



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for June

Control State results for nine-liter beverage sales for June 2017

ALEXANDRIA, VA (July 20, 2017) — During June, nine-liter spirits case sales in the control states grew 7.7%, in spite of an impressive comp, over same period sales last year. Rolling-twelve month volume growth of 2.4% lags May's reported 2.6%. Alabama (14.9%), Idaho (6.0%), Montgomery County Maryland (2.5%), Maine (5.5%), Michigan (2.1%), Mississippi (3.6%), North Carolina (6.1%), Ohio (4.3%), Oregon (5.5%), Pennsylvania (28.9%), Utah (9.2%), Virginia (6.8%), Vermont (4.2%), and Wyoming (2.9%) reported monthly growth rates for June that exceeded their twelve month trends. The growth rates for Iowa (2.9%), Montana (1.7%), New Hampshire (-1.0%), and West Virginia (-5.1%) fell short of matching their twelve month trends. Spirits volumes in the control states have grown 3.0% year-to-date compared to 3.8% a year ago.

Control state spirits shelf dollars were up 10.2% during June while trending at 4.4% during the past twelve months. Alabama (18.6%), Idaho (8.7%), Montgomery County Maryland (-3.5%), Michigan (5.4%), Mississippi (4.8%), North Carolina (8.9%), Ohio (8.5%), Oregon (6.8%), Pennsylvania (32.4%), Utah (11.3%), Virginia (9.0%), Vermont (8.3%), and Wyoming (4.4%) reported growth rates exceeding their twelve month trends. Iowa (4.5%), Maine (5.5%), Montana (1.7%), New Hampshire (-0.4%), and West Virginia (-2.2%) grew shelf dollars at rates below their twelve month trends. Shelf dollars in the control states are up 5.1% year-to-date compared to 6.2% last year.

Price/Mix for June is 2.5%, improving on May's 2.0%.

June's Control State spirits growth rate was effected by the Control States' reporting calendars:

- Pennsylvania, with more than 15% of Control States' spirits nine-liter case volumes and dollars, reported five weeks of sales this year versus four weeks of sales during June, 2016, artificially inflating sales and skewing Control States results. Pennsylvania had eight more selling days during this year's June than during last year's.

- Overall, June, 2017 had ten more selling days, 1.9% more, than last year's June.

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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

JuneCS Results Add 1

- After equalizing nine-liter spirits case sales with respect to selling-day variations, June’s volumetric growth is 3.7%, and rolling-twelve-month volume is up 2.2%. Likewise, after equalizing shelf dollars, June’s control states shelf dollar growth rate is 6.4% with a twelve-month trend of 4.6%.
- June’s equalized Price/Mix is 2.7%.

Irish Whiskey, with 1% share of the control states spirits market, was June’s fastest growing category with 18.9% reported and a twelve month trend of 14.0%. Vodka, with 35% share, grew during the same periods at 6.2% and 1.9%, respectively. Brandy/Cognac (10.5%), Canadian Whiskey (7.0%), Cocktails (10.7%), Cordials (5.5%), Domestic Whiskey (11.6%), Gin (4.1%), Irish Whiskey (18.9), Rum (6.7%), Scotch (5.1%), Tequila (12.1%), and Vodka (6.2%) grew at rates exceeding their twelve month trends.

