



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for October

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

ALEXANDRIA, VA (November 24, 2015)—During October, sales of nine-liter cases of spirits in the control states grew 1.0%. Rolling-twelve month volumes were up 2.9%, nearly flat compared to September’s 3.0%. Idaho, Montgomery County Maryland, North Carolina, Ohio, Oregon, Virginia, and Vermont reported monthly growth rates exceeding their twelve month trends. Year-to-date nine-liter spirits case sales have grown 2.6% compared to 2.1% for the same period last year.

Control states spirits shelf dollars grew at 3.4% during October while trending at 5.5% during the past twelve months. Idaho, Montgomery County Maryland, North Carolina, New Hampshire, Oregon, Utah, Virginia, Vermont, and West Virginia reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 5.2% this year in contrast to 4.6% during last year.

Price/Mix for October is 2.4%, down slightly from September’s 2.5%.

During October, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 19.2% reported and a twelve month trend of 15.8%. Vodka, with 35% share, grew during the same periods at -0.3% and 2.0%. Brandy/Cognac, Cocktails, and Irish Whiskey grew at rates exceeding their twelve-month trends.

October’s nine-liter wine case sales growth rate was -0.8%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 1.2%, -3.3%, 1.3%, -9.1%, 0.4%, and -5.4%, respectively. Rolling-twelve month wine volume growth of 1.0% slipped from September’s 1.4%.

