



# 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 2019*

ALEXANDRIA, VA (May 22, 2019) —During April nine-liter control states spirits case sales grew 5.8% over same period sales last year. Alabama (6.9%), Iowa (4.9%), Idaho (7.2%), Montgomery County Maryland (1.4%), Maine (6.6%), Michigan (4.6%), Mississippi (6.8%), Montana (15.8%), North Carolina (9.8%), Ohio (7.7%), Oregon (6.4%), Pennsylvania (3.0%), Utah (5.4%), Virginia (6.7%), Vermont (2.6%), West Virginia (6.7%), and Wyoming (11.8%) reported monthly growth rates for April exceeding their twelve-month trends. New Hampshire (-3.9%) grew at a rate that fell short of its twelve-month trend. Control state rolling-twelve-month volume growth, 3.3%, improved upon March's reported 3.0%. Spirits volumes grew 4.3% year-to-date compared to 2.6% a year ago.

Control state spirits shelf dollars grew at 8.0% during April while trending at 6.2% during the past twelve months. Alabama (9.5%), Iowa (6.1%), Idaho (9.1%), Montgomery County Maryland (1.2%), Maine (7.9%), Michigan (7.2%), Mississippi (9.1%), Montana (17.4%), North Carolina (12.3%), Ohio (11.1%), Oregon (9.9%), Pennsylvania (4.1%), Utah (8.4%), Virginia (10.2%), Vermont (4.2%), and West Virginia (10.0%) reported growth rates exceeding their twelve-month trends. New Hampshire (-7.7%) and Wyoming (7.9%) grew shelf dollars at rates lagging their twelve-month trends. Shelf dollars in the control states are up 6.8% year-to-date compared to 5.4% last year-to-date.

Price/Mix for April is 2.2%, down slightly from March's 2.4%.

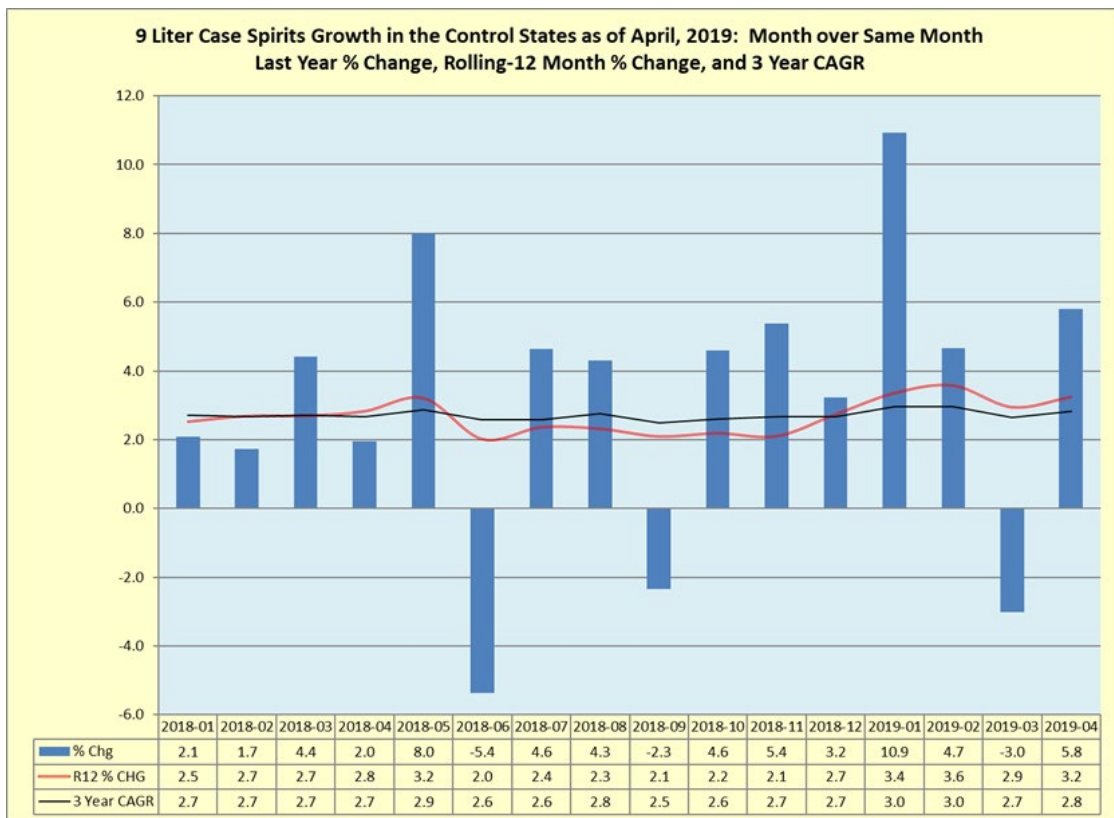
Tequila, with 6% share of the nine-liter case control states spirits market, was April's fastest growing category with 12.9% reported and a twelve-month trend of 10.2%. Irish Whiskey, with 2% share, reported 9.6% growth and a 11.7% twelve-month trend. Vodka, with 34% share, grew during the same periods at 6.3% and 3.0%, respectively. Canadian Whiskey (6.2%), Cordials (4.4%), Domestic Whiskey (7.4%), Gin (3.3%), Rum (3.0%), Tequila (12.9%), and Vodka (6.3%) grew at rates exceeding their twelve-month trends, while Brandy/Cognac (0.0%), Cocktails (7.3), Irish Whiskey (9.6%), and Scotch (-1.7%) grew at rates lagging theirs.

