



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 January

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

ALEXANDRIA, VA (February 21, 2014)-- During January, nine-liter spirits case sales in the control states rose 3.8% compared to sales during the same period last year. This is noteworthy growth considering January's year ago (strong) comp. Rolling-twelve month volume growth of 0.8% slipped from December's 1.1%. Alabama, Idaho, Iowa, Montgomery County Maryland, Maine, Michigan, North Carolina, New Hampshire, Ohio, Oregon, Pennsylvania, Utah, Virginia, Vermont, and West Virginia reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars grew 6.7% during January while trending at 3.6% during the past twelve months. Alabama, Idaho, Iowa, Montgomery County Maryland, Michigan, North Carolina, Oregon, Pennsylvania, Utah, Virginia, Vermont, and West Virginia reported growth rates that exceeded their twelve month trends.

Price/Mix for January was 2.9%, an improvement over December's 2.6%. The five Northwestern Control States—Idaho, Montana, Oregon, Utah, and Wyoming—reported 3.7%.

During January, Cordials, with 14.1% share of the control states spirits market, was the fastest growing category with 10.0% growth reported and a twelve month trend of 5.5%. Vodka, with 33% share, grew during the same periods at 2.8% and 0.8%. During January the Brandy/Cognac, Canadian Whiskey, Cocktails, Cordials, Domestic Whiskey, Gin, Rum, Scotch, Tequila, and Vodka categories (all except Irish Whiskey) grew at rates exceeding their twelve-month trends.

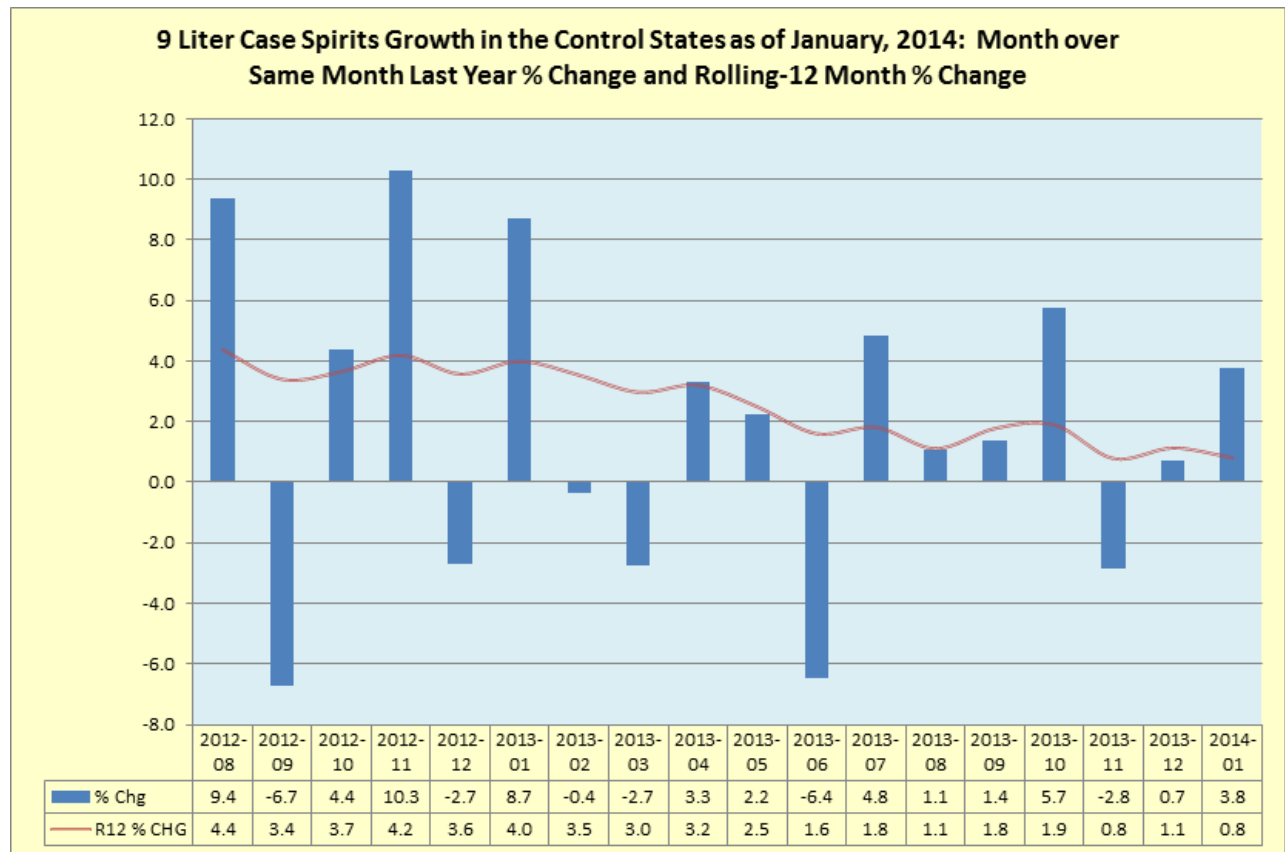
NABCA began reporting category sales in this publication four and a half years ago. January's results are the first in which Irish Whiskey has not been the fastest growing category. Since being reported, the Irish Whiskey category, a rather small one with 0.9% share of the spirits market in the control states, has gained approximately 30 basis points of share. Its 11% twelve month trend, which during the past twenty-four months has eroded by nearly 9%, continues to dominate all spirits categories.

