



**IRISH
CLASS REPORT
JULY 2008**

**CASE SALES REPORT OF
ALCOHOL BEVERAGES**

**NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION, INC.
4401 Ford Avenue, Suite 700 Alexandria, Virginia 22302-1473
(703) 578-4200 • FAX (703) 820-3551**

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NABCA CLASS REPORT

JULY 2008				IRISH						PAGE 1		
BRAND	Rank	Share of Market Last 12 Months		Last 12 Months This Year	Last 12 Months Prior Year	+ or -	This Year to Date	Last Year to Date	+ or -	Current Month This Year	Current Month Last Year	+ or -
		This Year	Prior Year									
ALL STATES DISTILLED SPIRITS			D.S.	41095433	39735530	3.42	22919499	22063024	3.88	3781421	3406934	10.99
IRISH		.48	.44	199187	173500	14.81	114060	99091	15.11	15070	12190	23.63
JAMESON	1	57.25	54.82	114030	95117	19.88	67281	55940	20.27	9031	7088	27.41
OLD BUSHMILLS	2	17.15	19.23	34165	33366	2.39	19316	18877	2.33	2438	2241	8.79
TULLAMORE DEW	3	7.93	8.50	15789	14743	7.09	8576	8288	3.47	1093	1009	8.33
JOHN POWER&SON	4	3.96	4.07	7893	7060	11.80	4594	4097	12.13	552	482	14.52
JAMESON 12YR	5	2.36	2.49	4704	4324	8.79	2483	2272	9.29	329	298	10.40
BLACK BUSH	6	1.69	1.82	3375	3162	6.74	1825	1764	3.46	249	213	16.90
KILBEGGAN	7	1.24	1.57	2479	2725	9.03-	1506	1493	.87	173	156	10.90
BUSHMILLS MALT	8	1.07	1.19	2141	2059	3.98	1171	1128	3.81	146	141	3.55
REDBREAST	9	.93	.84	1849	1458	26.82	1016	834	21.82	134	108	24.07
JAMESON/2 RCK G	10	.73	.00	1463	0	.00	131	0	.00	0	0	.00
M COLLINS	11	.67	.90	1343	1561	13.97-	755	957	21.11-	93	95	2.11-
JAMESON W/FLASK	12	.63	.00	1252	0	.00	1252	0	.00	317	0	.00
BUSHMLL MLT/GLS	13	.38	.37	761	650	17.08	75	70	7.14	4	0	.00
TYRCONNELL	14	.36	.33	716	566	26.50	400	318	25.79	63	64	1.56-
TULLAMORE 12YR	15	.28	.33	562	578	2.77-	240	289	16.96-	30	27	11.11
JAMESON/2 SH GL	16	.25	.00	503	0	.00	495	0	.00	5	0	.00
FECKIN	17	.25	.00	496	0	.00	496	0	.00	59	0	.00
BUSHMILL W/2MUG	18	.23	.32	468	547	14.44-	19	26	26.92-	0	0	.00
TULLAMORE/2 GLS	19	.23	.00	461	0	.00	98	0	.00	5	0	.00
JAMESON/50 KHLA	20	.21	.35	410	609	32.68-	133	414	67.87-	21	14	50.00
CLONTARF BLK LB	21	.20	.15	390	266	46.62	219	229	4.37-	40	46	13.04-
TULLAMORE/PTCHR	22	.19	.05	377	94	301.06	12	25	52.00-	0	1	100.00-
JAMESON/COASTRS	23	.17	.96	336	1659	79.75-	103	334	69.16-	8	24	66.67-
JAMESON 18YR	24	.15	.15	307	266	15.41	167	156	7.05	25	21	19.05
KNPPGUE CSTL 92	25	.14	.16	283	279	1.43	183	165	10.91	30	35	14.29-
CLONTARF CLSSIC	26	.14	.01	274	12	2183.33	256	12	2033.33	40	2	1900.00
BUSHMLL MLT 16Y	27	.13	.13	266	229	16.16	140	123	13.82	20	20	.00
M COLLINS/FLASK	28	.12	.00	243	0	.00	26	0	.00	0	0	.00
MIDLETON V RARE	29	.11	.10	211	167	26.35	116	94	23.40	18	18	.00
M COLLINS MALT	30	.09	.11	184	198	7.07-	94	117	19.66-	11	15	26.67-
BUSHMILLS 1608	31	.08	.00	155	0	.00	155	0	.00	16	0	.00
KNPPGUE CSTL 97	32	.07	.05	131	86	52.33	77	50	54.00	9	6	50.00
BUSHMLL TRI-PCK	33	.05	.24	98	408	75.98-	23	213	89.20-	2	19	89.47-
TULLAMORE TIN	34	.05	.10	92	167	44.91-	63	119	47.06-	11	4	175.00
BUSHMLL GFT TIN	35	.04	.00	85	0	.00	85	0	.00	15	0	.00
BUSHMLL 21Y MLT	36	.04	.04	78	74	5.41	44	37	18.92	6	7	14.29-
KNPPGUE CSTL 94	37	.04	.08	78	141	44.68-	39	64	39.06-	2	4	50.00-
CONNEMARA	38	.04	.05	75	88	14.77-	45	42	7.14	5	7	28.57-
JAMESON GOLD RS	39	.04	.00	73	0	.00	73	0	.00	19	0	.00
KNPPGUE CSTL 95	40	.04	.00	70	0	.00	51	0	.00	12	0	.00
KNPPGUE 94/PTCH	41	.03	.00	68	5	1260.00	29	2	1350.00	1	0	.00
TULLAMORE CROCK	42	.03	.04	55	66	16.67-	29	36	19.44-	0	5	100.00-
KILBEGGAN W/GLS	43	.03	.00	55	0	.00	16	0	.00	1	0	.00
JAMESON/CFFE PK	44	.03	.16	52	278	81.29-	0	276	100.00-	0	5	100.00-
CLONTARF S MALT	45	.03	.02	52	28	85.71	23	25	8.00-	2	5	60.00-
CLONTARF RESRVE	46	.03	.01	50	25	100.00	30	23	30.43	4	3	33.33
M COLLINS W/GLS	47	.02	.11	46	196	76.53-	0	21	100.00-	0	0	.00
KNPPGUE CSTL 93	48	.01	.01	27	16	68.75	17	10	70.00	2	1	100.00
MERRYS SPCL RSV	49	.01	.01	23	14	64.29	14	10	40.00	2	5	60.00-
BRENNAN'S	50	.01	.01	18	18	.00	10	10	.00	1	1	.00