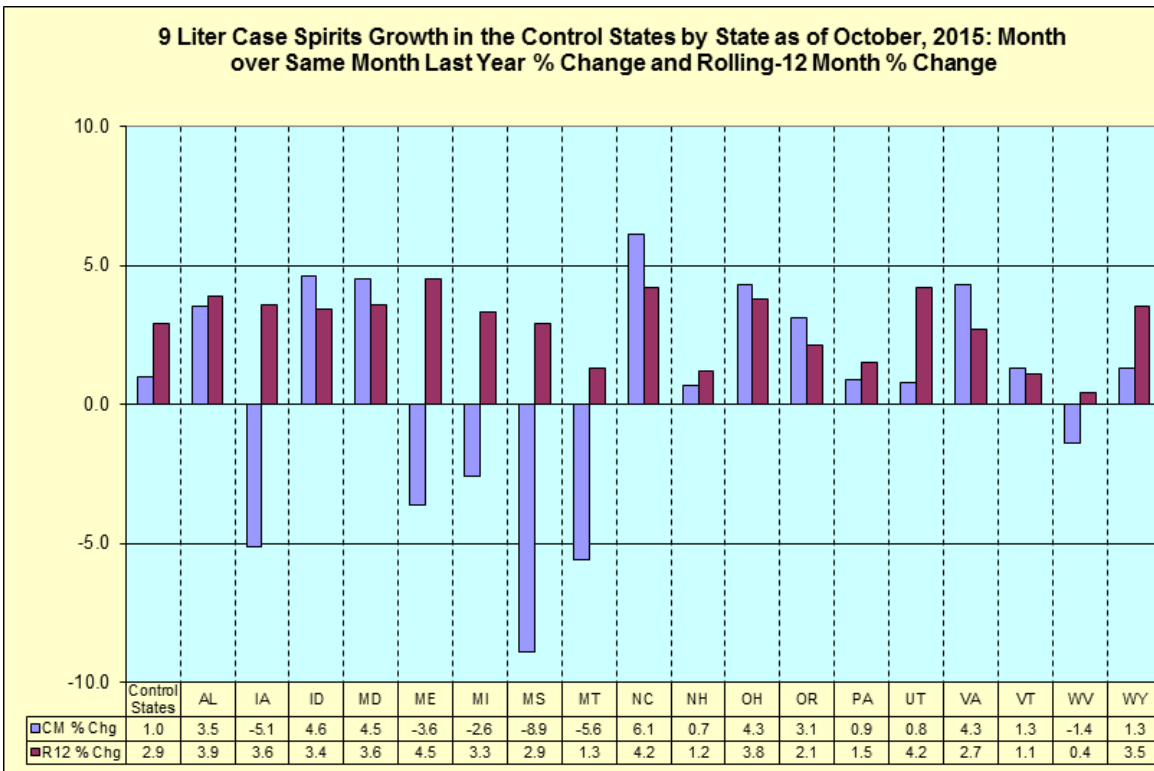
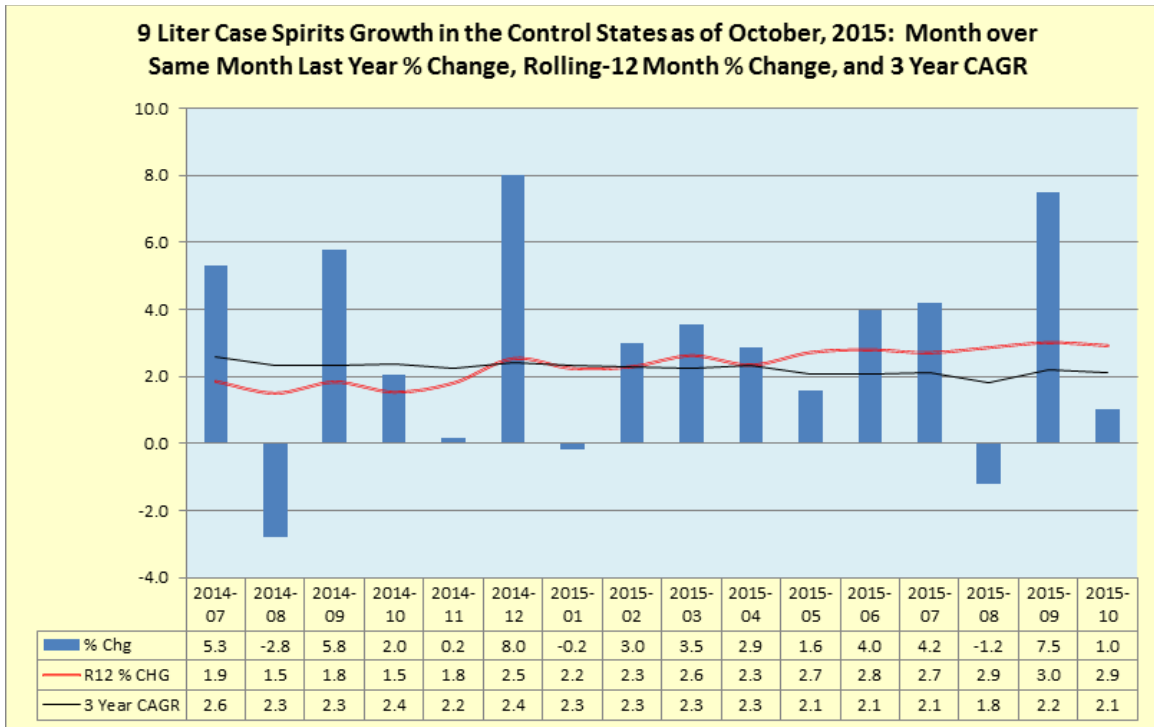
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.0	3.4	2.4%	
Central Region	-0.1	1.4	1.5%	IA, MD, MI, OH, PA, WV
NE Region	-0.4	3.7	4.1%	ME, NH, VT
NW Region	1.6	5.0	3.4%	ID, MT, OR, UT, WY
Southern Region	3.1	6.1	3.0%	AL, MS, NC, VA

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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

