



# 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 2017*

ALEXANDRIA, VA (March 17, 2017) – During February, nine-liter spirits case sales growth in the control states fell 0.4% compared to same period sales last year. This negative rate was influenced by a strong comp and fewer selling days this February than last. Typically, Februaries in years that follow a leap year report weaker than average February growth rates, namely, February 2001, February, 2005, February 2009, and February 2013 reported growth of -0.5%, 3.1%, 0.8%, and -0.4%, respectively. Rolling-twelve month volume growth of 2.6% was down from January's 3.0%. New Hampshire and Vermont reported monthly growth rates for February that exceeded their twelve month trends. Spirits volumes in the control states have grown 0.6% year-to-date compared to 1.7% a year ago.

Control state spirits shelf dollars were up 1.1% during February while trending at 4.6% during the past twelve months. New Hampshire, Utah, and Vermont reported growth rates exceeding their twelve month trends. Shelf dollars in the control states have grown 2.1% year-to-date compared to 4.4% last year.

Price/Mix for February is 1.5%, flat with January's 1.5%.

Irish Whiskey, with 1% share of the control states spirits market, was February's fastest growing category with 9.9% reported and a twelve month trend of 14.2%. Vodka, with 35% share, grew during the same periods at -0.4% and 2.4%. No category grew at a rate exceeding its twelve month trend, namely, Brandy/Cognac (3.2%), Canadian Whiskey (-0.2%), Cocktails (-1.6%), Cordials (-4.9%), Domestic Whiskey (1.0%), Gin (-3.8%), Irish Whiskey (9.9%), Rum (-3.7%), Scotch (-4.0%), Tequila (6.1%), and Vodka (-0.4%) fell short of matching their twelve month trends..

February's nine-liter wine case sales growth rate was 1.0%. Pennsylvania (reporting 3.4% nine-liter case growth for wines), New Hampshire (-0.2%), Utah (3.1%), Mississippi (-5.0%), Montgomery County Maryland (-12.5%), and Wyoming (-10.1%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve month wine volume growth in these six control states was 1.9%, which is flat with January's reported growth of 1.9%.

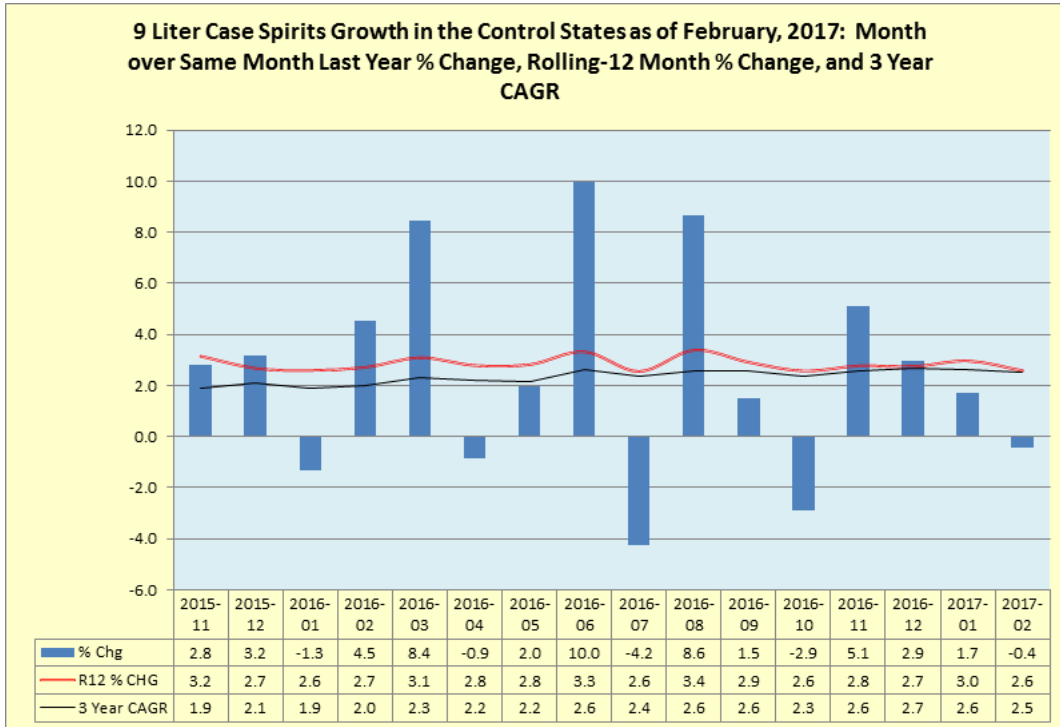
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Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana  
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

FebCS Results Add 1

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	-0.4	1.1	1.5%	
Central Region	0.2	1.3	1.1%	IA, MD, MI, OH, PA, WV
NE Region	4.4	9.2	4.8%	ME, NH, VT
NW Region	0.6	2.1	1.5%	ID, MT, OR, UT, WY
Southern Region	-3.0	-1.4	1.6%	AL, MS, NC, VA

