



# News Release

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FOR IMMEDIATE RELEASE

## NABCA Releases Control States Nine-Liter Spirits Sales Results for May

*Control State results for nine-liter beverage sales for May 2019*

ALEXANDRIA, VA (June 25, 2019) — During May nine-liter control states spirits case sales grew 4.2% over same period sales last year despite an impressive 8% comp. Alabama(9.9%), Iowa(5.1%), Idaho(6.1%), Montgomery County Maryland(2.6%), Maine(3.8%), Mississippi(5.0%), North Carolina(7.3%), Ohio(6.2%), Oregon(5.6%), Pennsylvania(1.8%), Utah(3.9%), Virginia(6.6%), and West Virginia(3.9%) reported monthly growth rates for May exceeding their twelve-month trends. Michigan(0.9%), Montana(-4.1%), New Hampshire(1.7%), Vermont(1.7%), and Wyoming(0.0%) grew at rates that fell short of their twelve-month trends. Control state rolling-twelve-month volume growth, 3.0%, slipped from April's reported 3.3%. Spirits volumes grew 4.3% year-to-date compared to 3.8% a year ago.

Control state spirits shelf dollars grew at 7.1% during May while trending at 5.9% during the past twelve months. Alabama(11.2%), Iowa(8.7%), Idaho(7.9%), Montgomery County Maryland(4.1%), Mississippi(8.8%), North Carolina(10.8%), Ohio(9.7%), Oregon(7.0%), Pennsylvania(6.0%), Virginia(10.1%), and Vermont(5.3%) reported growth rates exceeding their twelve-month trends. Maine(5.2%), Michigan(3.3%), Montana(-2.4%), New Hampshire(2.8%), Utah(4.4%), West Virginia(5.5%), and Wyoming(-2.1%) grew shelf dollars at rates lagging their twelve-month trends. Shelf dollars in the control states are up 6.9% year-to-date compared to 6.5% last year-to-date.

Price/Mix for May is 2.9%, an improvement upon April's 2.2%. Irish Whiskey, with 2% share of the nine-liter case control states spirits market, was May's fastest growing category with 10.8% reported and a twelve-month trend of 11.4%. Domestic Whiskey, with 15% share, reported 8.5% growth and a 5.4% twelve-month trend. Vodka, with 35% share, grew during the same periods at 4.4% and 2.7%, respectively. Brandy/Cognac(4.6%), Canadian Whiskey(2.8%), Cordials(3.4%), Domestic Whiskey(8.5%), Gin(0.3%), Rum(0.6%), Scotch(0.1%), and Vodka(4.4%) grew at rates exceeding their twelve-month trends, while Cocktails(-0.2%), Irish Whiskey(10.8%), and Tequila(7.0%) grew at rates lagging theirs.

May's nine-liter wine case sales growth rate was -1.8%. Pennsylvania (reporting -2.7% nine-liter case growth for wines), New Hampshire (-1.6%), Utah (2.4%), Mississippi (-0.2%), Montgomery County Maryland (-0.5%), and Wyoming (-3.1%) 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 -1.7%, down from April's reported -1.4%.

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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