OctCS Results Add 1

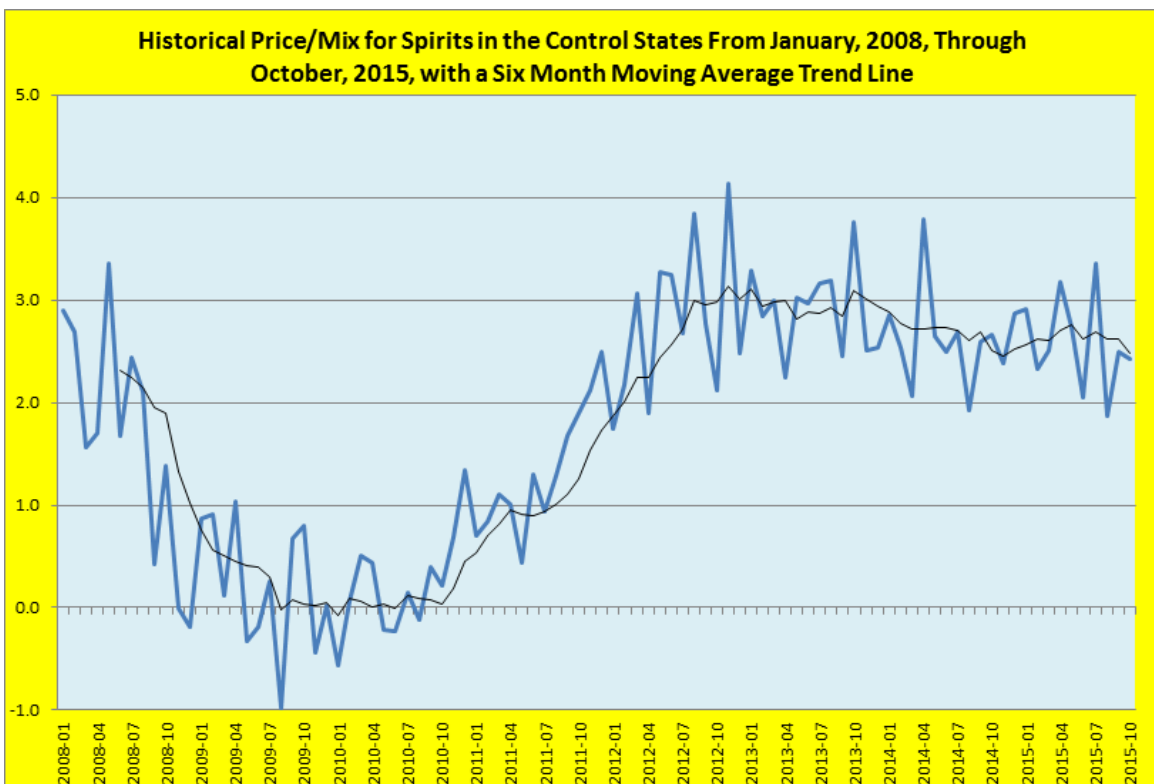
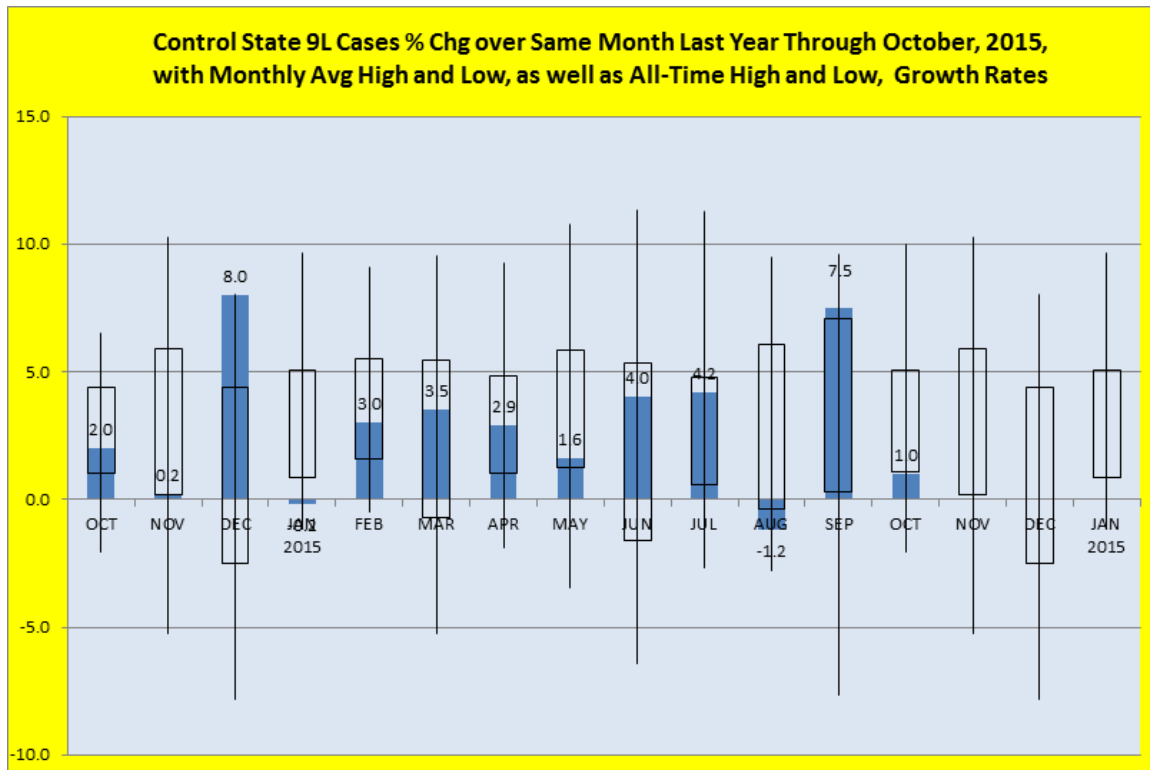


