



# News Release

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FOR IMMEDIATE RELEASE

## NABCA Releases Control States Nine-Liter Spirits Sales for February

*Control State results for nine-liter beverage sales for February 2015*

ALEXANDRIA, VA (April 3, 2015)--During February, nine-liter spirits case sales in the control states grew at 3.0% compared to same period sales last year despite a reasonably tough comp. Rolling-twelve month volume growth, 2.3%, nearly mirrored January's 2.2%. Alabama, Iowa, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, Utah, Virginia, Vermont and Wyoming reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales are up 1.4%.

Control state spirits shelf dollars were up 5.3% during February while trending at 4.9% during the past twelve months. Alabama, Iowa, Maine, Michigan, Mississippi, Montana, North Carolina, Utah, Virginia, Vermont, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 4.0%.

Price/Mix for February is 2.3%, slipping from January's 2.9%.

During February, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 11.3% reported and a twelve month trend of 11.9%. Vodka, with 35% share, grew during the same periods at 1.9% and 2.0%. Brandy/Cognac, Canadian Whiskey, Cocktails, Domestic Whiskey, Rum, and Tequila grew at rates exceeding their twelve-month trends.

February's nine-liter wine case sales growth rate was -0.2%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -0.2%, -4.2%, 4.6%, 0.7%, 1.7%, and 4.7%, respectively. Rolling-twelve month wine volume growth was 1.4%, down from January's 1.8%.

