



# 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 2015*

ALEXANDRIA, VA (June 19, 2015)-- During May, nine-liter spirits case sales in the control states grew modestly at 1.6%, in spite of a weak comp, compared to same period sales last year. Rolling-twelve month volume growth, 2.7%, improved upon April's 2.3%. Iowa, Montgomery County Maryland, Pennsylvania, and Utah reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales are up 2.2%.

Control state spirits shelf dollars were up 4.3% during May while trending at 5.4% during the past twelve months. Alabama, Iowa, Montgomery County Maryland, Utah, and Vermont reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 5.0%.

Price/Mix for May is 2.7%, slipping from April's 3.1%.

During May, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 12.9% reported and a twelve month trend of 12.7%. Vodka, with 35% share, grew during the same periods at 0.9% and 2.1%. Brandy/Cognac, Canadian Whiskey, Cocktails, and Irish Whiskey grew at rates exceeding their twelve-month trends.

May's nine-liter wine case sales growth rate was -0.6%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -0.4%, 0.2%, 3.6%, -4.4%, -1.6%, and -7.3%, respectively. Rolling-twelve month wine volume growth was 1.4%, flat with April's reported 1.4%.

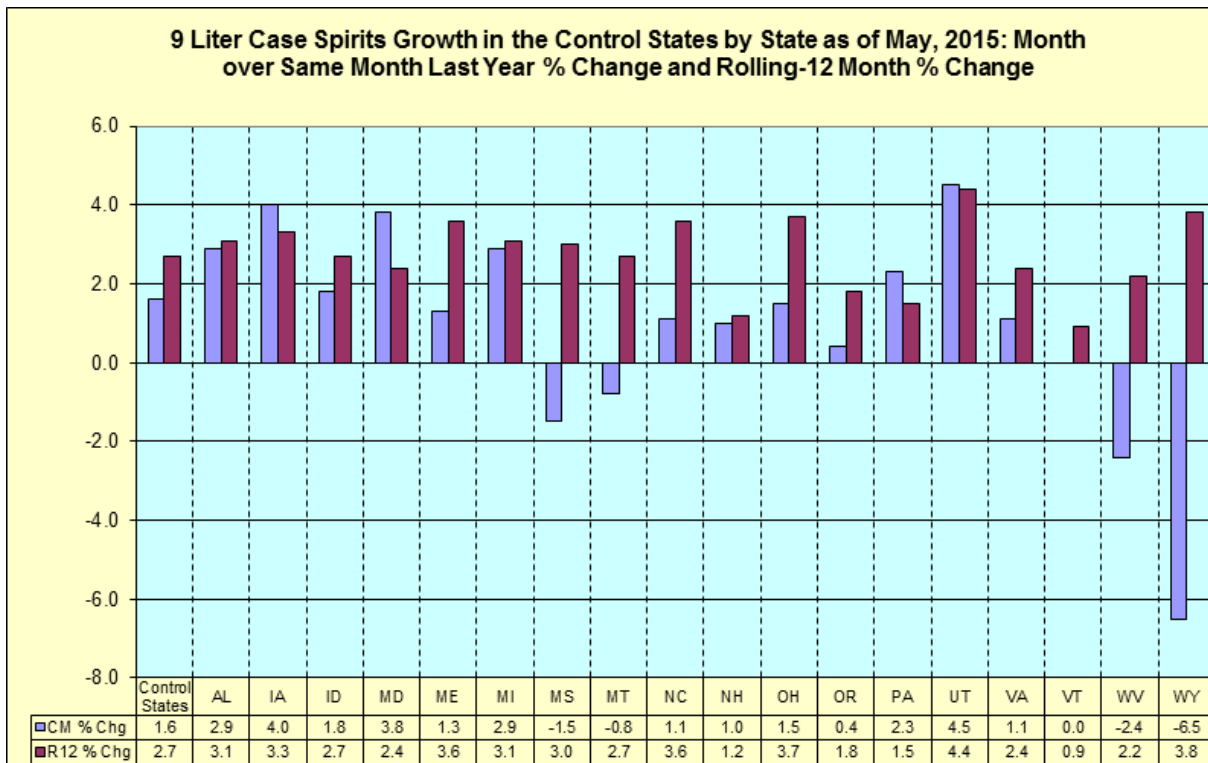
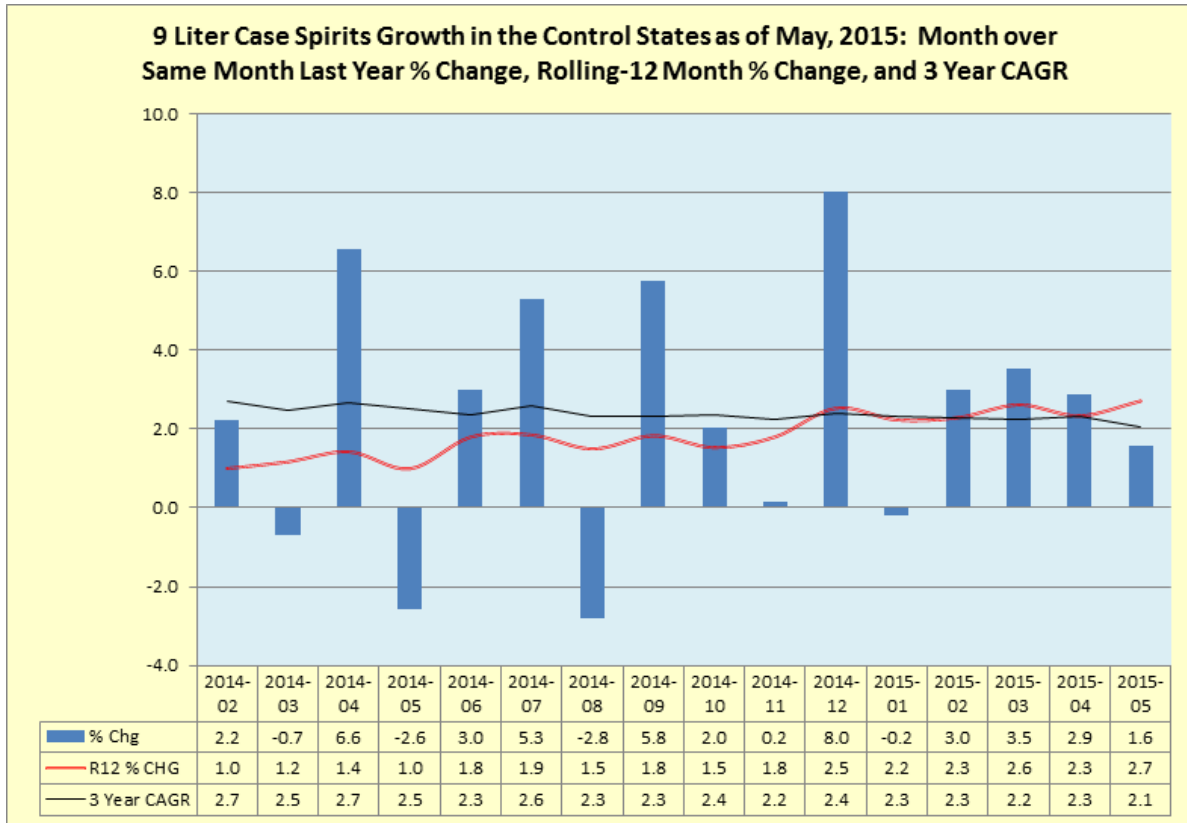
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.6	4.3	2.7%	
Central Region	2.3	4.4	2.1%	IA, MD, MI, OH, PA, WV
NE Region	1.0	3.3	2.3%	ME, NH, VT
NW Region	0.5	3.8	3.3%	ID, MT, OR, UT, WY
Southern Region	1.1	4.6	3.5%	AL, MS, NC, VA

