



## Control State Results for September 2016

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October 26, 2016

During September, nine-liter spirits case sales in the control states grew at 1.5%, a rate effected by reporting calendar anomalies and a strong comp. Rolling-twelve month volume growth of 2.9% was down from August's 3.4%. Idaho, Maine, Montana, New Hampshire, North Carolina, Ohio, Oregon, Utah, Virginia, Vermont, and Wyoming reported monthly nine-liter case growth rates that exceeded their 12-month trends. Spirits volumes in the control states have grown 3.1% year-to-date compared to 2.8% a year ago.

Control state spirits shelf dollars growth was up 3.7% during September while trending at 5.3% during the past twelve months. Idaho, Montana, New Hampshire, North Carolina, Ohio, Oregon, Utah, Virginia, Vermont, and Wyoming reported monthly growth rates exceeding their 12-month trends. Spirits shelf dollars have grown 5.4% year-to-date, flat with 2015's September.

Price/Mix for September is 2.2%, nearly mirroring August's 2.3%.

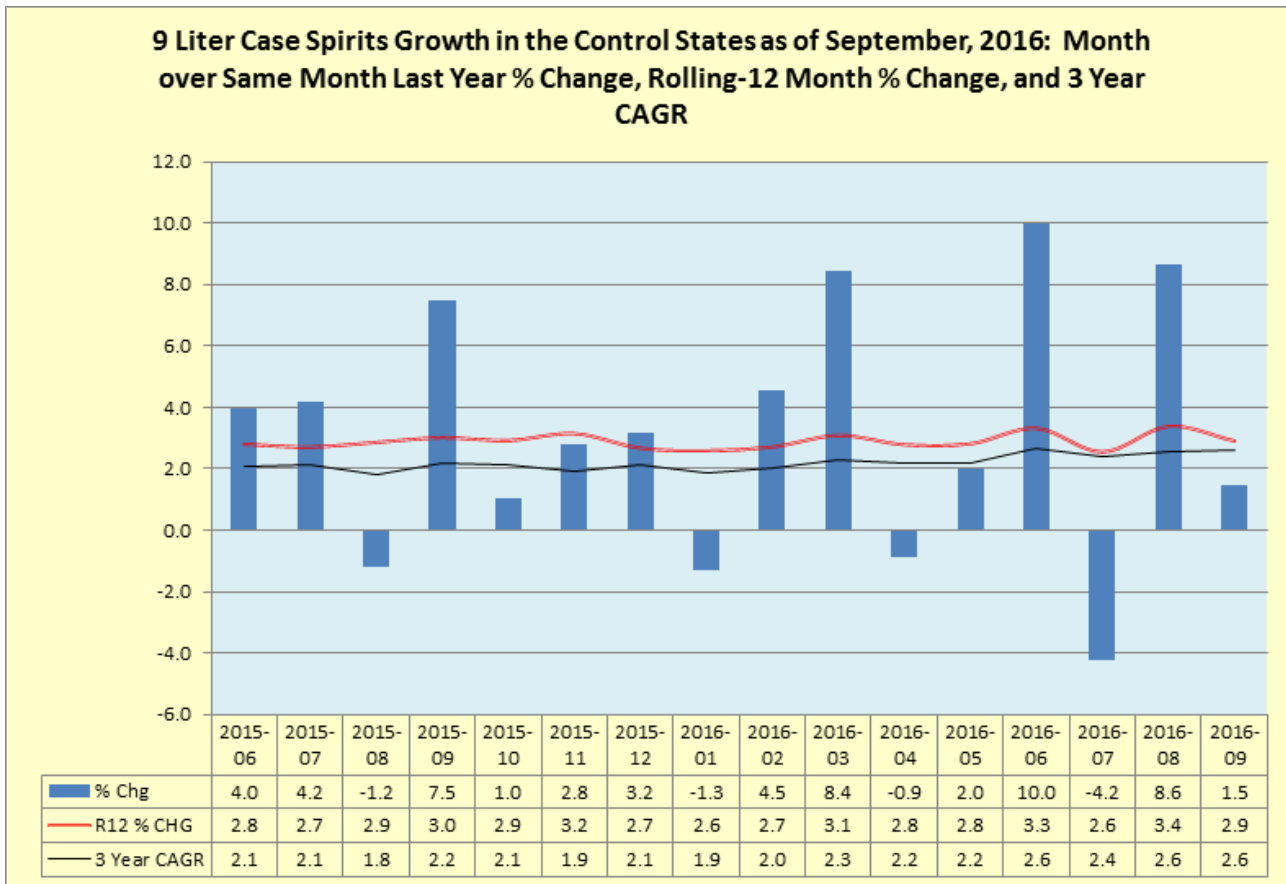
September's control state spirits growth rate was effected by the control states' reporting calendars:

