



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for January

Control State results for nine-liter beverage sales for January 2017

ALEXANDRIA, VA (February 23, 2017) – During January, nine-liter spirits case sales in the control states grew at 1.7% compared to same period sales last year. Rolling-twelve month volume growth of 3.0% was up slightly from December's reported 2.8%. Maine, Mississippi, New Hampshire, Oregon, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends. Spirits volumes in the control states have grown 1.7% year-to-date compared to -1.3% a year ago.

Control state spirits shelf dollars were up 3.2% during January while trending at 5.0% during the past twelve months. Maine, New Hampshire, Oregon, Vermont, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends. Shelf dollars in the control states have grown 3.2% year-to-date compared to 2.0% last year.

Price/Mix for January is 1.5%, nearly flat with December's 1.6%.

Irish Whiskey, with 1% share of the control states spirits market, was January's fastest growing category with 13.0% reported and a twelve month trend of 14.8%. Vodka, with 35% share, grew during the same periods at 0.4% and 2.8%. Canadian Whiskey (3.0%) and Tequila (10.7%) grew at rates exceeding their twelve month trends. Brandy/Cognac (9.1%), Cocktails (-0.9%), Cordials (-1.4%), Domestic Whiskey (3.1%), Gin (-0.9%), Irish Whiskey (13.0%), Rum (-1.9%), Scotch (-2.3%), and Vodka (0.4%) did not.

January's nine-liter wine case sales growth rate was -1.3%. Pennsylvania (reporting -2.1% nine-liter case growth for wines), New Hampshire (-1.2%), Utah (-1.7%), Mississippi (2.7%), Montgomery County Maryland (0.9%), and Wyoming (2.0%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve month wine volume growth in these six control states was 1.9%, down from December's reported growth of 2.1%.