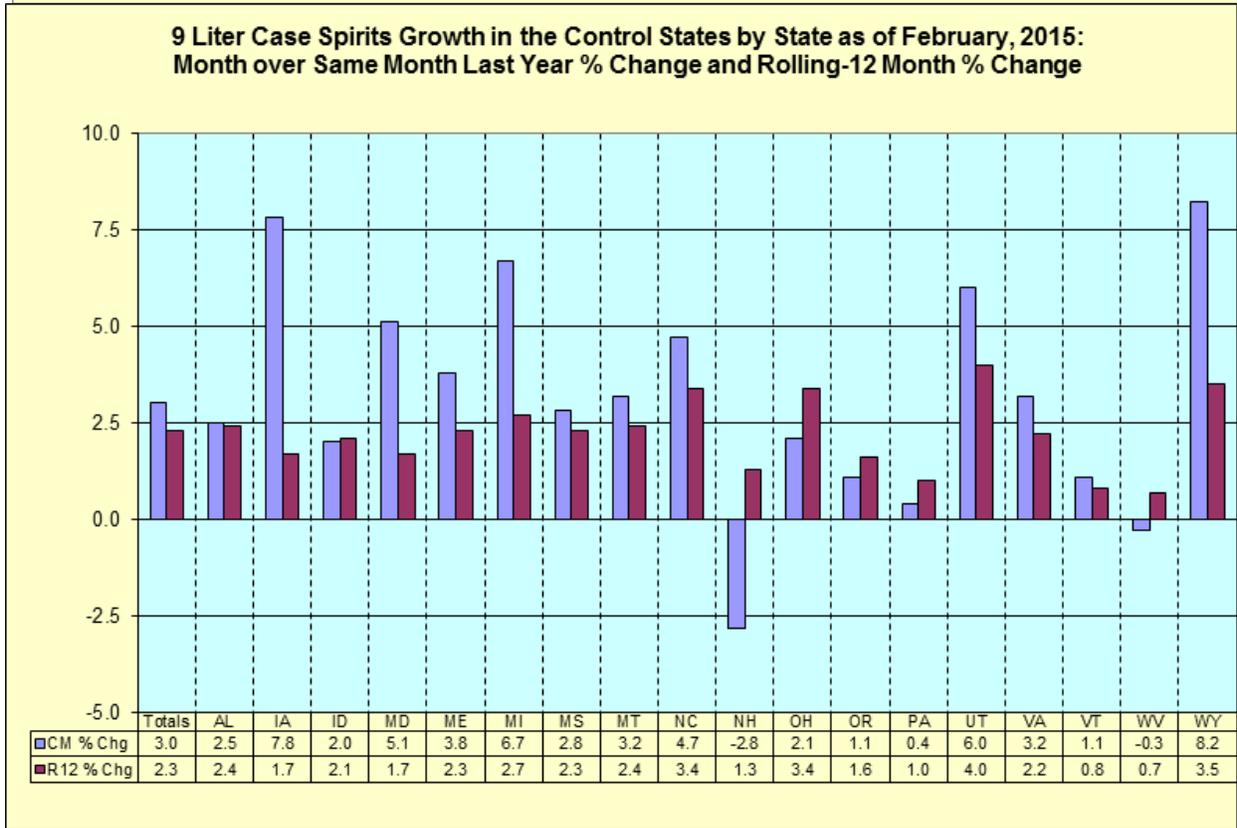
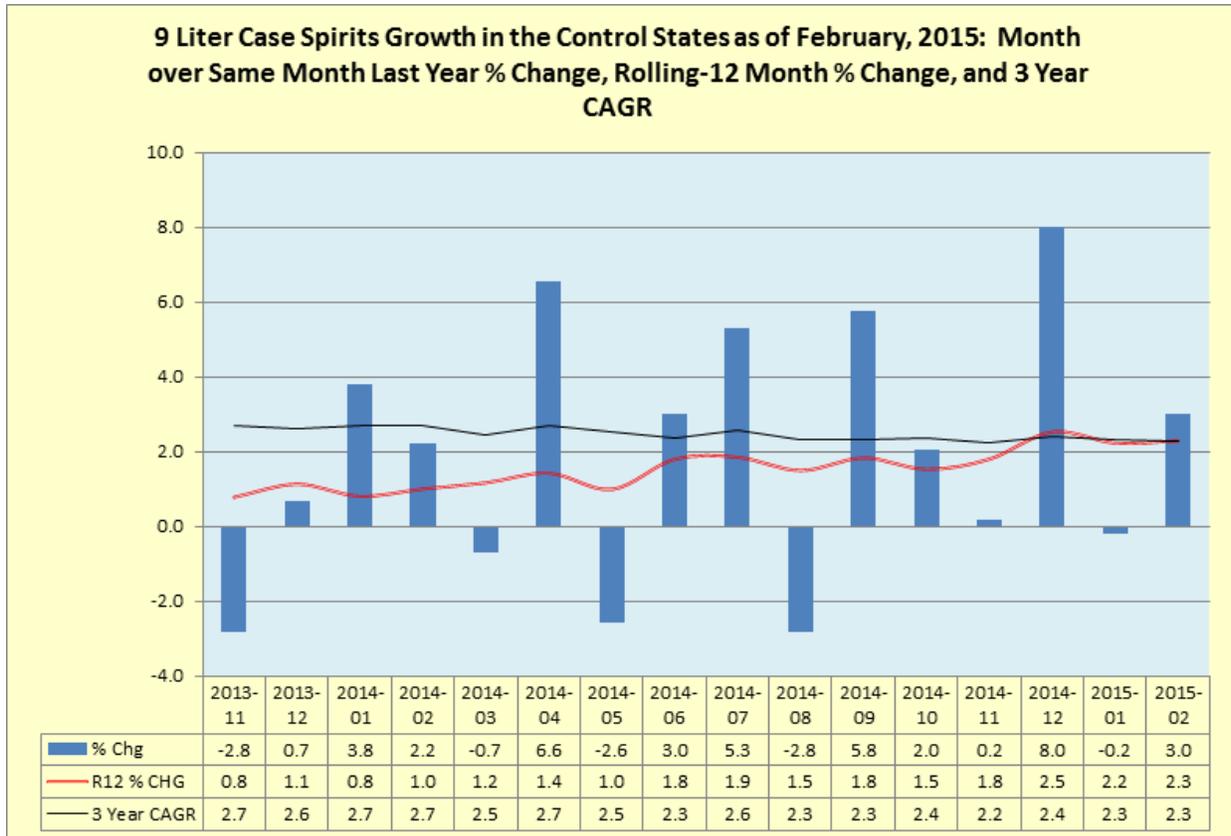
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.0	5.3	2.0%	
Central Region	3.2	4.7	1.5%	IA, MD, MI, OH, PA, WV
NE Region	-0.4	-0.7	-0.3%	ME, NH, VT
NW Region	3.0	5.5	2.5%	ID, MT, OR, UT, WY
Southern Region	3.6	7.7	4.1%	AL, MS, NC, VA

