

## Control State Data Matrix

State Name	Green Book Sales Accumulate From	Sales Reporting Period	Approx Rct Monthly Data (for GB)	CSC	SAM Granularity	Sunday Sales	Retail By	Bailment	Inventory Managed by	Warehouse Data Frequency	Daily Sales Data Lag (Days)	Spirits / Wine	Pricing
<a href="#">Alabama</a>	Retail C	M	2nd/3rd Week	No	1	No	State/Pvt	Yes	State/Vendor	Daily	1 to 3	S-L-F-V	Retail, Shelf
<a href="#">Idaho</a>	Retail B	M	1st Week	Yes	1	Yes	State/Agency	Yes	State/Vendor	Daily	1	S-L-F-V	Retail, Shelf
<a href="#">Iowa</a>	Warehouse B	M	1st Week	Yes	3	Yes	Private	Yes	State/Vendor	Daily	1	S	Wholesale
<a href="#">Maine</a>	Warehouse B	M	1st Week	Yes	4	Yes	Private	Yes	Vendor	Daily	1	S	Retail, Shelf
<a href="#">Maryland, Montgomery Cnty</a>	Retail D	M	1st Week	No	1	No	County/Pvt	No	County	Daily	1 to 4	S-T-F-V- *	Retail, Shelf <sup>①</sup>
<a href="#">Michigan</a>	Warehouse A	4,4,5	3rd Week	No	2	Yes	Private	Yes	Vendor	Daily <sup>②</sup>	N/A	S	Min Retail
<a href="#">Mississippi</a>	Warehouse A	M	3rd Week	Yes	2	No	Private	Yes	Vendor	Daily	2 to 14	S-T-F-V- *	Wholesale
<a href="#">Montana</a>	Warehouse B	M	1st Week	Yes	3	No	Private	Yes	State/Vendor	Daily	2 bus days	S-F-V	Wholesale
<a href="#">New Hampshire</a>	Retail C	4,4,5	1st Week	No	1	Yes	State/Agency/Pvt	Yes	State/Vendor	Daily	1	S-T-F-V- *	Retail, Shelf <sup>①</sup>
<a href="#">North Carolina</a>	Retail A	M	3rd Week	No	1 <sup>①</sup>	No	State	Yes	Vendor	Daily	7 to 14	S	Retail, Shelf
<a href="#">Ohio</a>	Retail A	M	2nd Week	No	1	Yes	Agency	Yes	Vendor	Daily	1	S	Retail, Shelf
<a href="#">Oregon</a>	Retail A	M	3rd Week	No	1	Yes	Agency	Yes	State/Vendor	Daily	2	S-V	Retail, Shelf
<a href="#">Pennsylvania</a>	Retail C	4,5,4	2nd Week	No	1	Yes	State/Pvt	Yes	State/Vendor	Daily	2	S-T-F-V- *	Retail, Shelf <sup>①</sup>
<a href="#">Utah</a>	Retail C	4,4,5	2nd Week	Yes	1	No	State/Pvt	Yes	State/Vendor	Daily	5	S-T-F-V- *	Retail, Shelf
<a href="#">Vermont</a>	Retail A	M	1st Week	Yes	1	Yes	Agency	Yes	Vendor	Daily	1	S-F-V	Retail, Shelf <sup>①</sup>
<a href="#">Virginia</a>	Retail A	M	1st Week	Yes	1	Yes	State	Yes	Vendor	Daily	N/A	S-L-V	Retail, Shelf
<a href="#">West Virginia</a>	Warehouse B	M	1st Week	No	3	Yes	Private	Yes	Vendor	Daily	1	S-F-V	Wholesale
<a href="#">Wyoming</a>	Warehouse A	M	1st Week	Yes	2	Yes	Private	No	State	Daily	1 Prelim; 2-6 Verified	S-T-F-V- *	Wholesale

### Glossary:

State Store = Operated by state

Agency = State owned inventory, Independent retailer is paid a commission for sales

Package Store = Initially purchased thru ABC warehouse, all products are owned by Independent retailers, Supermarkets, and Convenience stores

### Green Book Sales:

Retail A = Consumer takeaways from state store or agency and wholesale sales to on-prem licensees

Retail B = Consumer takeaways from state store and agency, and wholesale sales to on-prem licensees

Retail C = Consumer takeaways from state store and whs depletions to package stores & whsl sales to on-prem licensees

Retail D = Consumer takeaways from st str, whs depl to pkg str, whs depl to select on-prem lic., whsl sls from st str to on-prem licensees

Warehouse A = Warehouse depletions to on-prem and off-prem licensees

Warehouse B = Warehouse depletions to off-prem licensees

Approx Rct Monthly Data = Time after close of sales period that NABCA expects to receive Monthly Sales data

### SAM Granularity:

1 = State store/agency and on-prem licensee detail

2 = Off-premise and on-prem licensee detail

3 = Total off-prem sales which include on-prem licensee purchases

4 = Total off-prem sales which include on-prem licensee purchases, on-prem licensee detail in a separate model.

① = N1 Model Data represents ~60-70% of total sales. Lowest level of granularity but not total sales

N2 is a combination of N1 Account Level Sales (where available) and NC Board Level Sales (where Account is not available).

### Warehouse Data Frequency:

② = Withdrawals only

### Spirits / Wine:

S = Distilled Spirits

T = Table Wine

L = Locally Produced Table Wine

F = Fortified Wine

V = Vermouth

\* = Sole Wholesaler of Wine

### Pricing:

③ = SPA period does not overlap the reporting period

**Minimum Retail Price:** is the output of a mark-up formula that sets the minimum price

**Retail Price:** is the output from a mark-up formula.

(see Mark-up/ Tax Procedures in NABCA Survey Book)

**Shelf Price:** is the lowest price the product sells for in a given time period.

**Wholesale Price:** is output from a mark-up formula.

**Last Updated: February 5, 2020**