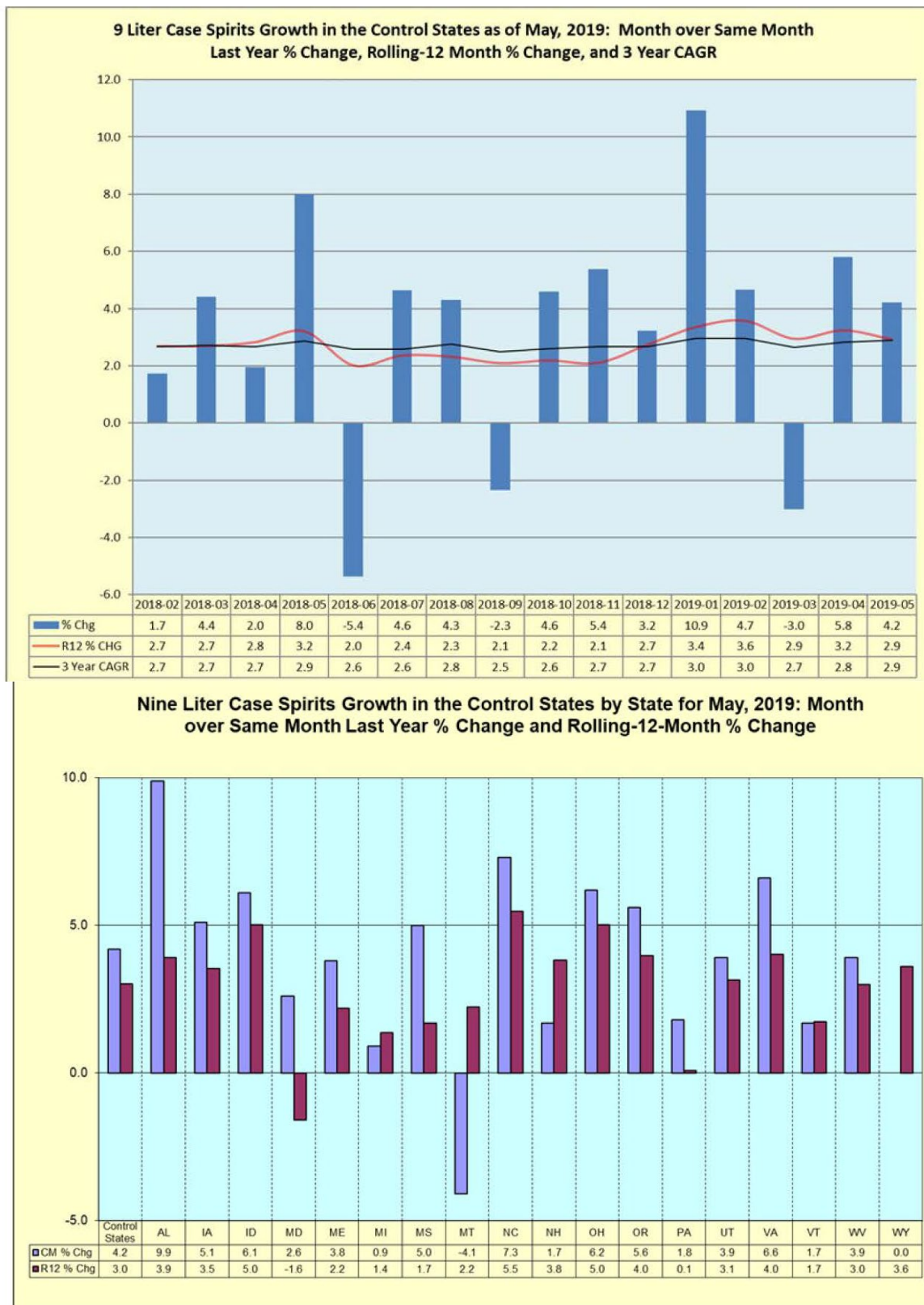
Alabama | Idaho | Iowa | Maine | MD - Montgomery County | Michigan | Mississippi | Montana  
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

	<b>9L Cases CM % Chg</b>	<b>Shelf \$ CM % Chg</b>	<b>Price/Mix</b>	<b>Control States</b>
Total Control States	4.2	7.1	2.9%	
Central Region	2.9	6.1	3.2%	IA, MD, MI, OH, PA, WV
NE Region	2.4	3.9	1.5%	ME, NH, VT
NW Region	3.7	4.9	1.2%	ID, MT, OR, UT, WY
Southern Region	7.3	10.4	3.1%	AL, MS, NC, VA

