



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for October

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

During October, nine-liter control states spirits case sales, stimulated by pyknic sales of Tequila and Cocktails as well as an asthenic comp, grew 3.5% over same period sales last year. Alabama (5.5%), Iowa (9.8%), Michigan (7.1%), Mississippi (11.7%), Montana (4.8%), Utah (4.4%), West Virginia (8.8%), and Wyoming (4.0%) reported monthly growth rates for October that exceeded their twelve month trends. The growth rates for Idaho (2.4%), Montgomery County Maryland (-2.6%), Maine (5.1%), North Carolina (0.7%), New Hampshire (-0.7%), Ohio (2.5%), Oregon (3.4%), Pennsylvania (0.5%), Virginia (1.2%), and Vermont (-0.5%) fell short of matching their twelve month trends. Control state rolling-twelve month volume growth, 3.0%, improved upon September's reported 2.4%. Spirits volumes have grown 2.8% year-to-date compared to 2.5% a year ago.

Control state spirits shelf dollars were up 5.6% during October while trending at 5.2% during the past twelve months. Alabama (6.4%), Iowa (12.7%), Montgomery County Maryland (2.8%), Maine (9.0%), Michigan (7.5%), Mississippi (13.1%), Montana (6.4%), Ohio (5.8%), Pennsylvania (6.5%), Utah (7.2%), West Virginia (12.0%), and Wyoming (5.3%) reported growth rates exceeding their twelve month trends. Idaho (4.0%), North Carolina (2.1%), New Hampshire (1.9%), Oregon (4.0%), Virginia (1.8%), and Vermont (3.3%) grew shelf dollars at rates below their twelve month trends. Shelf dollars in the control states are up 5.0% year-to-date compared to 4.7% last year.

Price/Mix for October is 2.1%, up slightly over September's 1.9%.

Tequila, with 6% share of the control states spirits market, was October's fastest growing category with 15.9% reported and a twelve month trend of 10.1%. Vodka, with 35% share, grew during the same periods at 3.1% and 2.2%, respectively. Cocktails (15.1%), Cordials (1.4%), Gin (1.2%), Rum (1.3%), Tequila (15.9%), and Vodka (3.1%) grew at rates at or above their twelve month trends, whereas Brandy/Cognac (0.3%), Canadian Whiskey (2.6%), Domestic Whiskey (4.0%), Irish Whiskey (13.0%), and Scotch (-0.5%) grew at rates below theirs.

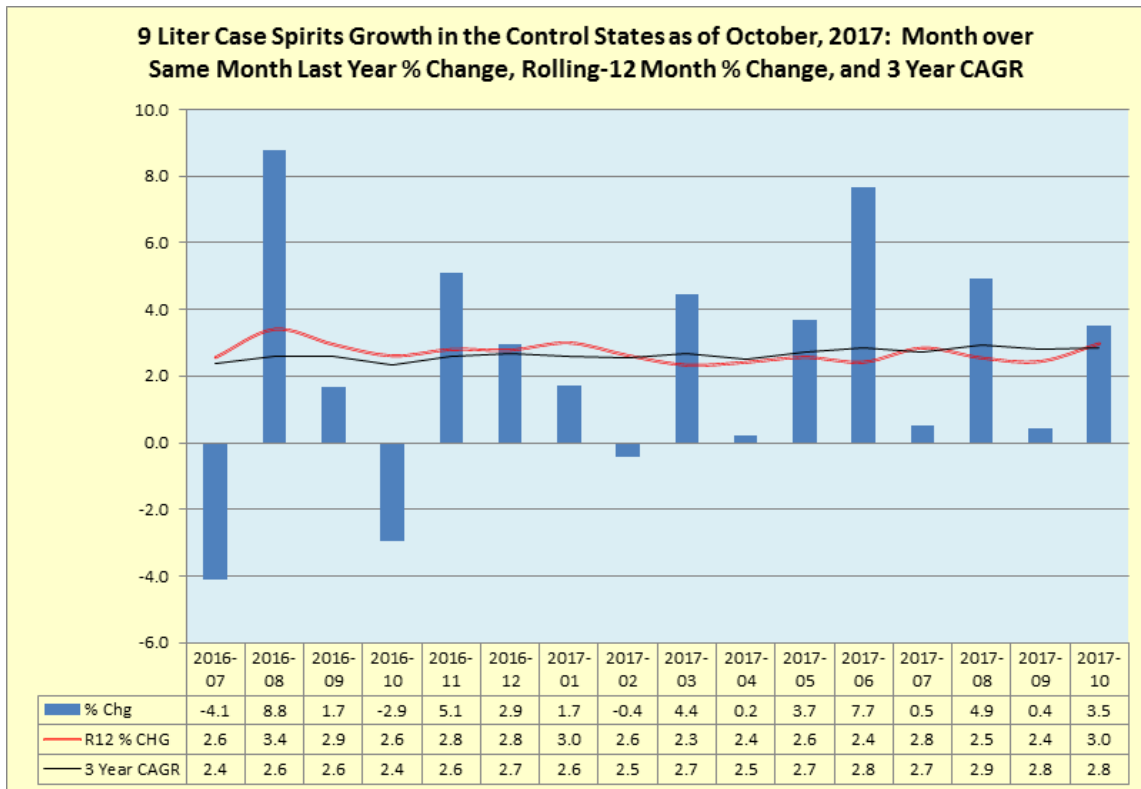
October's nine-liter wine case sales growth rate was 0.4%. Pennsylvania (reporting 0.5% nine-liter case growth for wines), New Hampshire (-3.4%), Utah (2.0%), Mississippi (11.9%), Montgomery