January's nine-liter wine case sales growth rate was 4.0%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 5.2%, 1.9%, 5.1%, -0.7%, 6.4%, and 3.8%, respectively. January's rolling-twelve month wine volume growth, 0.7%, was up slightly from December's 0.6%.

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

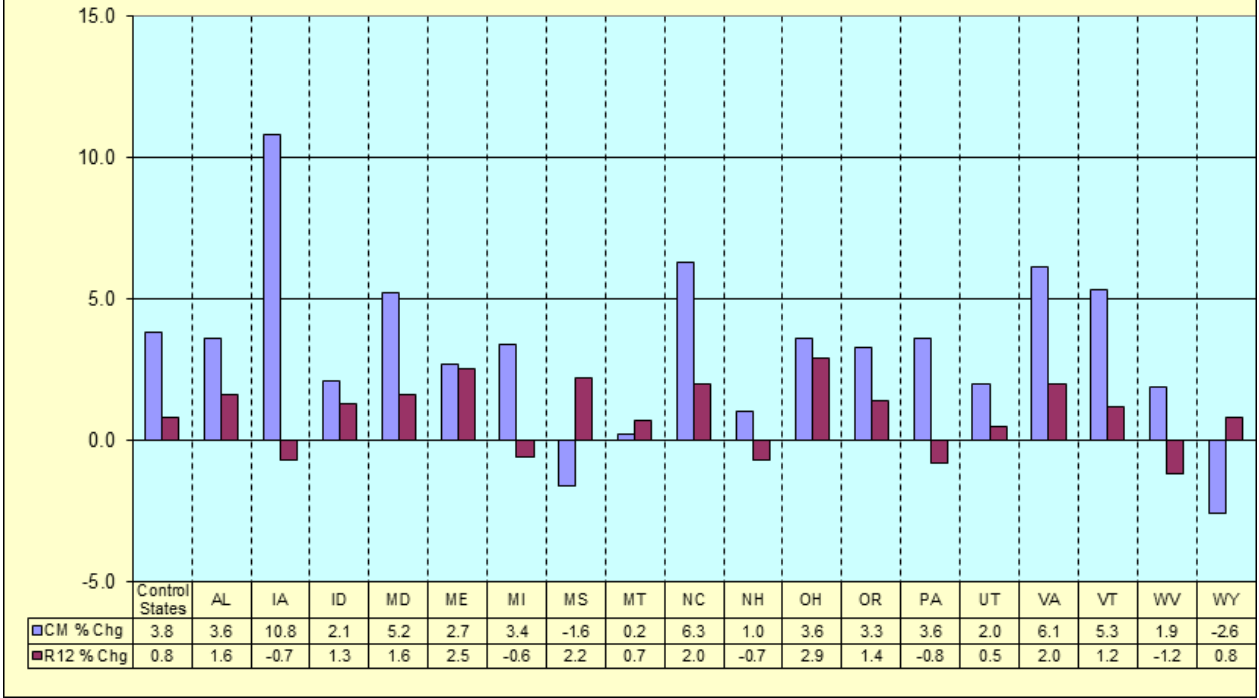
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.8	6.7	2.9%	
Central Region	4.1	6.6	2.5%	IA, MD, MI, OH, PA, WV
NE Region	1.9	4.7	2.8%	ME, NH, VT
NW Region	2.0	5.7	3.7%	ID, MT, OR, UT, WY
Southern Region	4.6	7.8	3.2%	AL, MS, NC, VA