- Michigan, with more than 15% of control states' spirits nine-liter case volumes and dollars, reported four weeks of sales this year versus five weeks of sales during September, 2015, artificially deflating growth and skewing control states results. Michigan had five fewer selling days during this year's September than during last year's.
- Utah, with more than 2% of control states' spirits nine-liter case volumes and dollars, reported five weeks of sales this year versus four weeks of sales during September, 2015, artificially inflating growth and skewing control states results. Utah had six more selling days during this year's September than during last year's.
- Overall, September, 2016, had one more selling day than last year's September.
- After equalizing nine-liter spirits case sales with respect to selling-day variations, September's volumetric growth is 3.4%, and rolling-twelve-month volume growth is 2.6%. Likewise, after equalizing shelf dollars, September's control states shelf dollar growth rate is 5.9% with a twelve-month trend of 4.9%.
- April's equalized Price/Mix is 2.5%.

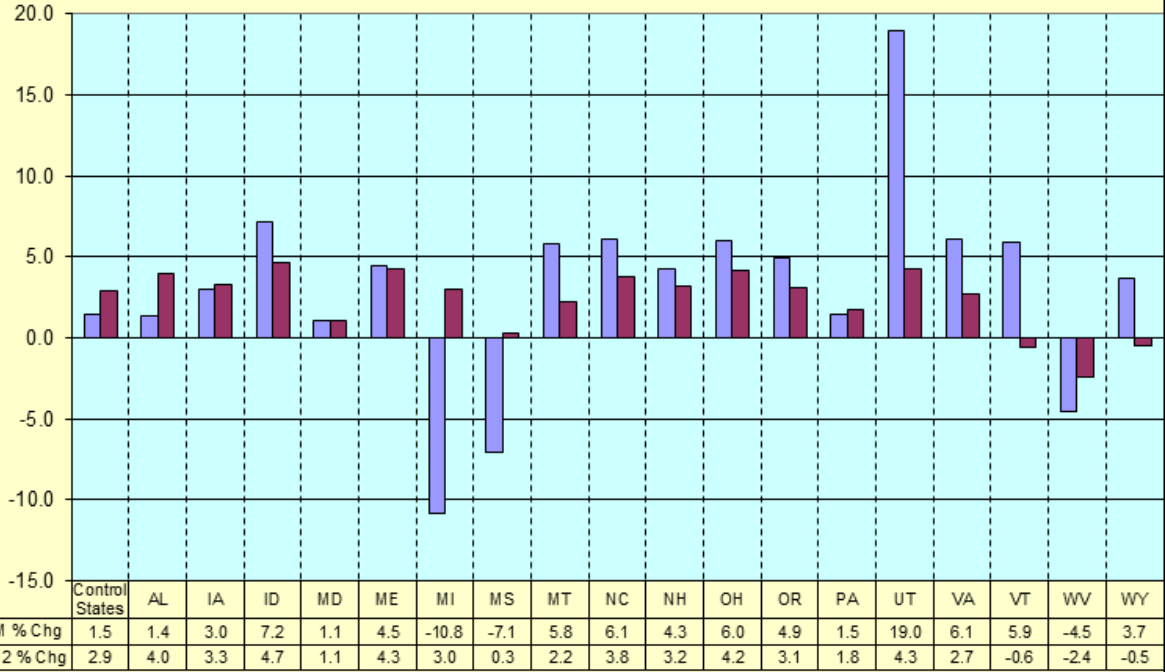
Irish Whiskey, with 1% share of the control states spirits market, was September's fastest growing category with 12.0% reported and a twelve month trend of 15.1%. Vodka, with 35% share, grew during the same periods at 0.9% and 2.9%. Tequila (8.9%) grew during September at a rate exceeding its twelve-month trend, while Brandy/Cognac (9.9%), Canadian Whiskey (1.5%), Cocktails (-1.0%), Cordials (-2.7%), Domestic Whiskey (2.4%), Gin (-1.1%), Irish Whiskey (12.0%), Rum (-0.9%), Scotch (-1.2%), and Vodka (0.9%) fell somewhat short.

