



# 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 2013*

ALEXANDRIA, VA (June 25, 2013)-- During February, nine-liter spirits case sales in the control states fell 0.4% compared to same month last year sales. Rolling-twelve month volumes were up 3.5% compared with January's 4.0%. Maine reported a monthly growth rate exceeding its twelve month trend.

Control state spirits shelf dollars were up 2.6% during February while trending at 6.4% during the past twelve months. Maine and Wyoming reported growth rates exceeding their twelve month trends.

Price/Mix for February is 3.0% lagging January's 3.6%.

Control State spirits sales during February as reported appear to be sluggish. During analysis recall that 2012 was a leap year, and February had an extra day. This year's February has 3.4% fewer selling days than last year's.

During February, Irish Whiskey, with 0.8% share of the control states spirits market, was the fastest growing category with 16.4% growth reported and a twelve month growth trend of 19.6%. Vodka, with 35% share, grew during the same periods at -0.8% and 4.7%. During February no category reported a growth rate exceeding its twelve-month trend.

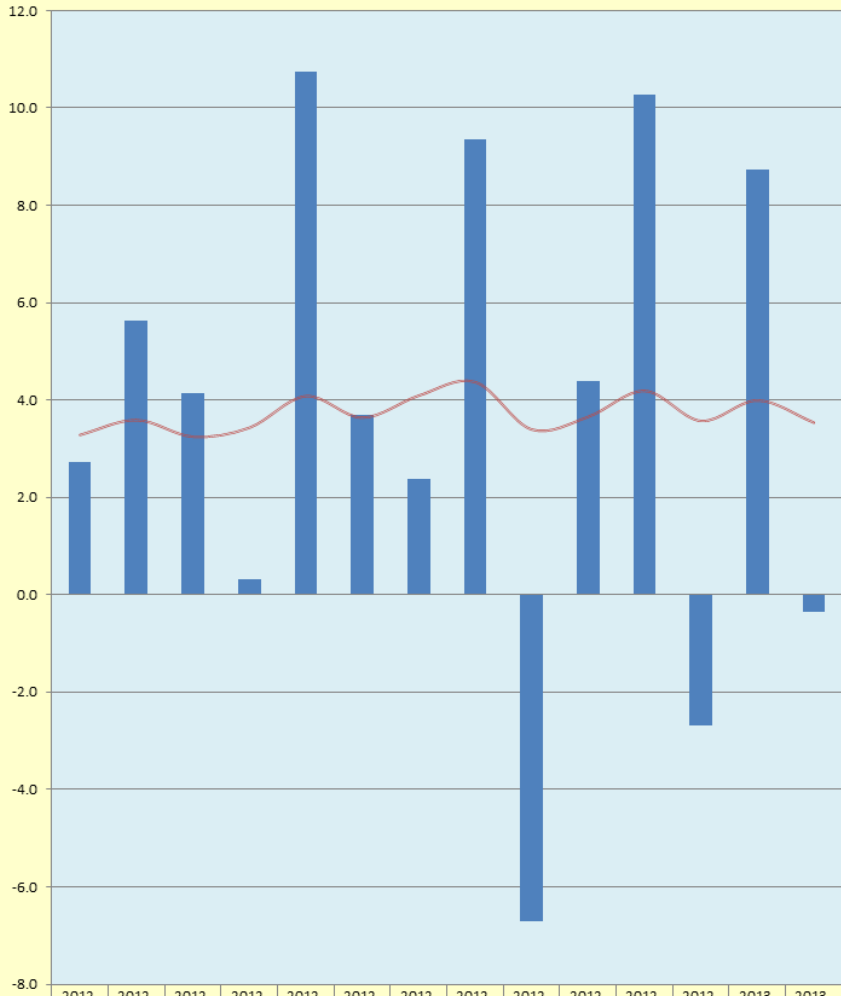
February's nine-liter wine case sales growth rate was 2.7%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 3.4%, 6.7%, 3.8%, -4.7%, -7.2%, and 4.0%, respectively. February's rolling-twelve month wine volume growth, 4.3%, mirrors January's.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	-0.4	2.6	3.0%	
Central Region	-4.7	3.0	7.7%	IA, MD, MI, OH, PA, WV
NE Region	3.7	3.8	0.1%	ME, NH, VT
NW Region	2.4	4.3	1.9%	ID, MT, OR, UT, WY
Southern Region	-3.1	0.9	4.0%	AL, MS, NC, VA

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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

