



News Release

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FOR IMMEDIATE RELEASE

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

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

ALEXANDRIA, VA (May 22, 2018) — During April nine-liter control states spirits case sales grew 2.0% over same period sales last year. Alabama (4.7%), Iowa (11.7%), Maine (7.6%), Mississippi (5.5%), Oregon (3.6%), and Wyoming (11.3%) reported monthly growth rates that exceeded their twelve-month trends. The growth rates for Idaho (2.1%), Montgomery County Maryland (-5.5%), Michigan (1.8%), Montana (1.4%), North Carolina (0.3%), New Hampshire (-1.7%), Ohio (0.8%), Pennsylvania (0.9%), Utah (2.3%), Virginia (-0.2%), Vermont (1.9%), and West Virginia (-2.9%) fell short of matching their twelve-month trends. Control state rolling-twelve-month volume growth, 2.8%, improved upon March's 2.7%. Volumes in the control states grew 2.6% year-to-date compared to 1.5% a year ago.

Control state spirits shelf dollars were up 4.5% during April while trending at 5.3% during the past twelve months. Alabama (7.5%), Iowa (13.1%), Maine (11.5%), Mississippi (8.6%), Montana (3.5%), Pennsylvania (7.3%), Utah (4.8%), and Wyoming (12.3%) reported growth rates exceeding their twelve-month trends. Idaho (4.2%), Montgomery County Maryland (-0.3%), Michigan (3.8%), North Carolina (2.6%), New Hampshire (0.8%), Ohio (3.4%), Oregon (4.6%), Virginia (1.2%), Vermont (4.1%), and West Virginia (-2.6%) grew shelf dollars at rates below their twelve-month trends. Shelf dollars in the control states are up 5.4% year-to-date compared to 3.4% last year.

Price/Mix for April is 2.5%, slipping from March's 3.5%.

Irish Whiskey, with 1% share of the nine-liter case control states spirits market, was April's fastest growing category with 13.3% reported and a twelve-month trend of 14.9%. Vodka, with 35% share, grew during the same periods at 1.1% and 2.3%, respectively. Cordials (1.2%) and Domestic Whiskey (5.7%) grew at rates greater than their twelve-month trends, while Brandy/Cognac (-0.8%), Canadian Whiskey (1.8%), Cocktails (3.7%), Gin (-1.9%), Irish Whiskey (13.3%), Rum (-1.5%), Scotch (0.1%), Tequila (8.8%), and Vodka (1.1%) grew at rates below theirs.

April's nine-liter wine case sales growth rate was -2.8%. Pennsylvania (reporting -4.7% nine-liter case growth for wines), New Hampshire (-3.0%), Utah (-1.4%), Mississippi (5.9%), Montgomery County Maryland (-1.9%), and Wyoming (9.7%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states was 1.3%, down from March's reported 1.8%.

