



News Release

FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for August

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

ALEXANDRIA, VA (September 23, 2013)-- During August, nine-liter spirits case sales in the control states were up 1.1% compared to sales during the same period last year. Rolling-twelve month volumes grew at 1.1%, down from July's 1.8%. Alabama, Montgomery County Maryland, Michigan, North Carolina, New Hampshire, Ohio, Pennsylvania, Virginia, and Vermont reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars were up 4.2% during August while trending at 4.0% during the past twelve months. Alabama, Montgomery County Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Virginia, and Vermont reported growth rates that exceeded their twelve month trends.

Price/Mix for August was 3.1%, flat with July's reported 3.2%.

In addition to normal growth, August's Control State spirits sales were affected by the following:

- **Utah, with 2% of the Control States' spirits and dollars volumes, reported four weeks of sales this August against five weeks last year, artificially deflating sales and skewing Control States results. Utah had six fewer selling days—20% fewer—during this year's August compared to last year's. After normalizing nine-liter spirits case sales for Utah's reporting anomaly, August's Control State nine-liter case growth rate is 1.6%, and rolling-twelve month volumes show an increase of 1.2%. Likewise, after normalizing shelf dollars, August's control states shelf dollar growth rate is 4.8%, and its twelve-month trend is 4.1%.**
- **August's normalized Price/Mix is 3.2%.**

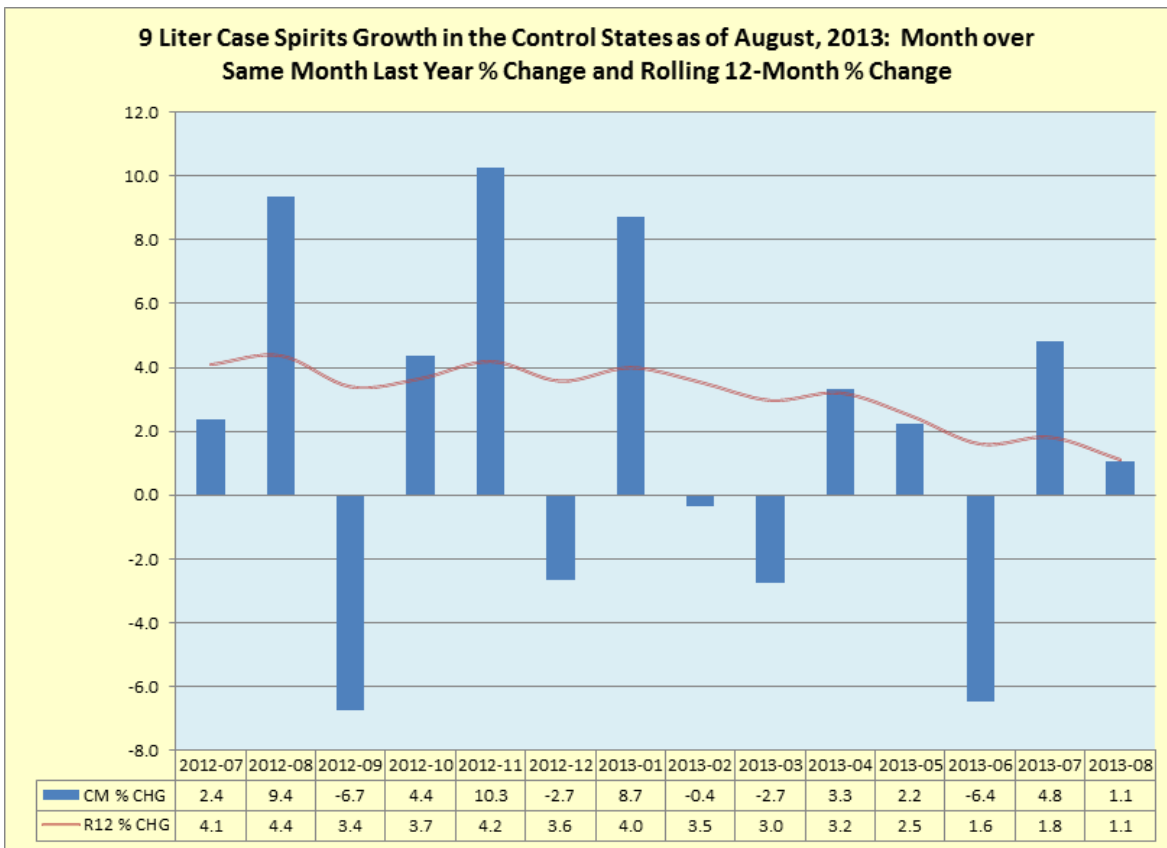
During August, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 12.4% growth reported and a twelve month growth trend of 14.5%. Vodka, with 33% share, grew during the same periods at 0.7% and 1.4%. During August Brandy/Cognac, Cordials, Domestic Whiskey, Gin, Rum, and Tequila grew at rates that exceeded their twelve-month trends.