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Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

County Maryland (-3.4%), and Wyoming (1.3%) 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 2.7%, flat with September's reported 2.7%.

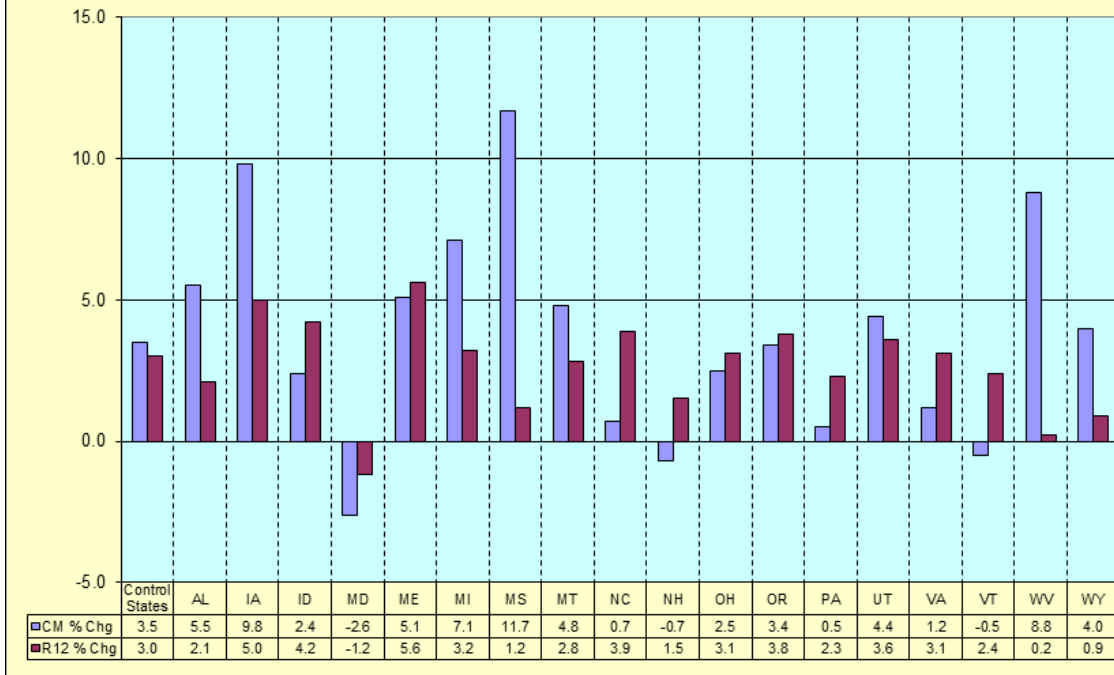
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.5	5.6	2.1%	
Central Region	4.2	7.2	3.0%	IA, MD, MI, OH, PA, WV
NE Region	0.9	3.9	3.0%	ME, NH, VT
NW Region	3.6	4.9	1.3%	ID, MT, OR, UT, WY
Southern Region	3.1	3.8	0.7%	AL, MS, NC, VA