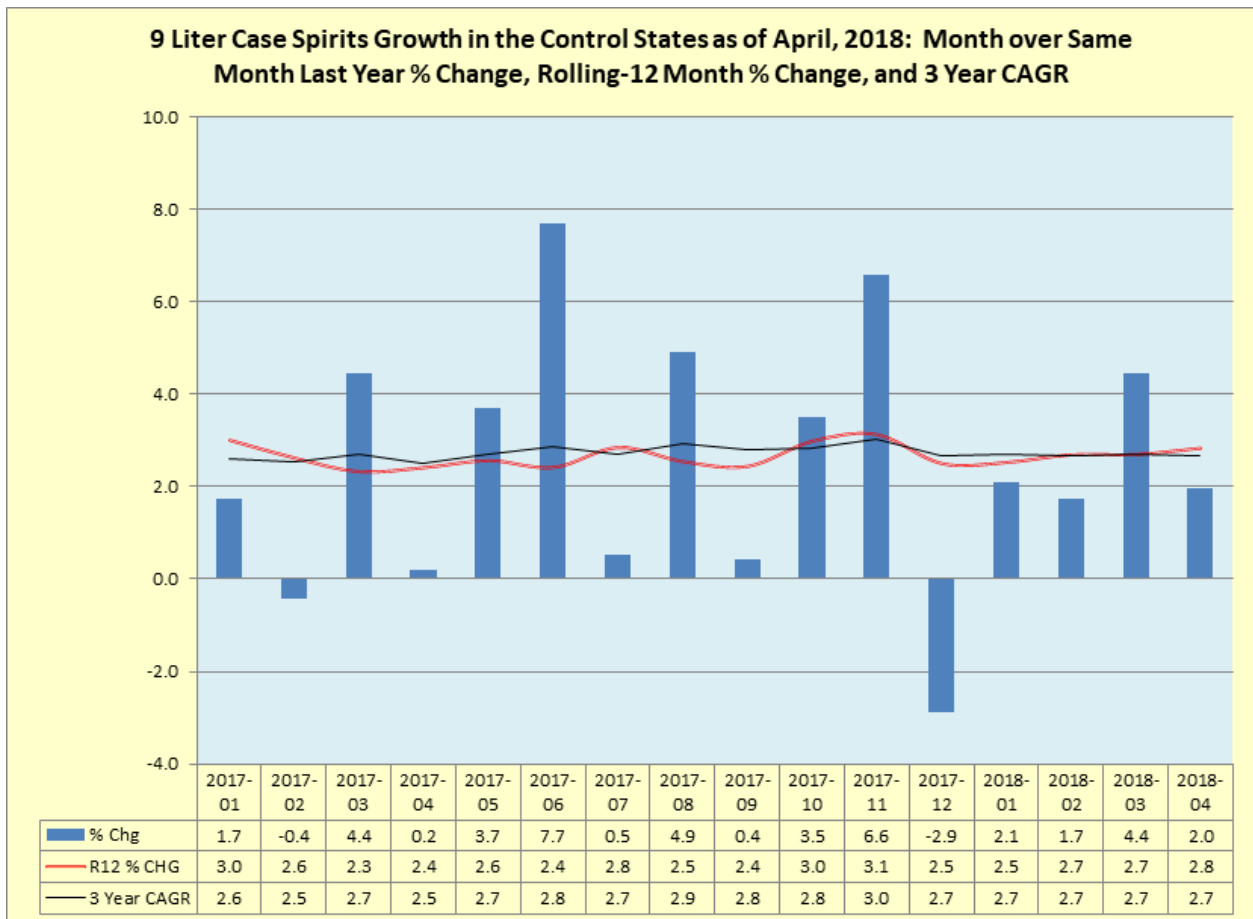
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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

