



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for March

Control State results for nine-liter beverage sales for March 2015

ALEXANDRIA, VA (April 24, 2015)-- During March, nine-liter spirits case sales in the control states grew at 3.5% compared to same period sales last year. Rolling-twelve month volume growth, 2.6%, overshadowed February's 2.3%. Iowa, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, Pennsylvania, Utah, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales are up 2.1%.

Control state spirits shelf dollars were up 6.1% during March while trending at 5.3% during the past twelve months. Iowa, Montgomery County Maryland, Maine, Mississippi, Montana, Pennsylvania, Utah, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 4.7%.

Price/Mix for March is 2.6%, improving on February's 2.3%.

During March, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 10.5% reported and a twelve month trend of 12.3%. Vodka, with 35% share, grew during the same periods at 2.5% and 2.3%. Brandy/Cognac, Canadian Whiskey, Cocktails, Domestic Whiskey, Rum, Scotch, Tequila, and Vodka grew at rates exceeding their twelve-month trends.

March's nine-liter wine case sales growth rate was 5.0%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 4.3%, 4.4%, 2.7%, 13.4%, 4.5%, and 8.1%, respectively. Rolling-twelve month wine volume growth was 2.2%, up nicely from February's 1.4%.

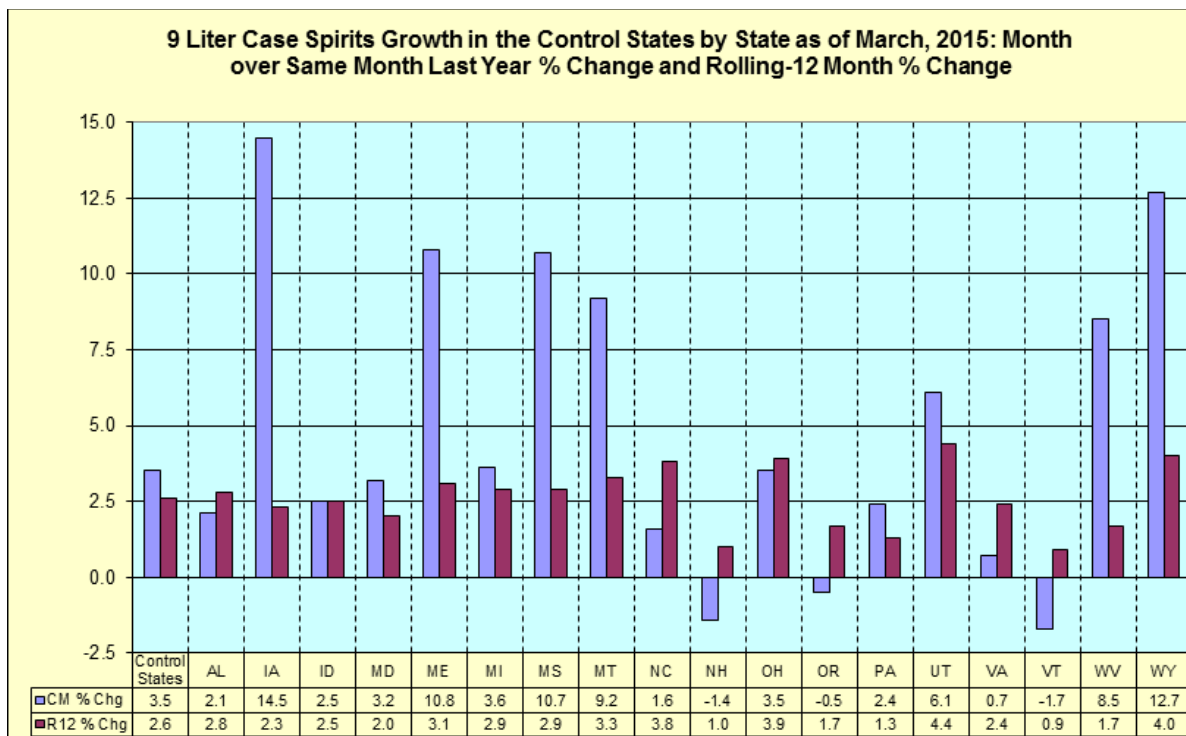
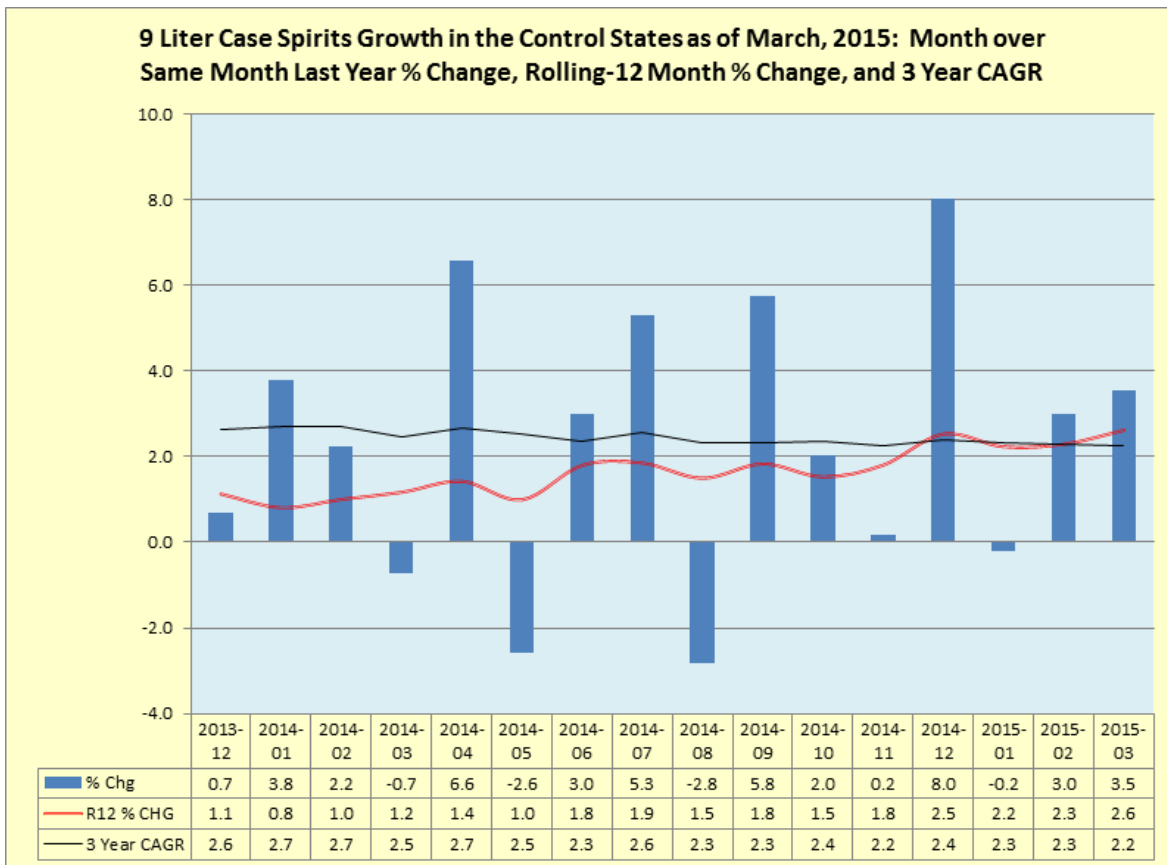
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.5	6.1	2.6%	
Central Region	4.3	6.4	2.1%	IA, MD, MI, OH, PA, WV
NE Region	2.2	4.4	2.2%	ME, NH, VT
NW Region	3.3	6.1	2.8%	ID, MT, OR, UT, WY
Southern Region	2.7	5.8	3.1%	AL, MS, NC, VA