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		This Year	Prior Year	This Year	Prior Year	This Year	This Year	Last Year	This Year	Last Year	This Year	Last Year
MICHIGAN - D.S.				6215886	5999329	3.61	3478258	3297900	5.47	655155	500477	30.91
IRISH		.28	.26	17662	15400	14.69	10113	8860	14.14	1443	996	44.88
JAMESON	1	54.43	51.26	9614	7894	21.79	5840	4676	24.89	886	594	49.16
OLD BUSHMILLS	2	16.92	18.73	2988	2885	3.57	1712	1649	3.82	262	188	39.36
TULLAMORE DEW	3	4.49	5.37	793	827	4.11-	497	466	6.65	52	42	23.81
JAMESON/2 SH GL	4	2.75	.00	486	0	.00	478	0	.00	5	0	.00
JAMESON/2 RCK G	5	2.55	.00	450	0	.00	0	0	.00	0	0	.00
BLACK BUSH	6	2.50	2.65	441	408	8.09	247	267	7.49-	44	29	51.72
JAMESON/50 KHLA	7	2.32	3.95	410	609	32.68-	133	414	67.87-	21	14	50.00
BUSHMLL MLT/GLS	8	2.01	1.85	355	285	24.56	28	20	40.00	3	0	.00
JOHN POWER&SON	9	1.84	1.77	325	273	19.05	190	161	18.01	29	19	52.63
JAMESON 12YR	10	1.43	1.45	253	223	13.45	141	129	9.30	18	19	5.26-
REDBREAST	11	.99	1.01	175	156	12.18	102	84	21.43	14	13	7.69
KILBEGGAN	12	.80	.72	142	111	27.93	87	62	40.32	12	6	100.00
TULLAMORE/2 GLS	13	.76	.00	135	0	.00	30	0	.00	2	0	.00
BUSHMILLS MALT	14	.67	.71	119	110	8.18	65	67	2.99-	14	9	55.56
M COLLINS	15	.62	.80	109	123	11.38-	57	85	32.94-	10	9	11.11
FECKIN	16	.51	.00	90	0	.00	90	0	.00	6	0	.00
TYRCONNELL	17	.46	.40	82	61	34.43	38	43	11.63-	0	10	100.00-
JAMESON W/FLASK	18	.41	.00	72	0	.00	72	0	.00	13	0	.00
TULLAMORE 12YR	19	.36	.44	64	67	4.48-	32	37	13.51-	4	5	20.00-
JAMESON 18YR	20	.30	.34	53	53	.00	27	31	12.90-	3	4	25.00-
JAMESON/CFE PK	21	.29	1.81	52	278	81.29-	0	276	100.00-	0	5	100.00-
M COLLINS/FLASK	22	.29	.00	51	0	.00	0	0	.00	0	0	.00
TULLAMORE CROCK	23	.28	.39	49	60	18.33-	26	32	18.75-	0	5	100.00-
M COLLINS MALT	24	.18	.21	32	32	.00	18	21	14.29-	2	3	33.33-
TULLAMORE TIN	25	.18	.92	32	141	77.30-	15	100	85.00-	2	2	.00
CLONTARF CLSSIC	26	.17	.07	30	11	172.73	19	11	72.73	4	2	100.00
MIDLETON V RARE	27	.15	.21	27	33	18.18-	13	18	27.78-	2	4	50.00-
BUSHMLL MLT 16Y	28	.15	.16	27	25	8.00	15	16	6.25-	3	4	25.00-
BUSHMILLS 1608	29	.15	.00	26	0	.00	26	0	.00	1	0	.00
CLONTARF RESRVE	30	.15	.12	26	19	36.84	15	18	16.67-	2	2	.00
BRENNAN'S	31	.10	.10	17	16	6.25	10	8	25.00	1	1	.00
CONNEMARA	32	.09	.08	16	13	23.08	9	8	12.50	1	1	.00
KNPPGUE CSTL 95	33	.09	.00	16	0	.00	14	0	.00	3	0	.00
CLONTARF S MALT	34	.08	.06	15	10	50.00	7	10	30.00-	1	1	.00
BUSHML/50 BAILY	35	.08	.75	15	116	87.07-	10	116	91.38-	9	0	.00
JAMESON GOLD RS	36	.08	.00	14	0	.00	14	0	.00	4	0	.00
BUSHMLL 21Y MLT	37	.08	.14	14	22	36.36-	7	10	30.00-	1	2	50.00-
KILBEGGAN W/GLS	38	.06	.00	11	0	.00	4	0	.00	1	0	.00
KNAPPOGUE/TOWEL	39	.04	.06	7	10	30.00-	3	2	50.00	0	0	.00
KNPPGUE CSTL 92	40	.03	.01	6	1	500.00	3	1	200.00	0	1	100.00-
IRISHMAN CLAN	41	.03	.00	6	0	.00	6	0	.00	3	0	.00
JAMESON RARE RS	42	.02	.00	4	0	.00	4	0	.00	2	0	.00
KNPPGUE 95/PTCH	43	.02	.00	4	0	.00	3	0	.00	1	0	.00
GREENORE	44	.02	.00	3	0	.00	3	0	.00	1	0	.00
KNPPGUE CSTL 94	45	.02	.27	3	42	92.86-	0	22	100.00-	0	2	100.00-
IRISHMAN	46	.02	.00	3	0	.00	3	0	.00	1	0	.00
BUSHMLL TRI-PCK	47	.00	.02	0	3	100.00-	0	0	.00	0	0	.00
BLBUSH/BUSH/50M	48	.00	.28	0	43	100.00-	0	0	.00	0	0	.00
M COLLINS W/GLS	49	.00	.41	0	63	100.00-	0	0	.00	0	0	.00
JAMESON/COASTRS	50	.00	2.44	0	375	100.00-	0	0	.00	0	0	.00

