



# News Release

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FOR IMMEDIATE RELEASE

## NABCA Releases Control States Nine-Liter Spirits Sales for May

*Control State results for nine-liter beverage sales for May 2017*

ALEXANDRIA, VA (June 21, 2017) —During May, nine-liter spirits case sales in the control states grew 3.7% compared to same period sales last year. Rolling-twelve month volume growth of 2.6% improved upon April's 2.4%. Alabama (5.8%), Iowa (6.7%), Idaho (5.8%), Montgomery County Maryland (0.8%), Maine (12.6%), Mississippi (7.6%), Montana (9.1%), North Carolina (6.7%), Ohio (4.5%), Oregon (5.1%), Utah (5.8%), Virginia (4.9%), Vermont (2.1%), and Wyoming (5.7%) reported monthly growth rates for May that exceeded their twelve month trends. Spirits volumes in the control states have grown 2.0% year-to-date compared to 2.5% a year ago.

There were five more selling days, 1.0% more, during this year's May compared to last year's. Retailers in six control states—Alabama, Mississippi, Montana, North Carolina, Utah, West Virginia—are not open on Sunday, and May this year had four Sundays compared to five last year.

Control state spirits shelf dollars were up 5.7% during May while trending at 4.5% during the past twelve months. Alabama (7.1%), Iowa (9.1%), Idaho (7.8%), Montgomery County Maryland (-5.8%), Maine (13.8%), Mississippi (10.4%), Montana (11.3%), North Carolina (9.2%), Ohio (7.7%), Oregon (5.7%), Utah (6.7%), Virginia (6.5%), Vermont (7.0%), and Wyoming (7.5%) reported growth rates exceeding their twelve month trends. Shelf dollars in the control states have grown 3.9% year-to-date compared to 4.9% last year.

Price/Mix for May is 2.0%, nearly flat with April's 2.1%.

Irish Whiskey, with 1% share of the control states spirits market, was May's fastest growing category with 16.9% reported and a twelve month trend of 16.3%. Vodka, with 35% share, grew during the same periods at 3.1% and 2.6%. Canadian Whiskey (7.9%), Cocktails (4.1%), Cordials (0.2%), Domestic Whiskey (7.8%), Gin (3.3%), Irish Whiskey (16.9), Scotch (2.0%), Tequila (15.2%), and Vodka (3.1%) grew at rates exceeding their twelve month trends, while Brandy/Cognac (10.3%) and Rum (-0.4%) fell short.

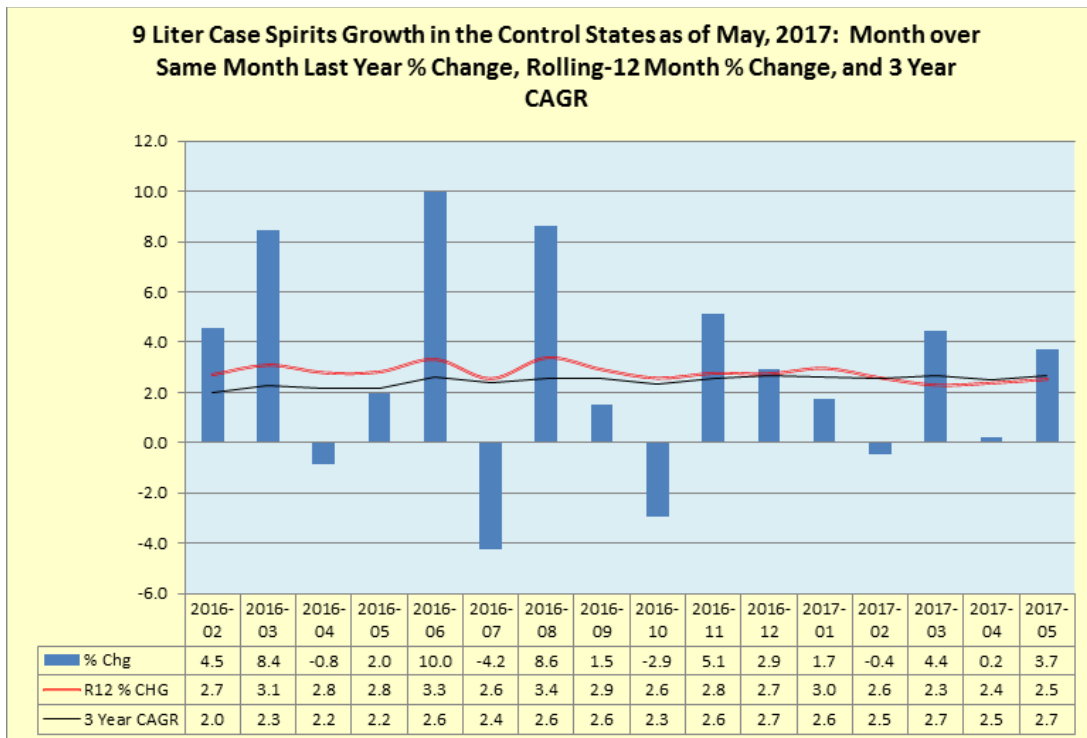
May's nine-liter wine case sales growth rate was 0.8%. Pennsylvania (reporting 1.2% nine-liter case growth for wines), New Hampshire (-2.3%), Utah (2.6%), Mississippi (2.6%), Montgomery County Maryland (-0.1%), and Wyoming (2.1%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve month wine volume growth in these six control states was 1.5%, down from April's reported 2.0%.

