



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for August

Control State results for nine-liter beverage sales for August 2015

ALEXANDRIA, VA (September 25, 2015)-- During August sales of nine-liter cases of spirits in the control states fell 1.2% compared to same period sales last year. Rolling-twelve month volumes grew at 2.9%, up slightly over July's 2.7%. Mississippi and Wyoming reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales are up 2.2%.

Control state spirits shelf dollars grew at 0.7% during August while trending at 5.5% during the past twelve months. Maine, Mississippi, and Wyoming reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 4.9%.

Soft sales during August may be related to: four Fridays during this year's August against five last year; and Labor day falling on September 7 this year, with holiday sales being reported during September, versus September 1 last year, with holiday sales reported during August.

Price/Mix for August is 1.9%, slipping from July's 3.2%.

During August, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 10.4% reported and a twelve month trend of 13.8%. Vodka, with 35% share, grew during the same periods at -1.8% and 2.2%. Cocktails grew at a rate exceeding its twelve-month trend.

August's nine-liter wine case sales growth rate was -1.3%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -1.9%, -4.5%, 2.7%, 5.1%, -0.9%, and 8.3%, respectively. Rolling-twelve month wine volume growth was 1.1%, down slightly from July's 1.3%.

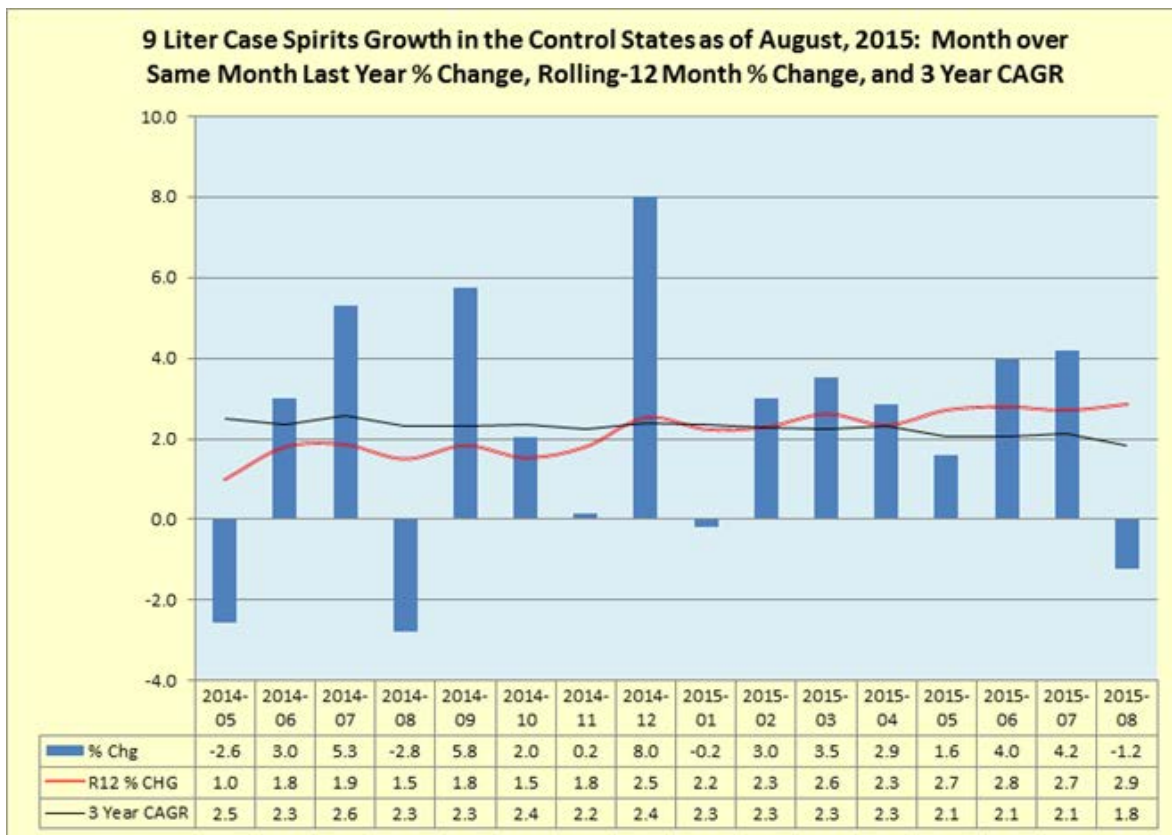
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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