-more-

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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

# MayCS Results Add 1

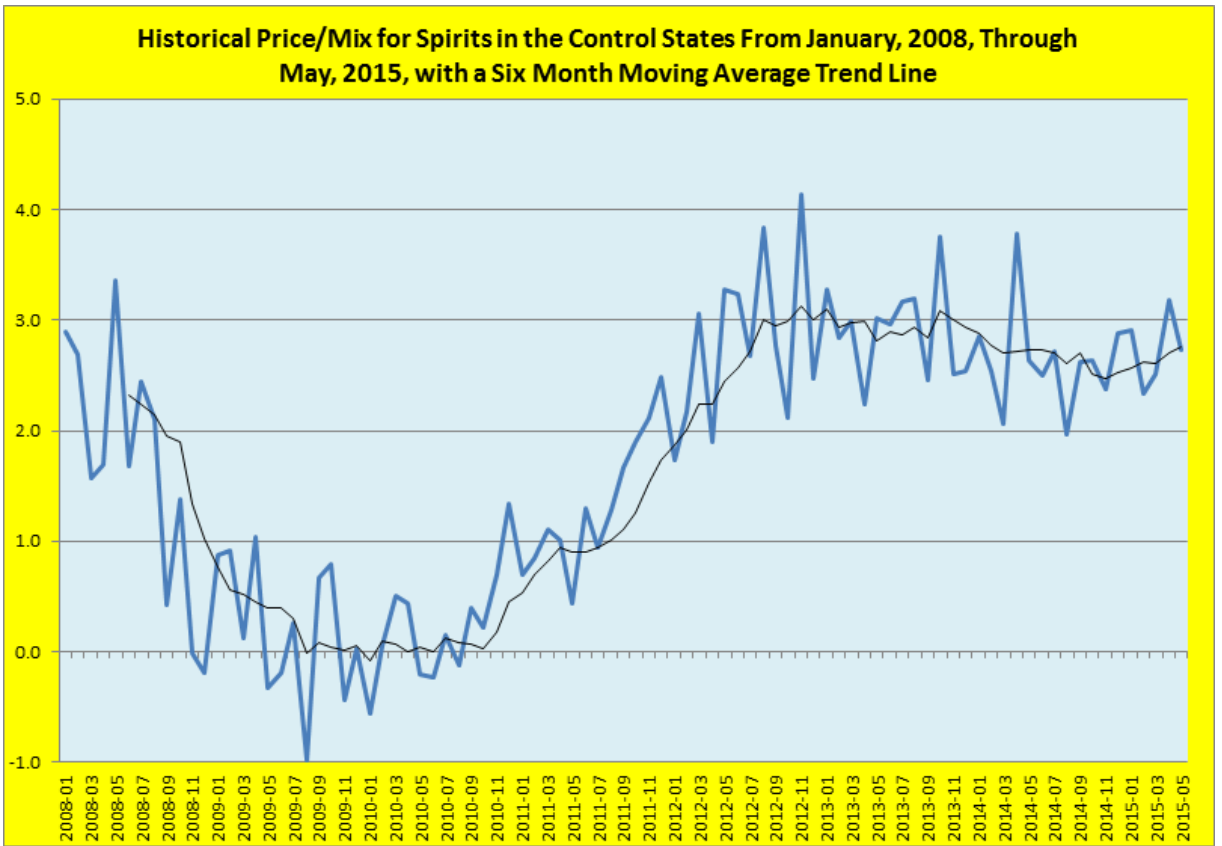
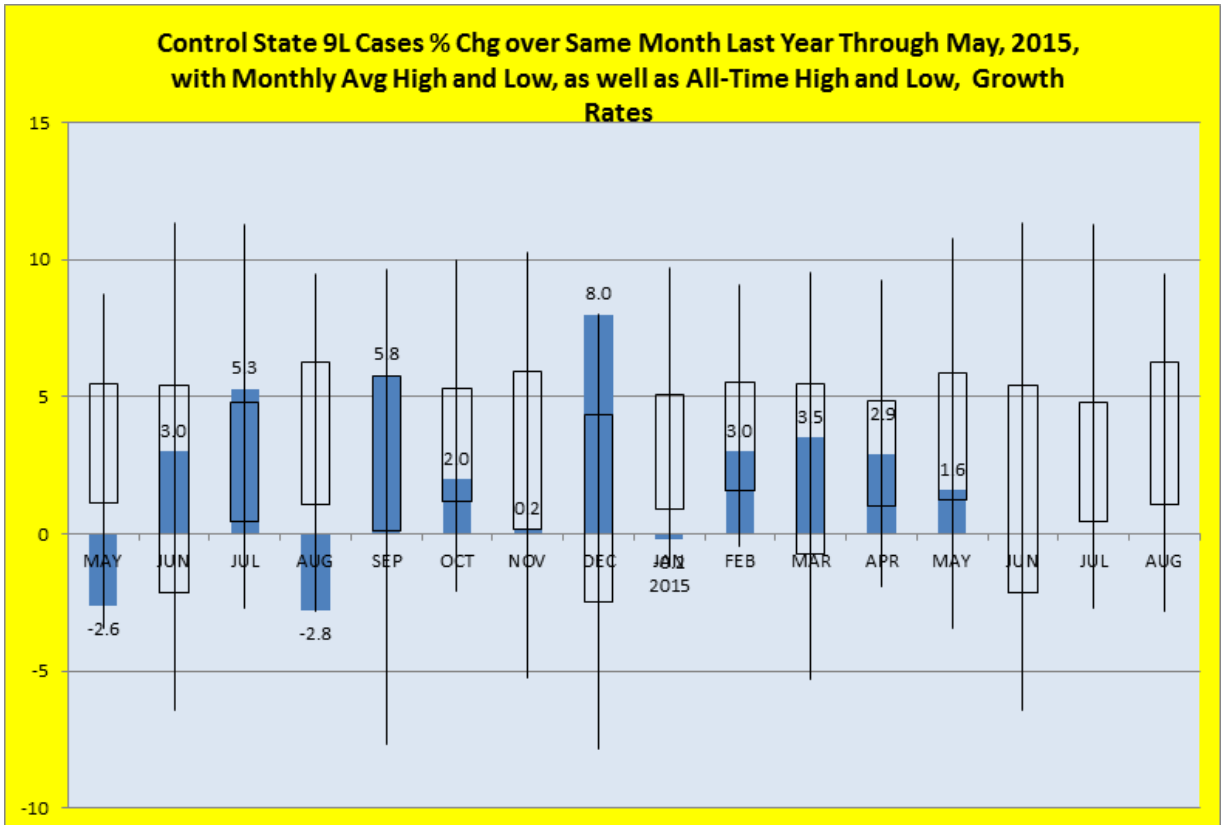


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## MayCS Results Add 2



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## MayCS Results Add 3

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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