



News Release

Contact: Margaret Barchine, APR
 703-578-4200-Office; 703-907-9636-Cell
maggie.barchine@nabca.org

FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for February

Control State results for nine-liter beverage sales for February 2014

ALEXANDRIA, VA (March 25, 2014)-- During February, nine-liter spirits case sales in the control states rose 2.2% compared to sales during the same period last year. Rolling-twelve month volume growth of 1.0% is up from January's 0.8%. Alabama, Iowa, Montgomery County Maryland, Michigan, North Carolina, New Hampshire, Oregon, Pennsylvania, Utah, Virginia, and West Virginia reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars grew 4.6% during February while trending at 3.8% during the past twelve months. Alabama, Iowa, New Hampshire, North Carolina, Oregon, Pennsylvania, Utah, Virginia, and West Virginia reported growth rates that exceeded their twelve month trends.

Price/Mix for February was 2.4%, down 50 basis points from January's 2.9%.

During February, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 11.4% growth reported and a twelve month trend of 10.6%. Vodka, with 33% share, grew during the same periods at 2.0% and 0.9%. During February the Brandy/Cognac, Cocktails, Cordials, Domestic Whiskey, Gin, Irish Whiskey, Rum, Tequila, and Vodka categories grew at rates exceeding their twelve-month trends.

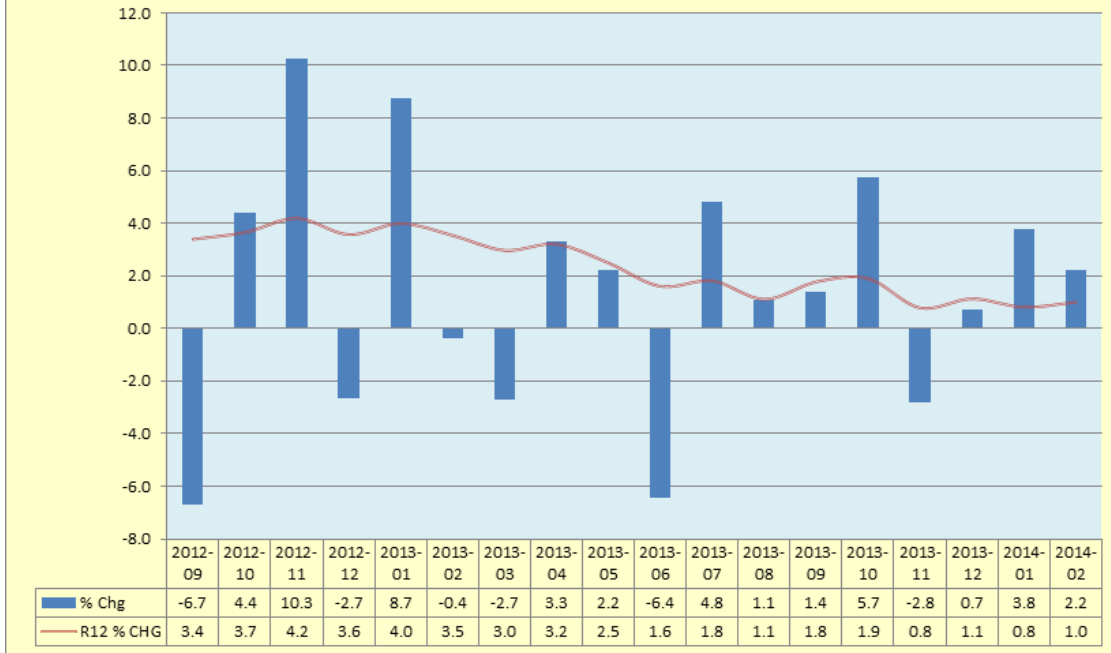
February's nine-liter wine case sales growth rate was 4.4%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 4.6%, 2.0%, 3.0%, 7.6%, 6.6%, and 3.4%, respectively. February's rolling-twelve month wine volume growth, 0.8%, was up slightly from January's 0.7%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	2.2	4.6	2.4%	
Central Region	2.1	4.1	2.0%	IA, MD, MI, OH, PA, WV
NE Region	1.5	8.0	6.5%	ME, NH, VT
NW Region	1.9	3.9	2.0%	ID, MT, OR, UT, WY
Southern Region	2.9	5.0	2.1%	AL, MS, NC, VA

