



News Release

Contact: Margaret Barchine, APR
 703-578-4200-Office; 703-907-9636-Cell
maggie.barchine@nabca.org

FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for April

Control State results for nine-liter beverage sales for April 2013

ALEXANDRIA, VA (June 25, 2013)-- During April, nine-liter spirits case sales in the control states were up 3.3% compared to same month last year sales. Rolling-twelve month reported volumes grew at 3.2%, up from March's 3.0%. Alabama, Idaho, Iowa, Maine, Mississippi, Montana, North Carolina, Ohio, Oregon, Virginia, Vermont, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars were up 5.9% during April while trending at 6.1% during the past twelve months. Alabama, Iowa, Idaho, Maine, Mississippi, Montana, Ohio, Oregon, Virginia, Vermont, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends.

Price/Mix for April dropped to 2.6% from March's 3.2%.

During April, Irish Whiskey, with 0.8% share of the control states spirits market, was the fastest growing category with 18.5% growth reported and a twelve month growth trend of 18.1%. Vodka, with 34% share, grew during the same periods at 2.9% and 4.4%. During April, Canadian Whiskey, Cordials, Domestic Whiskey, Gin, Irish Whiskey, Neutral Grain Spirits, and Tequila grew at rates that exceeded their twelve-month trends.

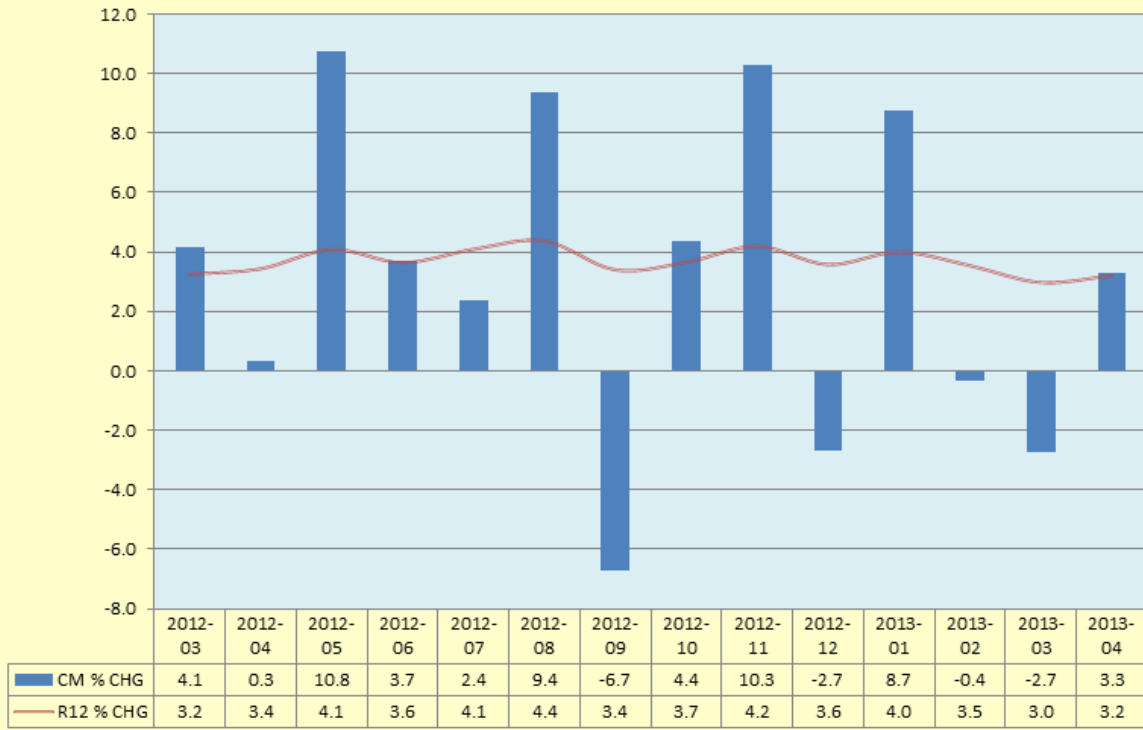
April's nine-liter wine case sales growth rate fell 1.4%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -3.9%, 0.5%, 2.5%, 3.2%, -0.1%, and 13.1%, respectively. April's rolling-twelve month wine volume growth, 5.0%, nearly mirrored March's 5.1%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.3	5.9	2.6%	
Central Region	1.8	3.9	2.1%	IA, MD, MI, OH, PA, WV
NE Region	4.7	10.1	5.4%	ME, NH, VT
	6.6	9.6	3.0%	ID, MT, OR, UT, WY
Southern Region	3.9	6.6	2.7%	AL, MS, NC, VA