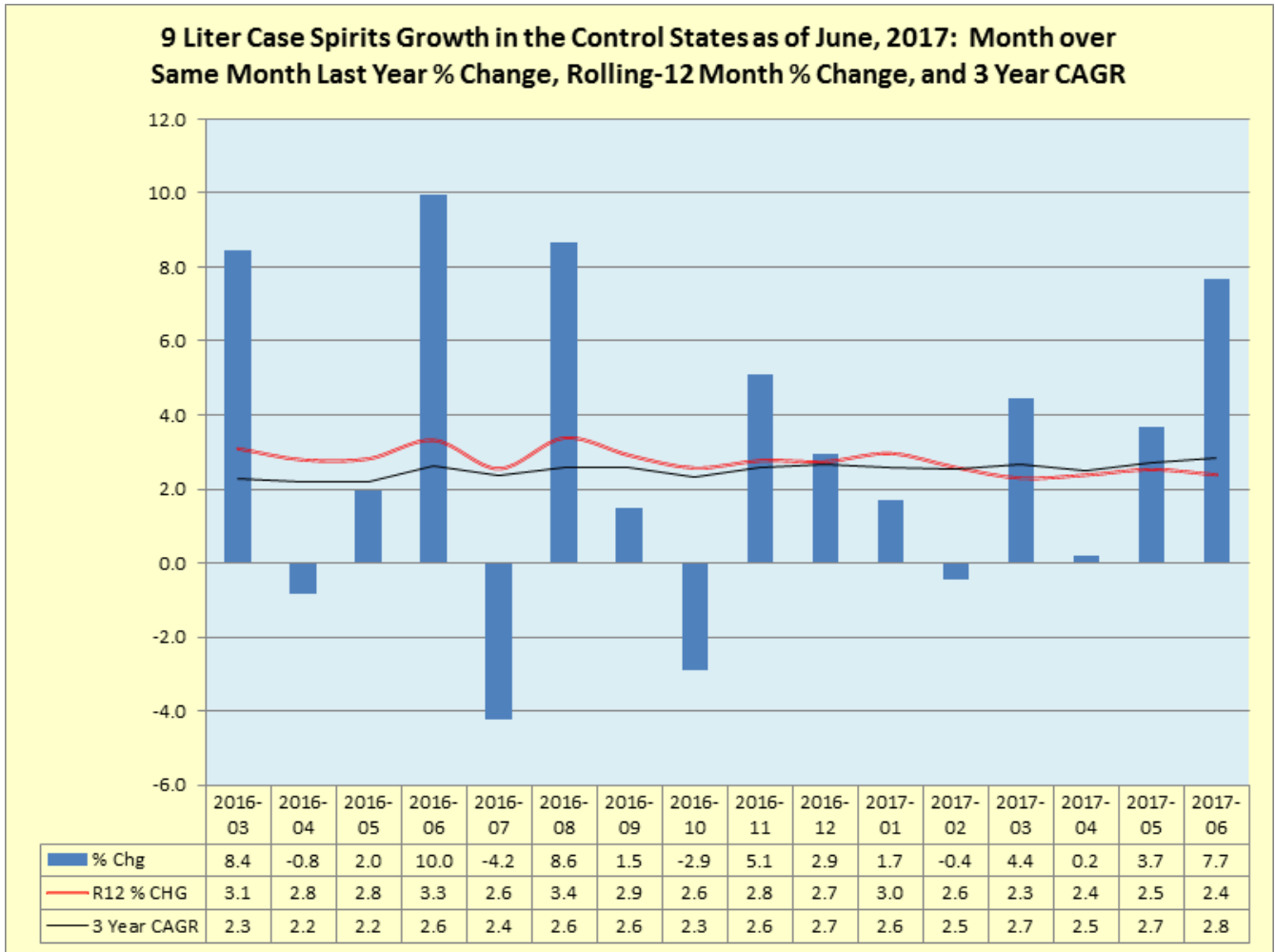
June’s nine-liter wine case sales growth rate was 16.3%. Pennsylvania (reporting 31.5% nine-liter case growth for wines), New Hampshire (-2.5%), Utah (7.5%), Mississippi (4.4%), Montgomery County Maryland (-1.7%), and Wyoming (-2.6%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve month wine volume growth in these six control states was 2.5%, up from May’s reported 1.5%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	7.7	10.2	2.5%	
Central Region	9.4	12.3	2.9%	IA, MD, MI, OH, PA, WV
NE Region	1.4	2.2	0.8%	ME, NH, VT
NW Region	5.5	7.0	1.5%	ID, MT, OR, UT, WY
Southern Region	7.6	10.2	2.6%	AL, MS, NC, VA