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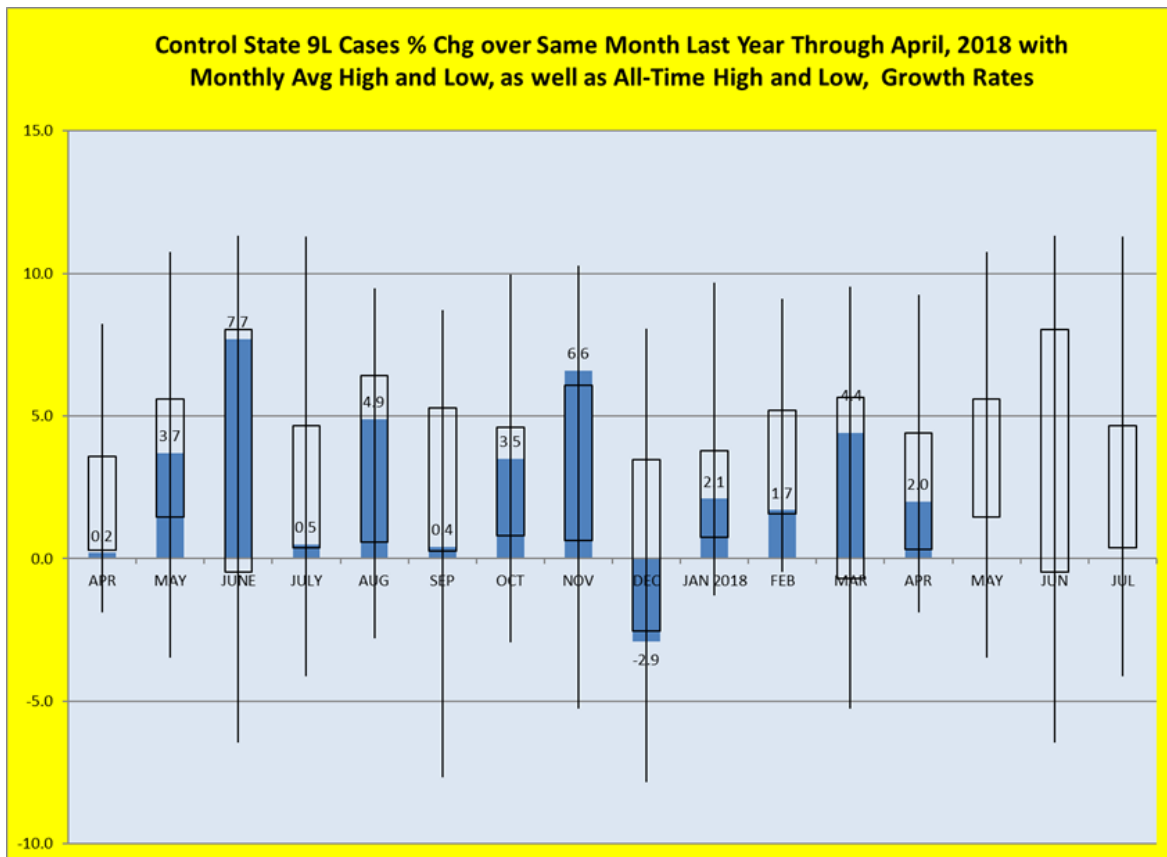
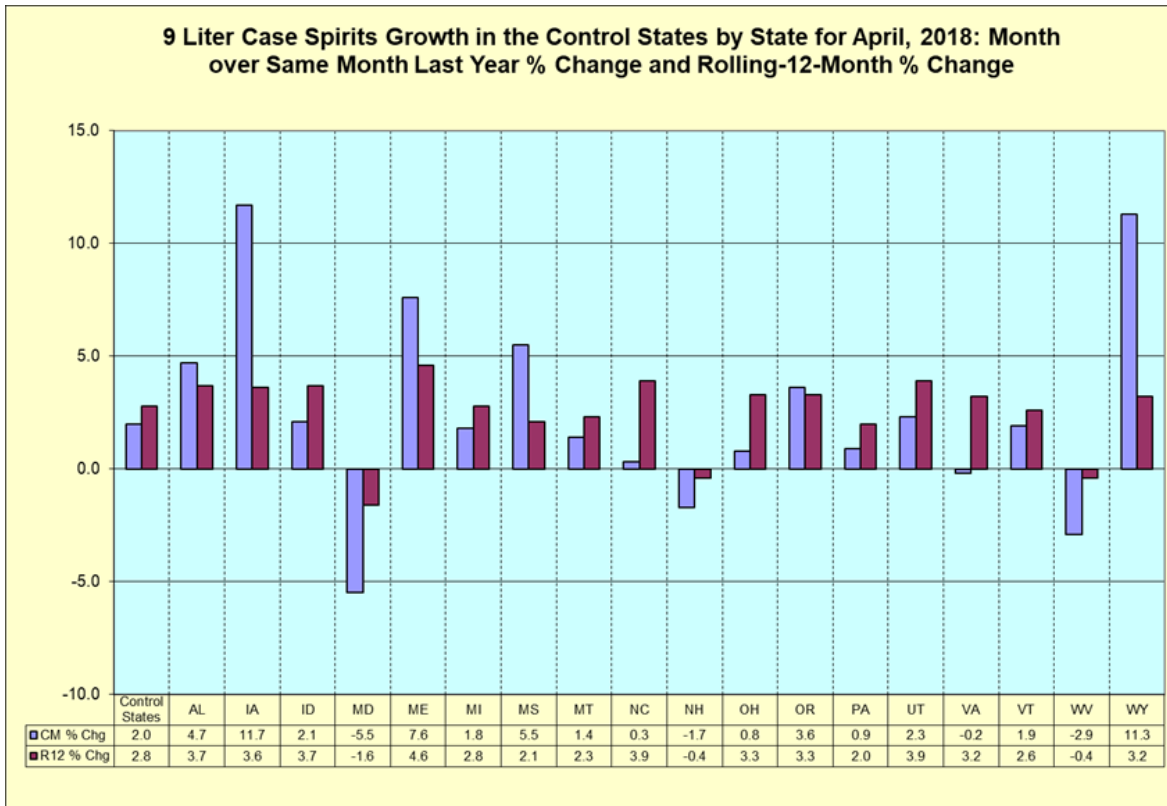
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	2.0	4.5	2.5%	
Central Region	1.9	5.1	3.2%	IA, MD, MI, OH, PA, WV
NE Region	1.1	3.9	2.8%	ME, NH, VT
NW Region	3.4	4.9	1.5%	ID, MT, OR, UT, WY
Southern Region	1.6	3.5	1.9%	AL, MS, NC, VA



