



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for November

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

ALEXANDRIA, VA (December 24, 2015)— During November, sales of nine-liter cases of spirits in the control states grew 2.8%, a tenfold increase in growth rate over a weak comp. Rolling-twelve month volumes grew at 3.2%, up slightly from October’s 2.9%. Iowa, Maine, Michigan, Mississippi, New Hampshire, Utah, and West Virginia reported monthly growth rates exceeding their twelve month trends. Year-to-date nine-liter spirits case sales have grown 2.6% compared to 1.9% for the same period last year.

Control states spirits shelf dollars were up 4.8% during November while trending at 5.7% during the past twelve months. Iowa, Maine, Michigan, New Hampshire, Utah, West Virginia, and Wyoming reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 5.2% this year in contrast to 4.4% during last year.

Price/Mix for November is 2.0%, down from October’s 2.4%.

During November, Irish Whiskey, with 1.1% share of the control states spirits market, was the fastest growing category with 13.1% reported and a twelve month trend of 15.5%. Vodka, with 34% share, grew during the same periods at 3.1% and 2.4%. Brandy/Cognac, Gin, Scotch, Tequila, and Vodka grew at rates exceeding their twelve-month trends.

November’s nine-liter wine case sales growth rate was 1.1%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 0.3%, -0.7%, 8.6%, 3.1%, 0.0%, and 13.6%, respectively. Rolling-twelve month wine volume growth of 1.1% flat compared to October’s 1.1%.

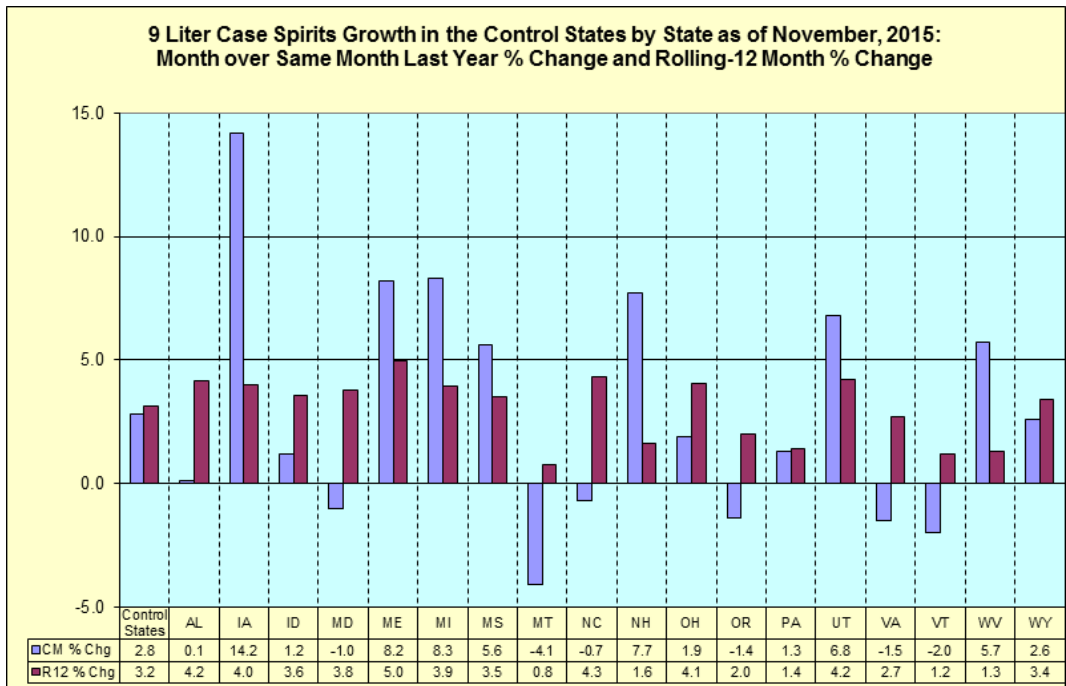
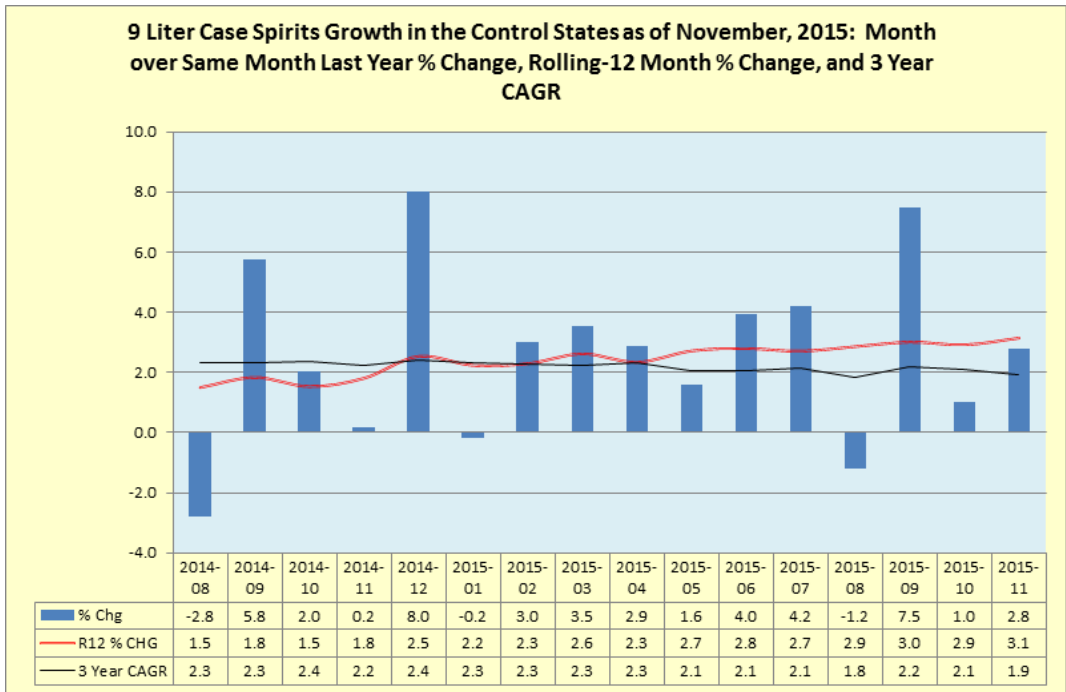
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	2.8	4.8	2.0%	
Central Region	4.5	6.3	1.8%	IA, MD, MI, OH, PA, WV
NE Region	6.9	11.7	4.8%	ME, NH, VT
NW Region	0.4	2.6	2.2%	ID, MT, OR, UT, WY
Southern Region	0.0	1.7	1.7%	AL, MS, NC, VA