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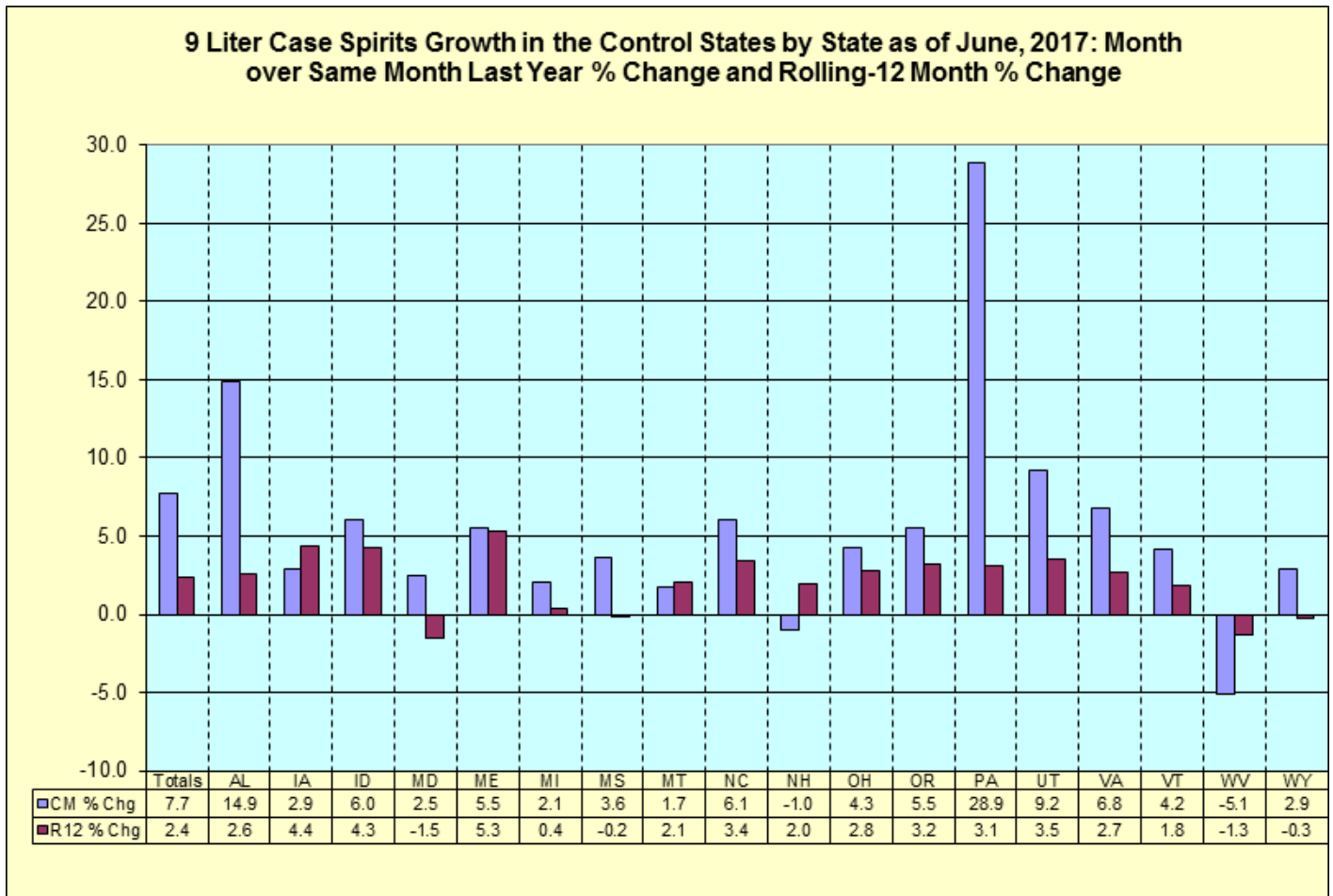
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