



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales Results for February

Control State results for nine-liter beverage sales for February 2018

ALEXANDRIA, VA (March 28, 2018) — During February, nine-liter control states spirits case sales grew 1.7% over same period sales last year. Alabama (4.6%), Maine (6.4%), Mississippi (4.9%), Montana (5.8%), Oregon (3.5%), Pennsylvania (2.1%), West Virginia (1.7%), and Wyoming (7.5%) reported monthly growth rates for February that exceeded their twelve-month trends. The growth rates for Iowa (-4.9%), Idaho (3.4%), Montgomery County Maryland (-2.7%), Michigan (0.7%), North Carolina (2.7%), New Hampshire (-8.4%), Ohio (2.3%), Utah (2.6%), Virginia (1.9%), and Vermont (0.8%) and fell short of matching their twelve-month trends. Control state rolling twelve-month volume growth, 2.7%, is up from January's reported 2.5%. Spirits volumes have grown 1.9% year-to-date compared to 0.6% a year ago.

Control state spirits shelf dollars grew 4.1% during February while trending at 5.1% during the past twelve months. Alabama (7.4%), Idaho (5.9%), Montgomery County MD (3.8%), Maine (11.0%), Mississippi (8.7%), Montana (6.7%), Ohio (7.7%), Oregon (5.7%), West Virginia (7.0%), and Wyoming (9.4%) reported growth rates exceeding their twelve-month trends. Iowa (-1.0%), Michigan (2.8%), New Hampshire (-10.6%), North Carolina (4.5%), Pennsylvania (3.2%), Utah (4.5%), Virginia (4.1%), and Vermont (1.3%) grew shelf dollars at rates below their twelve-month trends. Control state rolling twelve-month shelf dollar growth, 5.1%, is up from January's 4.9%. Shelf dollars in the control states grew 4.3% year-to-date compared to 2.3% last year.

Price/Mix for February is 2.4%, up slightly from January's reported 2.3%.

Irish Whiskey, with 1% share of the nine-liter case control states spirits market, grew its February volumes fastest among all categories with reported growth of 19.1% and a twelve-month trend of 14.7%. Vodka, with 35% share, grew during the same periods at 1.5% and 2.2%, respectively. Cordials (0.9%), Irish Whiskey (19.1%), and Rum (0.4%) grew at rates exceeding their twelve month trends while Brandy/Cognac (-2.9%), Canadian Whiskey (-0.3%), Cocktails (1.0%), Domestic Whiskey (4.3%), Gin (-1.6%), Scotch (-0.3%), Tequila (6.3%) and Vodka (1.5%) grew at rates below theirs.

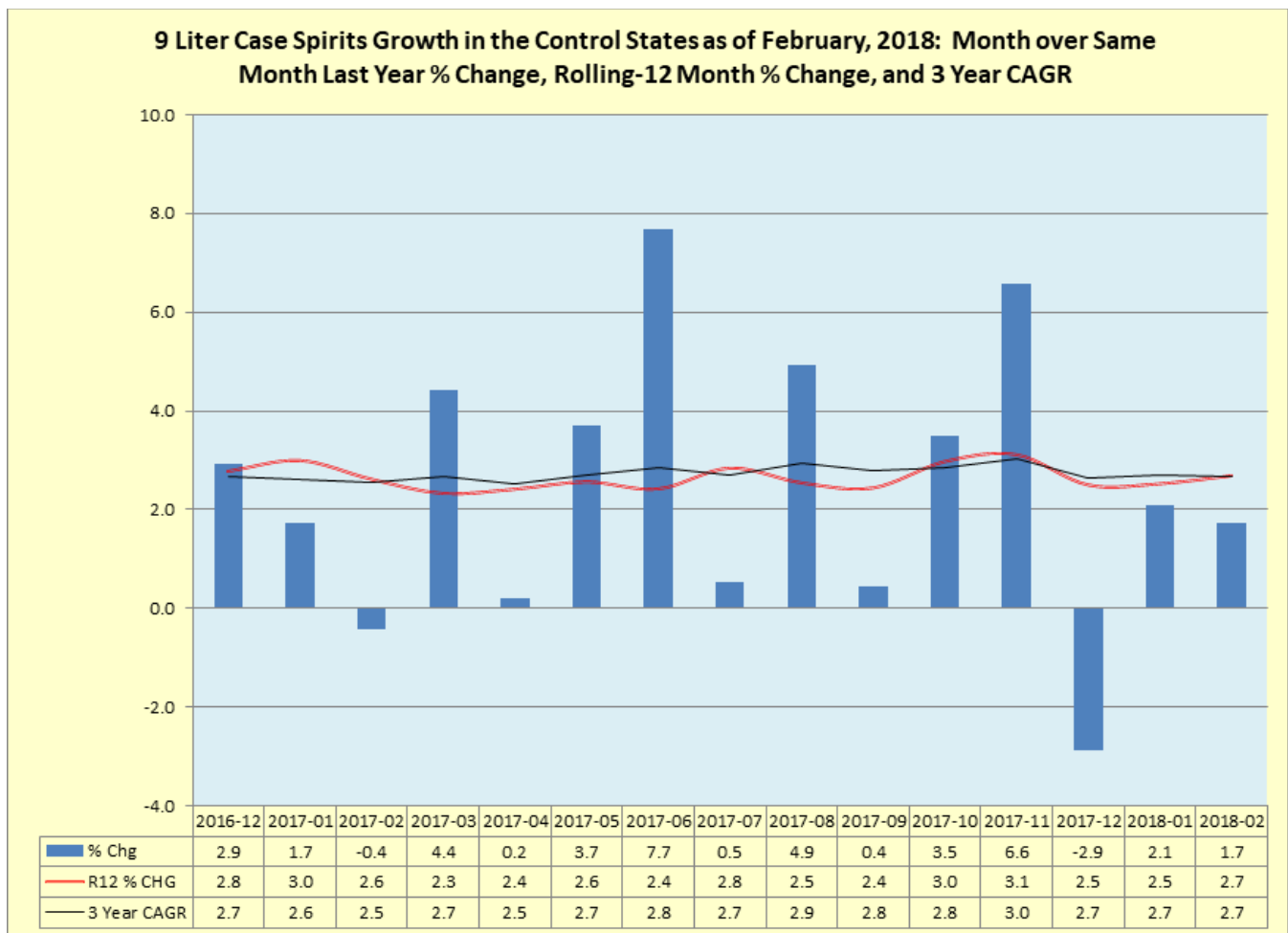
February's nine-liter wine case sales growth rate was -1.3%. Pennsylvania (reporting -1.4% nine-liter case growth for wines), New Hampshire (-4.1%), Utah (-1.3%), Mississippi (4.7%), Montgomery County Maryland (-1.9%), and Wyoming (1.2%) are the control states that are the sole wholesalers and retailers of wines and spirits within their geographical boundaries. Rolling twelve-month wine volume growth in these six control states was 1.4%, slipping from January's reported 1.6%.

