642	2747	119177	57	1782	11571
JACQUIN	4	147814	151068	-2.15			16	42				2087
ALLENS	5	117626	117410	.18	5259			95997				12261
BOLS	6	81811	79376	3.07	10997	2184	890	2004	4933	2155	4724	4247
PARMONT	7	81343	84520	-3.76			38629					
BOSTON	8	67093	67208	-.17	219	540	1744	2069	8682	2244	12007	5545
MONARCH	9	52450	52621	-.32		979						99
MOHAWK	10	48995	53282	-8.05					42339		4	
MONTEZUMA	11	41510	28449	45.91	2144	93	2122	182	4517	796	533	2087
E & J	12	36004	36169	-.46	2838	163	583	330	7479	2084	211	1129
H WLKER	13	35108	35632	-1.47	1169	392	509	1017	7597	1037	233	4288
AMARETO D'AMORE	14	31436	31290	.47	2385	762	1005	123	402	822	2	1313
AMARITO	15	23395	25159	-7.01					12343	2995	994	
TOTAL OTHER		469399	436897	1.36	8329	7600	28129	27336	47775	10045	4540	44317
<b>TOTAL IMP CORDIALS</b>		<b>1780845</b>	<b>1753998</b>	<b>1.53</b>	<b>40662</b>	<b>37906</b>	<b>47544</b>	<b>43627</b>	<b>257288</b>	<b>30095</b>	<b>28038</b>	<b>137990</b>
KAHLUA	1	315753	338541	-6.73	5392	5356	7200	15301	47683	3679	4609	44210
JAGERMSTR	2	192803	158690	21.50	7841	7166	4845	1667	24467	3387	5062	3014
BAILEYS	3	182633	179286	1.87	3252	3371	6521	4072	33390	2105	2772	17530
YUKON JACK	4	93238	98607	-5.44	348	2603	2660	555	8491	128	2354	2102
G MARNR	5	82969	81068	2.34	2203	980	1063	1133	11485	1447	784	5486
CAROLAN	6	71135	66581	6.84	778	3443	1667	692	17031	1945	1296	1770
KAMORA	7	57440	60306	-4.75	894	1399	1309	3299	9607	1917	727	9875
RMPL MZ	8	49196	49141	.11	1516	1967	3241	233	2043	404	764	1304
GOLDSCH	9	44574	45013	-.98	2278	439	646	183	3365	913	260	1485
AMARETO D SARON	10	42181	43322	-2.63	800	313	588	768	6464	915	220	5000
ROMANA	11	41039	39682	3.42	60	159	813	916	3958	171	407	5635

# NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MARQ DUCHENET VS	8										5	
CERBOIS	9											9
SEMPE	10								5		1	
TOTAL OTHER			2	1					6			
TOTAL COGNAC		58481	83865	9010	51256	1903	1070	51861	27341	3722	723	6174
HENNESSY	1	31296	47613	5115	28826	936	272	28040	14736	2772	257	1970
REMY MARTIN	2	7547	14799	697	5267	145	254	7337	2715	287	62	1983
COURVISR	3	11582	9454	2075	9844	531	400	8681	6879	557	351	1350
MARTELL	4	776	9139	356	4683	233		1144	1024	66	32	140
ANSAC	5	3558	439		245			3870	45	19		4
SALIGNAC	6	525	873	255	1053		71	223	780			254
MEUKOW	7	1358	743	132	351			487	257			
TOTAL OTHER		1839	805	380	987	58	73	2079	905	21	21	473
TOTAL OTHER IMP BRANDY		12375	6372	4340	12714	2702	1410	7637	11001	262	179	2498
ST REMY	1	3327	2297	1067	3210	620	184	2583	4203	76	1	598
RAYNAL	2	3198	1995	177	2035	272	115	1072	1067	23	2	751
PEDRO D	3	3887	505	1956	708	1228	3	770	2983	36	124	177
JACQUES CARDIN	4	1692	712	522	1823		373	2968	1694	62		
JENKINS	5						294					
STOCK	6	1	102	30	1130			61	39	1	1	468
ASBACH	7	159	183	68	399	2	23	1	217		3	19
H BARON	8			252	950	89						
MARASKA	9		196	100	378			9	234	2	5	24
JACQUIN	10				586	431				45		
