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# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## **NABCA RELEASES CONTROL STATES NINE-LITER SPIRITS SALES FOR JANUARY**

ALEXANDRIA, VA (February 20, 2013) – The National Alcohol Beverage Control Association (NABCA) reported that during January, nine-liter spirits case sales in the control states grew 8.7% compared to same month last year sales.

Rolling-twelve month volumes were up 4.0% compared to December's 3.6%. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, Ohio, Utah, Virginia, Vermont, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars were up 12.3% during January while trending at 6.9% during the past twelve months. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, Ohio, Utah, Virginia, Vermont, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends.

The difference between revenue growth and volume growth (price/mix) for January is 3.6% compared to December's 2.7%.

**Control State spirits sales appeared to be robust during January. When analyzing these results, consider:**

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## January.2013 Spirits Add 1

- Michigan, with 16% of the Control States' spirits and dollars volume, reported five weeks of sales this January against four weeks last year, artificially inflating sales and skewing Control States results. Michigan had seven more selling days—26% more—during this year's January compared to last year's. Utah, with 2% of Control State spirits volume, reported five weeks of sales against four weeks the previous year: there were 5 more selling days—22% more—during this year's January. After normalizing nine-liter spirits case sales for Michigan and Utah, January's nine-liter case growth is 4.5%, and rolling-twelve month volumes show an increase of 3.7%. Likewise, after normalizing shelf dollars, January's control state shelf dollar growth rate is 7.6%, and its twelve-month trend is 6.5%. January's normalized Price/Mix is 3.1%.
- The January, 2012, calendar had four Sundays compared to five this year. Retail outlets in six control jurisdictions—Alabama, Montana, Mississippi, North Carolina, Utah, West Virginia—are closed on Sundays. The New Year holiday during 2012 was celebrated on Sunday; the 2013 New Year was celebrated on Tuesday. Many retail outlets in the Control States are closed on New Year's Day. January, 2013, had eight fewer selling days because of New Year's position in the Calendar relative to 2012.

During January, Irish Whiskey, with 0.8% share of the control states spirits market, was the fastest growing category with 22.9% growth reported and a twelve month growth trend of 19.8%. Vodka, with 35% share, grew during the same periods at 9.0% and 5.4%. January growth rates reported for Brandy/Cognac, Canadian Whiskey, Cordials, Domestic Whiskey, Gin, Irish Whiskey, Rum, Scotch, Tequila, and Vodka exceeded their twelve-month trends.

January's nine-liter wine case sales growth rate was 3.3%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -1.7%, 2.4%, 39.3%, 3.5%, 12.7%, and 3.0%, respectively. January's rolling-twelve month wine volume growth, 4.3%, is up slightly from December's 4.2%.

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## January.2013 Spirits Add 2

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	8.7	12.3	3.6%	
Central Region	11.1	14.5	3.4%	IA, MD, MI, OH, PA, WV
NE Region	2.8	9.7	6.9%	ME, NH, VT
NW Region	12.2	15.3	3.1%	ID, MT, OR, UT, WY
Southern Region	5.0	7.9	2.9%	AL, MS, NC, VA