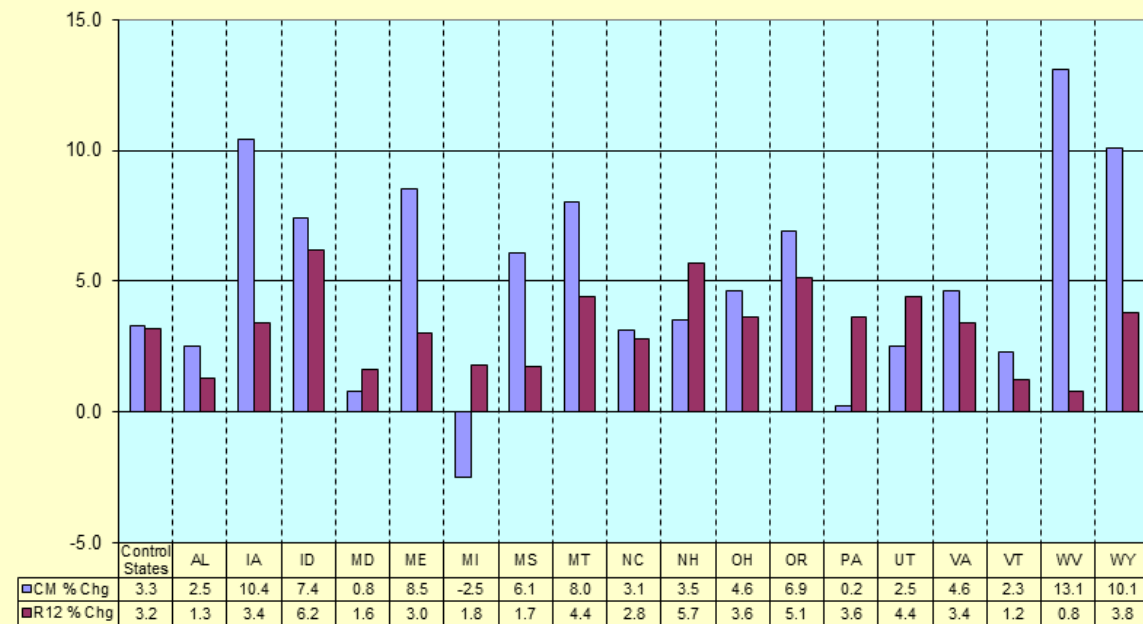
4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

9 Liter Case Spirits Growth in the Control States as of April, 2013: Month over Same Month Last Year % Change and Rolling 12-Month % Change

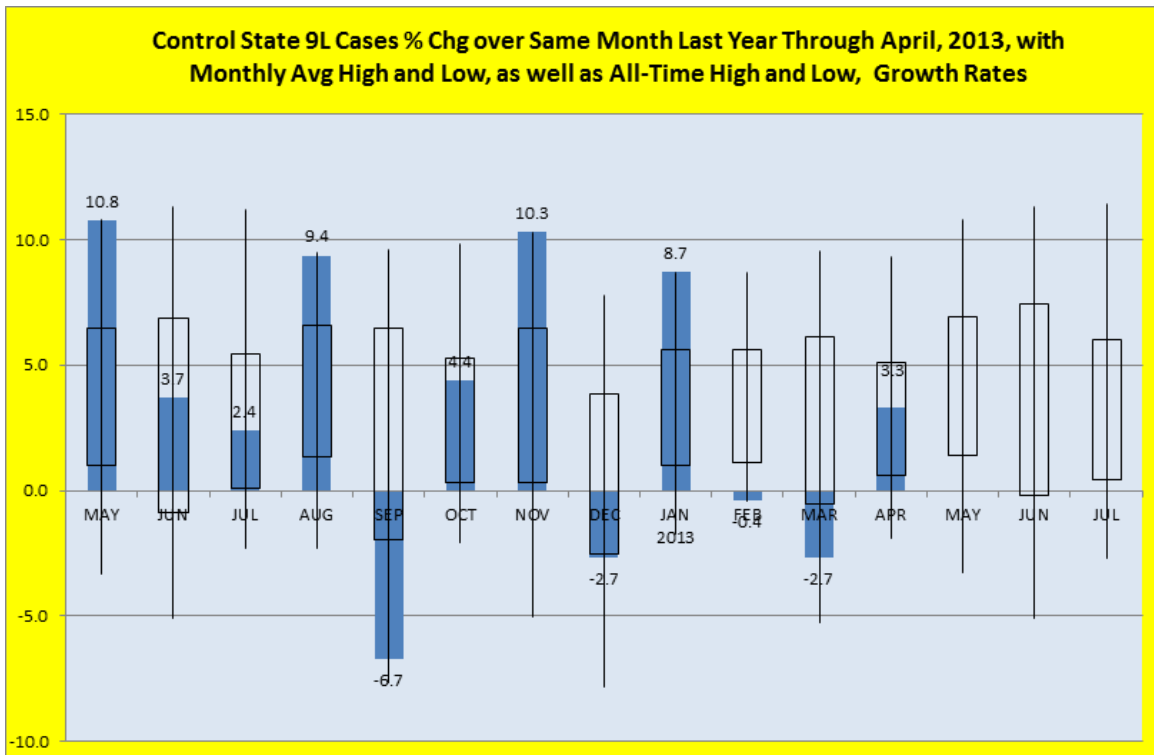


9 Liter Case Spirits Growth in the Control States by State: Month over Same Month Last Year % Change and Rolling 12-Month % Change as of April, 2013



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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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