September's nine-liter wine case sales growth rate was 2.5%. Pennsylvania (reporting 2.5% nine-liter case growth for wines), New Hampshire (1.7%), Utah (21.5%), Mississippi (-9.5%), Montgomery County Maryland (-1.1%), and Wyoming (0.4%) 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%, lagging August's 1.9%.

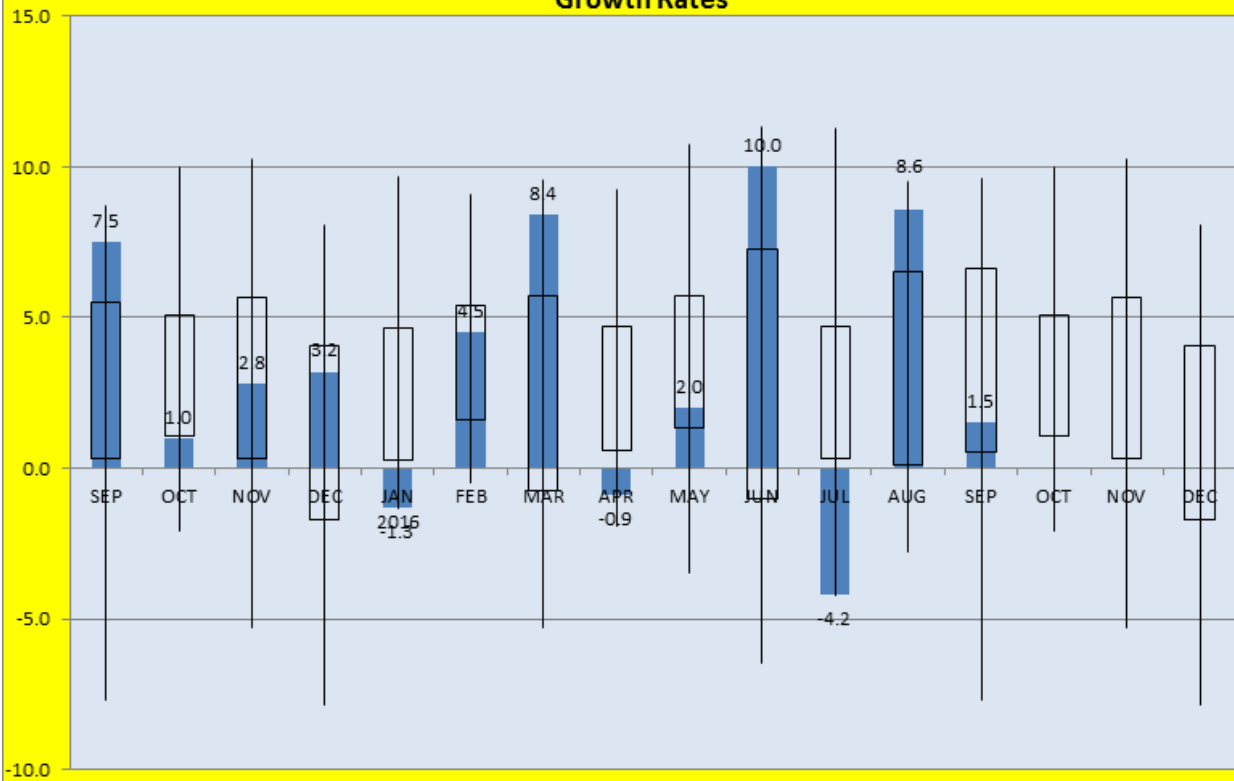
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	1.5	3.7	2.2	
Central Region	-1.7	-0.2	1.5	IA, MD, MI, OH, PA, WV
NE Region	4.5	9.0	4.5	ME, NH, VT
NW Region	7.7	9.5	1.8	ID, MT, OR, UT, WY
Southern Region	3.3	6.6	3.3	AL, MS, NC, VA