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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

MarCS Results Add 1

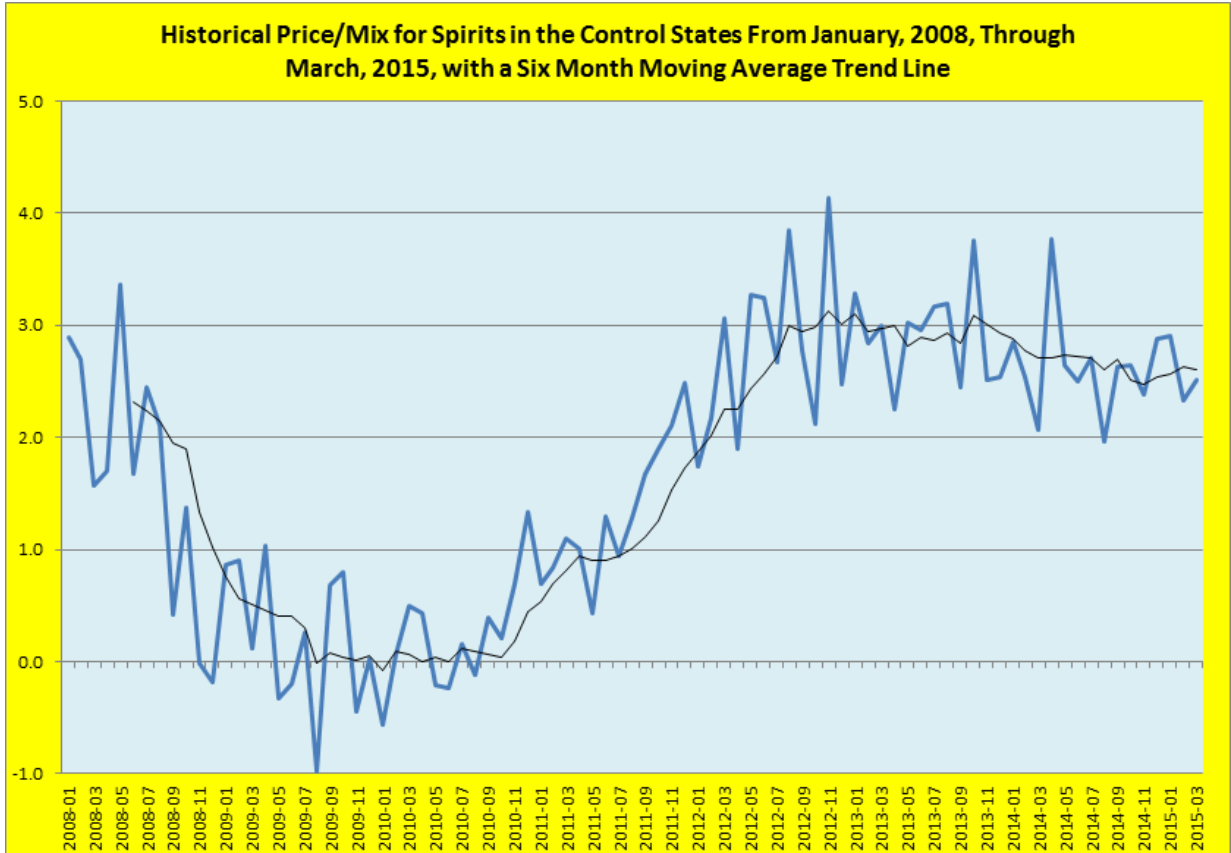
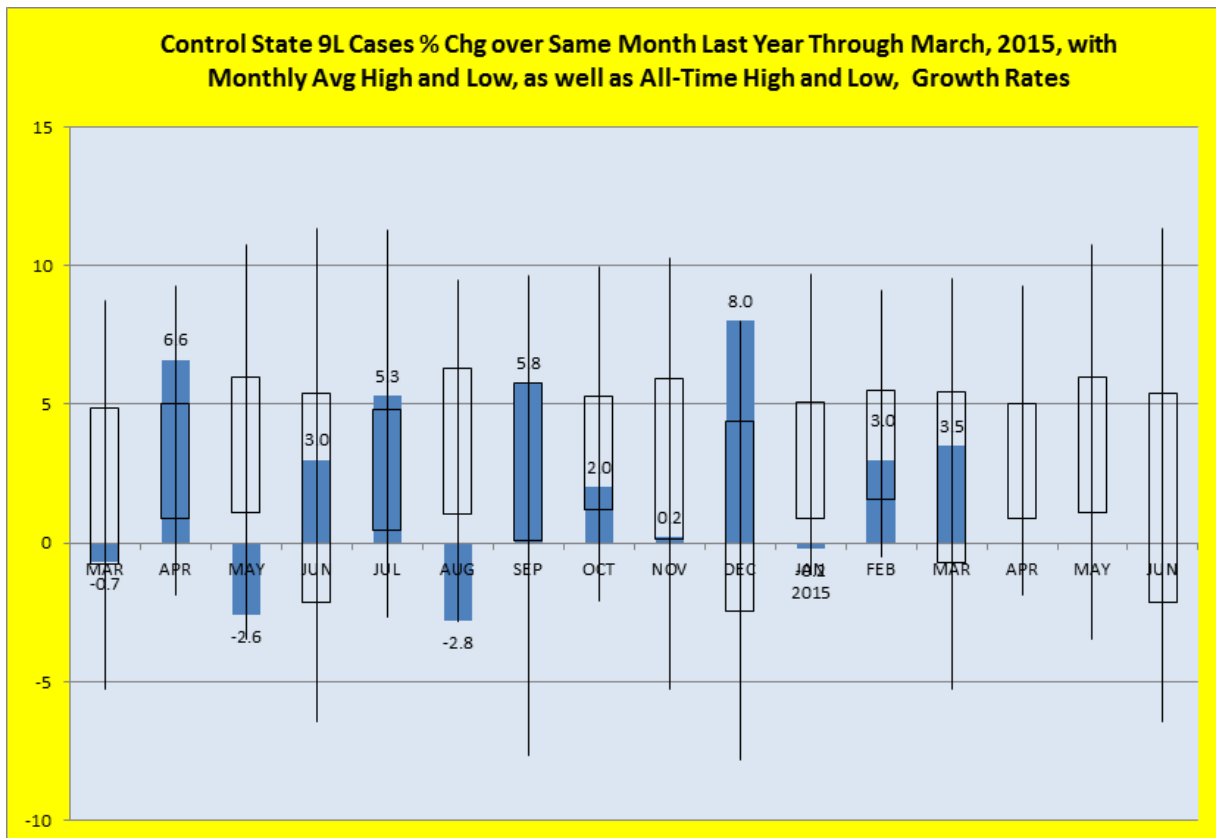


