



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 2013

ALEXANDRIA, VA (June 25, 2013)-- During May, nine-liter spirits case sales in the control states were up 2.2% compared to a tough comparable 2012 period. Note, however, that sales during May this year benefited from five Fridays versus four during last year's May. Rolling-twelve month reported volumes grew at 2.5%, down from April's 3.2%. Alabama, Idaho, Montgomery County Maryland, Michigan, Mississippi, North Carolina, Ohio, Oregon, Utah, Virginia, and Vermont reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars were up 5.4% during May while also trending at 5.4% during the past twelve months. Alabama, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, North Carolina, Ohio, Oregon, Utah, and Virginia reported growth rates exceeding their twelve month trends.

Price/Mix for May increased to 3.2% from April's 2.6%. The NE control states—Maine, New Hampshire, and Vermont—reported 5.0% that exceeded the other control state regions.

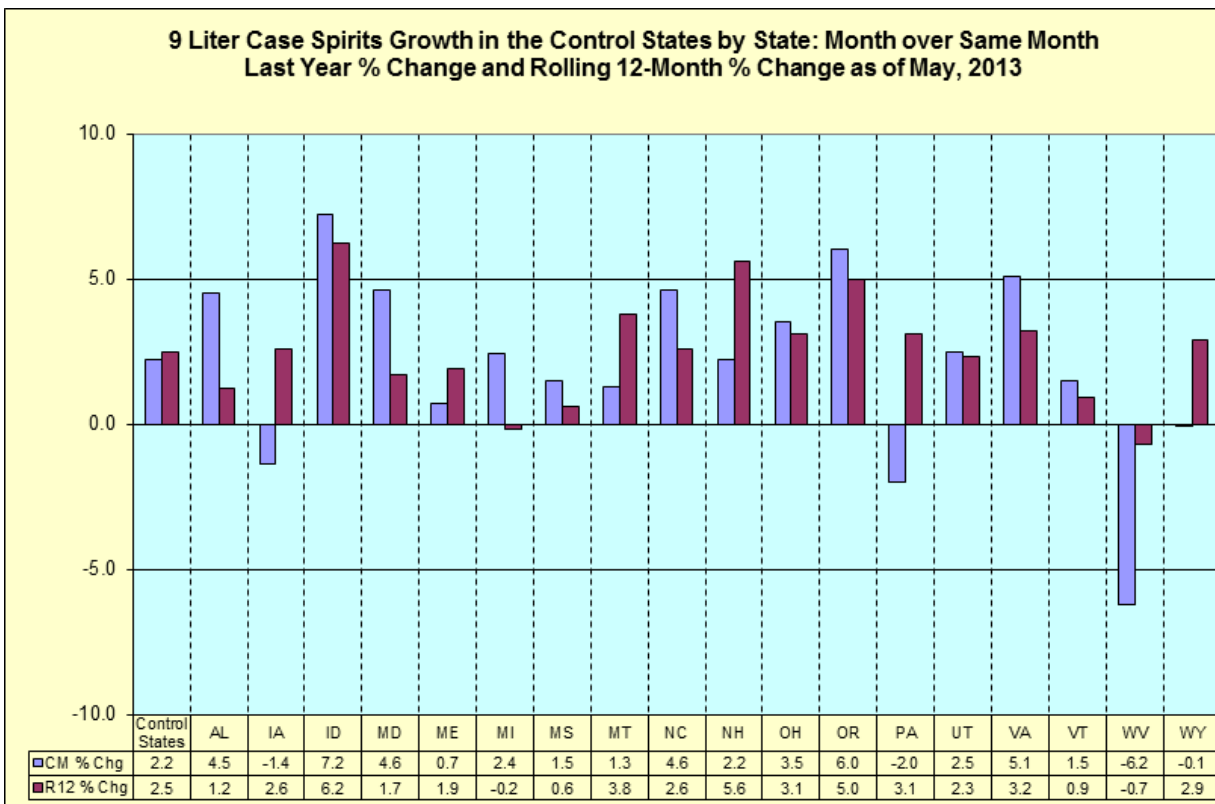
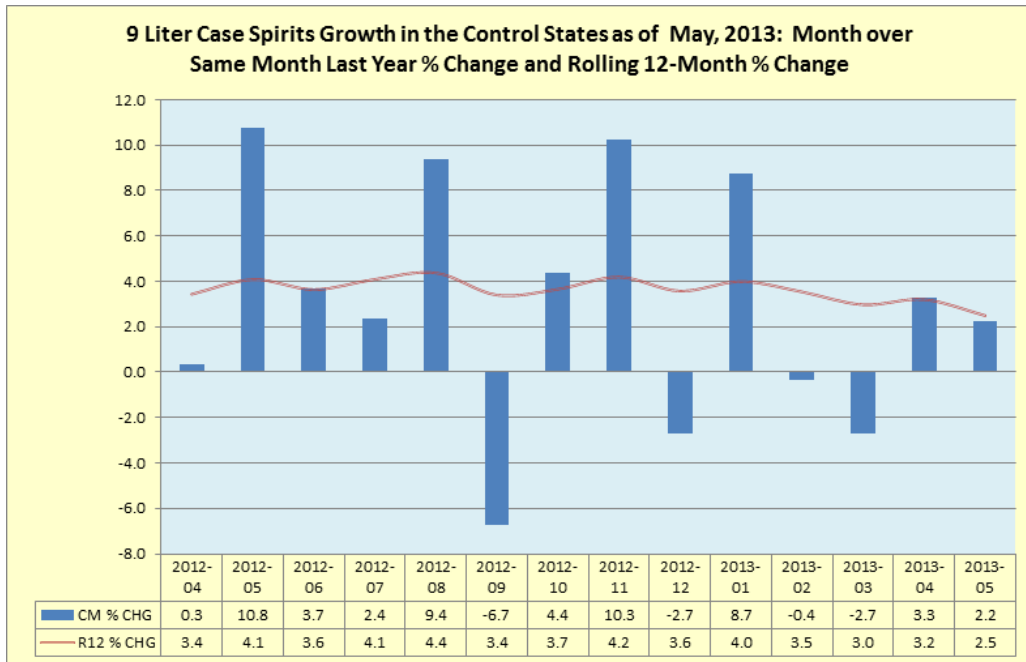
During May, Irish Whiskey, with 0.8% share of the control states spirits market, was the fastest growing category with 17.0% growth reported and a twelve month growth trend of 17.5%. Vodka, with 34% share, grew during the same periods at 2.9% and 3.6%. During May, Canadian Whiskey, Cordials, Domestic Whiskey, Gin, Scotch, and Tequila grew at rates that exceeded their twelve-month trends.