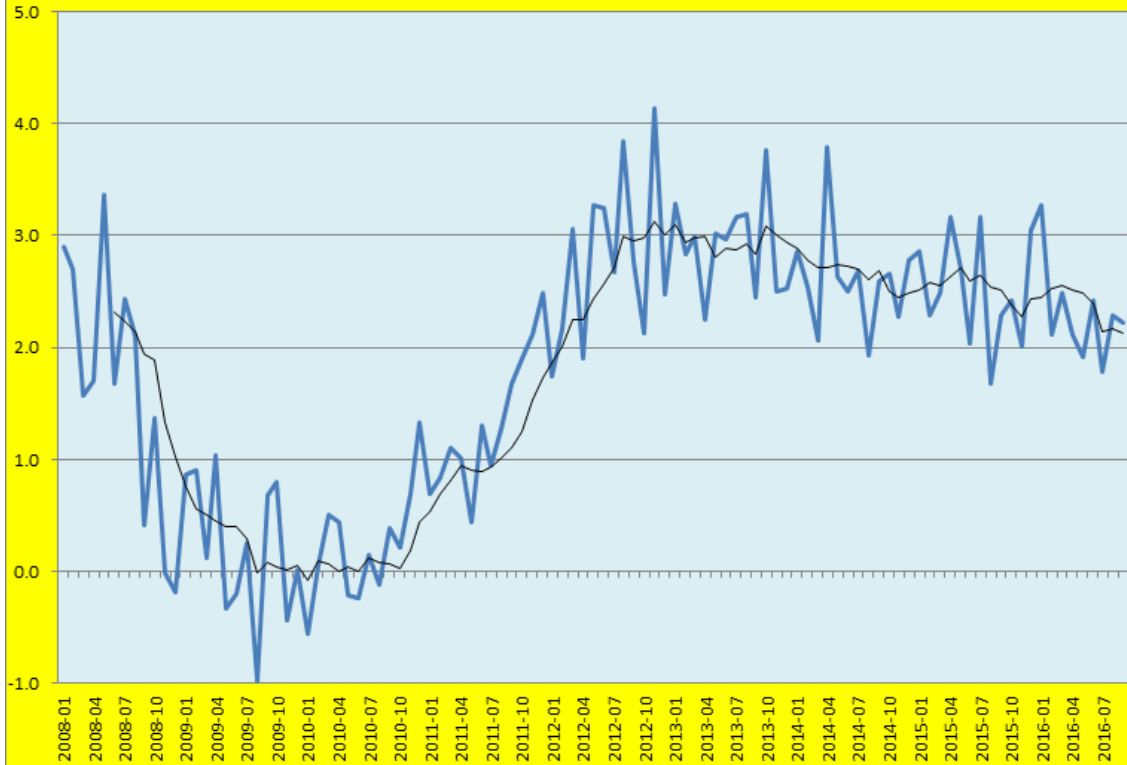
**9 Liter Case Spirits Growth in the Control States by State as of September, 2016:  
Month over Same Month Last Year % Change and Rolling-12 Month % Change**



**Control State 9L Cases % Chg over Same Month Last Year Through September, 2016, with Monthly Avg High and Low, as well as All-Time High and Low, Growth Rates**



**Historical Price/Mix for Spirits in the Control States From January, 2008, Through September, 2016, with a Six Month Moving Average Trend Line**



**9-Liter Case Spirits Growth by Control State Relative to Total Control State Growth Q3 2016 over Same Period Last Year**

