



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for August

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

ALEXANDRIA, VA (September 20, 2018)-- During August 2018 nine-liter spirits case sales in the control states grew 4.3% over same period sales last year.

Alabama (12.0%), Iowa (6.7%), Idaho (4.9%), Montgomery County Maryland (0.1%), Michigan (4.8%), North Carolina (8.6%), New Hampshire (2.3%), Ohio (6.6%), Pennsylvania (0.2%), Utah (4.9%), Virginia (7.0%), and Vermont (5.4%) reported monthly growth rates exceeding their twelve-month trends. The growth rates for Maine (1.7%), Mississippi (-5.0%), Montana (-1.2%), Oregon (2.4%), West Virginia (1.9%), and Wyoming (-2.3%) fell short of their twelve-month trends.

Control state rolling-twelve-month volume growth, 2.3%, was nearly flat with July's reported 2.4%. Volumes in the control states grew 2.7% year-to-date compared to 3.0% a year ago.

Control state spirits shelf dollars were up 7.6% during August while trending at 4.9% during the past twelve months.

Alabama (17.1%), Iowa (10.4%), Idaho (7.0%), Michigan (9.2%), Montana (3.1%), North Carolina (11.4%), Ohio (10.5%), Oregon (4.9%), Pennsylvania (3.2%), Utah (5.7%), Virginia (9.7%), and Vermont (6.5%) reported growth rates exceeding their twelve-month trends, while Montgomery County Maryland (3.4%), Maine (5.8%), Mississippi (-4.0%), New Hampshire (0.9%), West Virginia (2.7%), and Wyoming (-1.5%) grew shelf dollars at rates below theirs.

Shelf dollars in the control states are up 5.4% year-to-date compared to 5.1% last year.

Price/Mix for August is 3.3%, up smartly from July's 2.1%.

Irish Whiskey, with 1% share of the nine-liter case control states spirits market, was August's fastest growing category with 14.3% growth reported and a twelve-month trend of 13.5%. Vodka, with 35% share, grew during the same periods at 4.0% and 2.2%, respectively. Every category--Brandy/Cognac (0.4%), Canadian Whiskey (3.3%), Cocktails (7.4%), Cordials (1.5%), Domestic Whiskey (7.3%), Gin (1.2%), Irish Whiskey (14.3%), Rum (2.4%), Scotch (0.6%), Tequila (12.6%), and Vodka (4.0%)--grew at a rate above its twelve-month trend.

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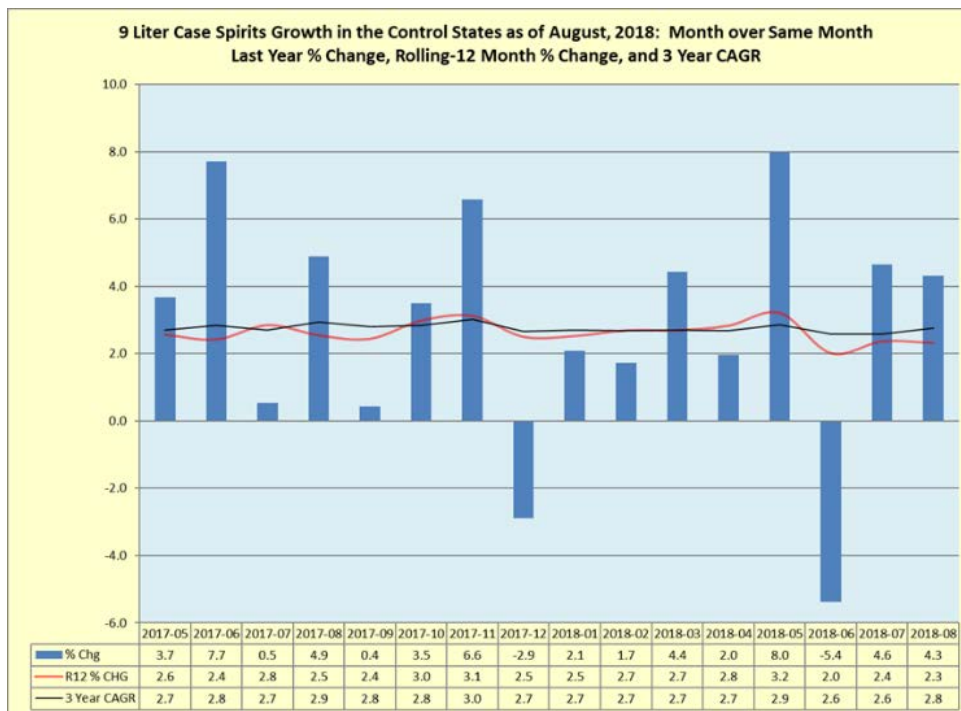
4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