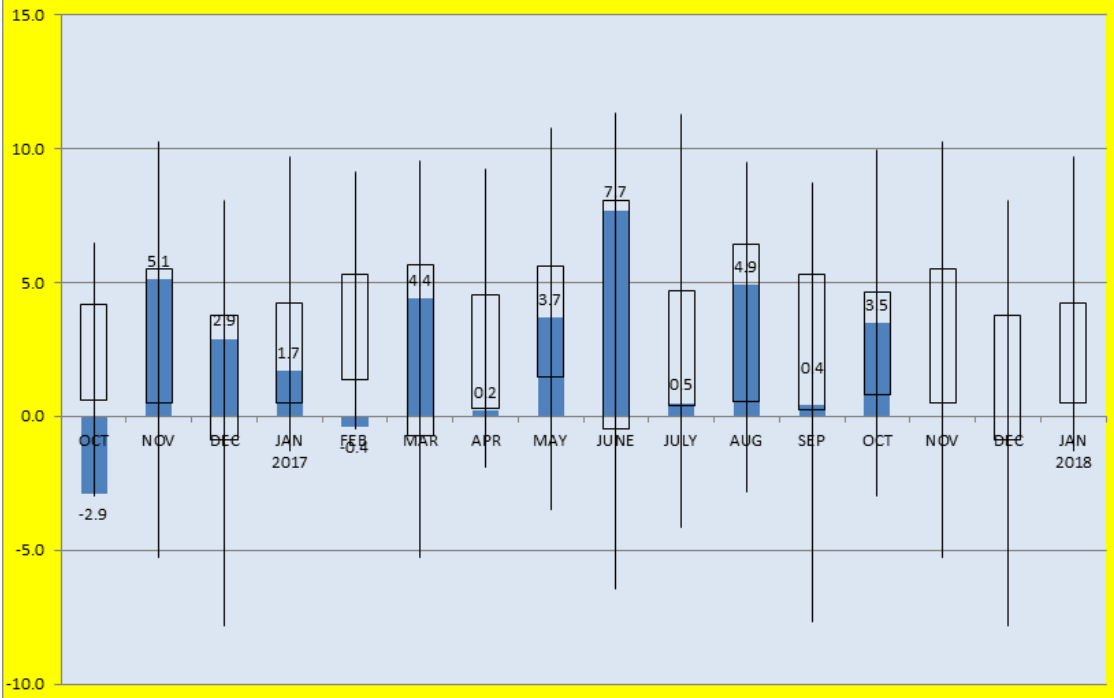
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9 Liter Case Spirits Growth in the Control States by State as of October, 2017: Month over Same Month Last Year % Change and Rolling-12 Month % Change

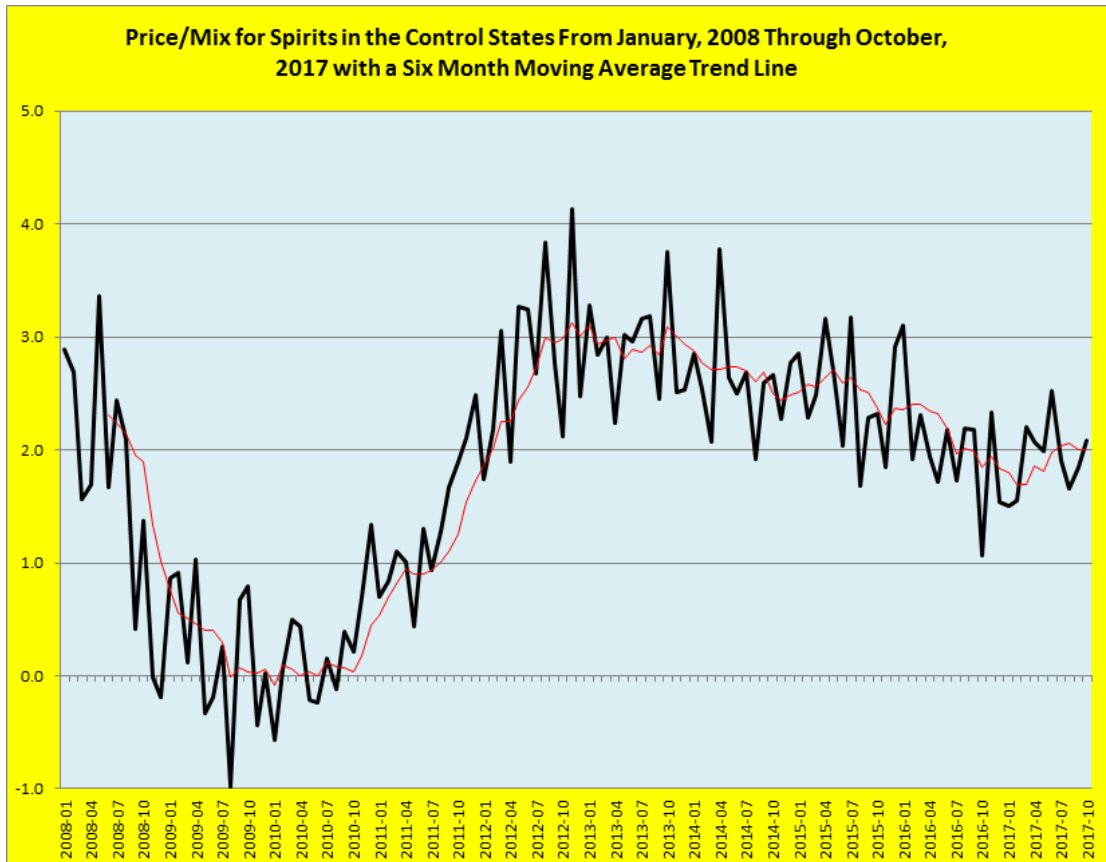


Control State 9L Cases % Chg over Same Month Last Year Through October, 2017, with Monthly Avg High and Low, as well as All-Time High and Low, Growth Rates



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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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