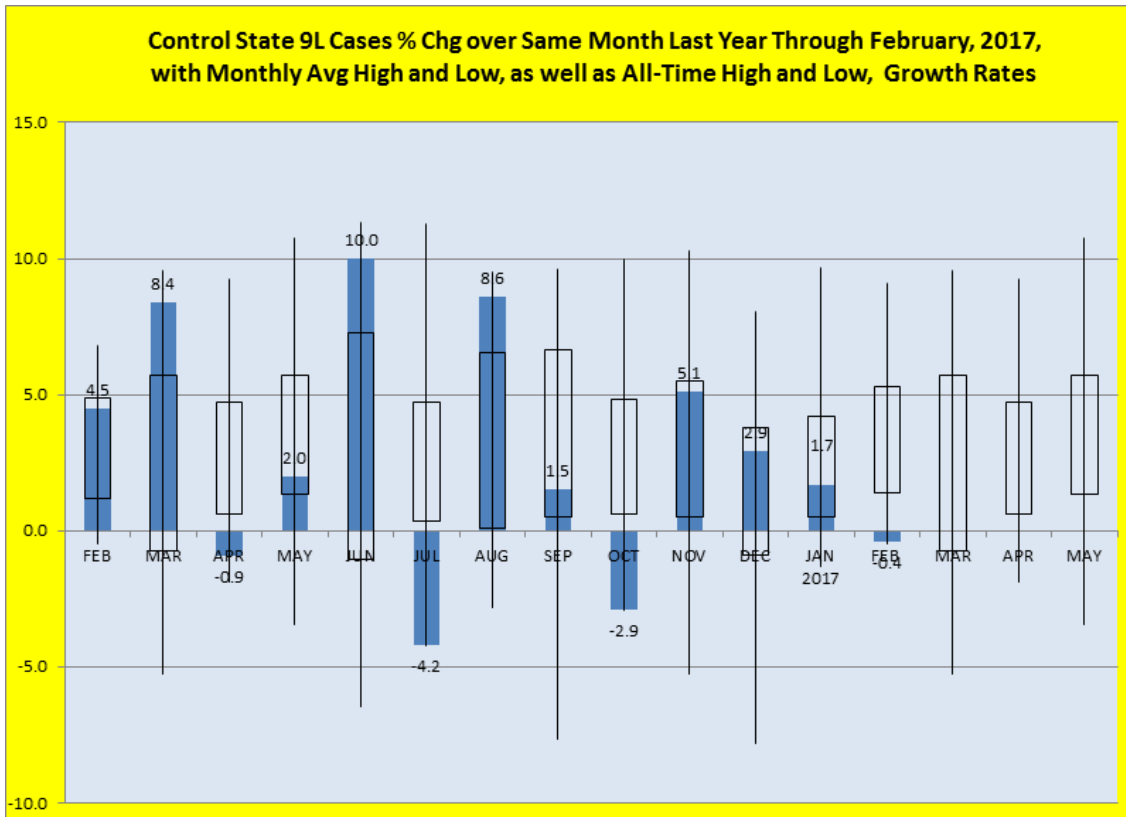
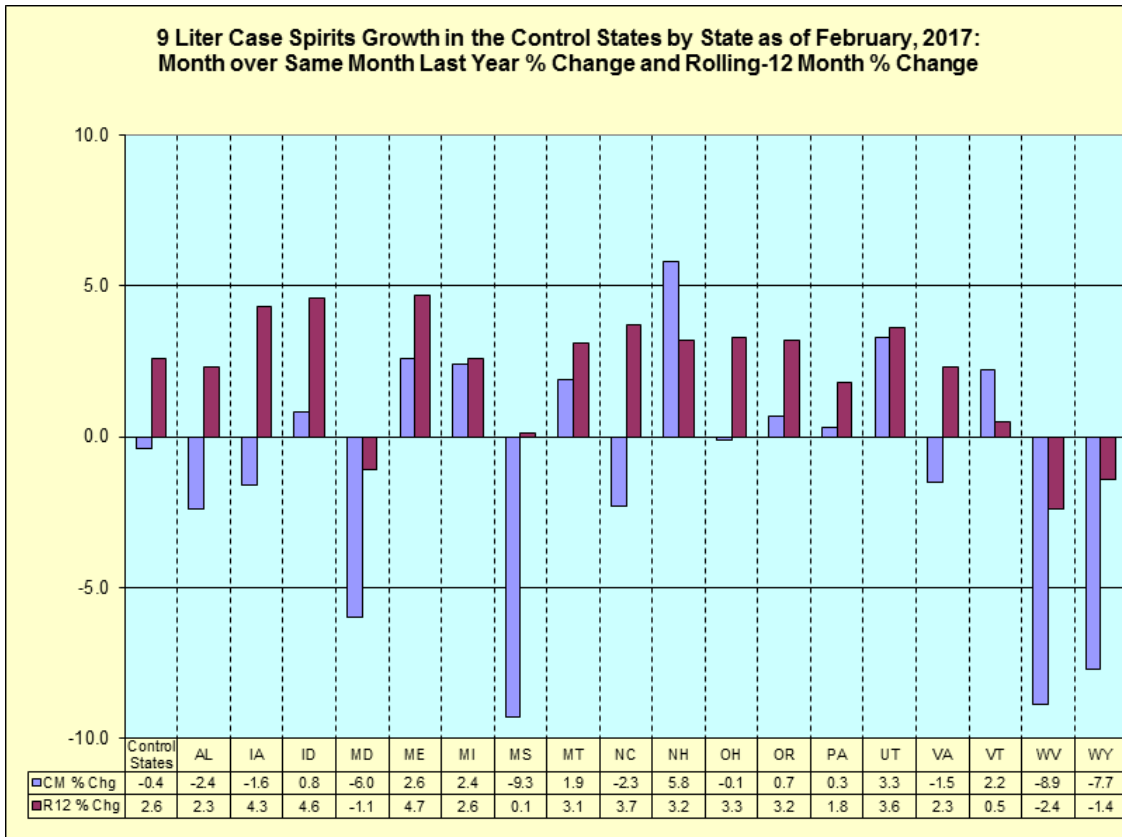