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### **Definitions:**

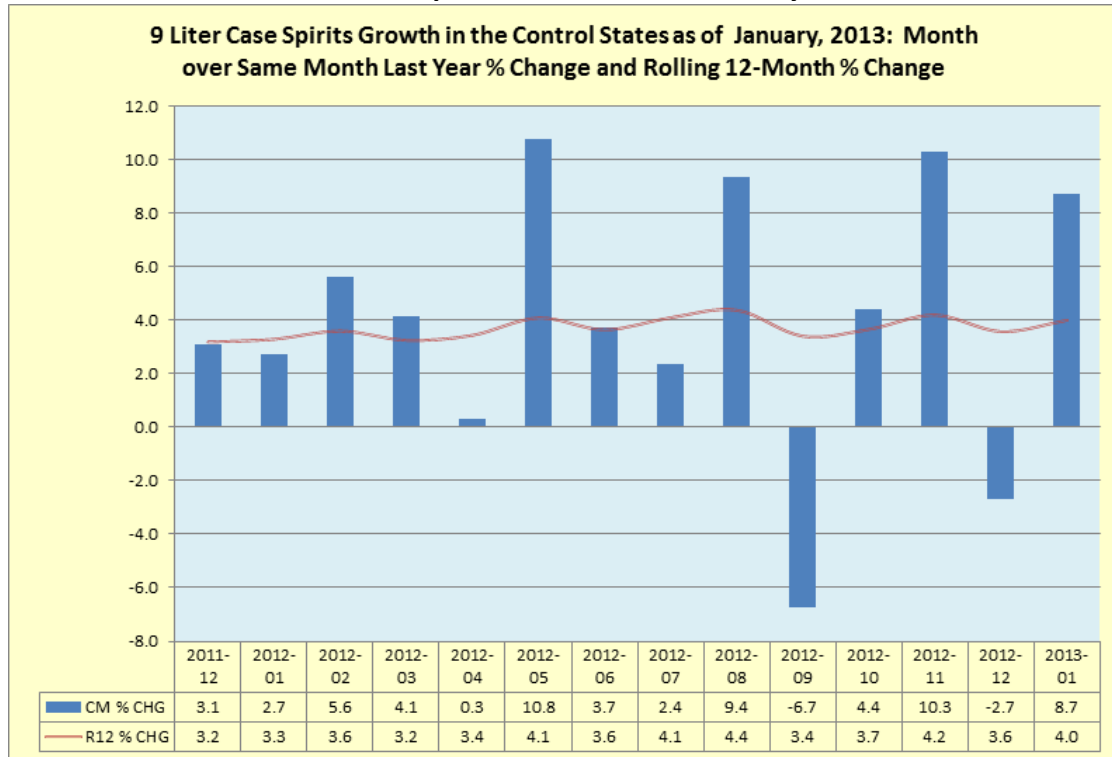
- \* **Rolling 12 month volumes** -- the amount of sales increased/decreased over the past 12 month period.
- \* **Spirits** -- another term for liquor.

### **ABOUT NABCA:**

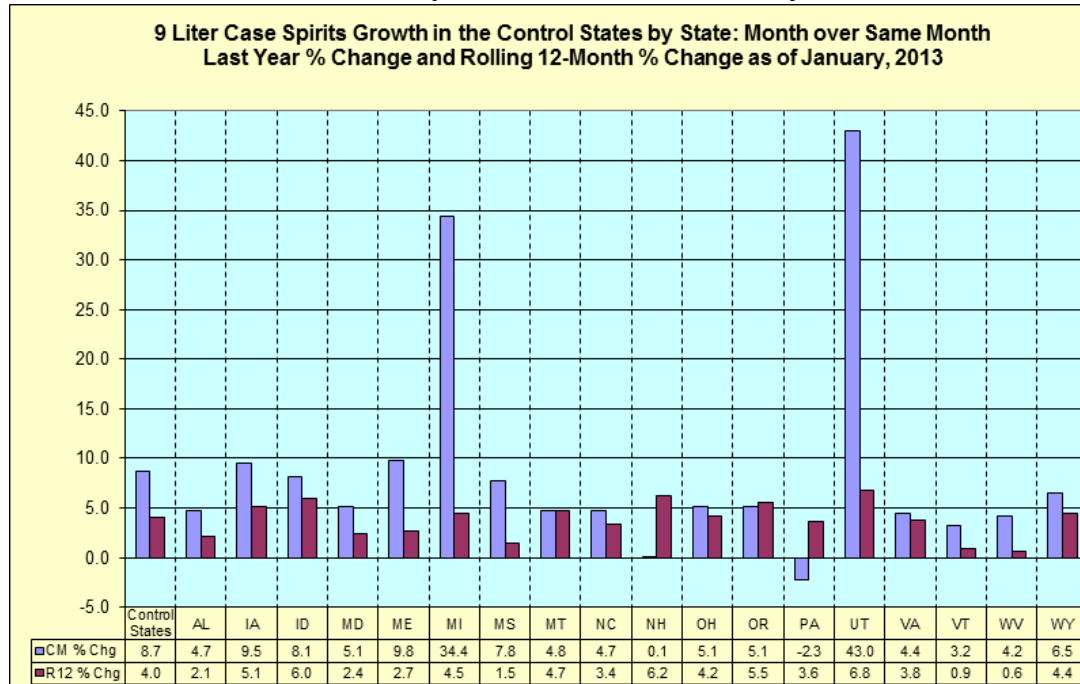
Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support member jurisdictions in their efforts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

Charts and graphs are included below.

### Control States Spirits Sales Growth Chart by Month



### Control States Spirits Sales Growth Chart by State



### Control State 9L % Change Chart