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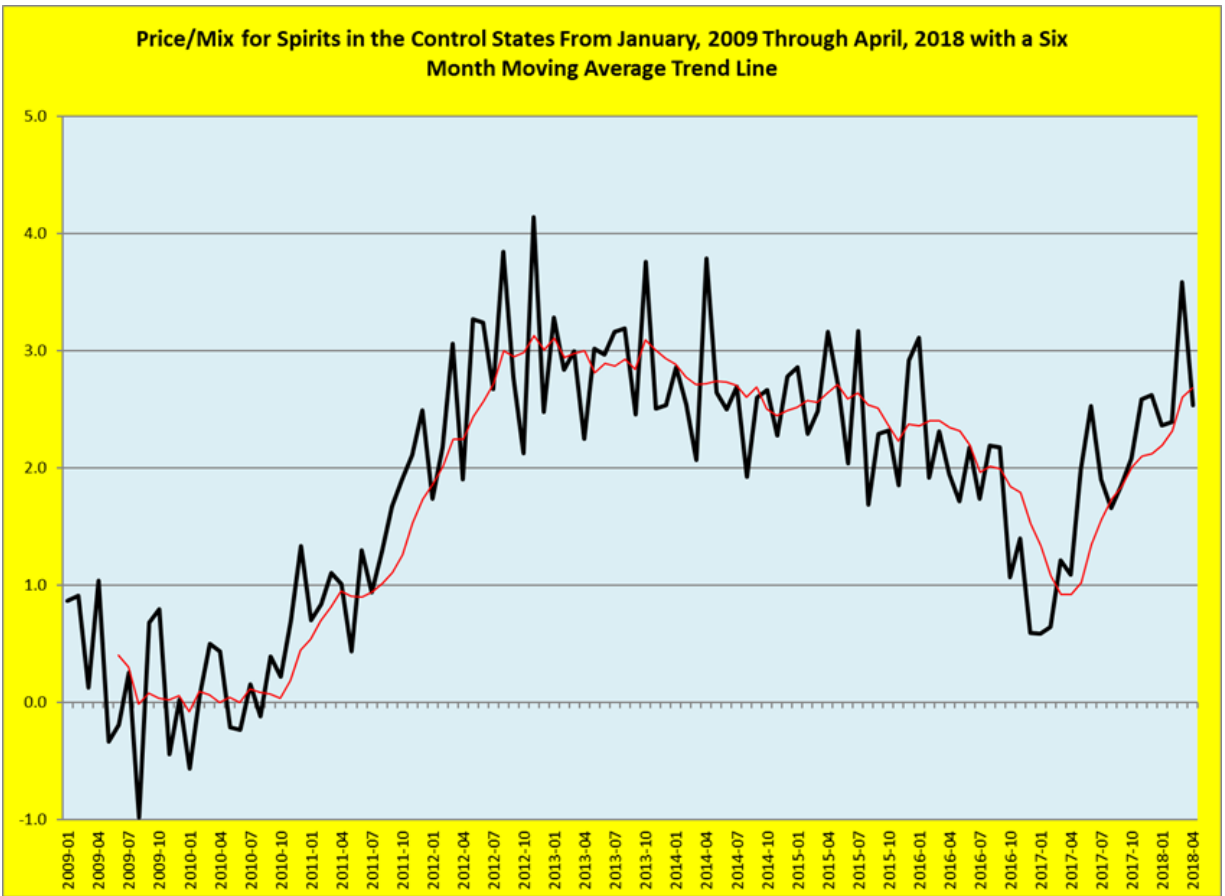
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For more information about the NABCA, visit www.nabca.org.

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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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