



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for September

Control State results for nine-liter beverage sales for September 2013

ALEXANDRIA, VA (October 24, 2013)-- During September, nine-liter spirits case sales in the control states were up 1.4% compared to sales during the same period last year. Rolling-twelve month volumes grew at 1.8%, up from August's 1.1%. Iowa, Maine, Michigan, Mississippi, New Hampshire, Pennsylvania, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars were up 3.7% during September while trending at 4.6% during the past twelve months. Maine, Michigan, Mississippi, New Hampshire, Pennsylvania, and Wyoming reported growth rates that exceeded their twelve month trends.

Price/Mix for September was 2.3%, lagging August's 3.1%.

During September, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 10.0% growth reported and a twelve month growth trend of 14.3%. Vodka, with 33% share, grew during the same periods at 1.7% and 2.1%. During September Cocktails and Cordials grew at rates that exceeded their twelve-month trends.

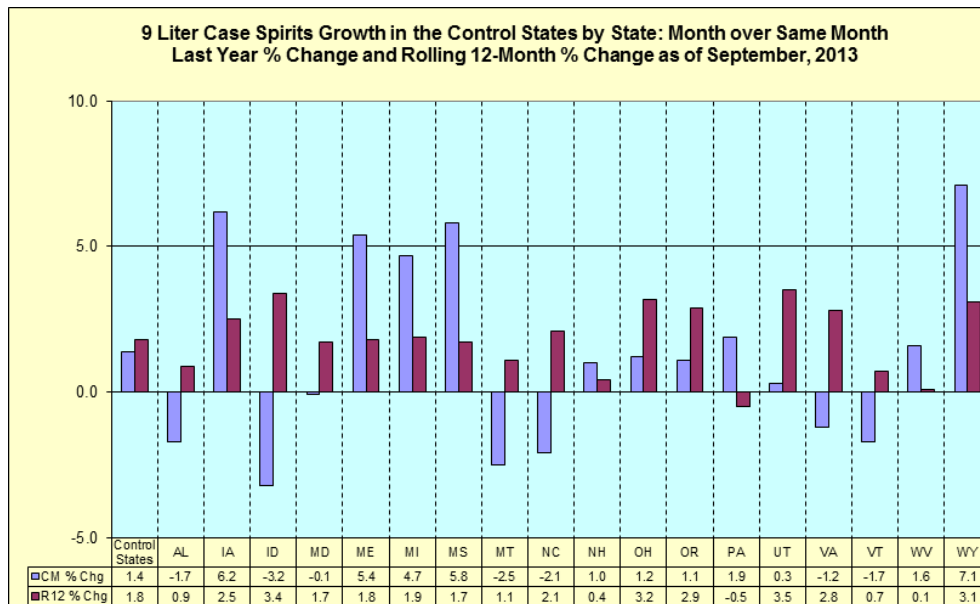
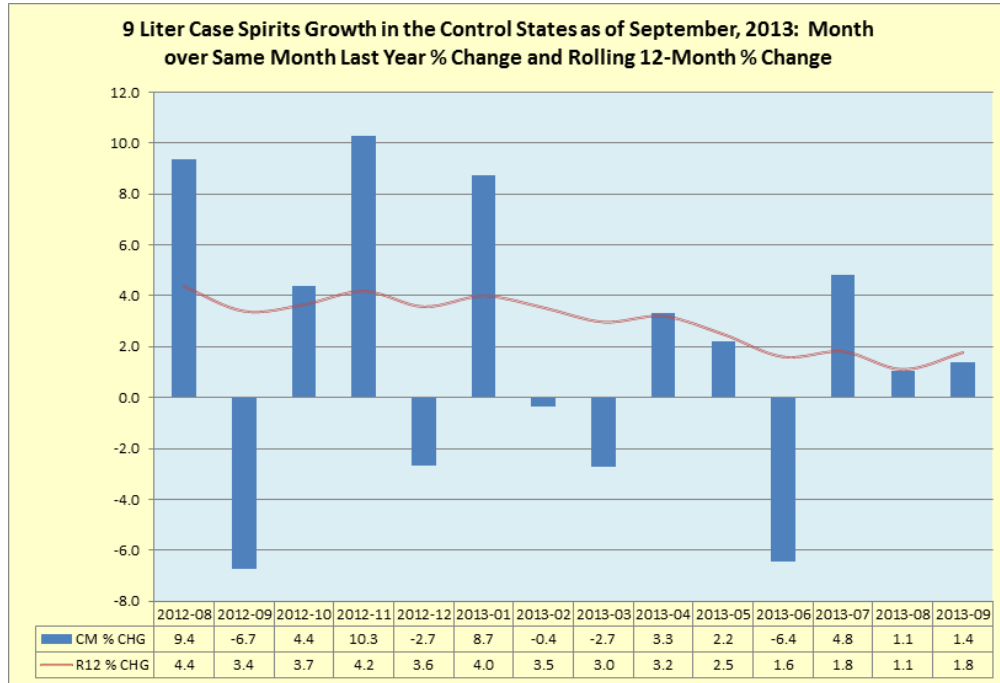
September's nine-liter wine case sales growth rate was 3.3%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 4.4%, -0.5%, 1.7%, 3.5%, 4.9%, and 12.1%, respectively. September's rolling-twelve month wine volume growth, 1.5%, is a slight improvement over August's 1.2%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.4	3.7	2.3%	
Central Region	2.9	4.8	1.9%	IA, MD, MI, OH, PA, WV
NE Region	1.9	7.6	5.7%	ME, NH, VT