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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

NovCS Results Add 1

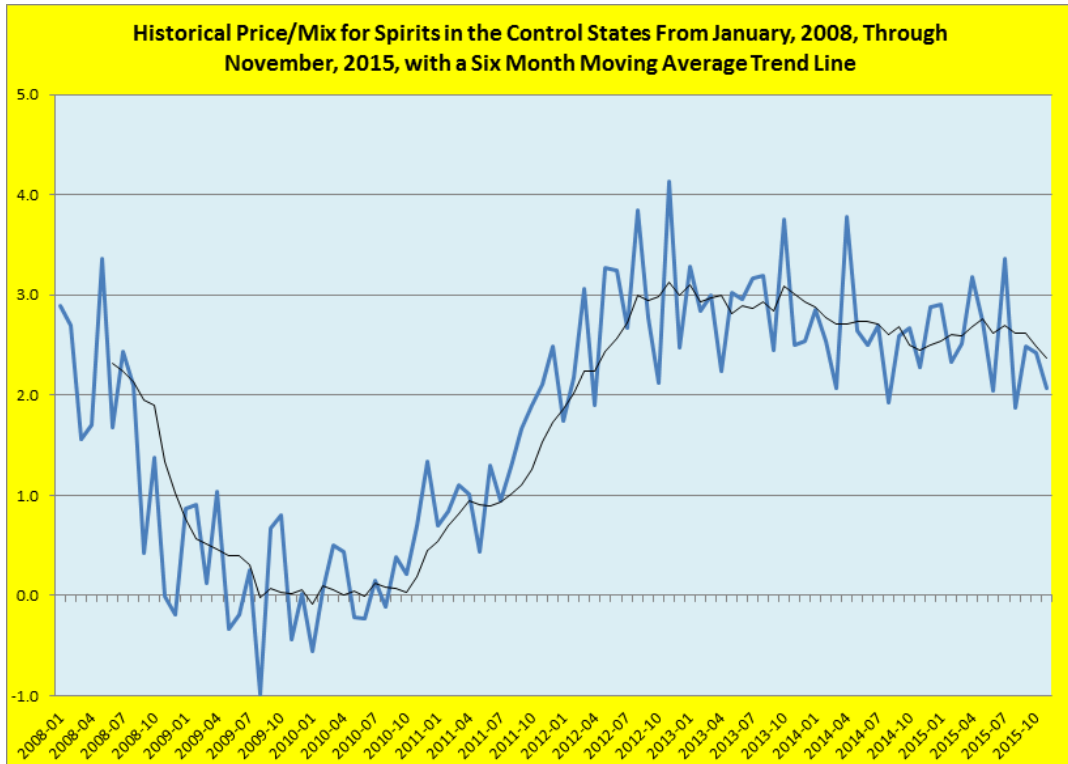
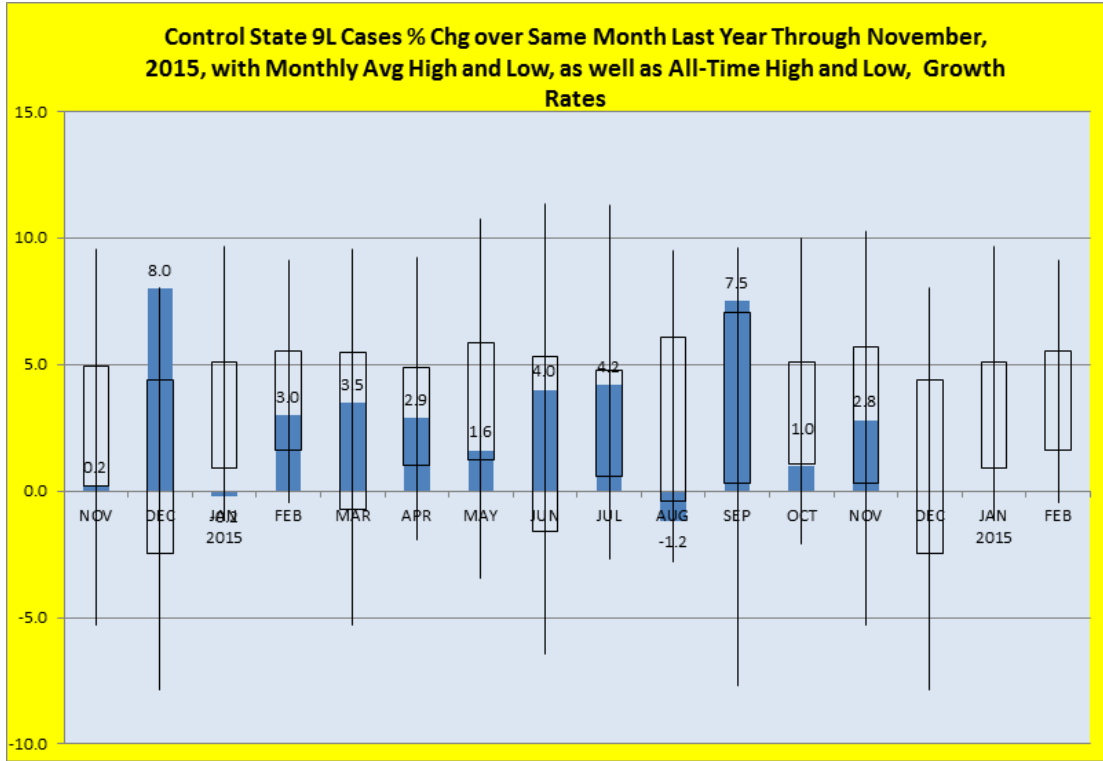


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NovCS Results Add 2



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NovCS 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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