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OctCS Results Add 2

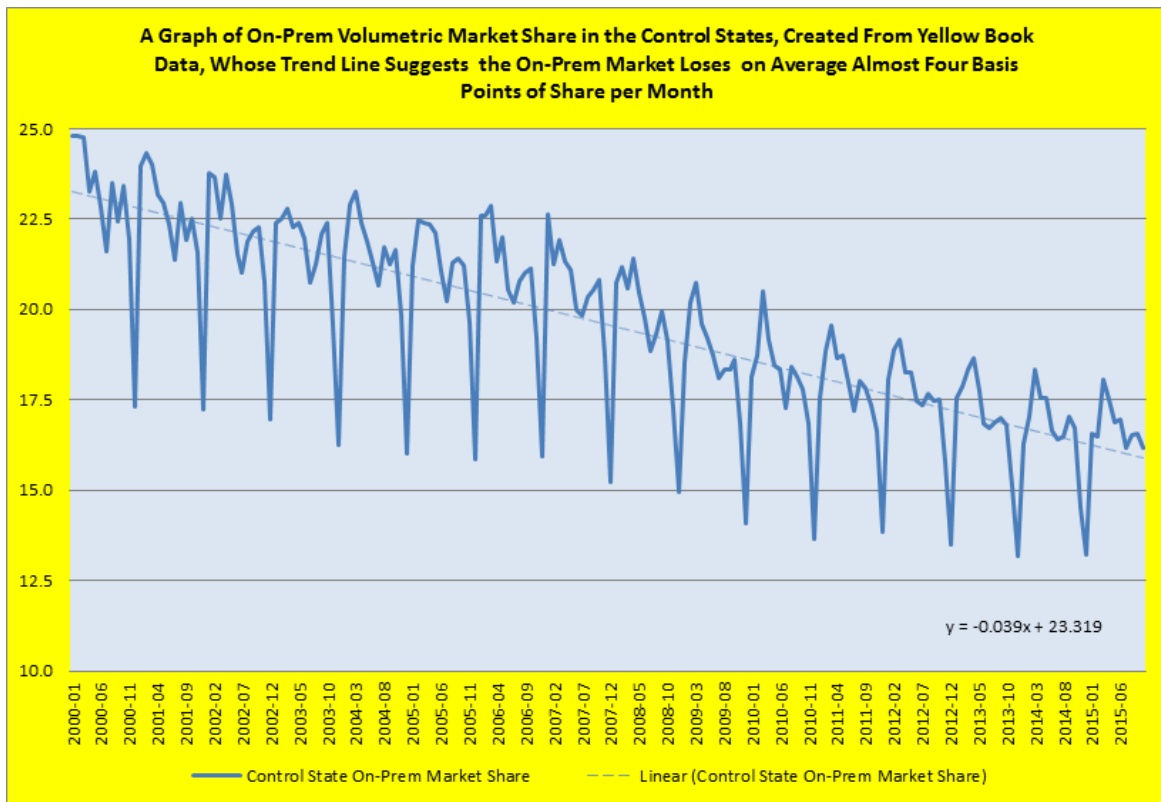


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OctCS Results Add 3



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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