



News Release

Contact: Margaret Barchine, APR
703-578-4200-Office; 703-907-9636-Cell
maggie.barchine@nabca.org

FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for September

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

ALEXANDRIA, VA (October 20, 2015)—During September, sales of nine-liter cases of spirits in the control states grew 7.5% in spite of last year's strong comp. Rolling-twelve month volumes were up 3.0%, a slight improvement on August's 2.9%. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Pennsylvania, Utah, Virginia, and Vermont reported monthly growth rates exceeding their twelve month trends. Year-to-Date nine-liter spirits case sales have grown 2.8% compared to 2.1% for the same period last year.

Of note this month is that Michigan's volumetric share of the control states spirits market during the past twelve months is eighteen basis points greater than Pennsylvania's. Because Michigan is a wholesale state and doesn't have its own stores, and because Pennsylvania is a wholesale and retail state and has its own state stores, sales dollars generated by these jurisdictions cannot be compared.

Control states spirits shelf dollars grew at 10.0% during September while trending at 5.7% during the past twelve months. Alabama, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Pennsylvania, Utah, Virginia, and Vermont reported growth rates exceeding their twelve month trends. Year-to-date shelf dollars have grown 5.4% this year in contrast to 4.6% during last year.

Higher than expected sales during September may be related to Labor Day's falling on September 7 this year and related sales being reported during September. Last year holiday sales were reported during August.

Price/Mix for September is 2.5%, up smartly from August's 1.9%.

During September, Irish Whiskey, with 1.0% share of the control states spirits market, was the fastest growing category with 26.1% reported and a twelve month trend of 14.9%. Vodka, with 35% share, grew during the same periods at 6.7% and 2.3%. All categories—Brandy/Cognac, Canadian Whiskey, Cocktails, Domestic Whiskey, Gin, Irish Whiskey, Rum, Scotch, Tequila, Vodka--grew at rates exceeding their twelve-month trends.

September's nine-liter wine case sales growth rate was 5.2%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 4.2%, 2.5%, 7.4%, 20.9%, 4.0%,
-more-

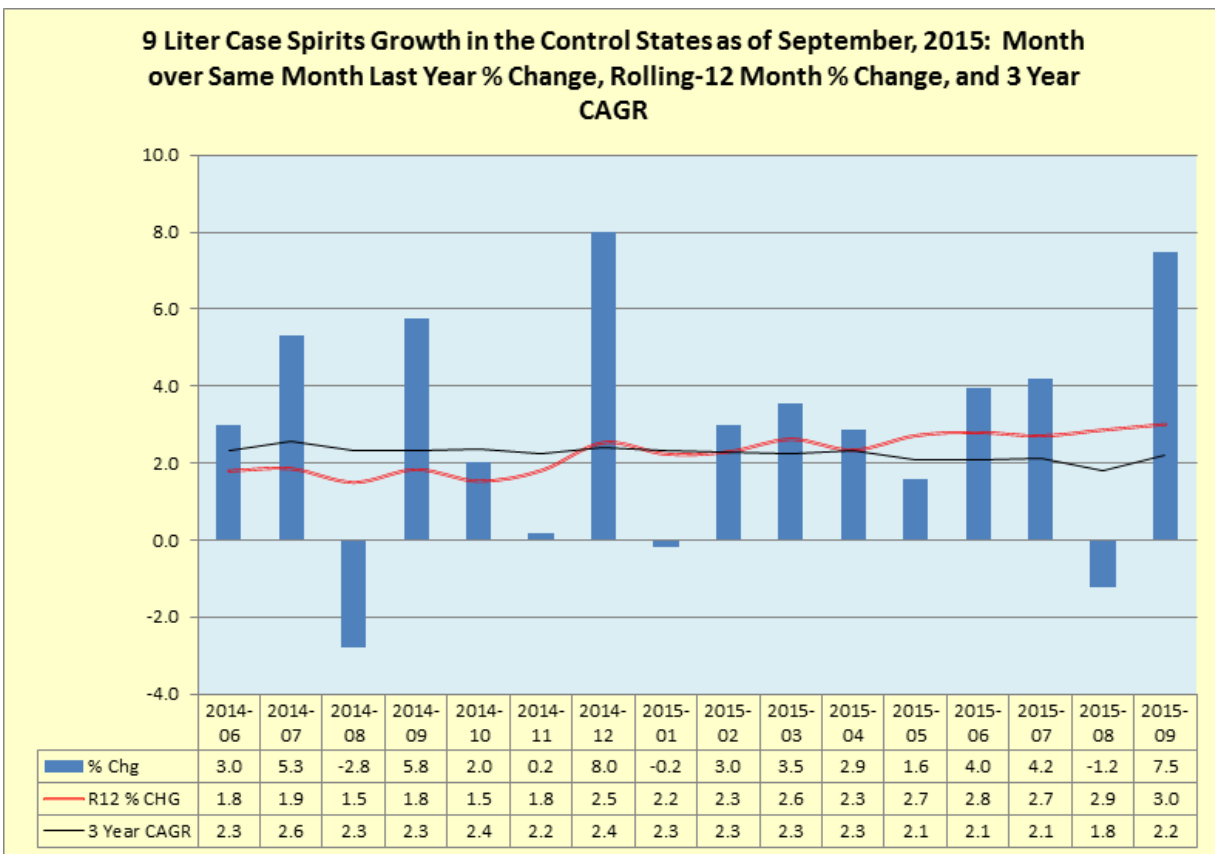
4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