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MarCS Results Add 2

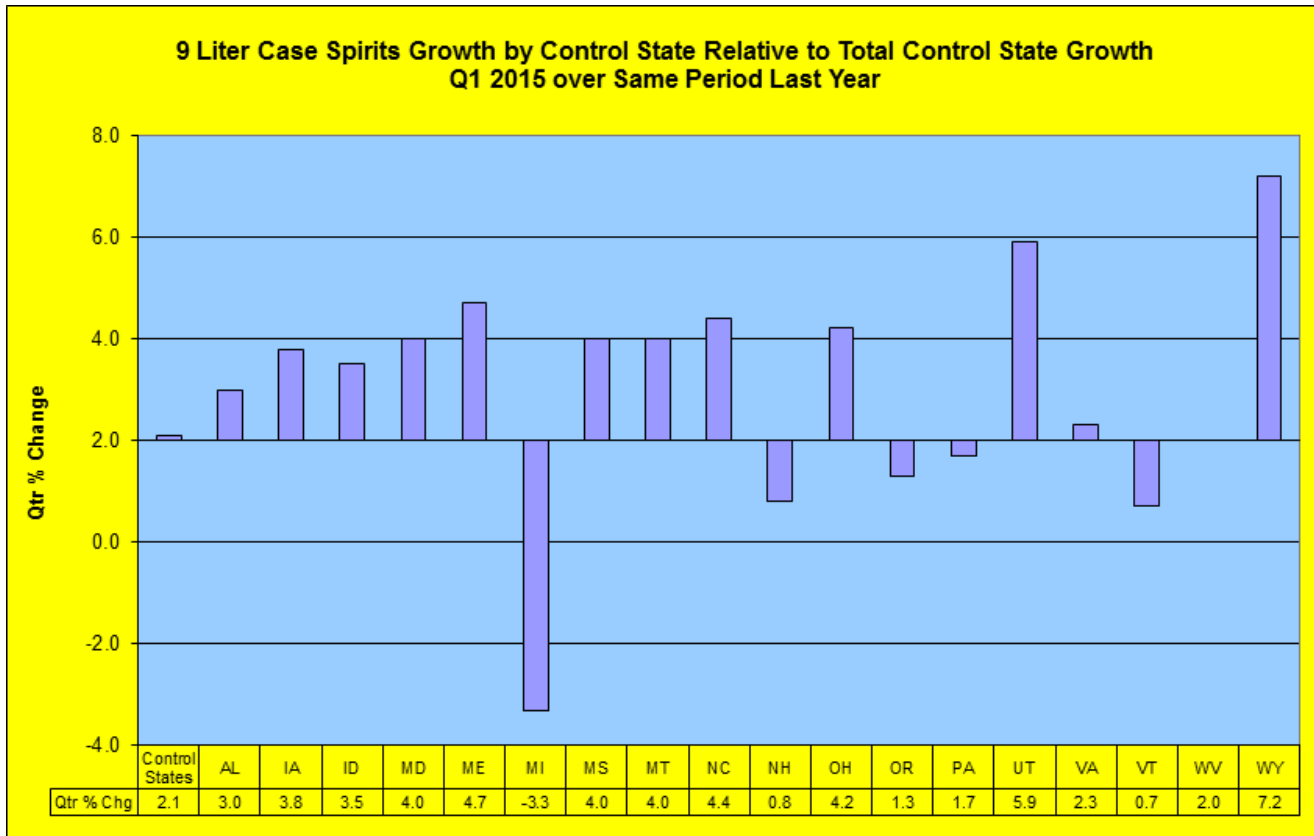


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MarCS Results Add 3



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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