BANKERS CLUB	11	4	1		969							
TOTAL OTHER		107	381	168	526	60	418	173	564	17	43	461
TOTAL DOM CORDIALS		126533	130624	110480	438943	45279	28255	135620	149219	36239	33816	11828
DEKYPER	1	25409	34572	19134	99544	12078	3508	29241	40722	10746	24254	2195
SOUTHRN COMFORT	2	16050	17785	10008	73005	3491	2405	15639	14974	4225	2405	1554
ARROW	3	22413	2786	1576	7916	4334	612	9353	6652	1542	34	336
JACQUIN	4	4707	127	119	128718			8125	485	3368	14	6
ALLENS	5	897					3012			200		
BOLS	6	3570	2107	8124	4724	2206	402	8971	14667	1905	1144	1857
PARMONT	7		42710					4				
BOSTON	8	4874	476	9133		231	8438	4538	4520	1492	197	144
MONARCH	9			26098		732			24522	4	115	
MOHAWK	10	6552									1	
MONTEZUMA	11	1824	1510	2577	8494	2274	345	7181	1643	881	18	2289
E & J	12	5569		463	7163	357	242	5659	982	199	185	368
H WLKER	13	3983	385	1583	1610	571	367	6262	2298	263	124	1420
AMARETO D'AMORE	14	5431	1346	1803	5196	697	388	3677	4504	1243	136	201
AMARITO	15	1572	3823		1668							
TOTAL OTHER		23682	22997	29862	102573	16640	8536	36970	33250	10171	5189	1458
TOTAL IMP CORDIALS		116021	137863	108310	310353	30389	31059	124889	239323	21619	20224	17645
KAHLUA	1	18689	21337	19232	45620	2956	10058	17206	36986	3825	3973	2441
JAGERMSTR	2	11739	34663	10154	25261	8754	1896	12049	23534	3841	3024	439
BAILEYS	3	12890		11202	32264	2162	2799	12656	29809	1881	2152	1805
YUKON JACK	4	989	11495	9190	24736	897	961	1399	22457	930	835	108
G MARNR	5	6802	8827	4964	11034	905	1046	10037	11237	765	628	2143
CAROLAN	6	3181		11293	6952	2044	225	2150	14745	682	980	261
KAMORA	7	2616	2394	2158	6589	600	1515	1840	9198	642	573	288
RMPL MZ	8	2815	7406	2866	13631	550	369	2458	7033	150	302	144
GOLDSCH	9	6175	4905	1367	9737	315	309	5085	6217	383	216	296
AMARETO D SARON	10	3462	3873	1231	8832	602	490	4046	2953	511	320	793
ROMANA	11	1525	2990	585	17379	213	940	3084	1415	318	108	363

# NABCA BRAND LEADERS

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BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TEQUILA ROSE	12	40463	37509	7.88	1285	758	2793	123	11296	695	1283	389
ST BRENDAN	13	34132	35684	-4.35	471	1285	1085	462	3490	648	1037	1292
KAPALI	14	31228	31563	-1.06	248	1112	727	3067	855	216	112	3001
DR MCGILCUDY	15	30505	28620	6.59	36	791	5648	3589	2816	6	1536	3991
COINTRU	16	28746	24650	16.62	889	464	610	403	3921	608	279	2248
EMMETS	17	28415	31811	-10.68	1863	368	441	349	8672	330	692	807
FRANGELICO	18	26391	26346	.17	534	280	367	468	3304	508	228	2053
CAFFE LOLITA	19	25831	27131	-4.79		982	291	411	10697	724		
BLACK HAUS	20	24922	20546	21.30	103	38	90	59	426	17	25	262
CHAMBORD	21	24346	24038	1.28	332	205	321	462	4258	273	113	1986
DRAMBUIE	22	22285	22899	-2.68	323	240	501	420	3524	347	220	2479
SUNTORY MIDORI	23	19759	18296	8.00	303	542	389	617	2038	424	320	1673
B & B	24	18478	19558	-5.52	389	143	332	283	2426	299	87	1943
COPA D ORO	25	17832	18139	-1.69	943	523	218	379	379	1597	60	