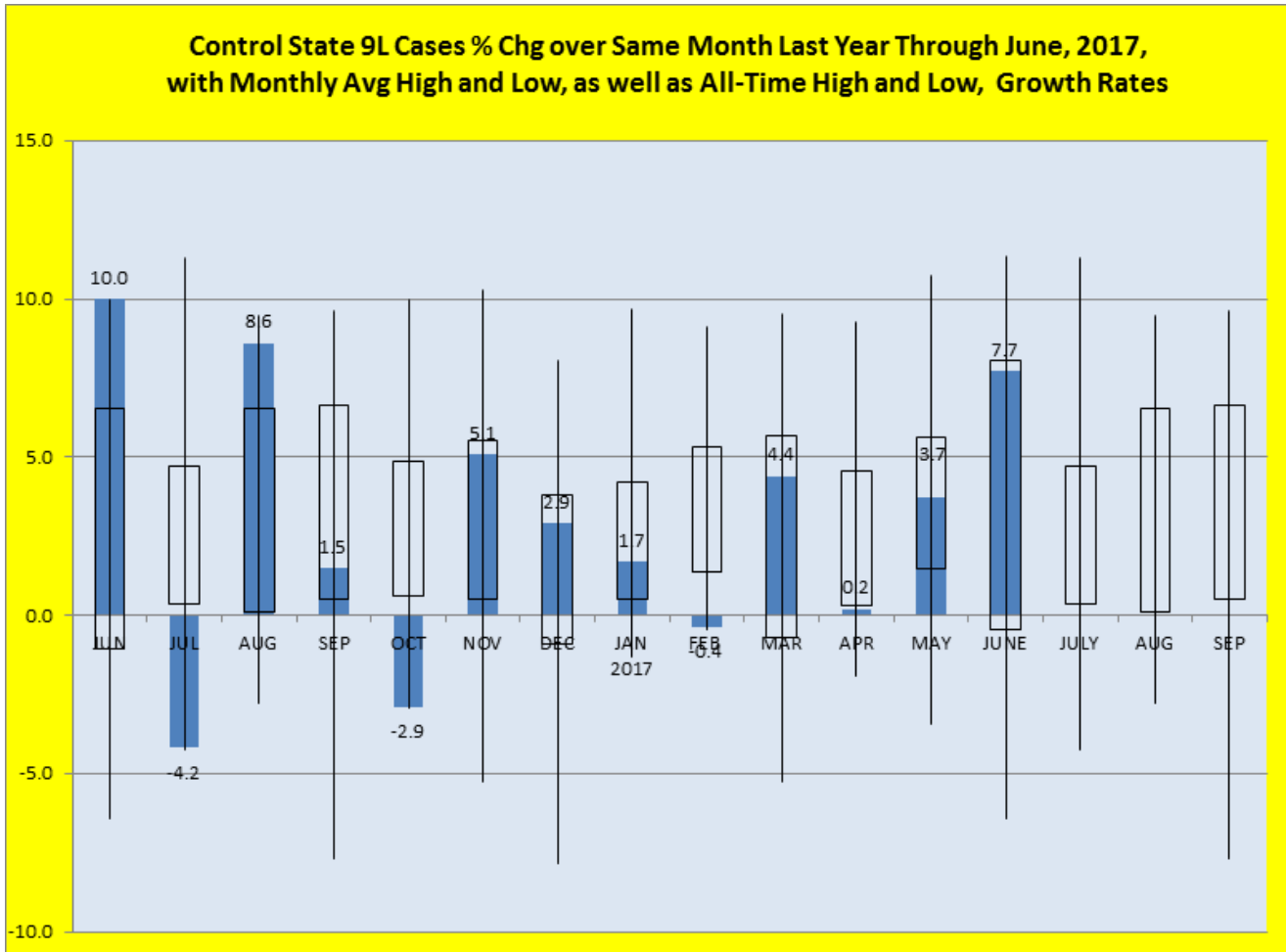
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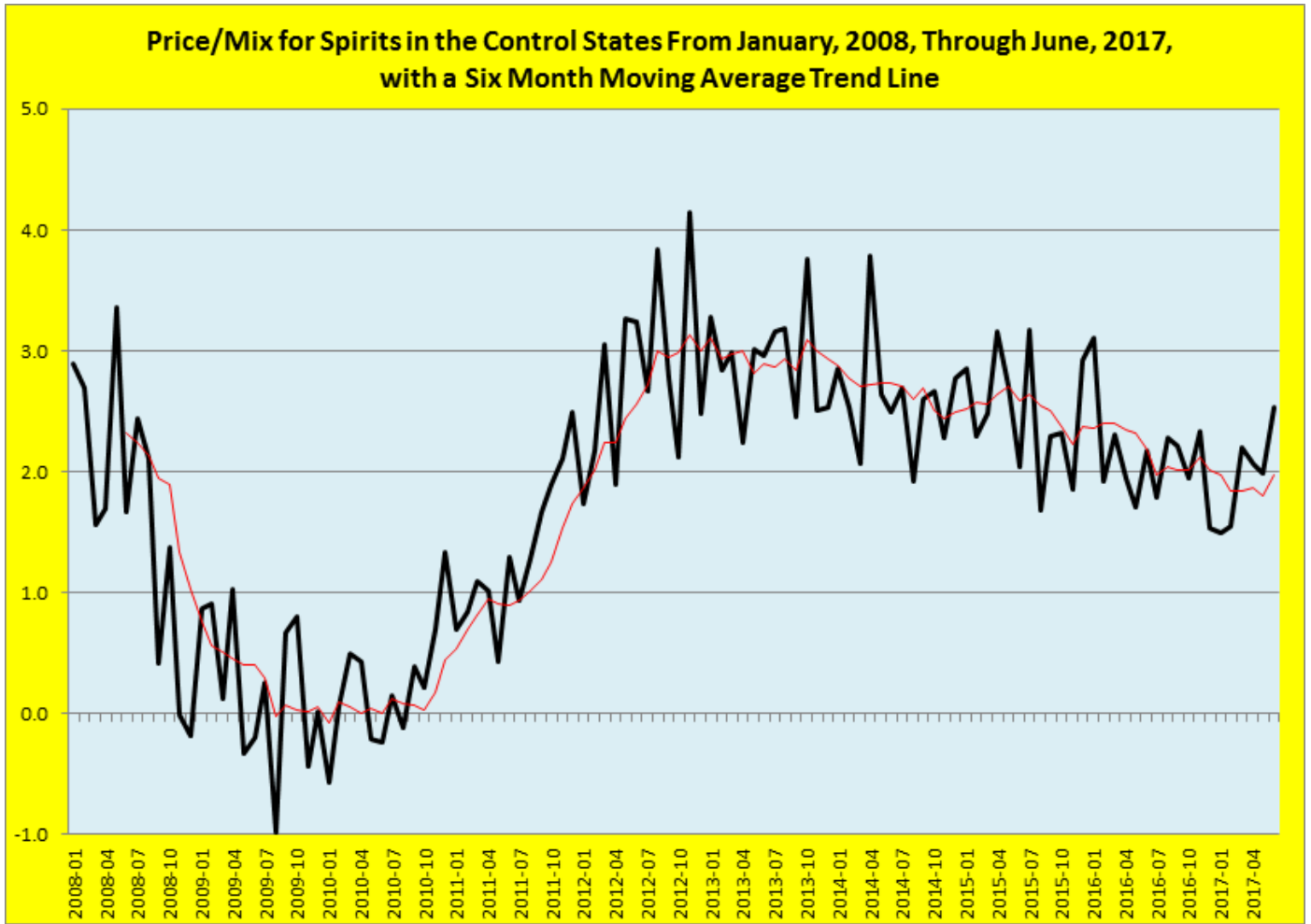
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