



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 2015

ALEXANDRIA, VA (July 22, 2015)-- During June more than four million nine-liter cases of spirits were sold in the control states, driven by a brisk growth rate of 4.0% compared to same period sales last year. 4.0% growth was reported in spite of a respectable comp. Although four million nine-liter case sales months in the control states have been reported 28 times previously, this is the first June during which spirits sales were reported at this level. Normally, sales during the high-volume months of December, July, August, May, November and October are when sales at this elevated level are reported.

Rolling-twelve month volumes grew at 2.8%, a slight improvement over May's 2.7%. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, Vermont, and Wyoming reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales are up 2.5%.

Control state spirits shelf dollars grew at 6.0% during June while trending at 5.5% during the past twelve months. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, Vermont, and Wyoming reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 5.2%.

Price/Mix for June is 2.0%, slipping from May's 2.7%.

During June, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 20.0% reported and a twelve month trend of 13.4%. Vodka, with 35% share, grew during the same periods at 2.8% and 2.2%. Brandy/Cognac, Canadian Whiskey, Cocktails, Domestic Whiskey, Gin, Irish Whiskey, Rum, Scotch, Tequila, and Vodka grew at rates exceeding their twelve-month trends.

June's nine-liter wine case sales growth rate was 3.3%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 0.4%, 6.0%, 6.3%, 11.4%, 3.0%, and 11.0%, respectively. Rolling-twelve month wine volume growth was 1.3%, slipping from May's 1.4%.

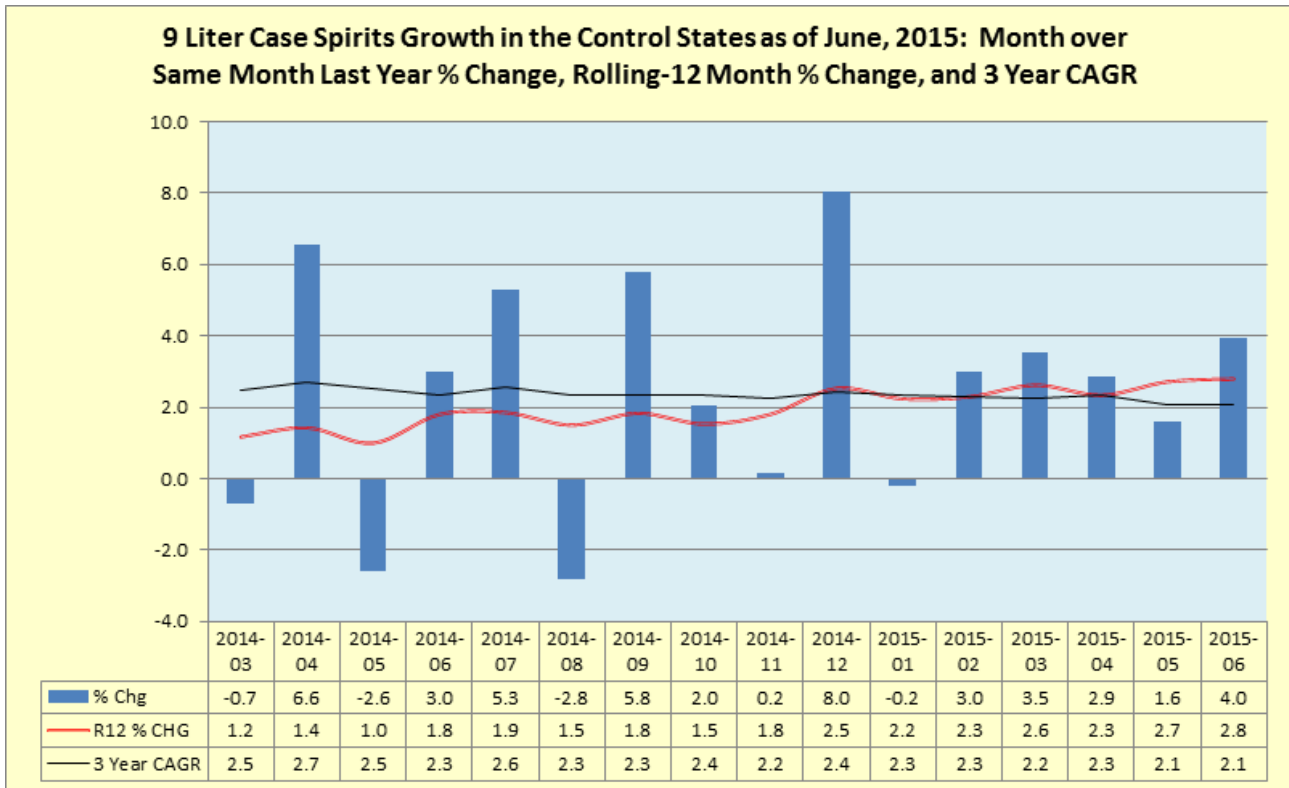
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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