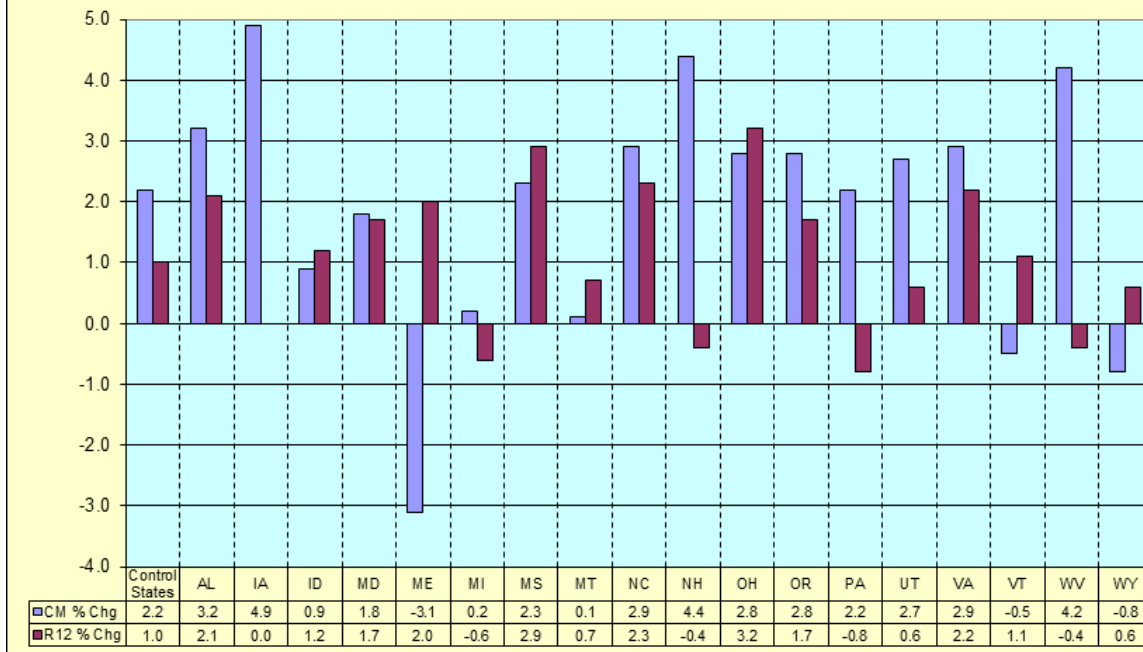
4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

9 Liter Case Spirits Growth in the Control States as of February, 2014: Month over Same Month Last Year % Change and Rolling-12 Month % Change

