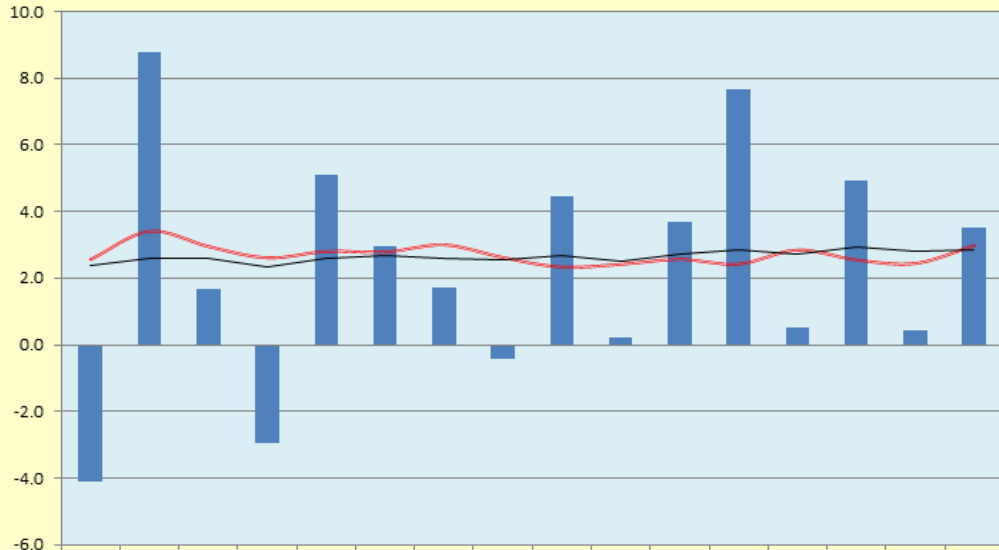
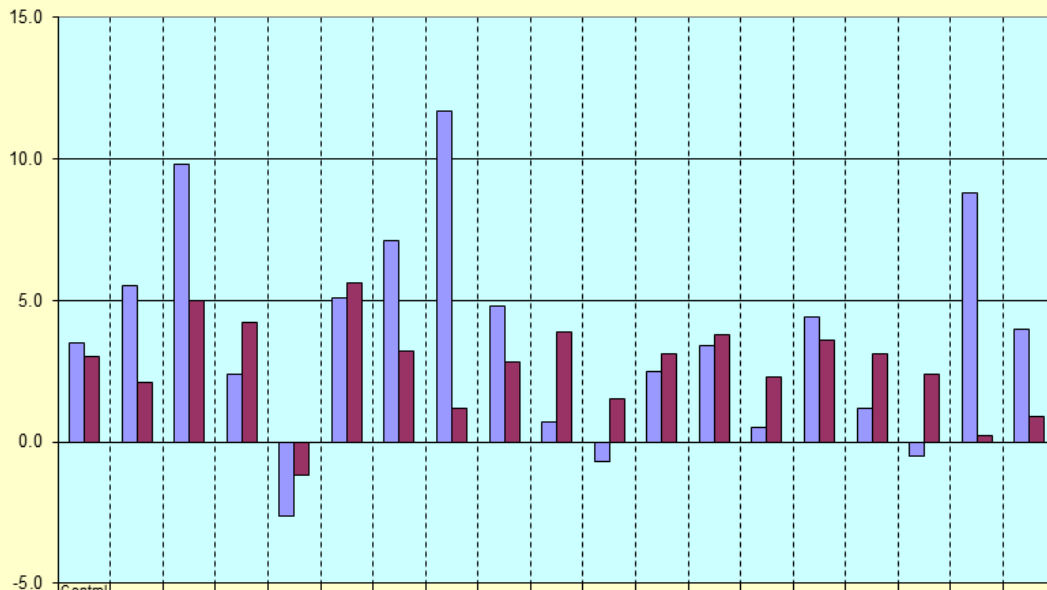


**9 Liter Case Spirits Growth in the Control States as of October, 2017: Month over Same Month Last Year % Change, Rolling-12 Month % Change, and 3 Year CAGR**