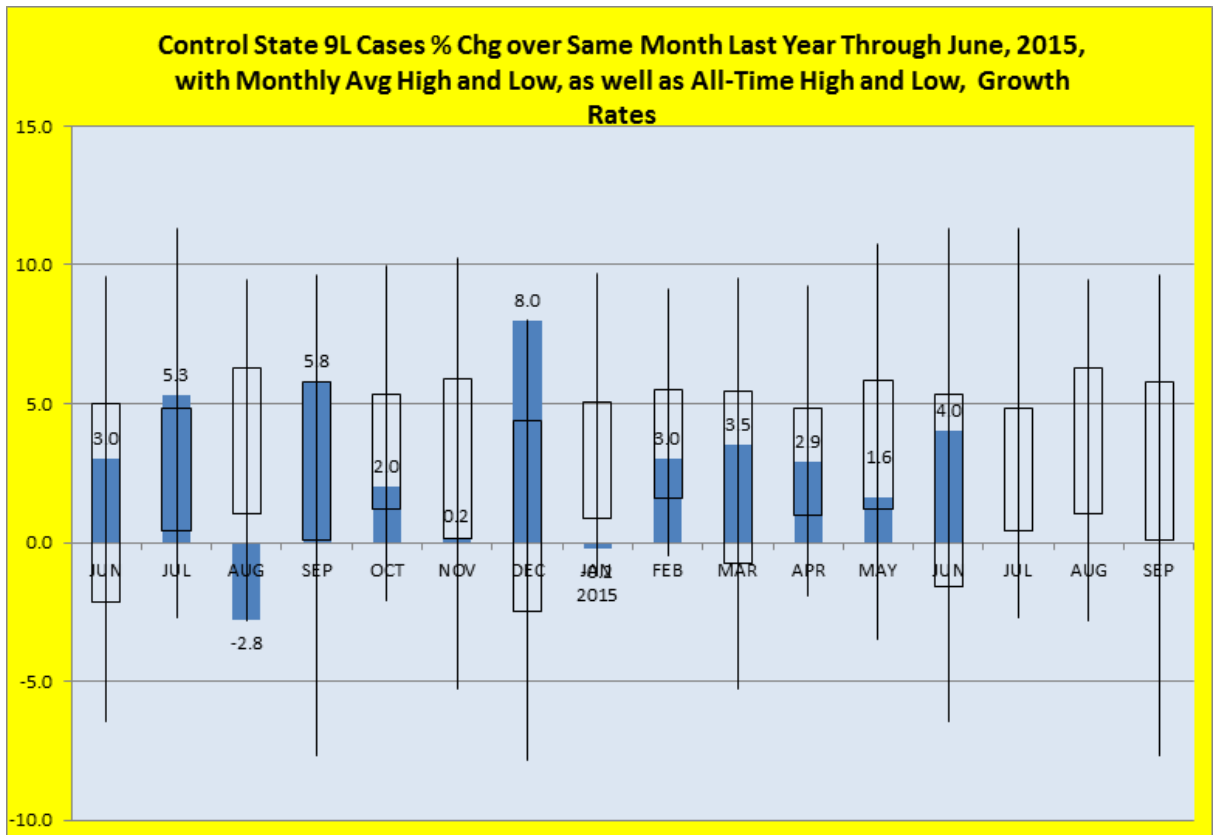
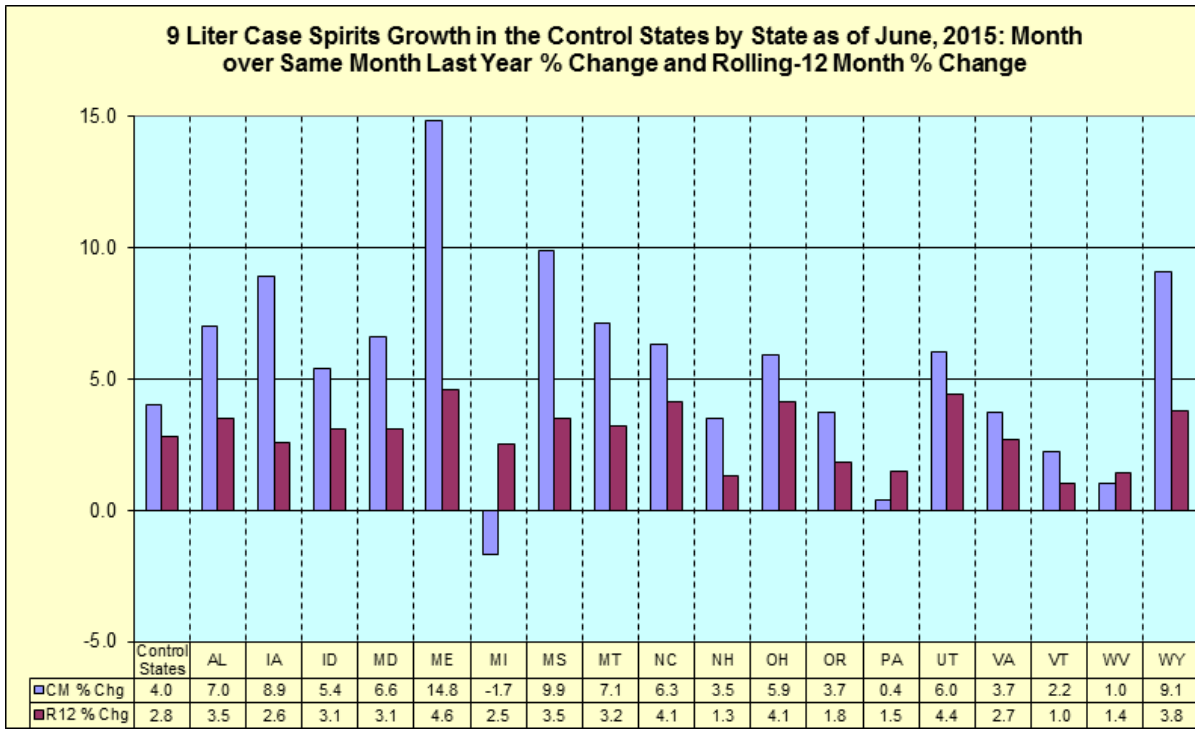
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	4.0	6.0	2.0%	
Central Region	1.9	3.3	1.4%	IA, MD, MI, OH, PA, WV
NE Region	6.5	9.7	3.2%	ME, NH, VT
NW Region	5.3	7.6	2.3%	ID, MT, OR, UT, WY
Southern Region	6.1	9.2	3.1%	AL, MS, NC, VA