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VENDOR	Rank	Share of Market Last 12 Months		Last 12 Months This Year	Last 12 Months Prior Year	+ or -	This Year to Date	Last Year to Date	+ or -	Current Month This Year	Current Month Last Year	+ or -
		This Year	Prior Year									
MICHIGAN - D.S.												
IRISH												
		.28	.26	17662	15400	14.69	10113	8860	14.14	1443	996	44.88
PERNOD RCRD USA	1	67.57	64.25	11935	9894	20.63	7014	5789	21.16	997	672	48.36
DIAGEO	2	22.56	25.31	3985	3897	2.26	2110	2145	1.63-	337	232	45.26
SKYY SPIRITS	3	6.08	7.11	1073	1095	2.01-	600	635	5.51-	60	54	11.11
GEMINI S&W CO	4	1.44	1.20	254	185	37.30	141	113	24.78	15	17	11.76-
SIDNEY FRANK	5	1.09	1.42	192	218	11.93-	75	106	29.25-	12	12	.00
CASTLE BRANDS	6	.61	.62	107	95	12.63	64	64	.00	11	8	37.50
PHILLIPS DST CO	7	.51	.00	90	0	.00	90	0	.00	6	0	.00
SHAW-ROSS IMPTS	8	.10	.10	17	16	6.25	10	8	25.00	1	1	.00
MHW LIMITED	9	.05	.00	9	0	.00	9	0	.00	4	0	.00
MONTANA - D.S.												
IRISH												
		.65	.63	3949	3679	7.34	2335	2166	7.80	371	367	1.09
PERNOD RCRD USA	1	70.75	65.81	2794	2421	15.41	1705	1456	17.10	266	234	13.68
DIAGEO	2	19.09	23.00	754	846	10.87-	416	456	8.77-	51	70	27.14-
SKYY SPIRITS	3	6.13	7.56	242	278	12.95-	124	172	27.91-	41	50	18.00-
GEMINI S&W CO	4	1.98	1.69	78	62	25.81	47	37	27.03	5	2	150.00
SIDNEY FRANK	5	.86	1.20	34	44	22.73-	13	25	48.00-	2	3	33.33-
CASTLE BRANDS	6	.61	.33	24	12	100.00	16	8	100.00	4	3	33.33
US DISTLLD PROD	7	.58	.38	23	14	64.29	14	10	40.00	2	5	60.00-
SHAW-ROSS IMPTS	8	.00	.05	0	2	100.00-	0	2	100.00-	0	0	.00