August's nine-liter wine case sales growth rate was flat. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 2.2%, 0.1%, -17.0%, -1.6%, 0.5%, and 4.4%, respectively. August's rolling-twelve month wine volume growth, 1.2%, is down from July's 1.6%.

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

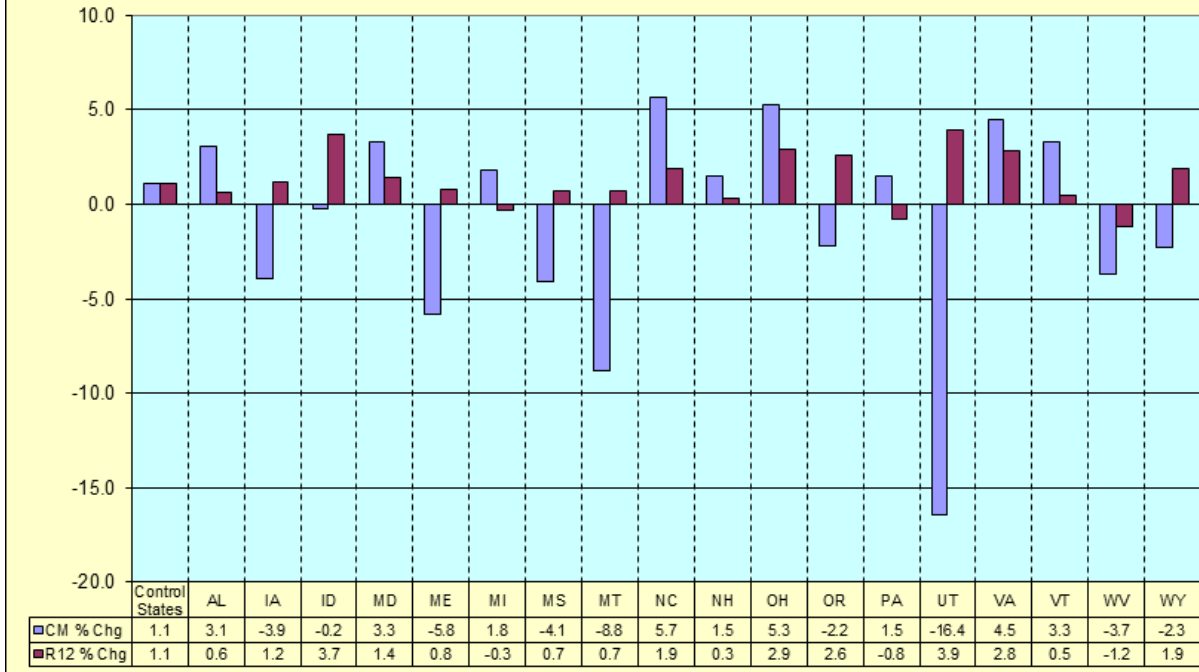
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.1	4.2	3.1%	
Central Region	1.8	5.1	3.3%	IA, MD, MI, OH, PA, WV
NE Region	-0.7	1.7	2.4%	ME, NH, VT
NW Region	-5.3	-2.1	3.2%	ID, MT, OR, UT, WY
Southern Region	3.6	6.8	3.2%	AL, MS, NC, VA



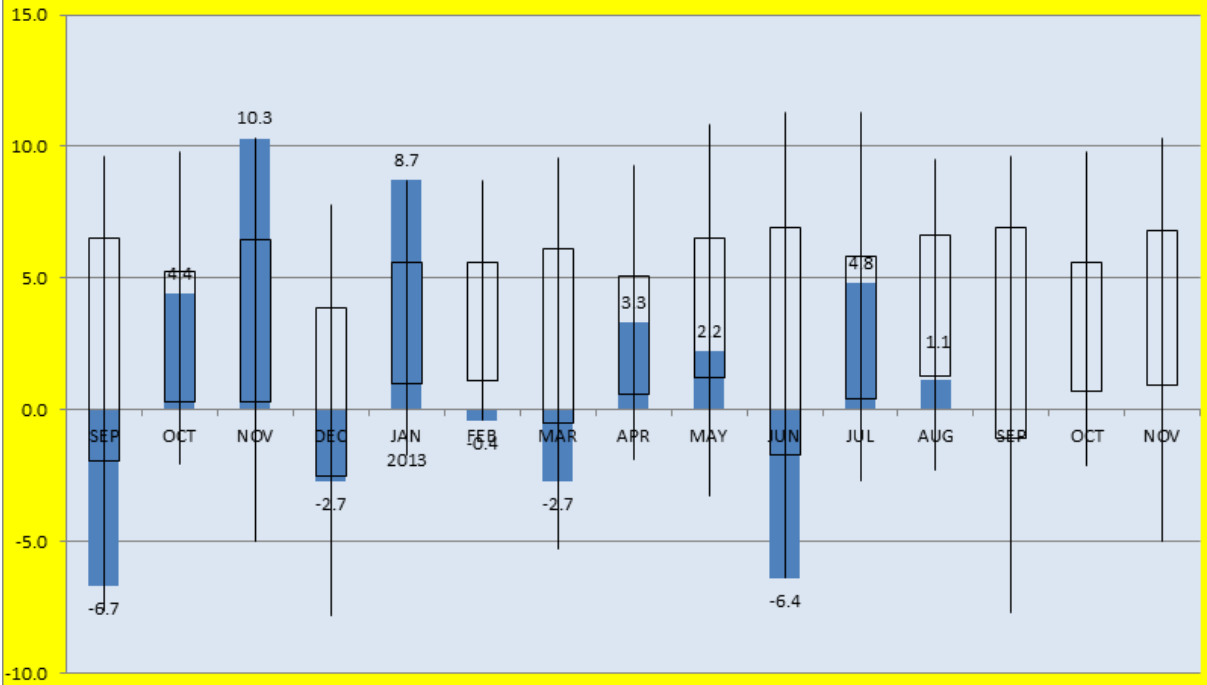
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9 Liter Case Spirits Growth in the Control States by State: Month over Same Month Last Year % Change and Rolling 12-Month % Change as of August, 2013