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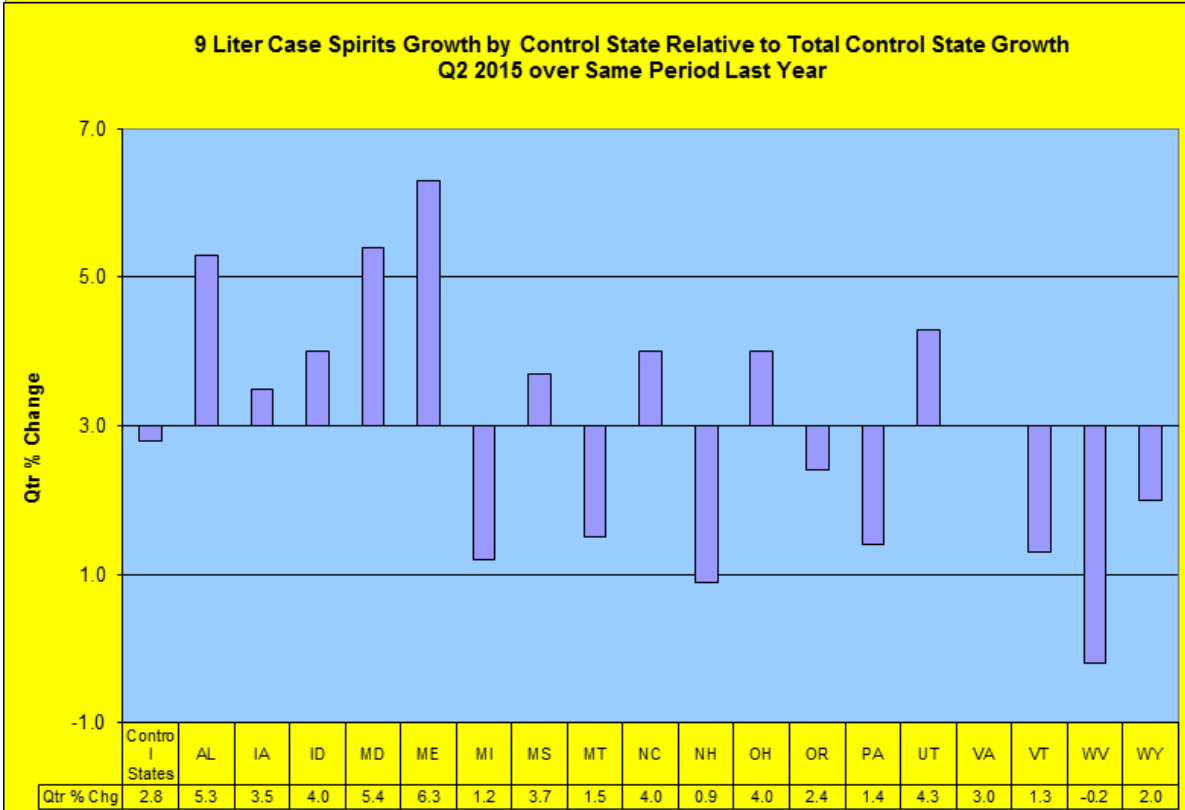
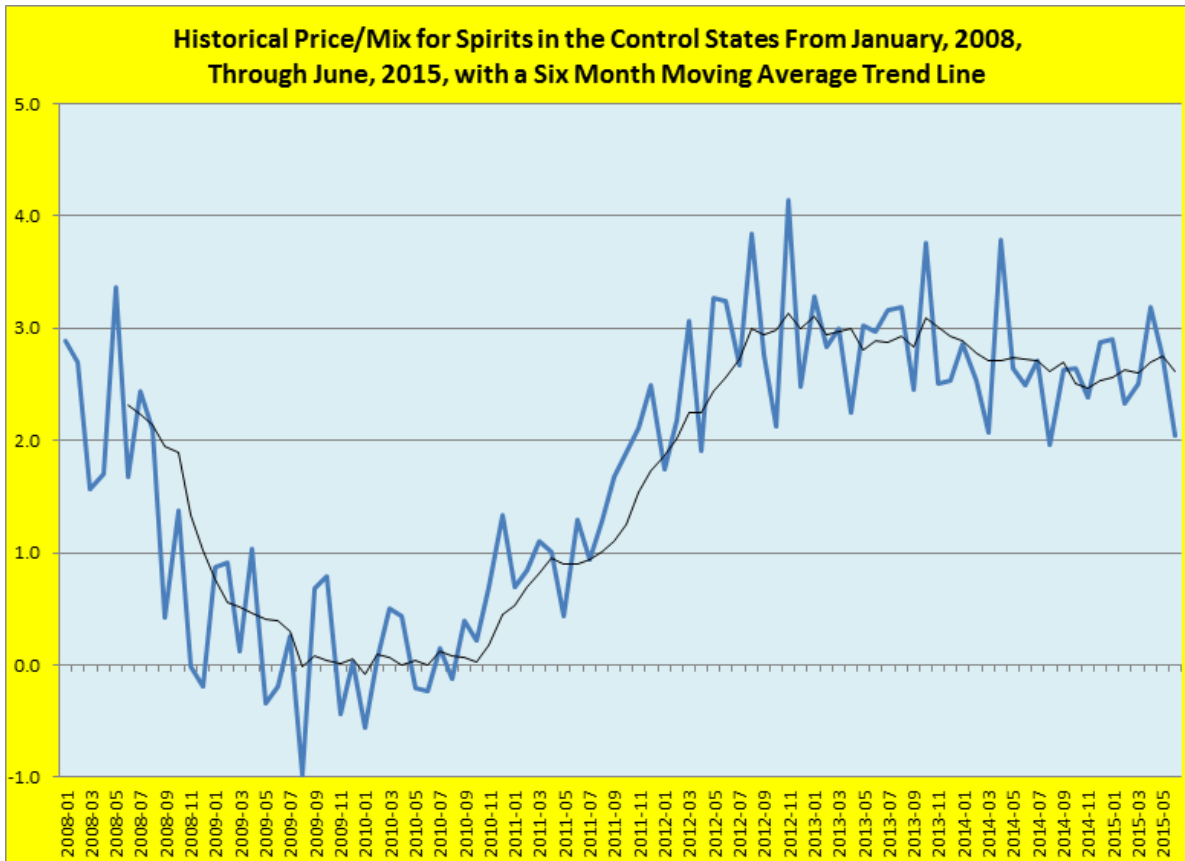
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For more information about the NABCA, visit www.nabca.org.

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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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