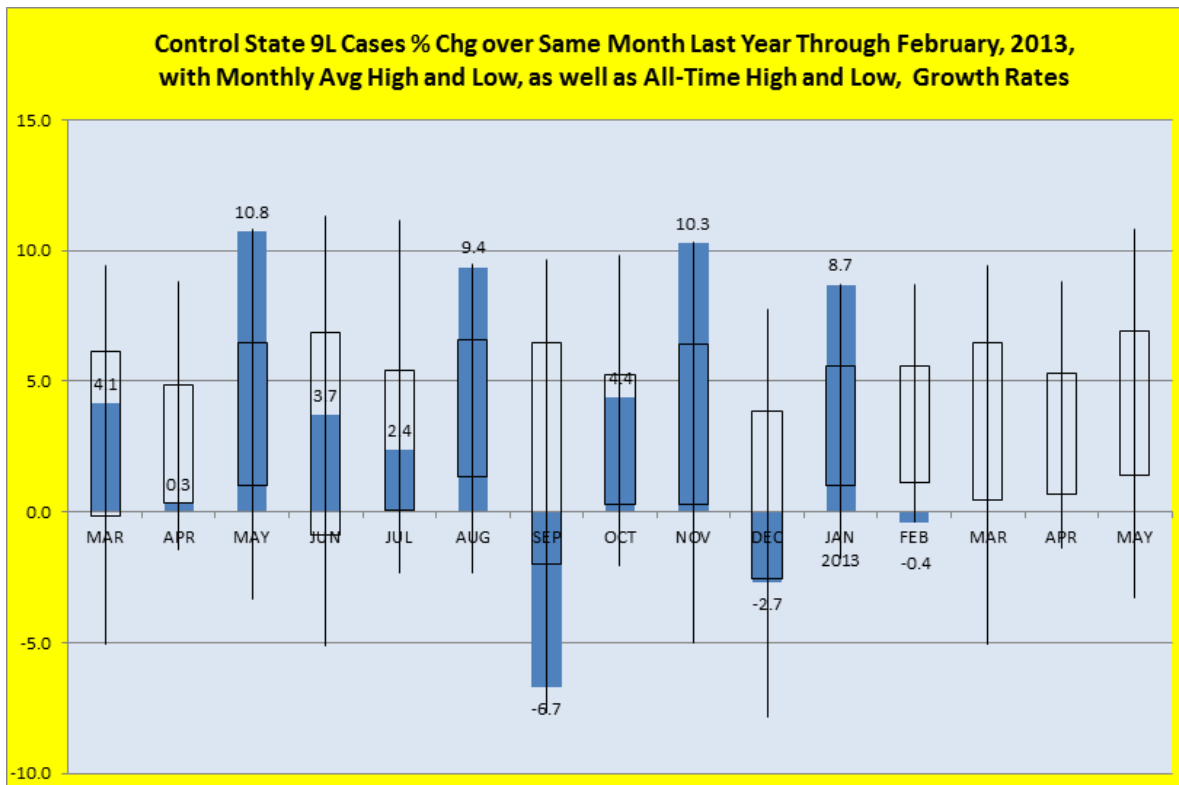
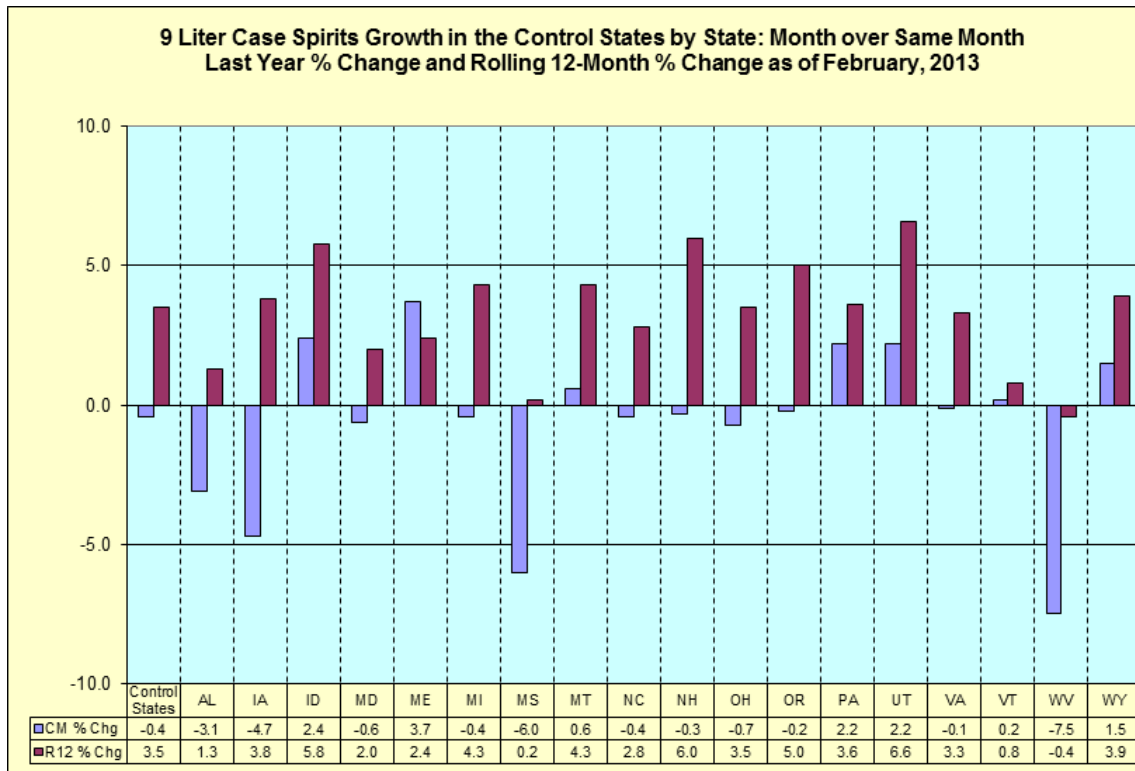
**9 Liter Case Spirits Growth in the Control States as of February, 2013: Month over Same Month Last Year % Change and Rolling 12-Month % Change**