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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

FebCS Results Add 1

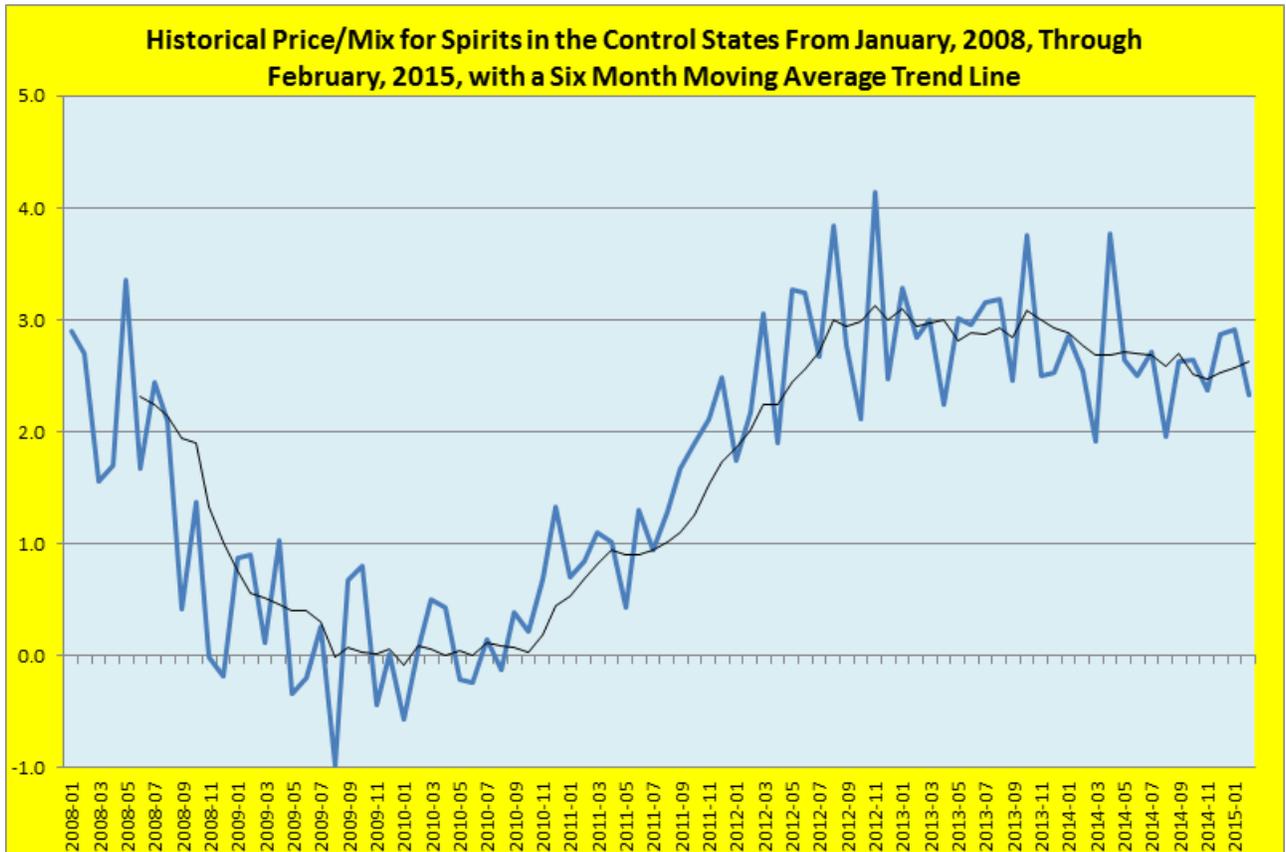
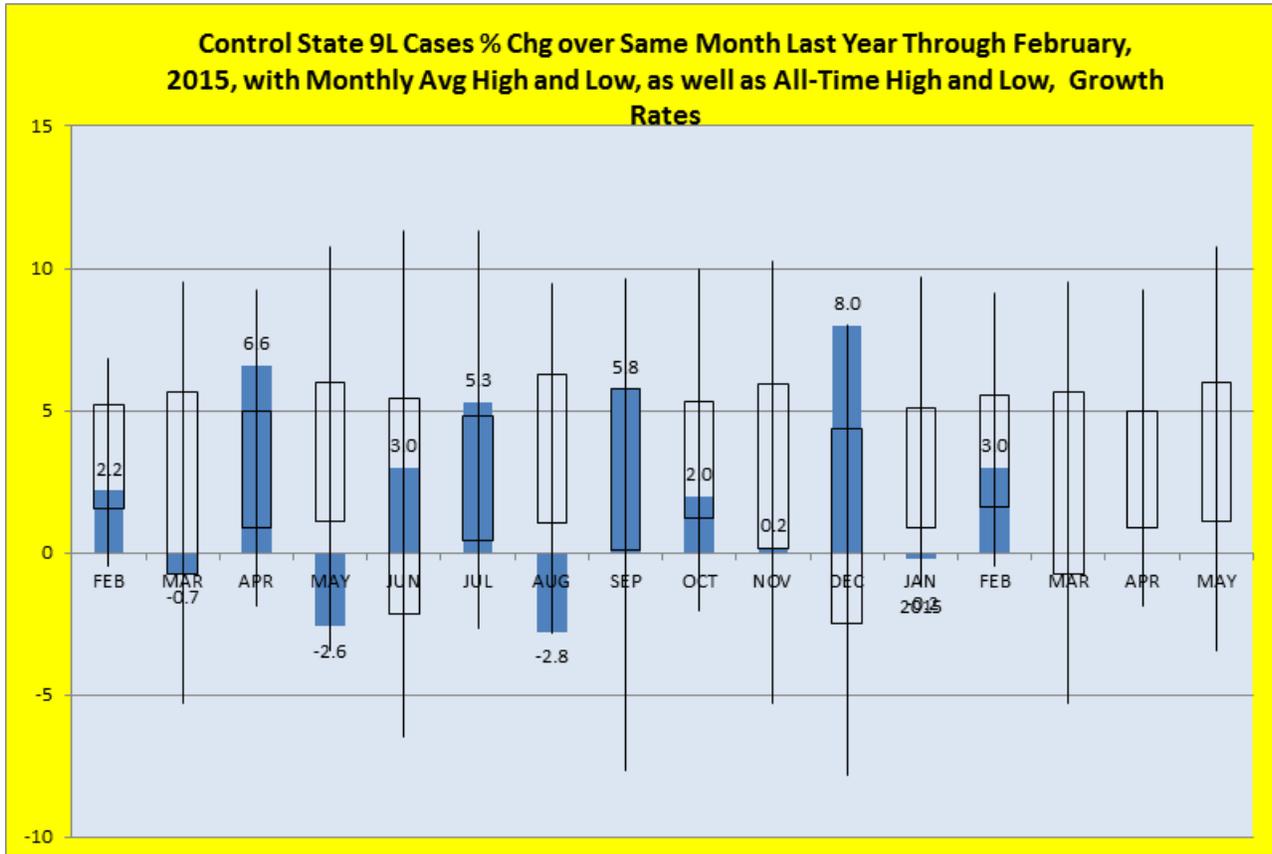