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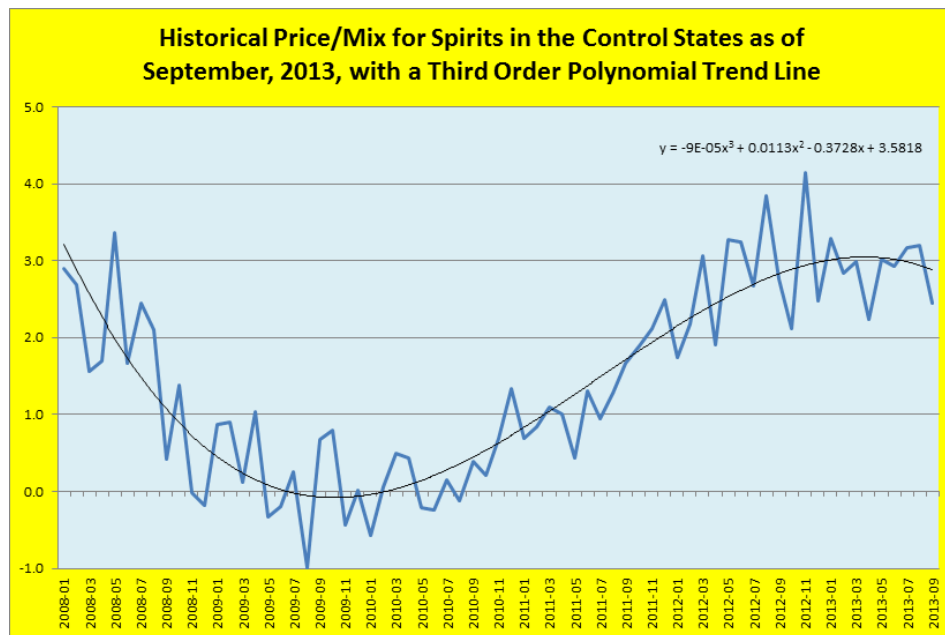
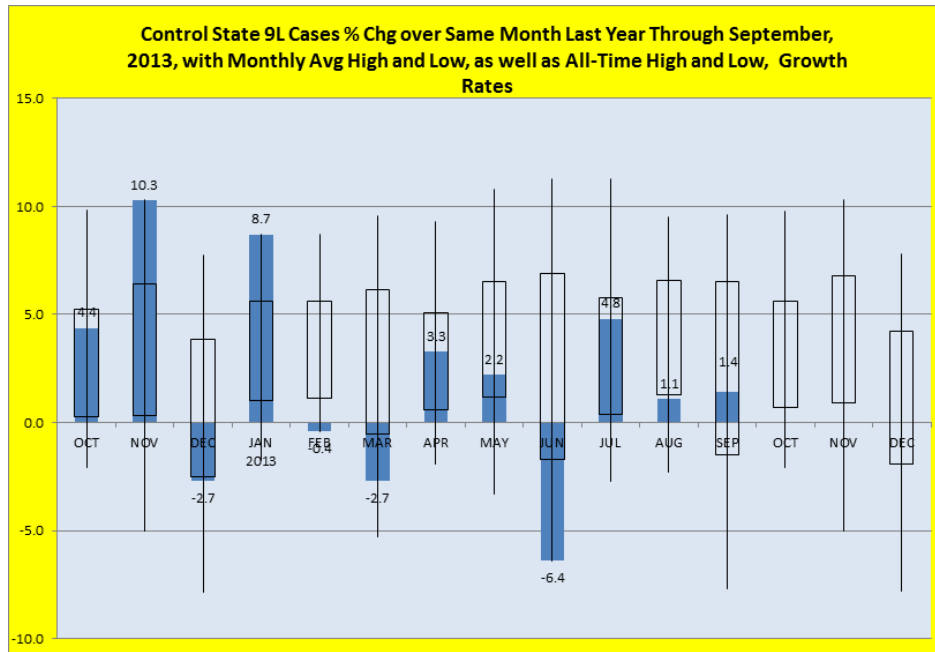
Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