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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.7	4.1	2.4%	
Central Region	1.0	4.0	3.0%	IA, MD, MI, OH, PA, WV
NE Region	-2.9	-3.2	-0.3%	ME, NH, VT
NW Region	3.9	5.8	1.9%	ID, MT, OR, UT, WY
Southern Region	3.1	5.3	2.2%	AL, MS, NC, VA

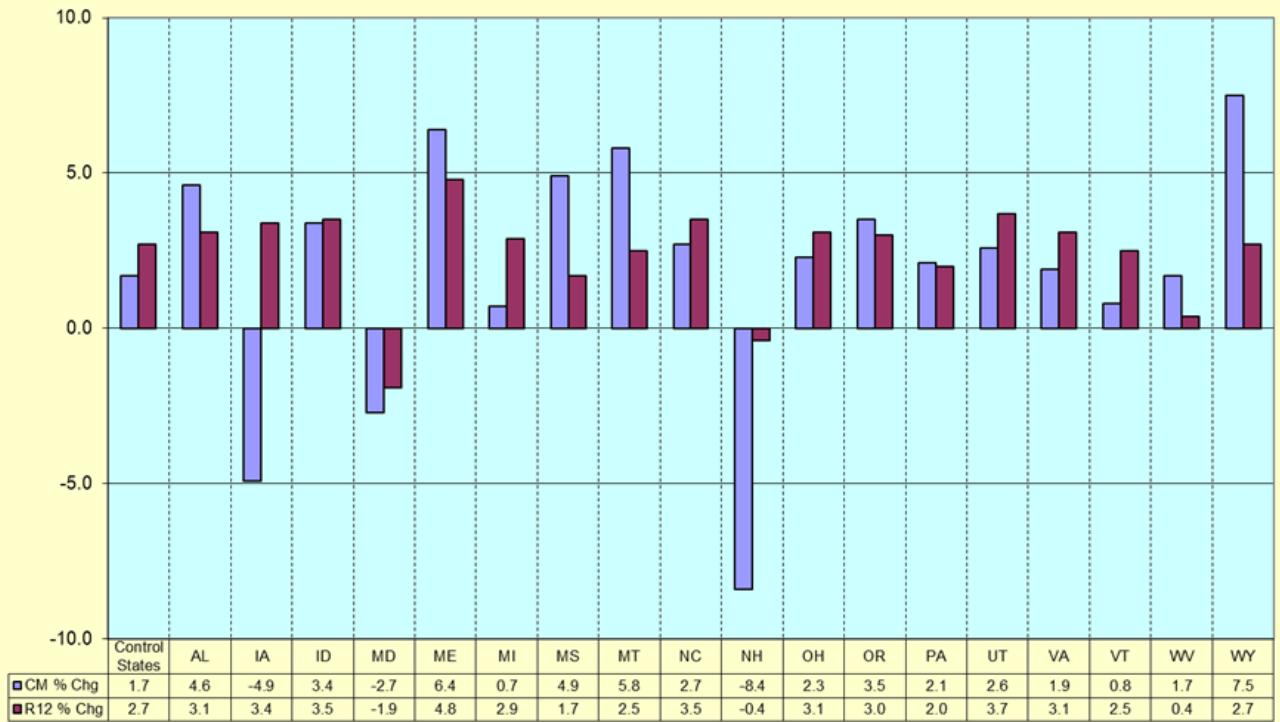