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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

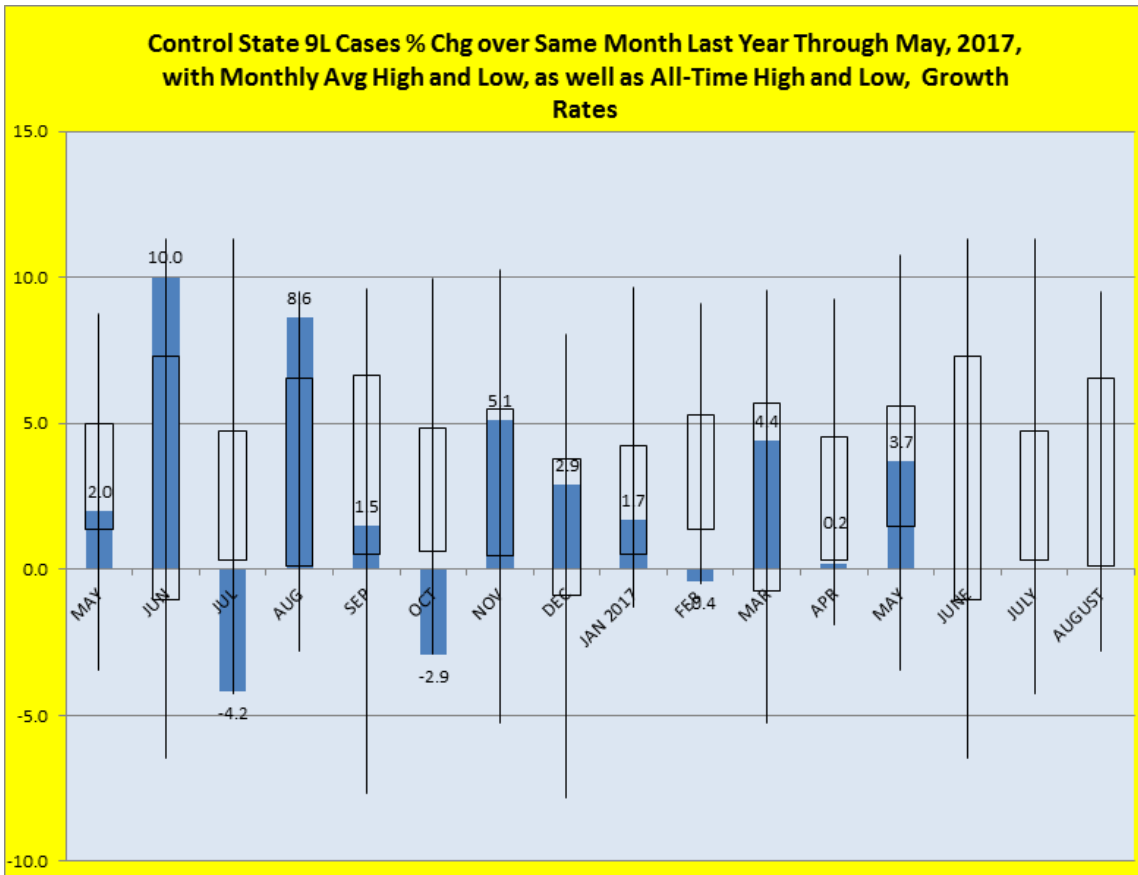
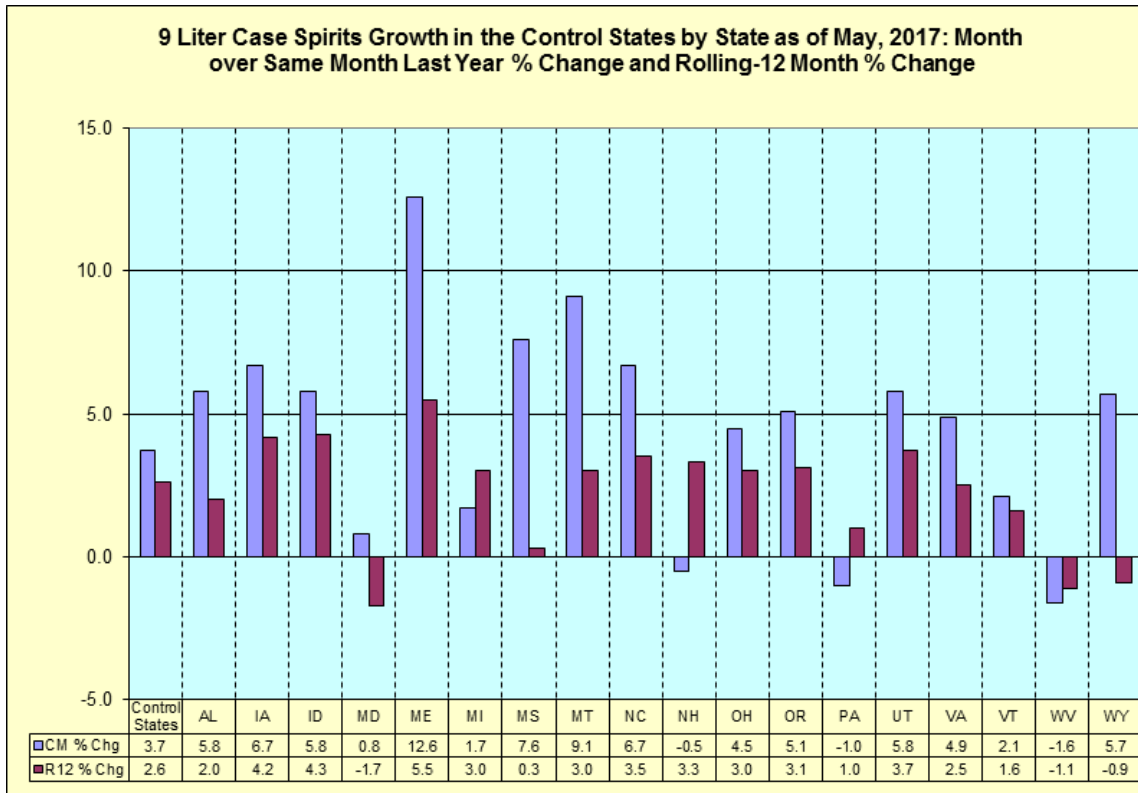
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
<b>Total Control States</b>	<b>3.7</b>	<b>5.7</b>	<b>2.0%</b>	
<b>Central Region</b>	<b>1.7</b>	<b>4.2</b>	<b>2.5%</b>	<b>IA, MD, MI, OH, PA, WV</b>
<b>NE Region</b>	<b>3.9</b>	<b>4.9</b>	<b>1.0%</b>	<b>ME, NH, VT</b>
<b>NW Region</b>	<b>5.8</b>	<b>7.0</b>	<b>1.2%</b>	<b>ID, MT, OR, UT, WY</b>
<b>Southern Region</b>	<b>6.1</b>	<b>8.0</b>	<b>1.9%</b>	<b>AL, MS, NC, VA</b>