AFTER SHOCK	26	16715	18864	-11.39	810	362	423	192	1848	466	210	632
REMY RED	27	15769	21197	-25.61	1387	3	83	11	3688	1298	1	
TOTAL OTHER		202067	186910	.86	5384	2614	2672	3892	25666	4628	2580	17823
TOTAL TEQUILA		1183135	1267024	-6.62	59157	28402	36700	17099	131610	33394	15985	44667
JOSE CUERVO	1	579722	610270	-5.01	24060	15150	16304	9341	77123	12972	11737	26821
MONTEZUMA	2	96580	114942	-15.98	20946	24	2913	651	5610	2324	242	343
SAUZA	3	81880	79713	2.72	1823	2464	1398	1088	5889	1451	610	4788
EL TORO	4	39197	44413	-11.74				1055	16005			609
MONARCH	5	38822	49225	-21.13		2537						
PANCHO VILLA	6	34508	23658	45.86	1500	991	360		1225			
ARISTOCRAT	7	32526	18622	74.66	3716					5884		
JUAREZ	8	27850	28025	-.62	2281	324		348	4049	2354	73	380
TORTILLA	9	25988	13010	99.75			6344	471	255			
P LOPEZ	10	23546	41635	-43.45	1472			299	732	875	268	1379
TWO FINGERS	11	19975	25226	-20.82	755	237	122	231	1239	749	15	
MARGARITAVILLE	12	19729	13110	50.49	930	562	217	1468	988	411	358	3474
PRIVATE LBL	13	19580	23608	-17.06	16	3027	243		124	920	297	
LA PRIMA	14	17770	18721	-5.08			1361		1			
MONTE ALBAN	15	13025	15408	-15.47	256	103	97	118	432	299	96	221
ARANDAS	16	12392	14861	-16.61		1333		246	688		1088	499
TORADA	17	5107	15647	-67.36	102	206		16	417	3706	16	7
TOTAL OTHER		94938	116930	-1.74	1300	1444	1171	1767	16833	1449	1185	6146
TOTAL CLRS/SPRTZ		120025	130270	-7.86	12696	2213		1		14040	791	
J DANIEL	1	100474	111478	-9.87	11527	540				11882	707	
EVERCLEAR	2	8233	10353	-20.48		787				669		
J BEAM	3	3997	2604	53.49	1002	567				905	38	
BACARDI BREEZER	4	3002	3678	-18.38		277						
J DANIEL RUB SQZ	5	2348	103	2179.61	152	42				389	29	
CARIBBEAN CLSC	6	1535	1417	8.33								
TOTAL OTHER		436	637	-.15	15			1		195	17	
TOTAL COCKTAILS		783765	755172	3.79	44320	5684	46501	14290	77712	53141	6678	57331
FRIDAYS	1	185185	161659	14.55	9978	1192	5718	3497	27232	7928	794	24559
J C AUTHENTIC	2	81365	79602	2.21	8341		11902	1463		9629	170	8361
CHI - CHI	3	74286	69947	6.20	2536		13336	2091	3754	903	626	4427
ICE BOX	4	64036	70640	-9.35	1977	1799	3823	3758	2740	88	342	7726
ALIZE	5	59530	66528	-10.52	3061	183	941	97	11204	4696	128	1094
KAHLUA COMBO	6	48260	46926	2.84	5554	308	218	105	2421	3467	419	926
SEAGRAM	7	39395	42658	-7.65	2996		146		8388	11256		
MONTBLO	8	37797	35423	6.70	813					2575		
DESERT I	9	29368	26280	11.75	1937	1162	1479	862	268	3	681	151
KAHLUA RTD	10	27173	34096	-20.30	1002	427	613	775	6436	428	243	3088
BARTENDERS	11	18217	18053	.91	52		2084		175	6	2235	
CLUB	12	15516	6754	129.73	524		556		5956	903	61	

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TEQUILA ROSE	12	1479		1180	10726	1982	155	1327	2873	739	1346	34
ST BRENDAN	13	1802		2546	3271	1350	471	2024	9860	465	1839	734
KAPALI	14	3155	386	2876	6328	232	476	2725	4326	1386		
DR MCGILCUDY	15	403	1981	877	2579	372	3649	303	866	10	1040	12
COINTRU	16	2257	3559	1775	4555	270	466	2890	2570	258	231	493