May's nine-liter wine case sales growth rate grew 1.1%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -0.8%, 2.9%, 6.9%, 3.0%, 4.0%, and 7.2%, respectively. May's rolling-twelve month wine volume growth, 4.4%, is down from April's 5.0%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	2.2	5.4	3.2%	
Central Region	0.6	3.7	3.1%	IA, MD, MI, OH, PA, WV
NE Region	1.6	7.6	5.0%	ME, NH, VT
	4.4	7.5	3.1%	ID, MT, OR, UT, WY
Southern Region	4.3	6.9	2.6%	AL, MS, NC, VA

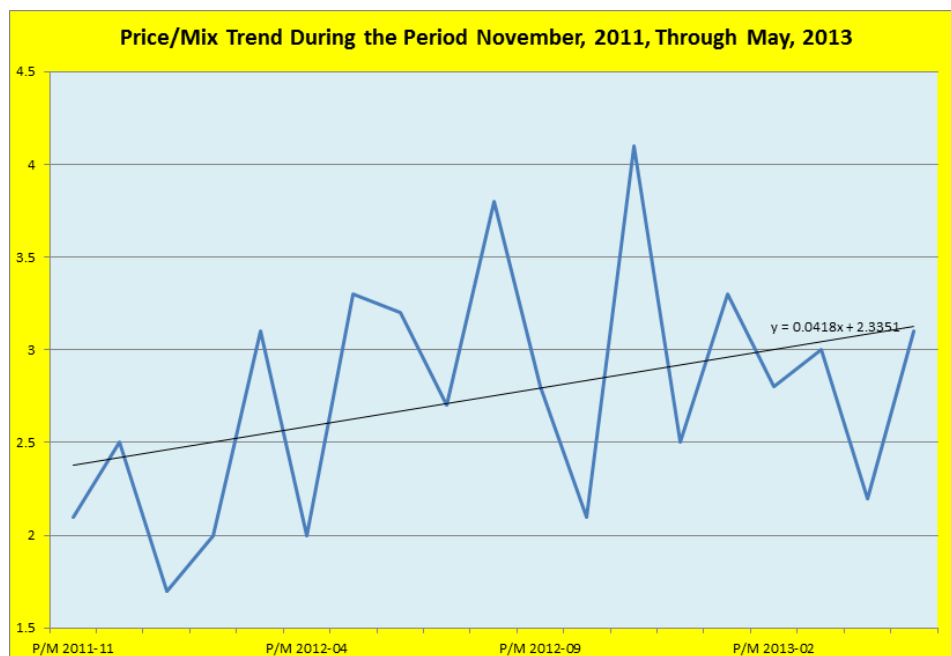
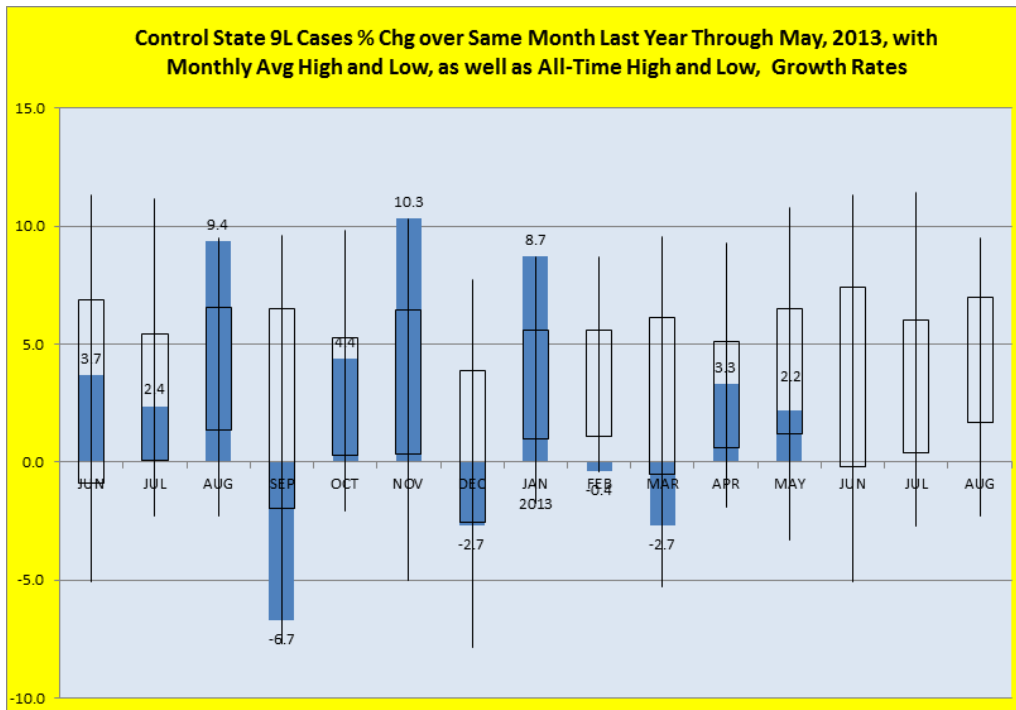
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For more information about the NABCA, visit www.nabca.org.

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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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