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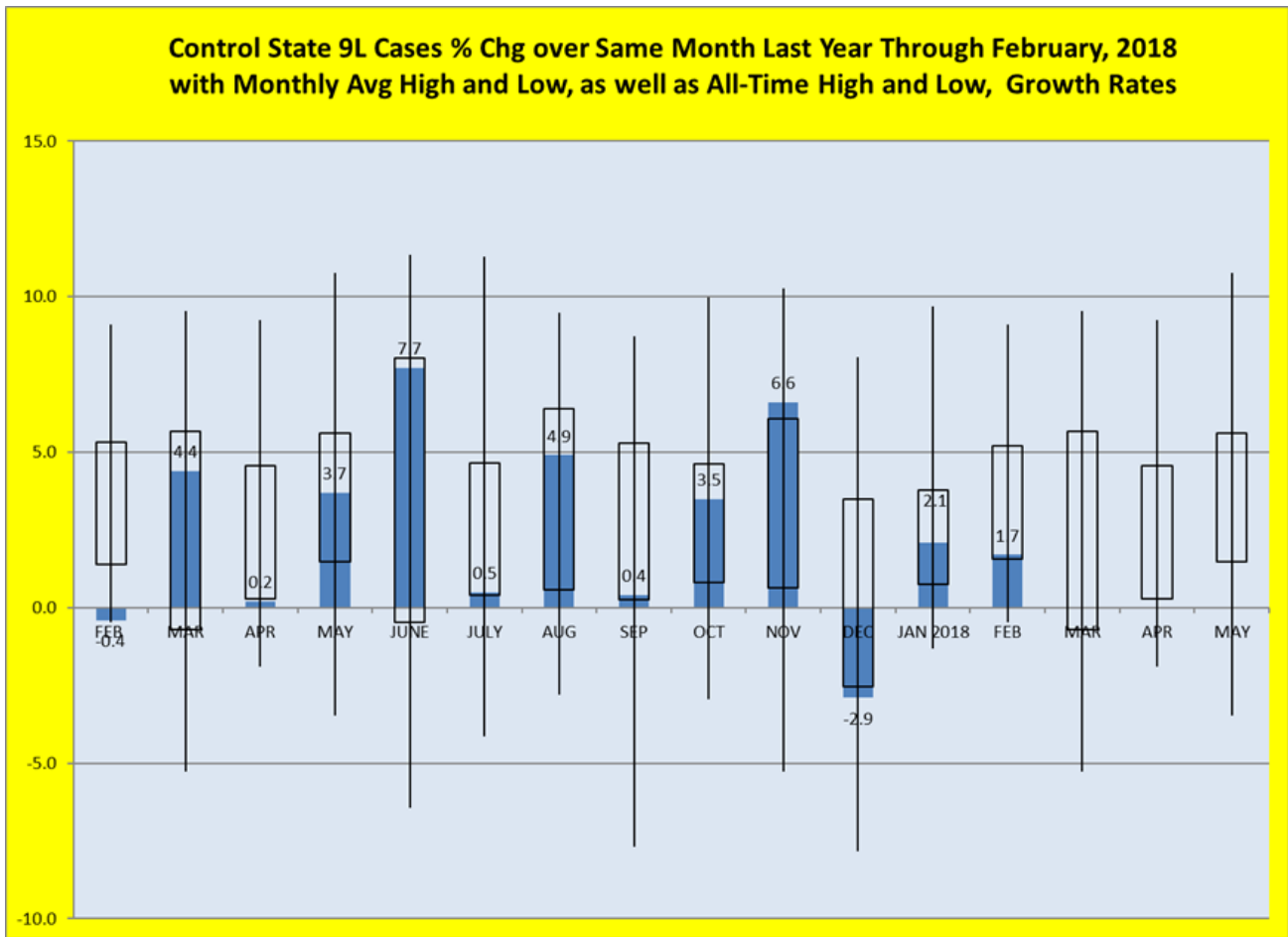
**9 Liter Case Spirits Growth in the Control States by State as of February, 2018:
Month over Same Month Last Year % Change and Rolling-12 Month % Change**



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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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