AugCS Results Add 1

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	-1.2	0.7	1.9%	
Central Region	-0.8	0.7	1.5%	IA, MD, MI, OH, PA, WV
NE Region	-1.4	0.1	1.5%	ME, NH, VT
NW Region	-0.5	2.0	2.5%	ID, MT, OR, UT, WY
Southern Region	-2.2	0.1	2.3%	AL, MS, NC, VA

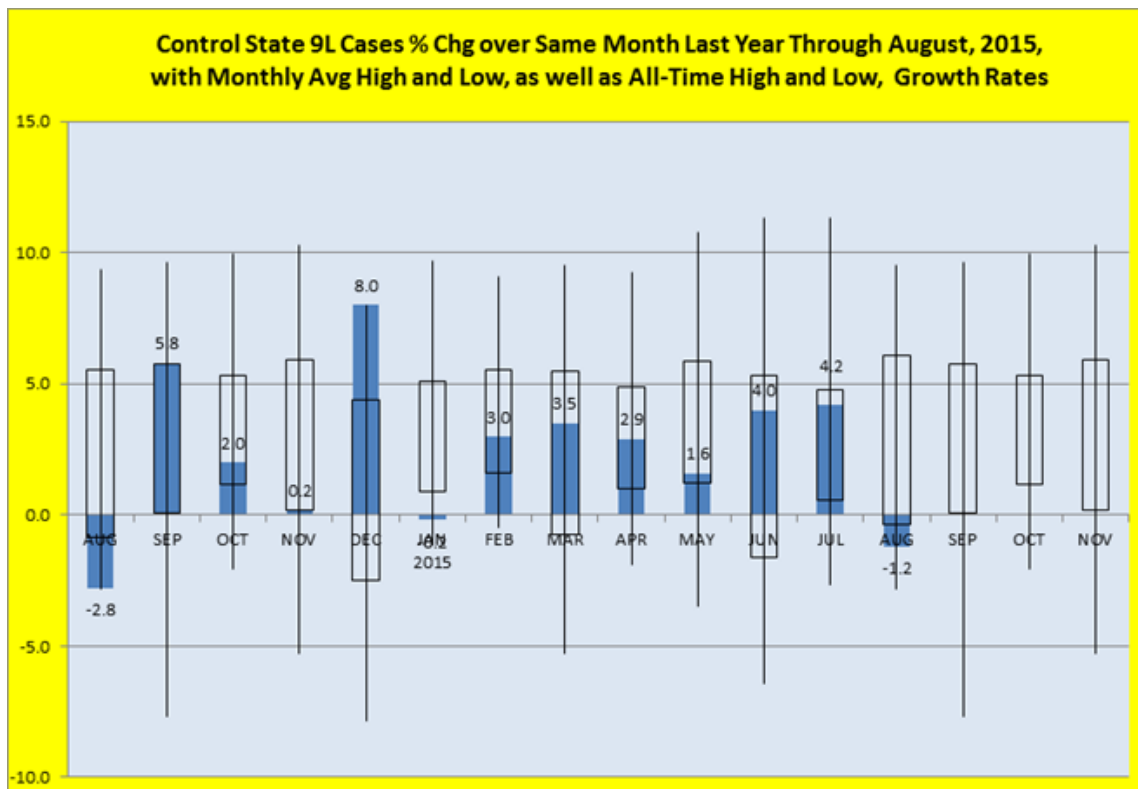
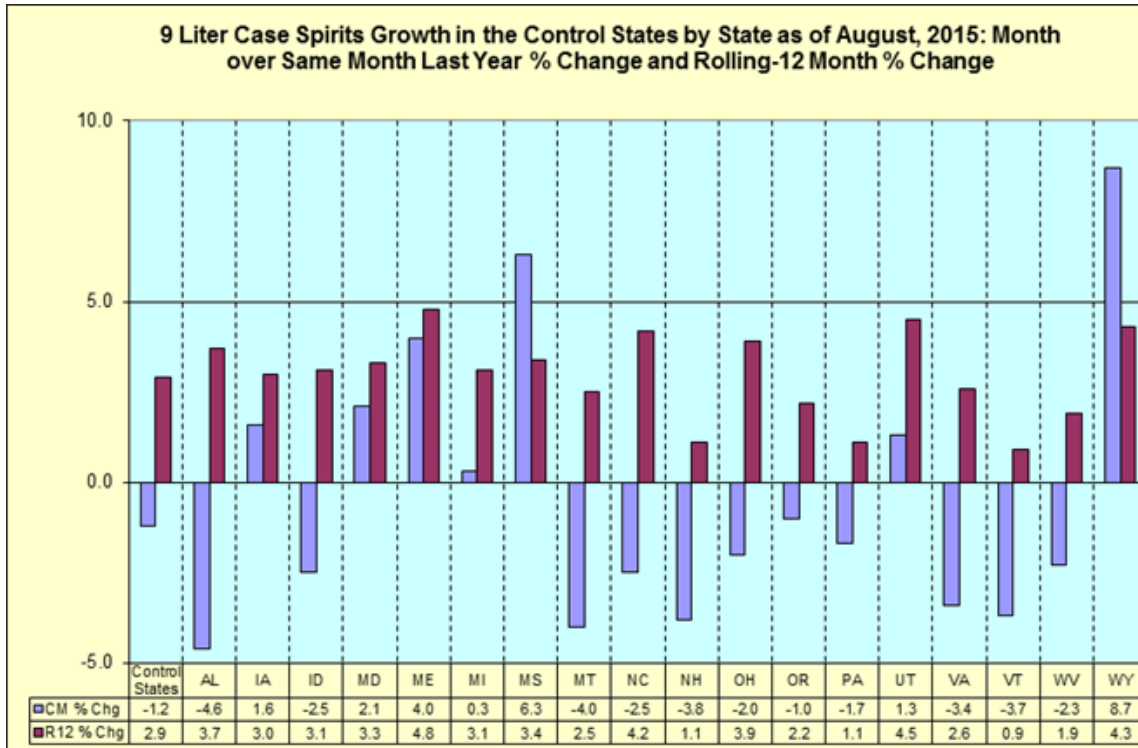