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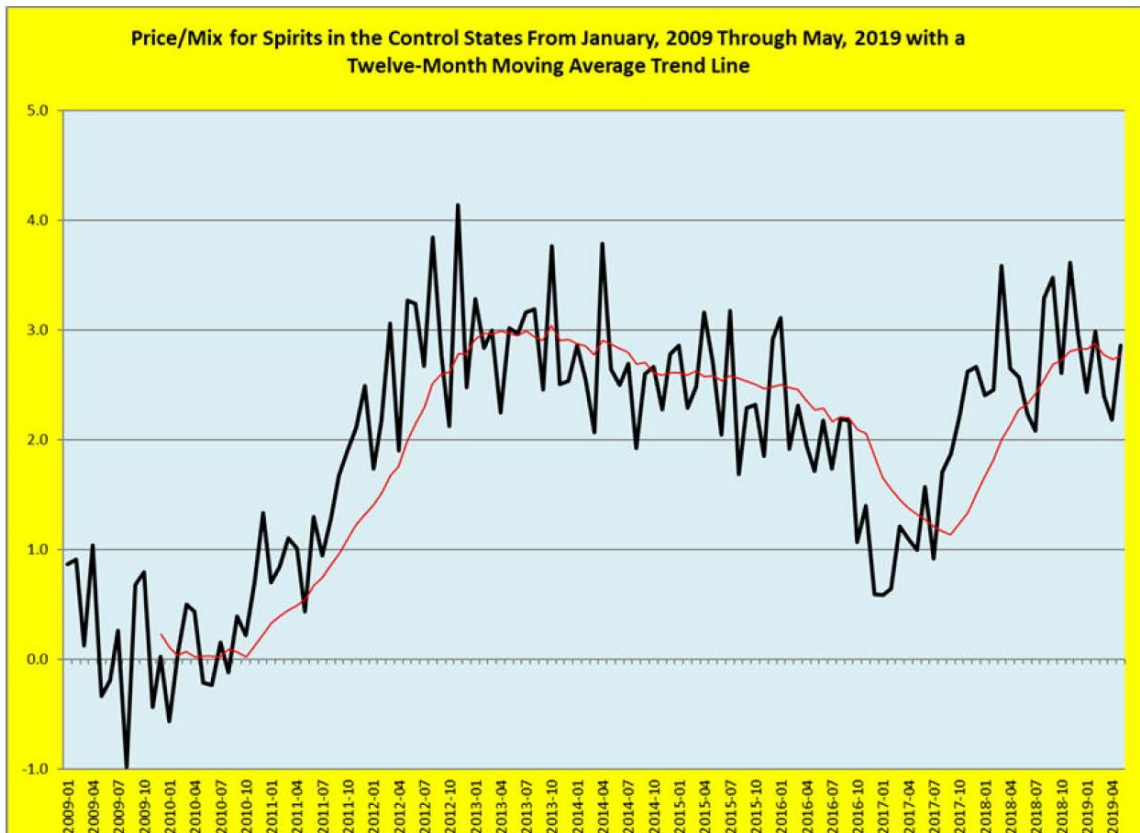
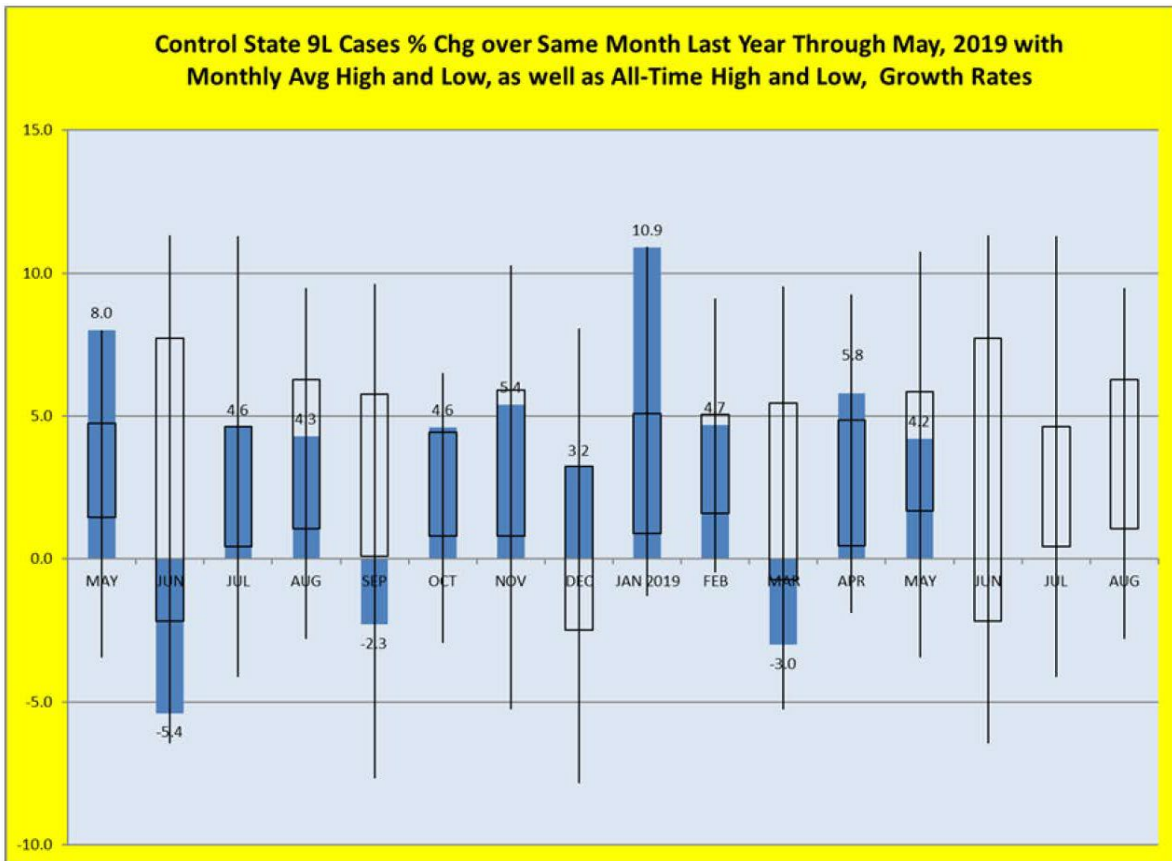
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For more information about the NABCA, visit [www.nabca.org](http://www.nabca.org).

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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.

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