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FebCS Results Add 2

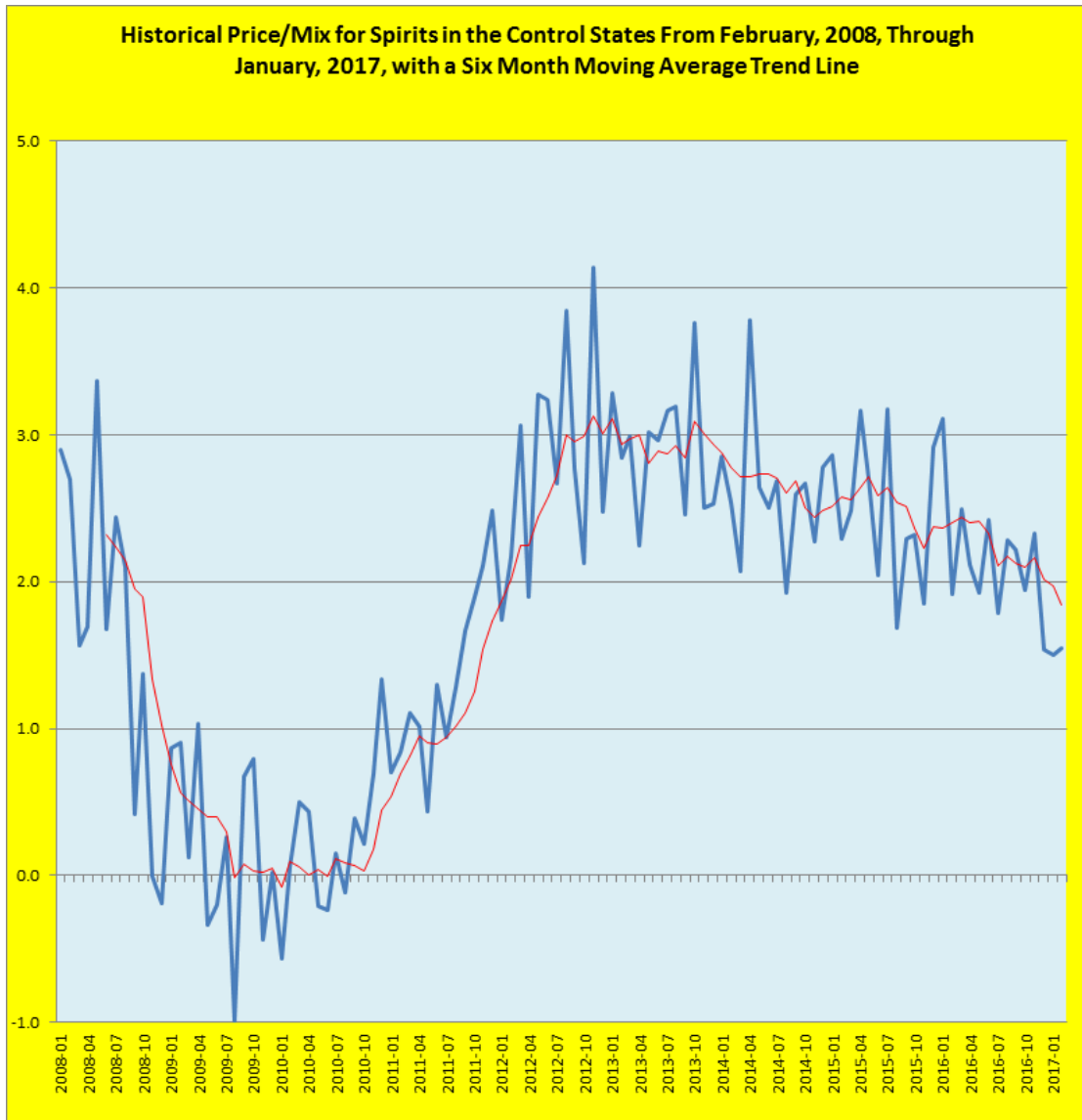


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## FebCS Results Add 3



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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