April's nine-liter wine case sales growth rate was 2.5%. Pennsylvania (reporting 3.4% nine-liter case growth for wines), New Hampshire (-1.1%), Utah (3.5%), Mississippi (6.2%), Montgomery County Maryland (-1.9%), and Wyoming (5.0%) are the control states that are the sole wholesalers of wines and spirits within their

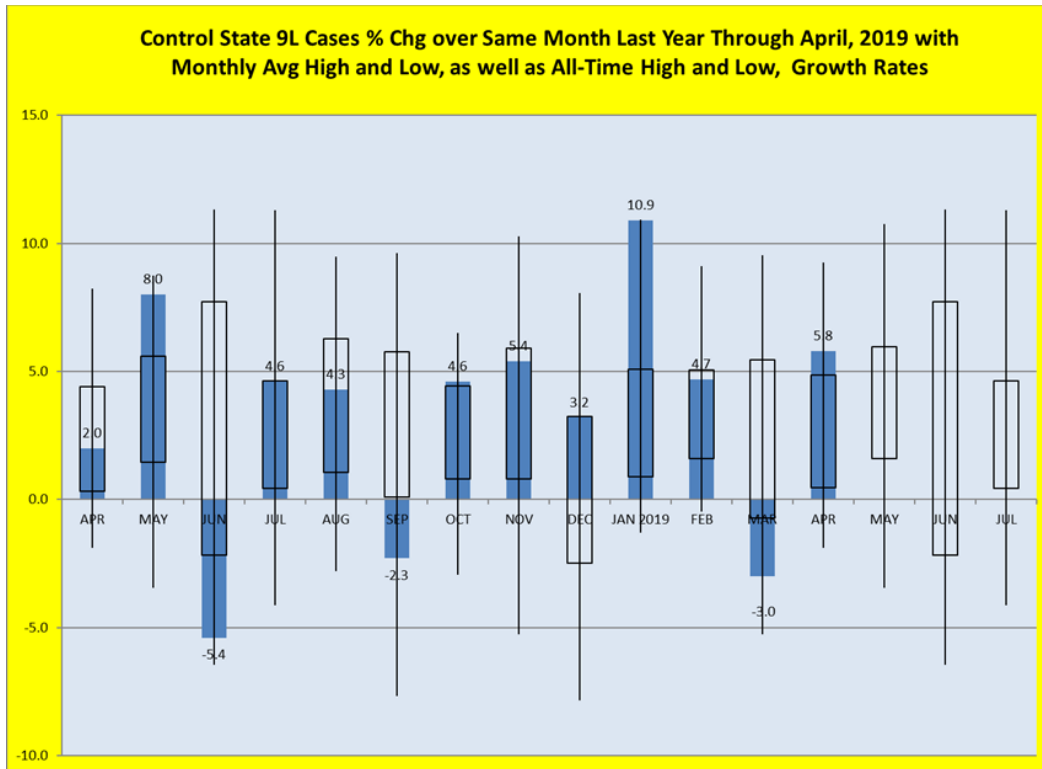
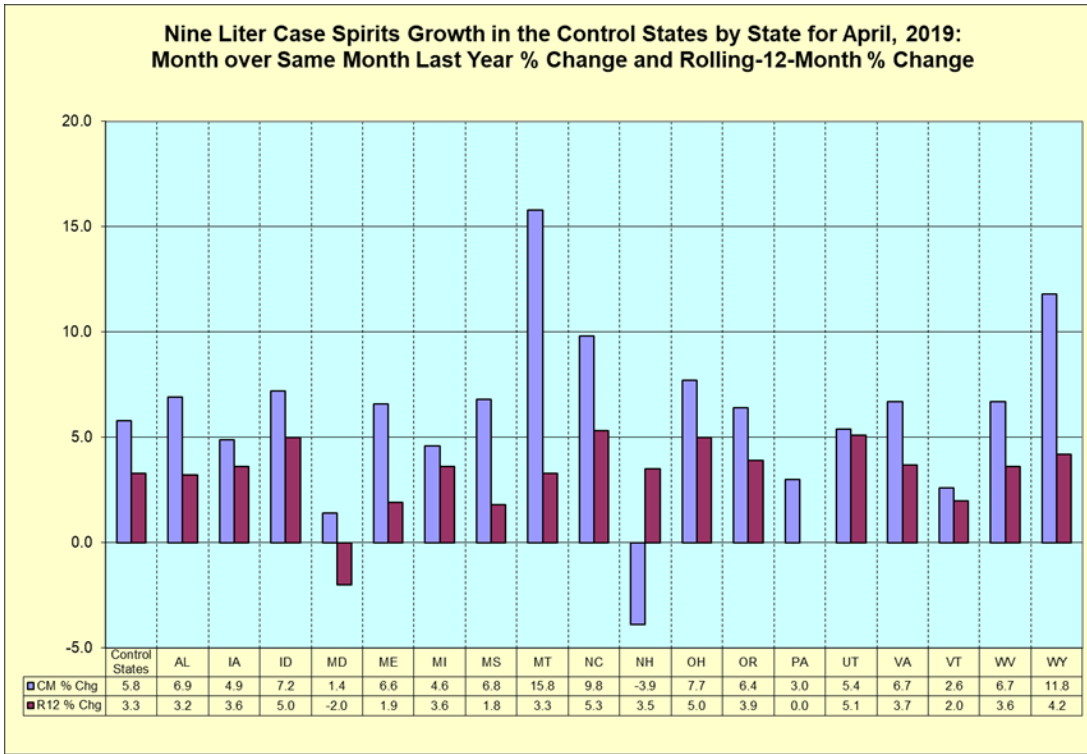
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geographical boundaries. Rolling-twelve-month wine volume growth in these six control states was -1.4%, a modest improvement upon March's reported -1.8%.