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		This Year	Prior Year									
WASHINGTON - D.S.												
IRISH		.77	.68	3927844	3751790	4.69	2198943	2101847	4.62	353012	321810	9.70
PERNOD RCRD USA	1	62.87	57.72	19135	14709	30.09	11365	8896	27.75	1565	1109	41.12
DIAGEO	2	29.29	32.51	8914	8285	7.59	5029	4541	10.75	605	508	19.09
SKYY SPIRITS	3	5.70	6.47	1734	1650	5.09	853	929	8.18-	108	105	2.86
GEMINI S&W CO	4	1.32	2.60	401	663	39.52-	196	367	46.59-	8	31	74.19-
SIDNEY FRANK	5	.55	.61	166	155	7.10	89	118	24.58-	13	11	18.18
CASTLE BRANDS	6	.28	.09	86	23	273.91	40	14	185.71	4	0	.00
WEST VIRGINIA - D.S.												
IRISH		.26	.25	586789	569613	3.02	323810	311050	4.10	52233	49643	5.22
PERNOD RCRD USA	1	68.70	65.88	1049	923	13.65	651	577	12.82	75	74	1.35
DIAGEO	2	24.10	26.62	368	373	1.34-	191	213	10.33-	27	29	6.90-
SKYY SPIRITS	3	5.04	4.35	77	61	26.23	51	34	50.00	9	5	80.00
SIDNEY FRANK	4	1.64	2.78	25	39	35.90-	12	19	36.84-	1	1	.00
GEMINI S&W CO	5	.26	.36	4	5	20.00-	3	5	40.00-	0	1	100.00-
CASTLE BRANDS	6	.26	.00	4	0	.00	2	0	.00	1	0	.00