EMMETS	17	2796		725	1577	611	632	3080	5198	76	96	102
FRANGELICO	18	2044	3528	1334	5428	200	343	2159	2716	320	167	410
CAFFE LOLITA	19	2050	654	2654	883	321	133	3361	1993	189		488
BLACK HAUS	20	635	9221	128	12015	62	288	1074	286	179	2	12
CHAMBORD	21	1820	1128	1190	6215	144	304	1730	3194	298	116	257
DRAMBUIE	22	1532	2815	915	3784	170	317	1712	2184	237	156	409
SUNTORY MIDORI	23	2277		2153	2525	223	236	1790	3589	262	168	230
B & B	24	1601	2411	512	3763	183	317	1942	1112	283	105	347
COPA D ORO	25	4438	1318	1831		405	31	2109	3492	126	263	99
AFTER SHOCK	26	1432	2406	1176	2217	327	221	1204	2045	573	134	37
REMY RED	27	2918		83	3754	1	20	1921	396	34		171
TOTAL OTHER		12499	10566	12113	38698	3538	2392	21528	27039	2256	1450	4729
TOTAL TEQUILA		116560	135324	107107	95220	32099	10124	93245	184036	16756	14867	10783
JOSE CUERVO	1	52071	64085	45234	54892	19445	6582	41952	82248	6276	9521	3908
MONTEZUMA	2	17470	10687	843	4898	2694	657	13686	4584	4587	343	3078
SAUZA	3	6391	6978	12702	4342	2424	1150	5129	20700	350	787	1416
EL TORO	4	3662	14196			404		1524		1742		
MONARCH	5			13919		116			22250			
PANCHO VILLA	6	1172		8643		10			19755		852	
ARISTOCRAT	7	9682						13244				
JUAREZ	8	2371	4053	1033	1131	337	17	1596	899	184		250
TORTILLA	9			4291	8503	1344			4780			
P LOPEZ	10	7206	392	403	1827	216	408	6958	24	967	2	118
TWO FINGERS	11	4416	1986	1039	2621	781	57	3477	1766	209	92	183
MARGARITAVILLE	12	1940	740	1162	3102	324	385	843	2214	117	218	276
PRIVATE LBL	13	122	116	3267	161	1148	153		9881		78	27
LA PRIMA	14		16207		201							
MONTE ALBAN	15	1338	2929	293	4466	67	56	914	541	649	58	92
ARANDAS	16		594	4982			163		1974		825	
TORADA	17	323	2	332	657	315	89	88	38	5	29	405
TOTAL OTHER		8396	12359	8964	8419	2474	407	3834	12382	1670	2062	1030
TOTAL CLRS/SPRTZ		17488		4561	41173	6809	1579	24	3925	5601	4241	4883
J DANIEL	1	11911		4412	40272	6652	1415		3924	4597	2035	600
EVERCLEAR	2	4488		89			161		1	347	1691	
J BEAM	3	598								436	451	
BACARDI BREEZER	4											2725
J DANIEL RUB SQZ	5	396		60	901	157	3			201	5	13
CARIBBEAN CLSC	6											1535
TOTAL OTHER		95						24		20	59	10
TOTAL COCKTAILS		97334	5720	31180	164028	20565	7181	69582	55512	9659	10938	6409
FRIDAYS	1	17589		13939	31866	4720	1373	13987	14786	2242	2908	877
J C AUTHENTIC	2	14571		1794	6528	3388	773	5199	5087	1163	1948	1048
CHI - CHI	3	9081			24623	2587	769	5508	754	1405	478	1408
ICE BOX	4	8362		2116	13488	2257	679	6654	6240	1125	733	129
ALIZE	5	6609		824	17810	959	150	7814	2457	467	264	772
KAHLUA COMBO	6	6352		2330	14123	2259	2547	219	3806	1648	1281	277
SEAGRAM	7	7345		5	3604			4903	650	1	4	97
MONTBLO	8	6003			18903			8903		164		436
DESERT I	9	3905	152	5530		1292		2018	9610	48	269	1
KAHLUA RTD	10	1623		2065	5182	683	610	1054	2367	215	171	191
BARTENDERS	11	370			8839		10	1084	2430	146	772	14
CLUB	12	1434		164	2663		70	1275	1625	5	22	258