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August's nine-liter wine case sales growth rate was -1.8%. Pennsylvania (reporting -2.8% nine-liter case growth for wines), New Hampshire (1.6%), Utah (0.8%), Mississippi (-1.2%), Montgomery County Maryland (-1.8%), and Wyoming (-9.1%) 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 -1.4%, slipping from July's reported -0.6%.

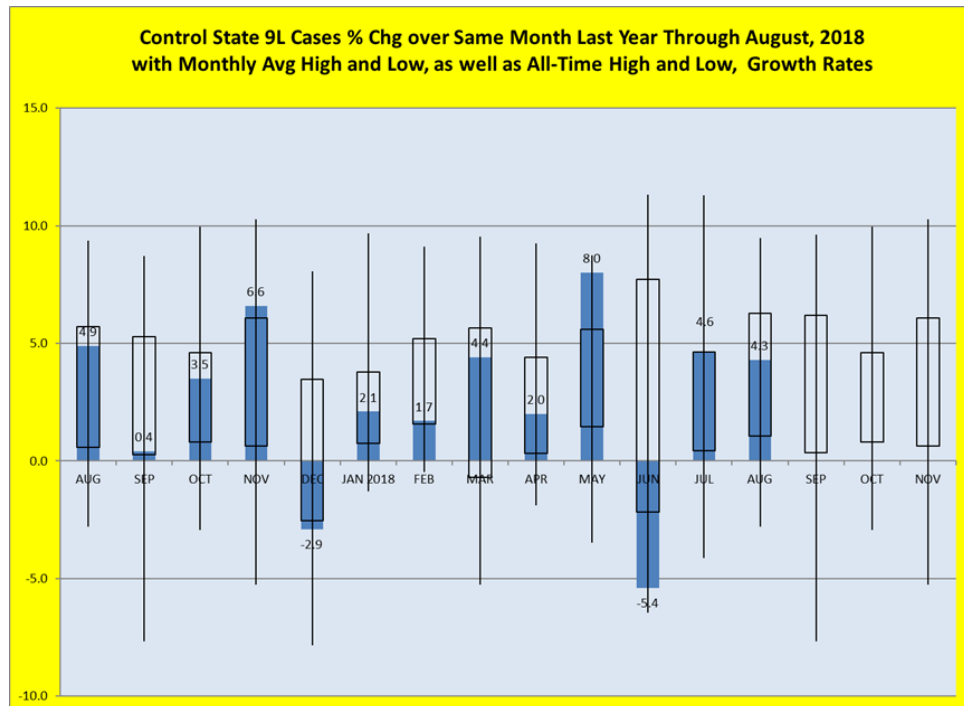
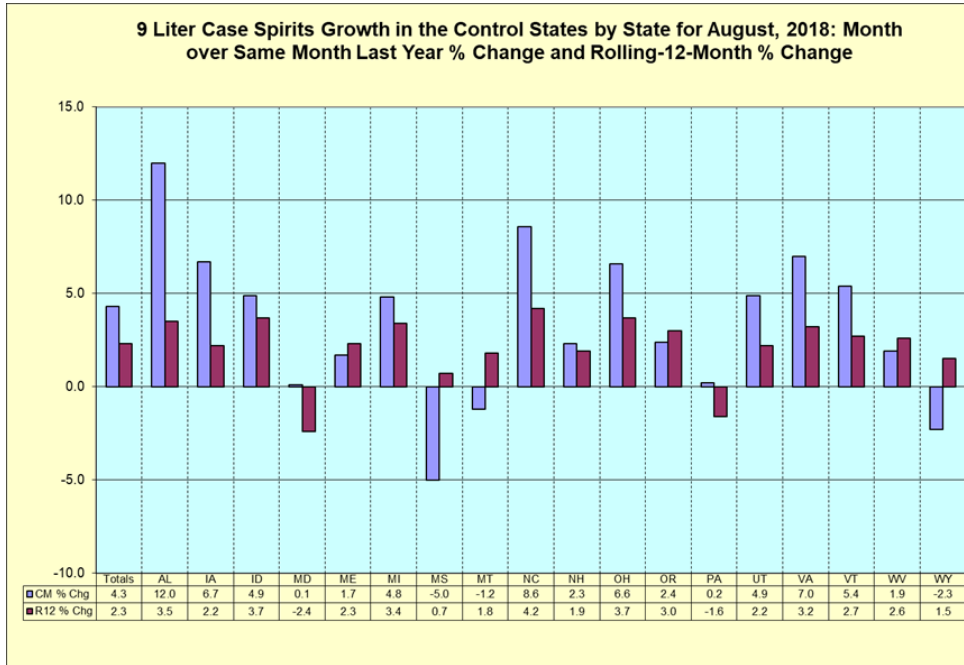
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	4.3	7.6	3.3%	
Central Region	3.8	7.6	3.8%	IA, MD, MI, OH, PA, WV
NE Region	2.4	3.2	0.8%	ME, NH, VT
NW Region	2.4	4.7	2.3%	ID, MT, OR, UT, WY
Southern Region	6.9	10.3	3.4%	AL, MS, NC, VA