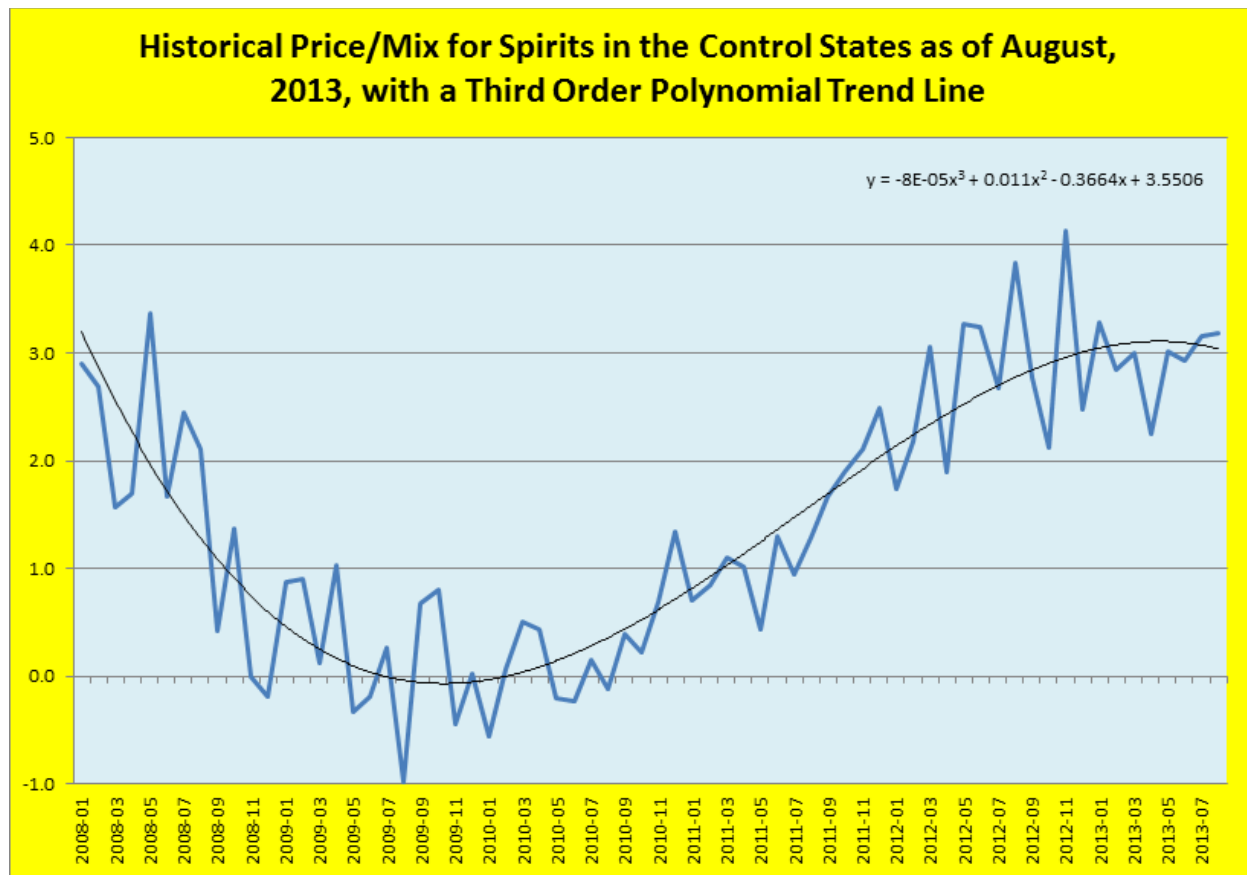


Control State 9L Cases % Chg over Same Month Last Year Through August, 2013, with Monthly Avg High and Low, as well as All-Time High and Low, Growth Rates



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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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