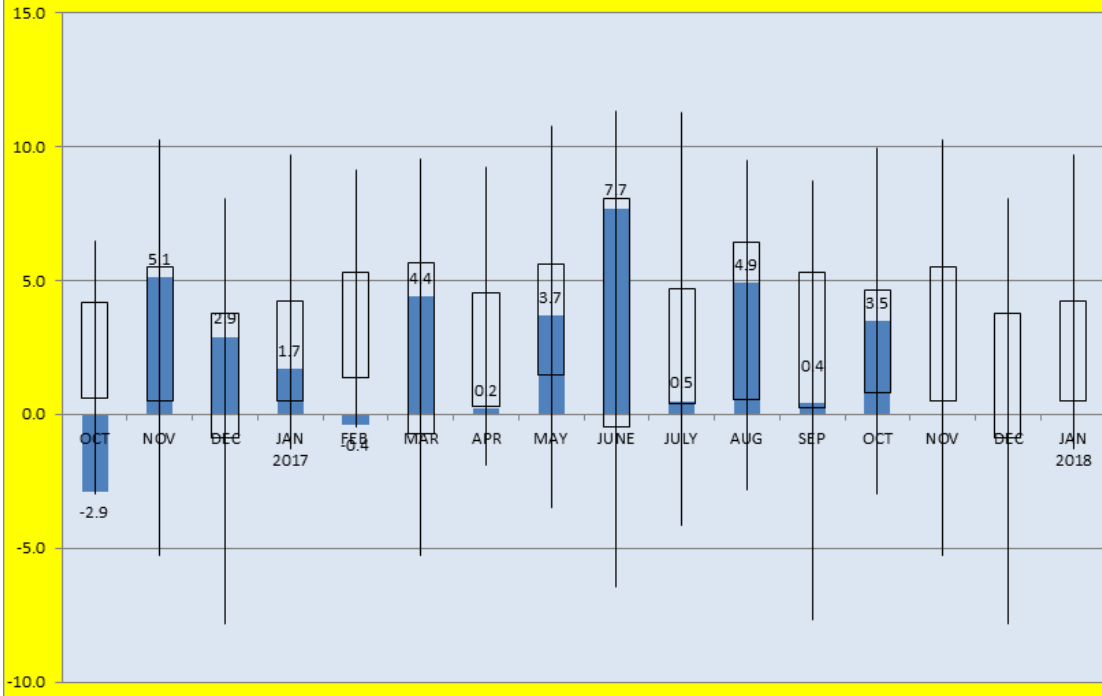
	2016-07	2016-08	2016-09	2016-10	2016-11	2016-12	2017-01	2017-02	2017-03	2017-04	2017-05	2017-06	2017-07	2017-08	2017-09	2017-10
<b>% Chg</b>	-4.1	8.8	1.7	-2.9	5.1	2.9	1.7	-0.4	4.4	0.2	3.7	7.7	0.5	4.9	0.4	3.5
<b>R12 % CHG</b>	2.6	3.4	2.9	2.6	2.8	2.8	3.0	2.6	2.3	2.4	2.6	2.4	2.8	2.5	2.4	3.0
<b>3 Year CAGR</b>	2.4	2.6	2.6	2.4	2.6	2.7	2.6	2.5	2.7	2.5	2.7	2.8	2.7	2.9	2.8	2.8

**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 States	AL	IA	ID	MD	ME	MI	MS	MT	NC	NH	OH	OR	PA	UT	VA	VT	WV	WY
<b>CM % Chg</b>	3.5	5.5	9.8	2.4	-2.6	5.1	7.1	11.7	4.8	0.7	-0.7	2.5	3.4	0.5	4.4	1.2	-0.5	8.8	4.0
<b>R12 % Chg</b>	3.0	2.1	5.0	4.2	-1.2	5.6	3.2	1.2	2.8	3.9	1.5	3.1	3.8	2.3	3.6	3.1	2.4	0.2	0.9

**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**



**Price/Mix for Spirits in the Control States From January, 2008 Through October, 2017 with a Six Month Moving Average Trend Line**