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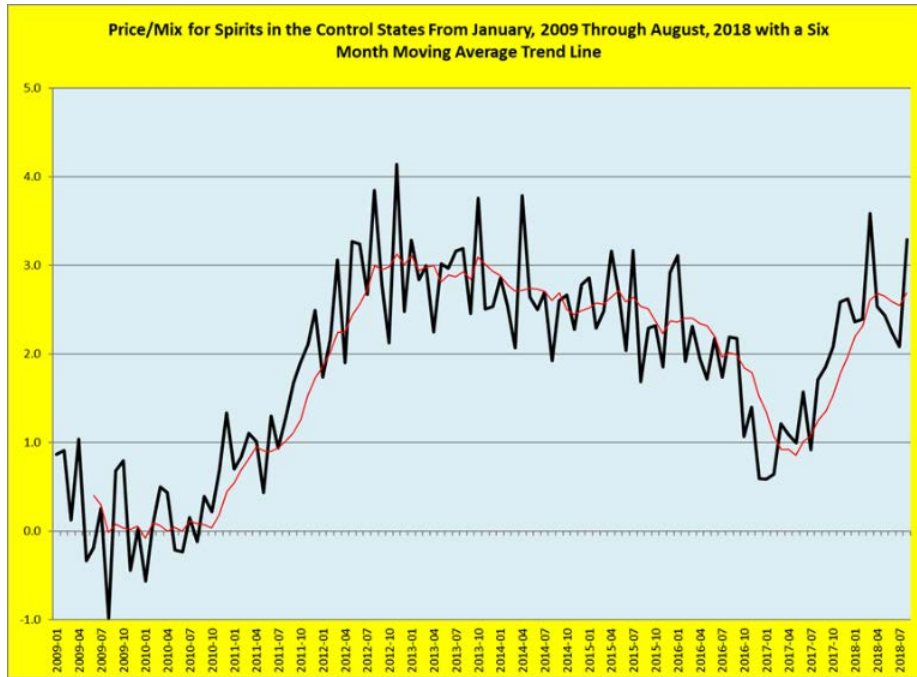
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For more information about the NABCA, visit www.nabca.org.

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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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