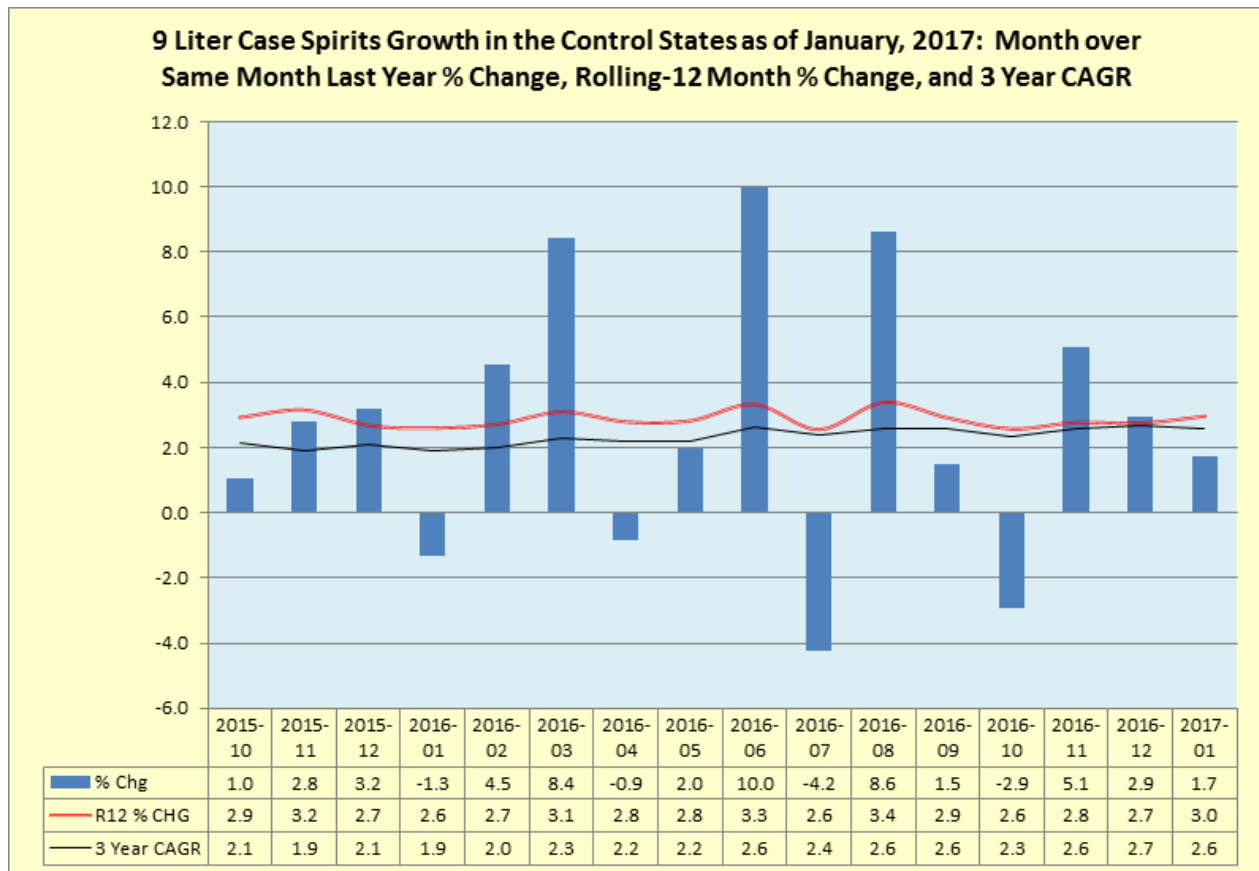
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Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
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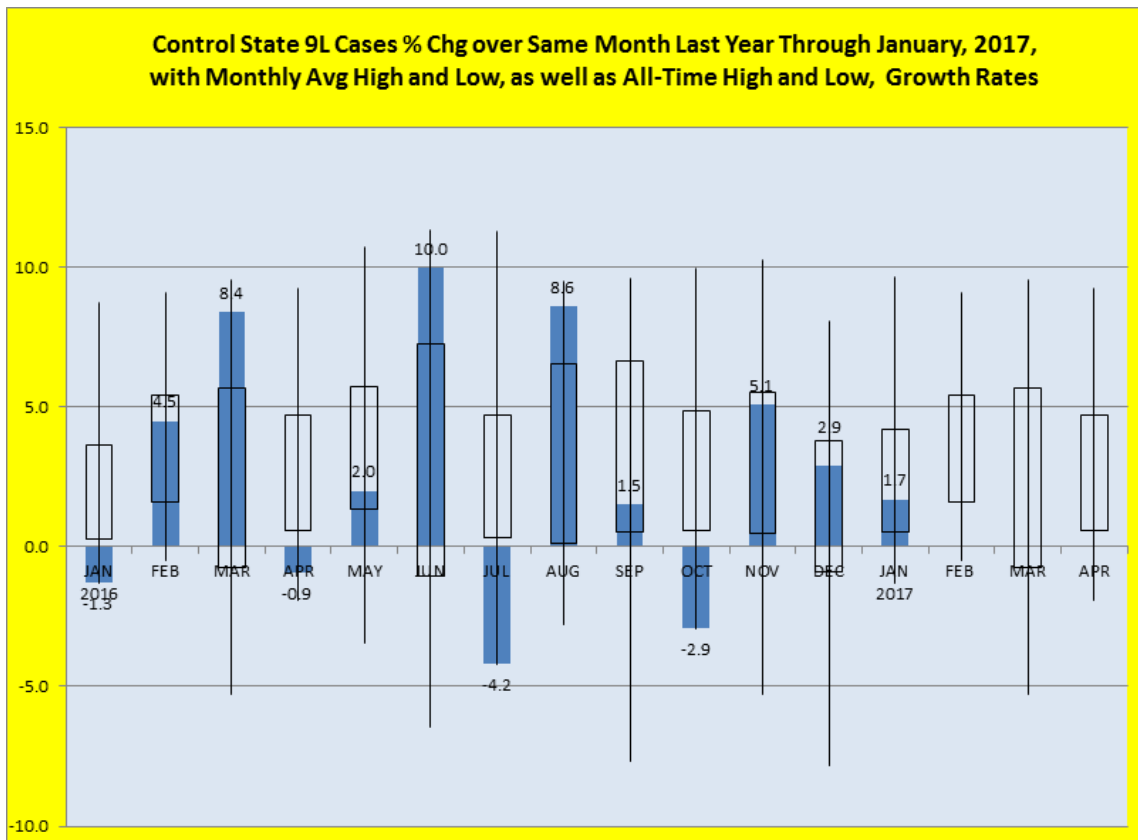
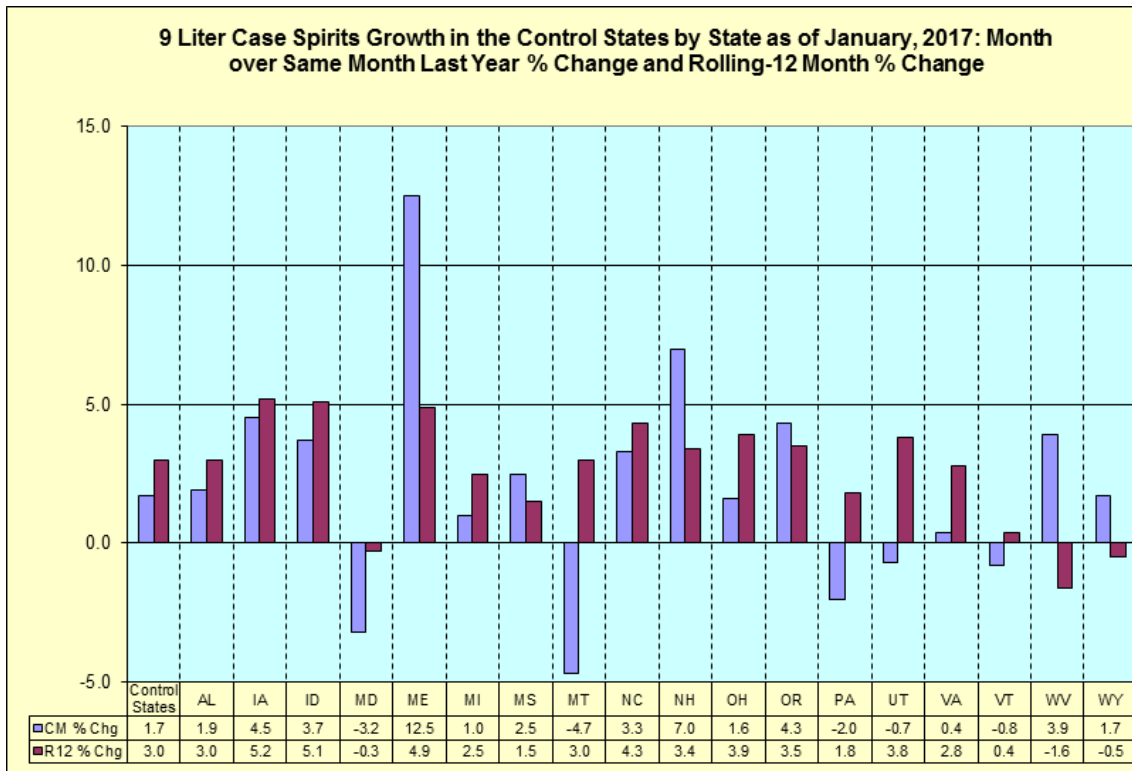
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.7	3.2	1.5%	
Central Region	0.4	1.3	0.9%	IA, MD, MI, OH, PA, WV
NE Region	7.5	11.8	4.3%	ME, NH, VT
NW Region	2.1	3.9	1.8%	ID, MT, OR, UT, WY
Southern Region	2.0	3.8	2.8%	AL, MS, NC, VA