CM % CHG	2.7	5.6	4.1	0.3	10.8	3.7	2.4	9.4	-6.7	4.4	10.3	-2.7	8.7	-0.4
R12 % CHG	3.3	3.6	3.2	3.4	4.1	3.6	4.1	4.4	3.4	3.7	4.2	3.6	4.0	3.5

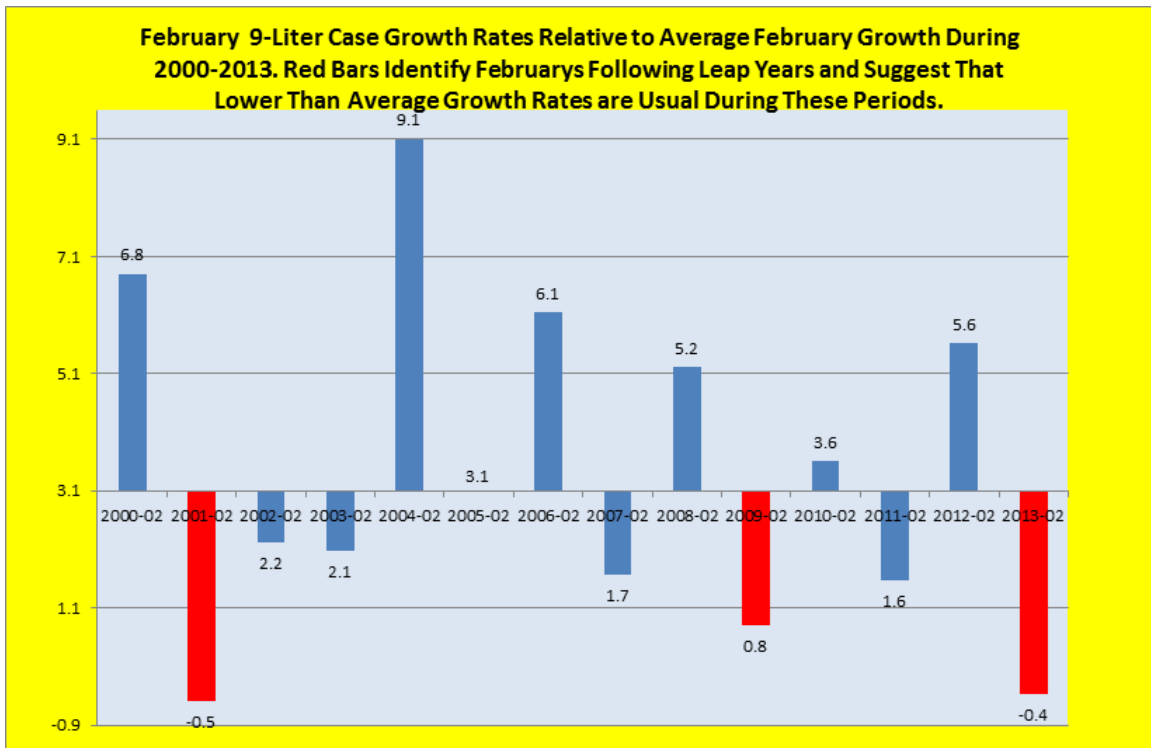
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For more information about the NABCA, visit [www.nabca.org](http://www.nabca.org).

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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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