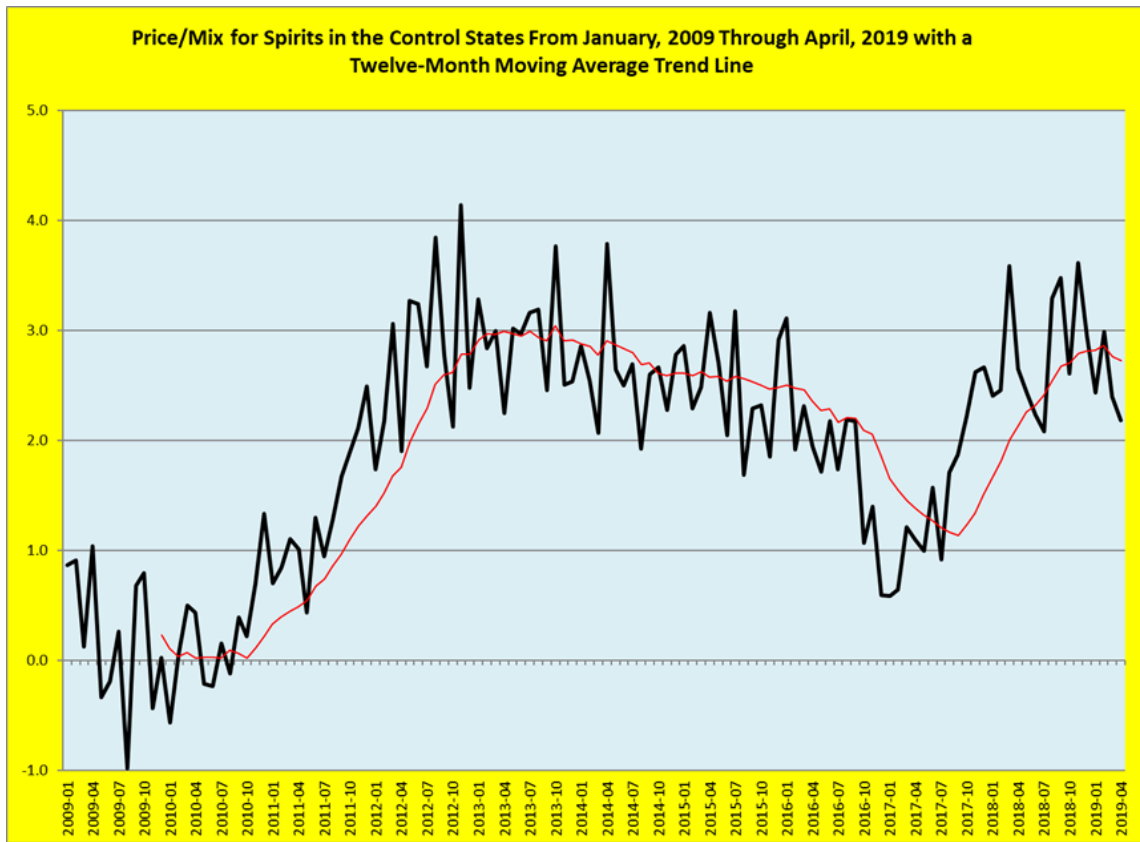
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	5.8	8.0	2.2%	
Central Region	4.9	7.2	2.3%	IA, MD, MI, OH, PA, WV
NE Region	-0.3	-2.3	-2.0%	ME, NH, VT
NW Region	7.8	10.1	2.3%	ID, MT, OR, UT, WY
Southern Region	7.9	10.8	2.9%	AL, MS, NC, VA



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For more information about the NABCA, visit [www.nabca.org](http://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.