SepCS Results Add 1

and -0.4%, respectively. Rolling-twelve month wine volume growth of 1.4% nudged ahead of August's 1.1%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	7.5	10.0	2.5%	
Central Region	7.0	8.9	1.9%	IA, MD, MI, OH, PA, WV
NE Region	6.3	9.3	3.0%	ME, NH, VT
NW Region	5.2	8.2	3.0%	ID, MT, OR, UT, WY
Southern Region	9.7	12.9	3.2%	AL, MS, NC, VA

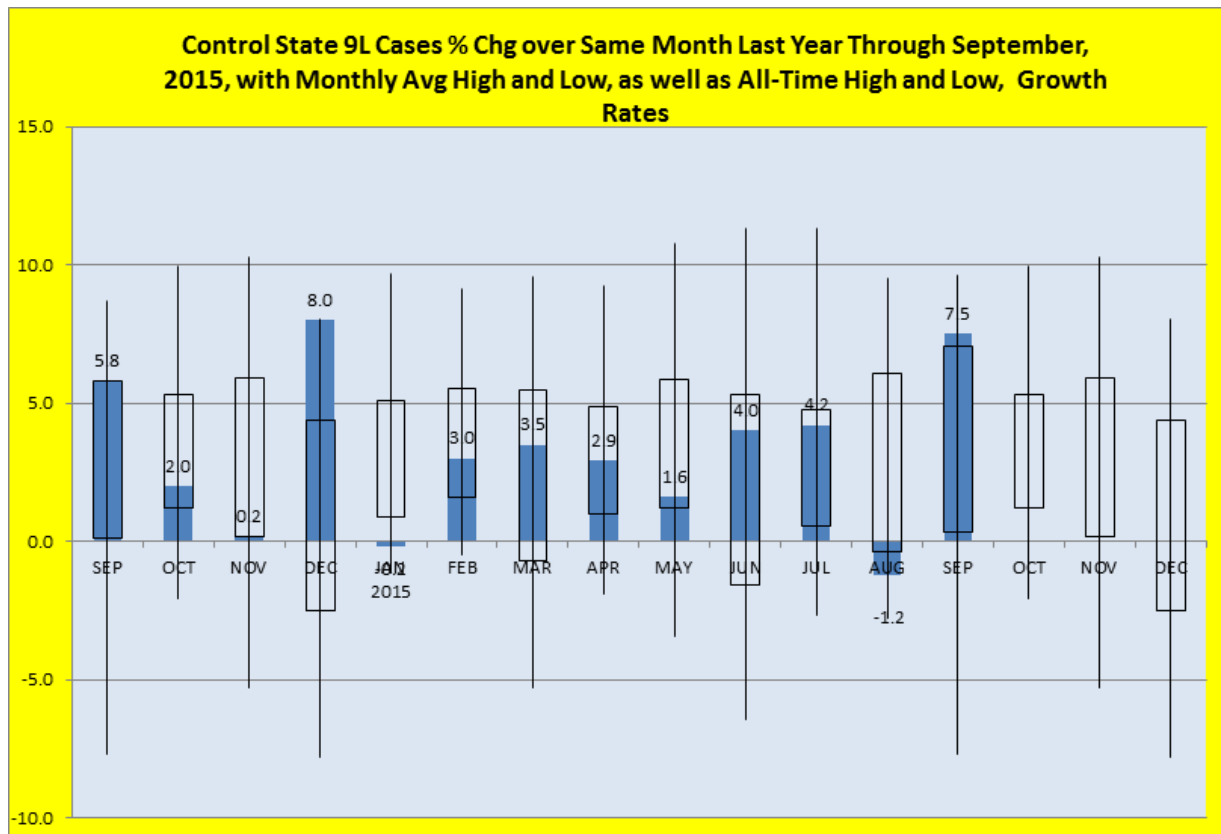
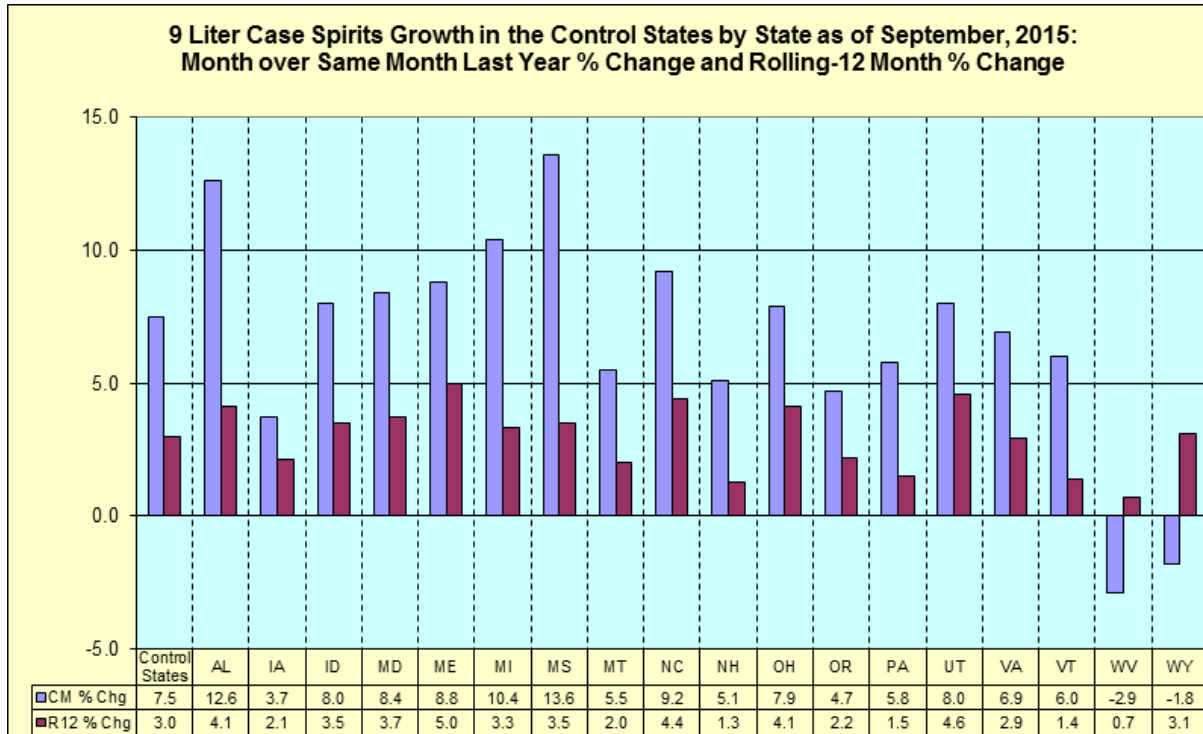