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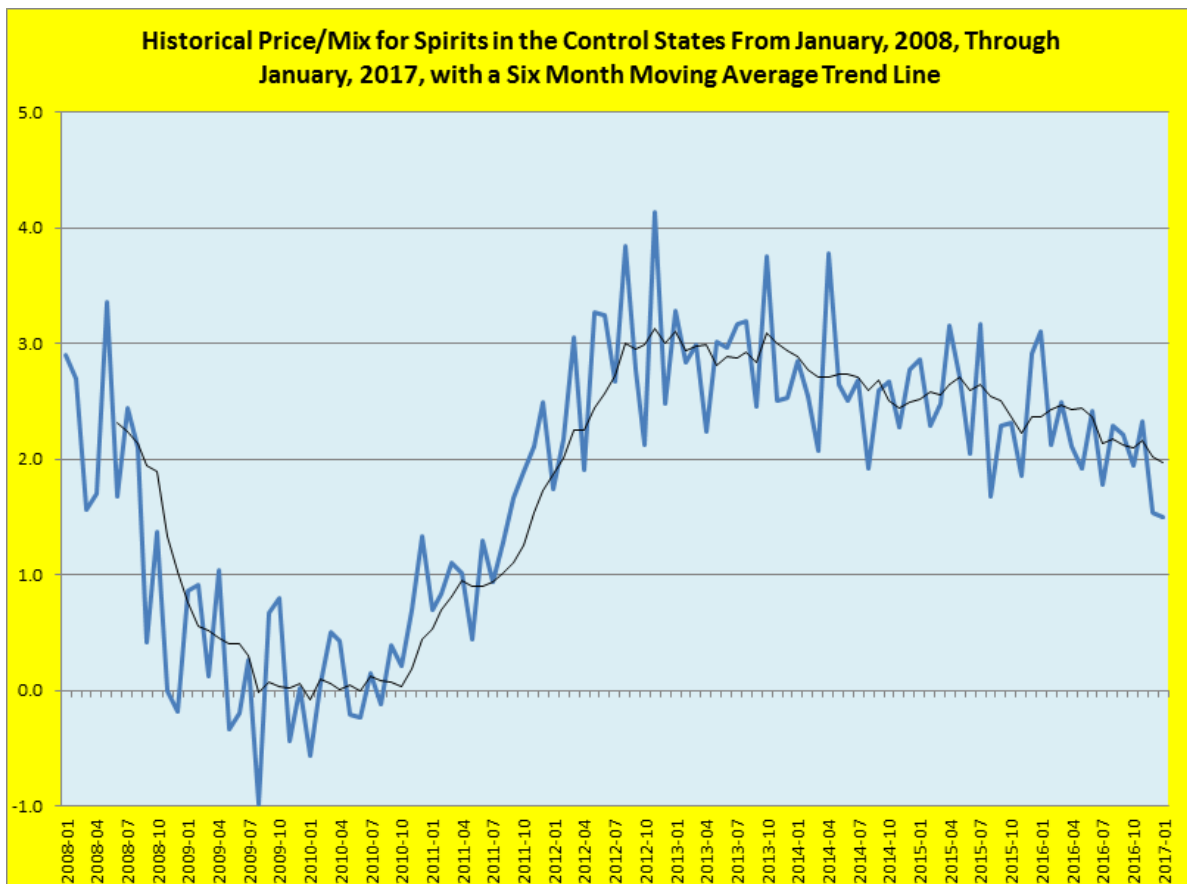
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For more information about the NABCA, visit www.nabca.org.

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ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

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