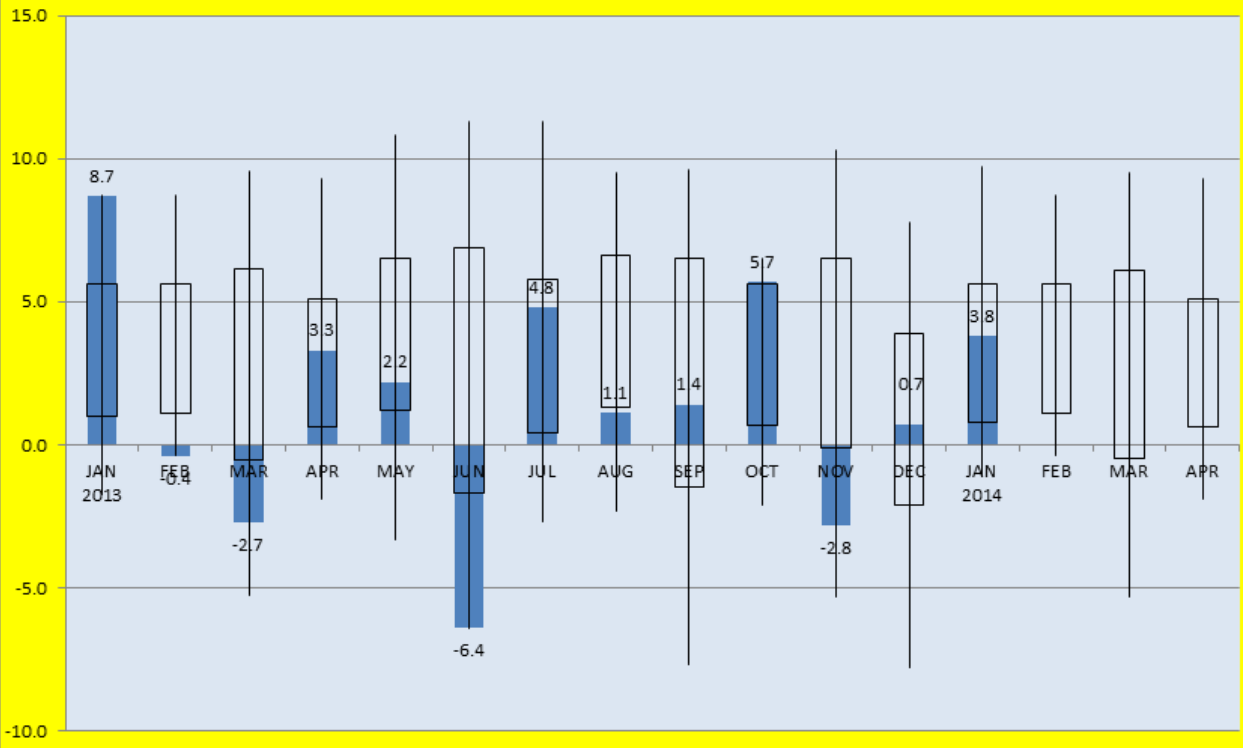
4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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 by State as of January, 2014: Month over Same Month Last Year % Change and Rolling-12 Month % Change