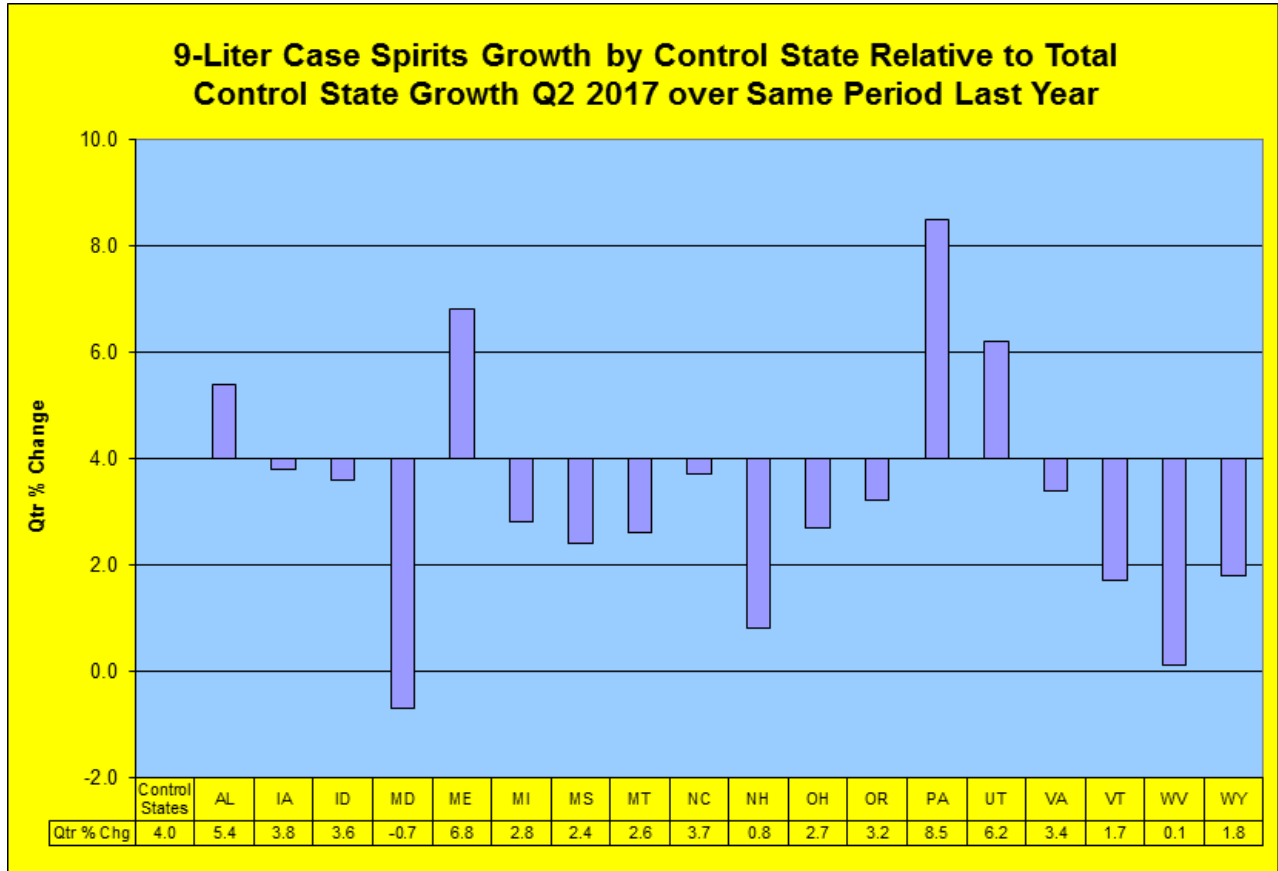
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For more information about the NABCA, visit www.nabca.org.

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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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