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AugCS Results Add 2

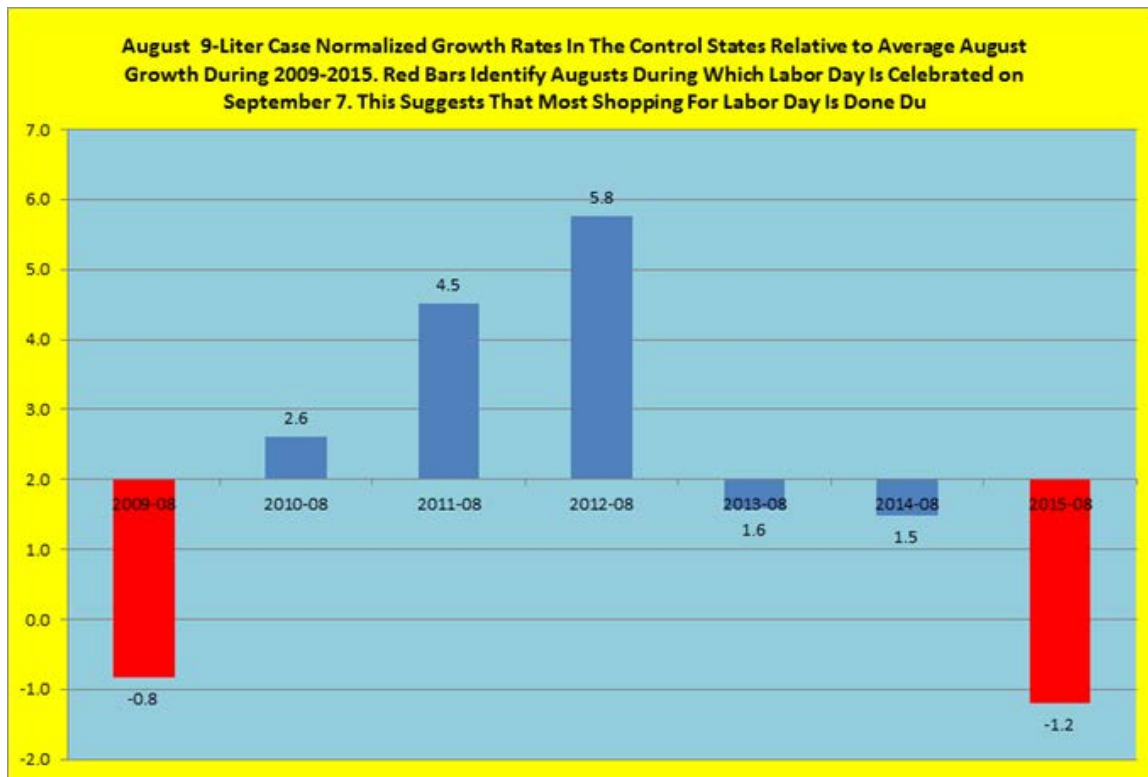
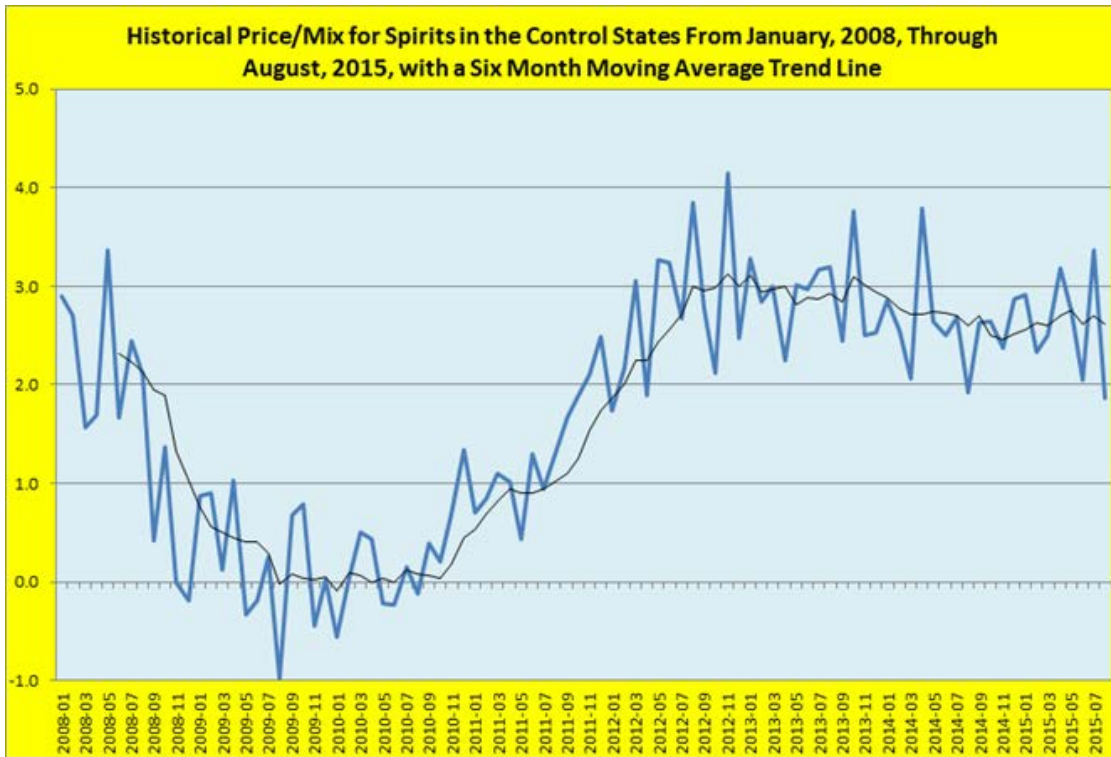


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AugCS Results Add 3



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AugCS Results Add 4

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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