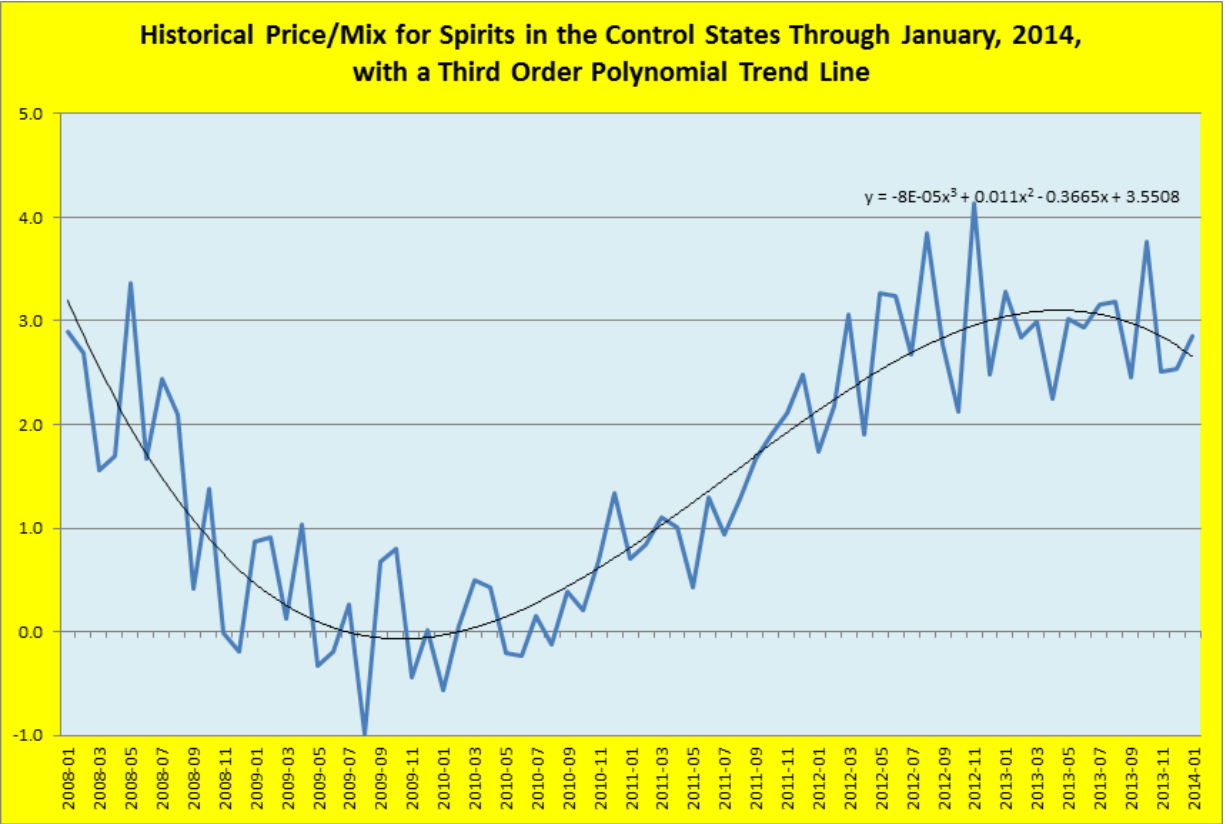


Control State 9L Cases % Chg over Same Month Last Year Through January, 2014, with Monthly Avg High and Low, as well as All-Time High and Low, Growth Rates



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



For more information about the NABCA, visit www.nabca.org.

###

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.

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