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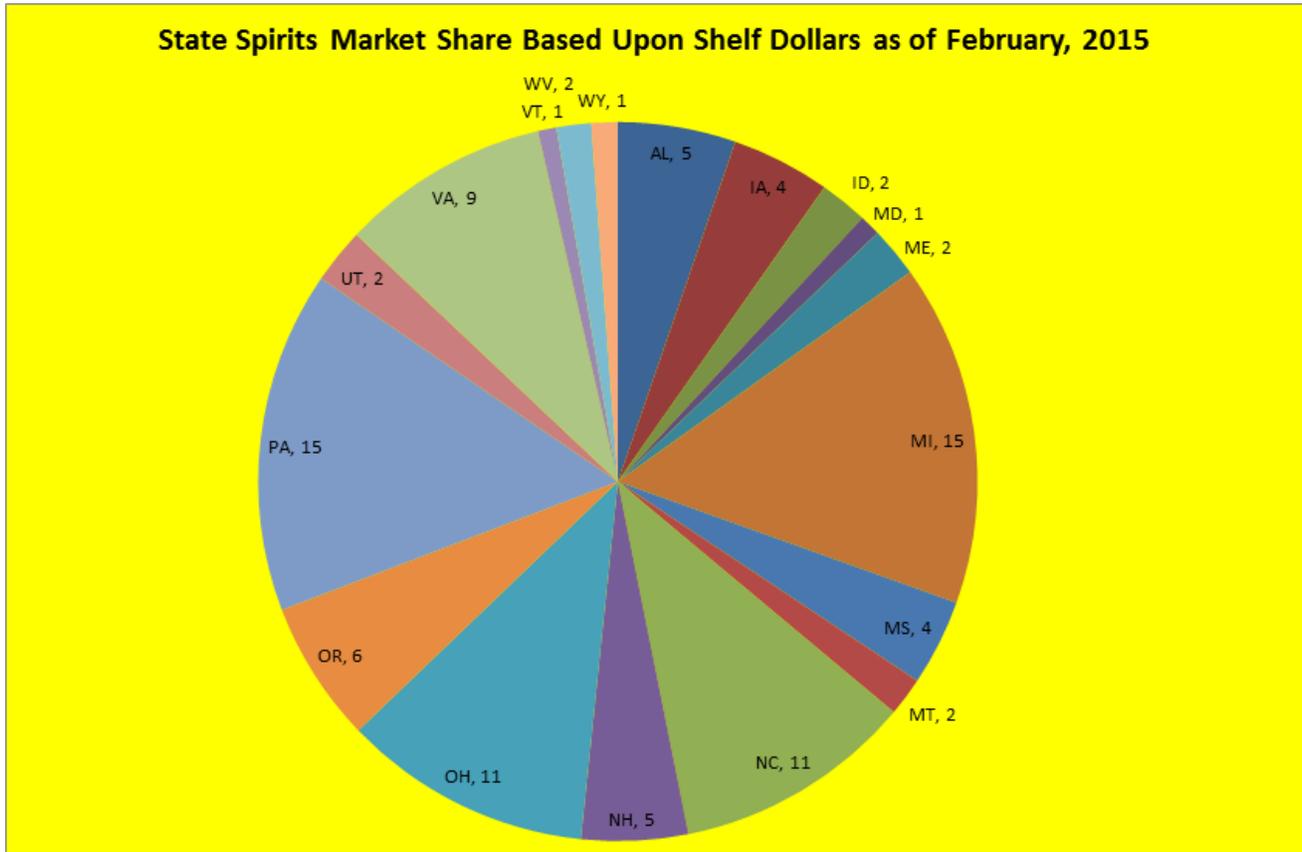
FebCS Results Add 2



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For more information about the NABCA, visit [www.nabca.org](http://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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