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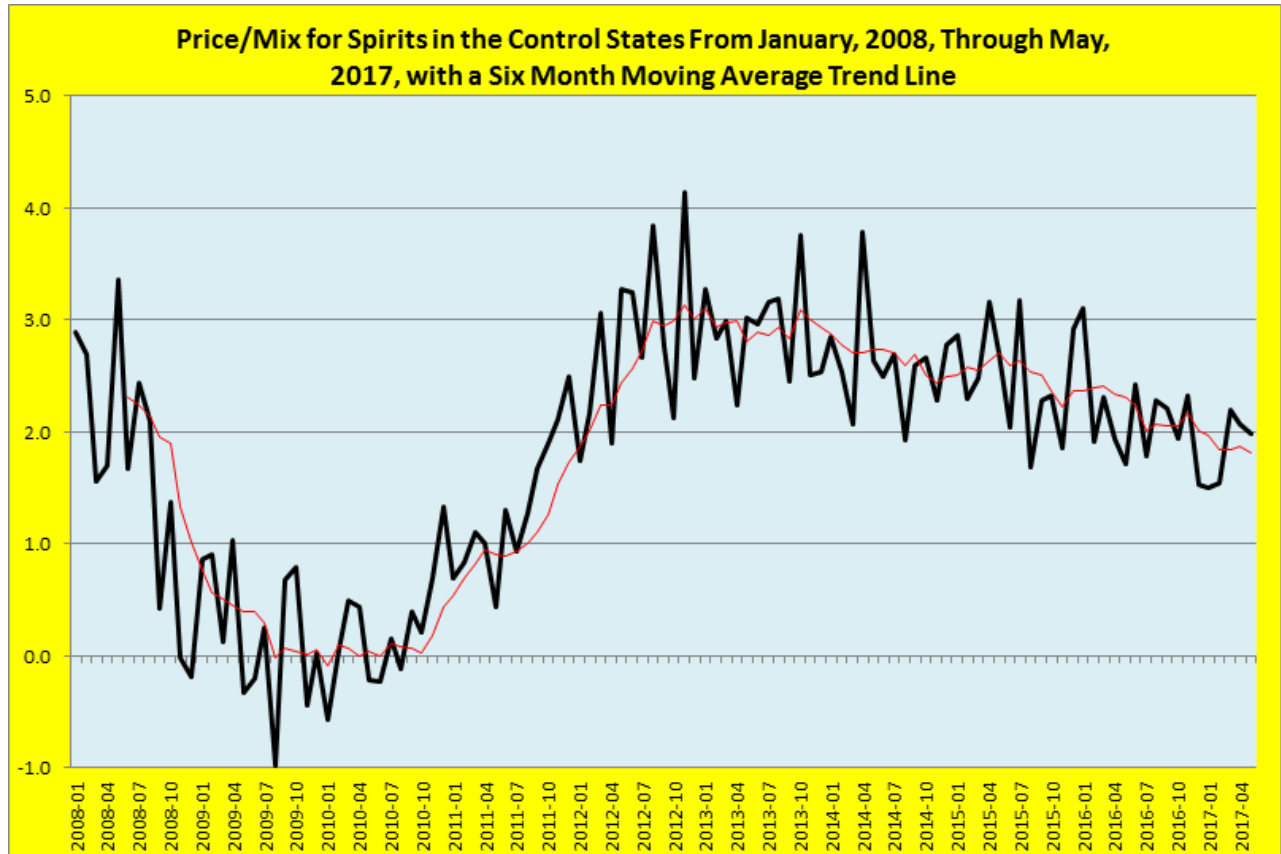
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 New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming



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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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