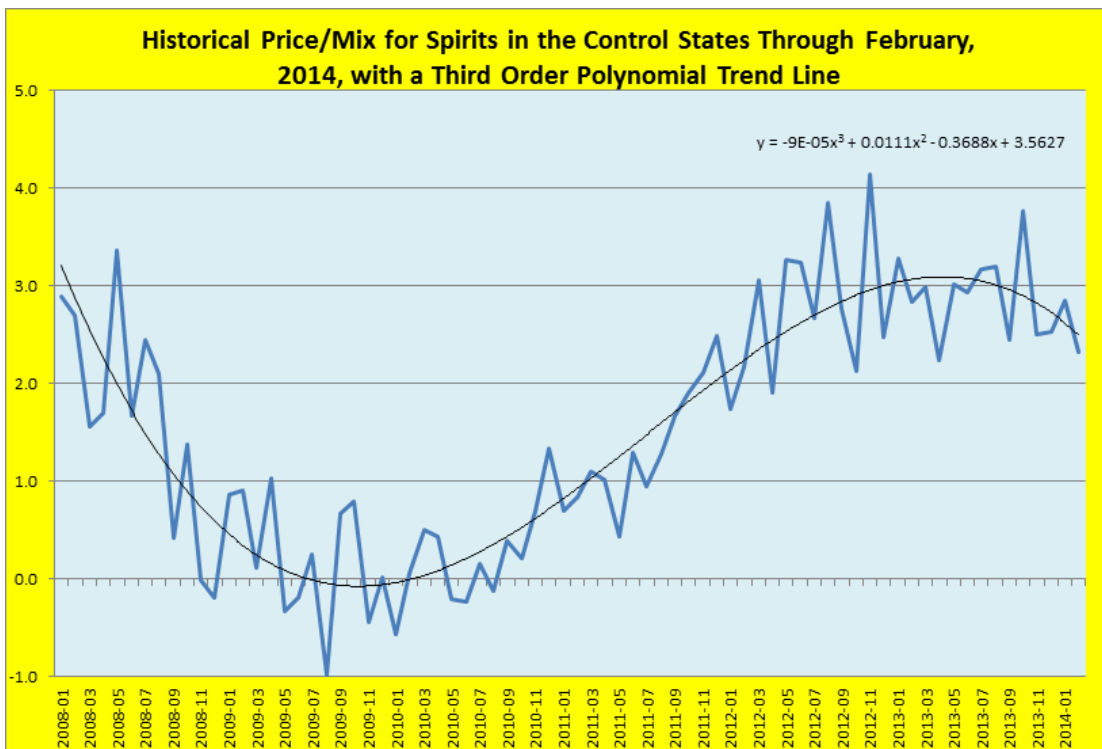
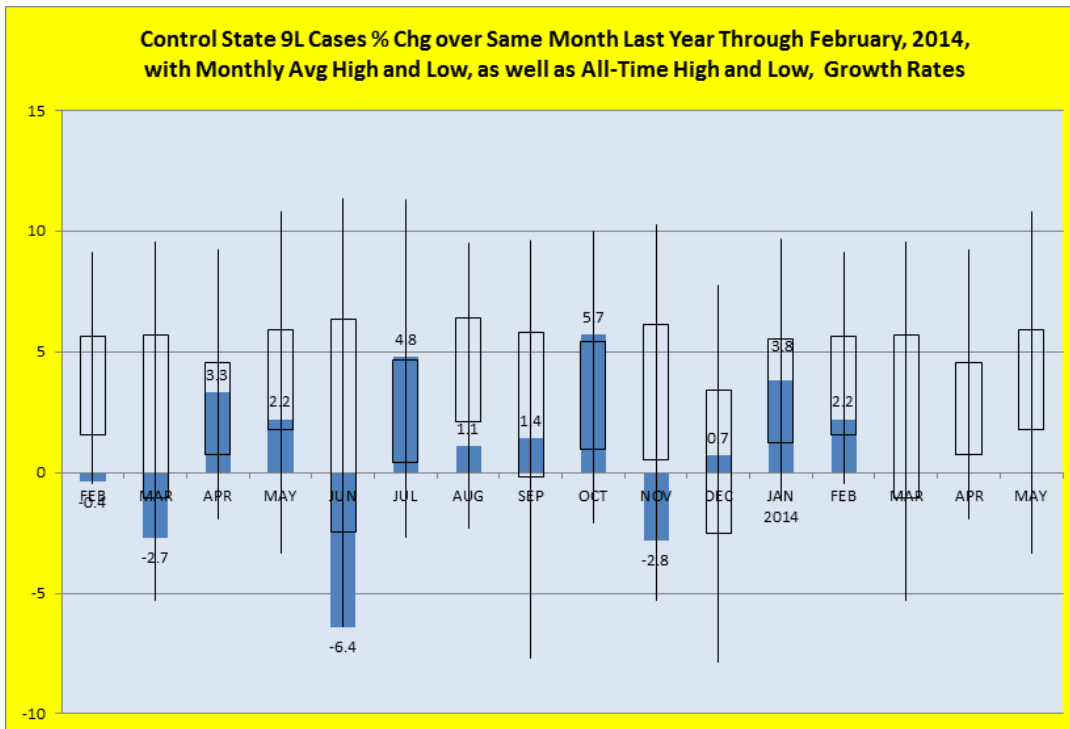


9 Liter Case Spirits Growth in the Control States by State as of February, 2014: Month over Same Month Last Year % Change and Rolling-12 Month % Change



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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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