-more-

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

SepCS Results Add 2

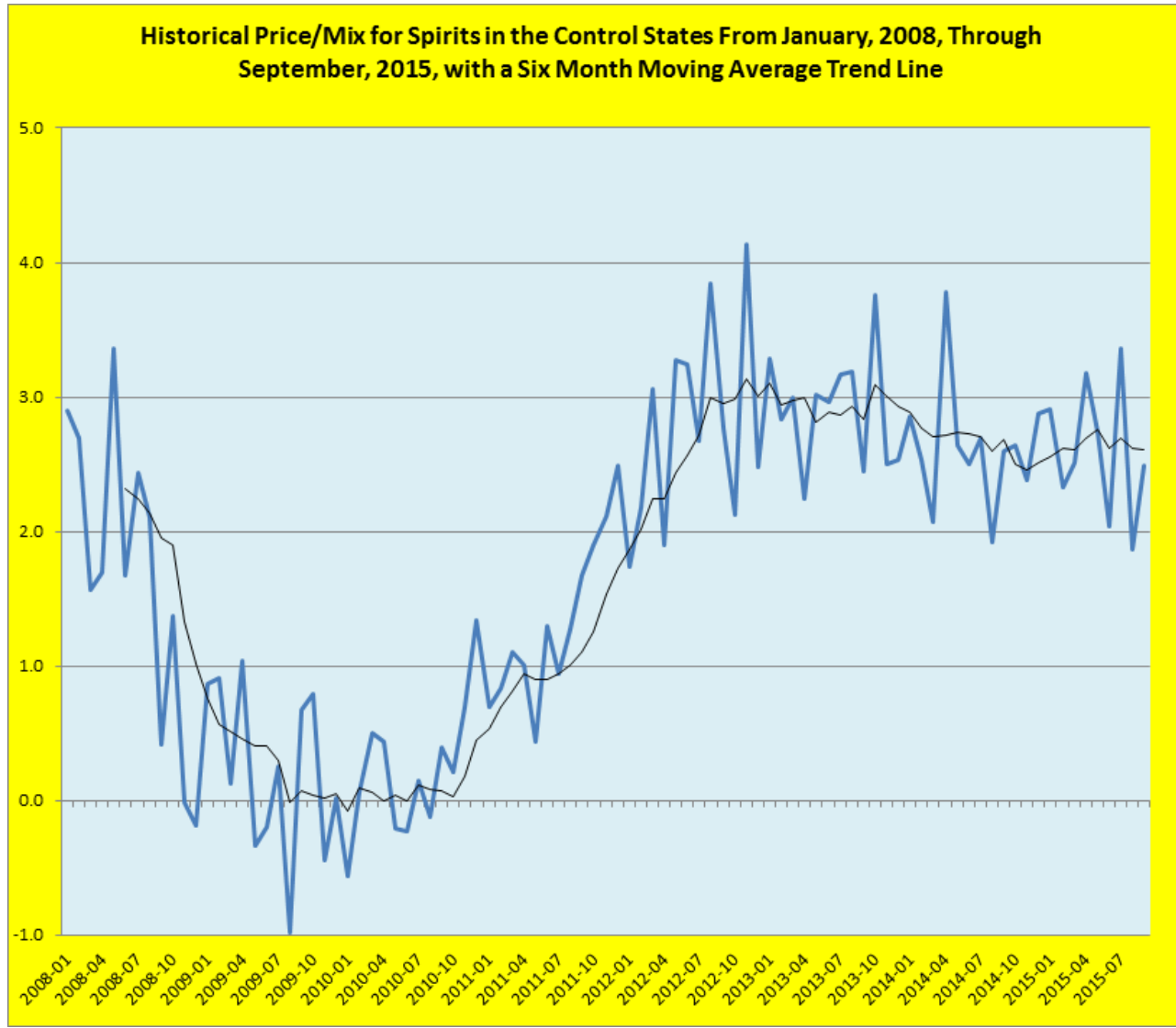


-more-

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

SepCS Results Add 3

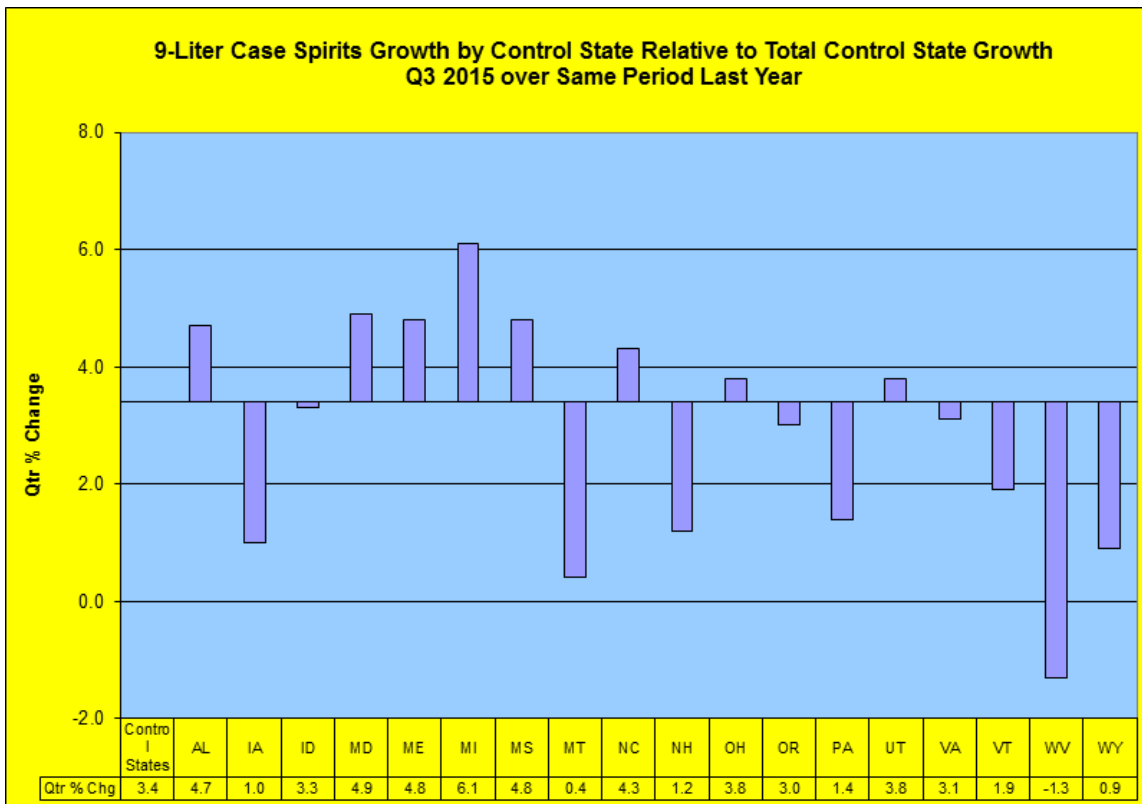
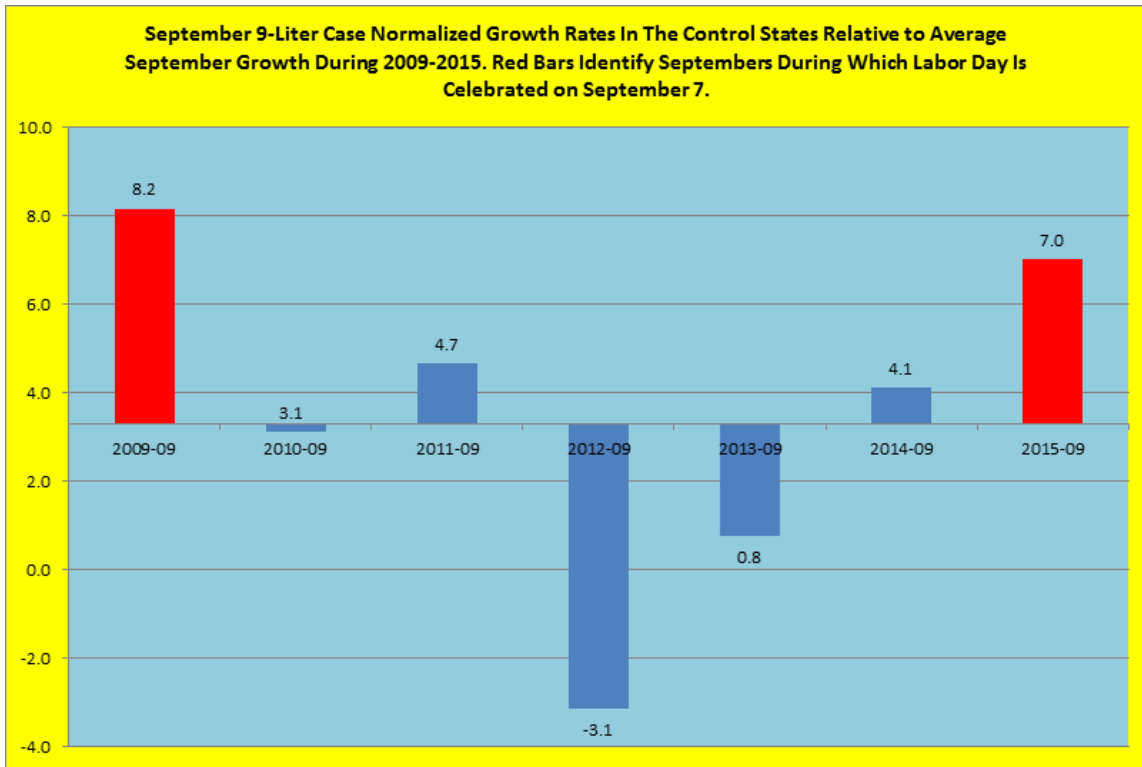


-more-

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

SepCS Results Add 4



-more-

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

SepCS Results Add 5

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

###

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.

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