NW Region	0.3	3.4	3.1%	ID, MT, OR, UT, WY
Southern Region	-0.8	1.1	1.9%	AL, MS, NC, VA



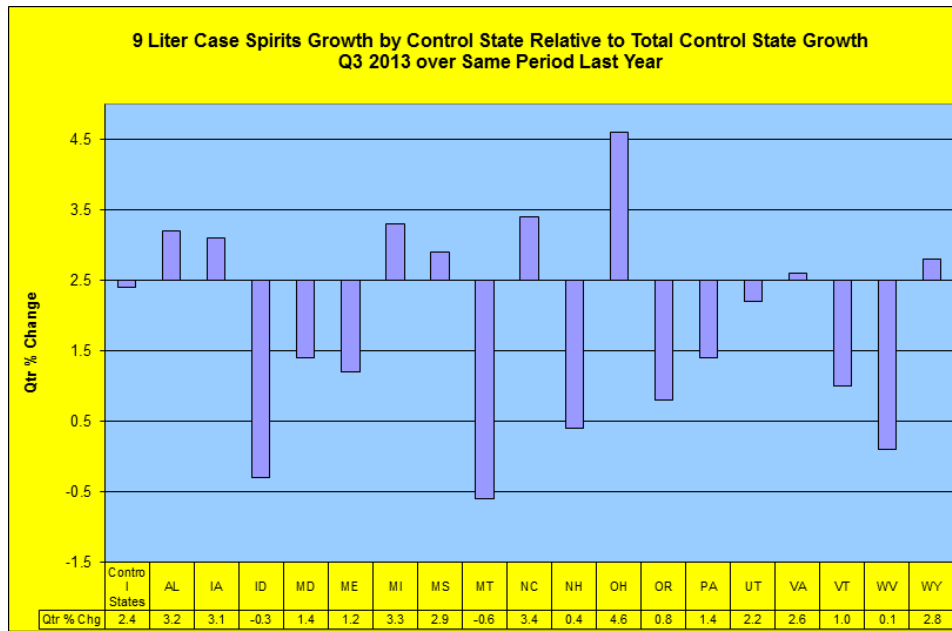
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For more information about the NABCA, visit www.nabca.org.

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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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