



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for March

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

ALEXANDRIA, VA (April 21, 2014)-- During March, nine-liter spirits case sales in the control states fell 0.7% compared to same period sales last year. Despite 2013's weak comp, sales during the last month of the quarter waned. Contributing factors may be related to: Easter and Passover being celebrated during March, 2013, as opposed to during April this year; five Fridays and four Mondays during last year's March versus four Fridays and five Mondays this year. Rolling-twelve month volume growth of 1.2% is up from February's 1.0%. Iowa, Mississippi, New Hampshire, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars grew 1.2% during March while trending at 3.9% during the past twelve months. Iowa, Mississippi, New Hampshire, and Wyoming reported growth rates that exceeded their twelve month trends.

Price/Mix for March was 1.9%, down 50 basis points from February's 2.4%.

During March, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 6.6% growth reported and a twelve month trend of 10.6%. Vodka, with 33% share, grew during the same periods at -0.7% and 1.0%. During March the Brandy/Cognac and Cocktails categories grew at rates exceeding their twelve-month trends.

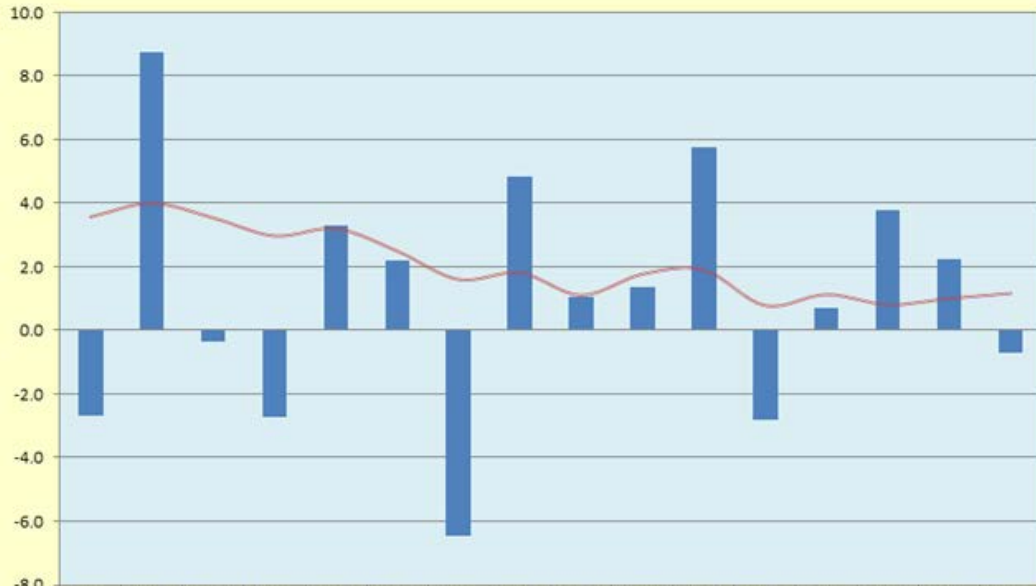
March's nine-liter wine case sales growth rate was -5.8%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported -7.7%, -9.2%, 2.3%, -1.9%, 2.5%, and 5.4%, respectively. March's rolling-twelve month wine volume growth, -0.2%, slipped from February's 0.8%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	-0.7	1.2	1.9%	
Central Region	-0.4	1.7	2.1%	IA, MD, MI, OH, PA, WV
NE Region	1.9	4.8	2.9%	ME, NH, VT
NW Region	-0.6	1.3	1.9%	ID, MT, OR, UT, WY
Southern Region	-1.7	-0.3	1.4%	AL, MS, NC, VA

4401 Ford Avenue, Suite 700, Alexandria, VA 22302

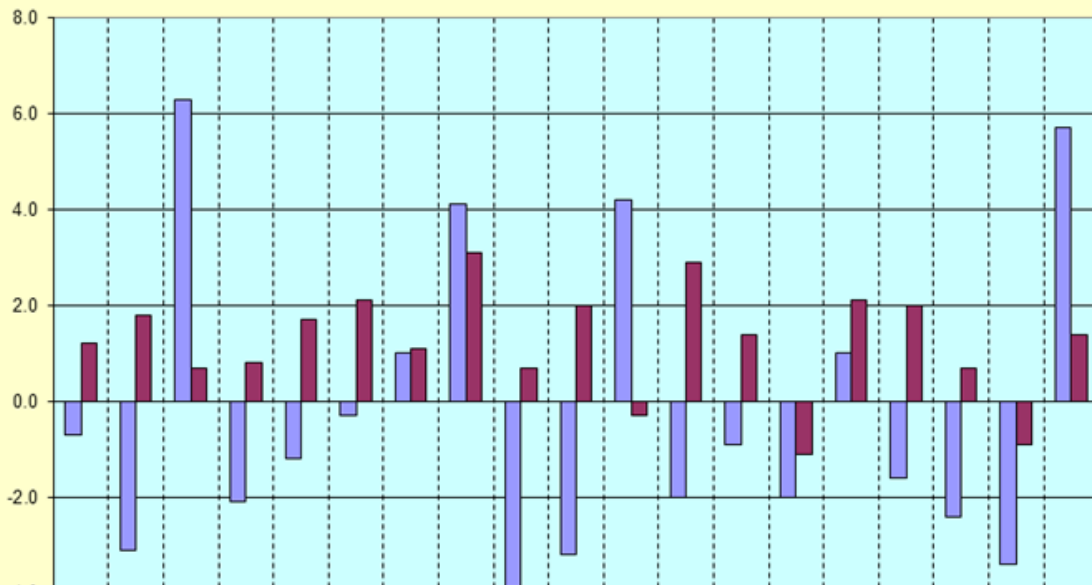
Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

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



% Chg	-2.7	8.7	-0.4	-2.7	3.3	2.2	-6.4	4.8	1.1	1.4	5.7	-2.8	0.7	3.8	2.2	-0.7
R12 % CHG	3.6	4.0	3.5	3.0	3.2	2.5	1.6	1.8	1.1	1.8	1.9	0.8	1.1	0.8	1.0	1.2

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

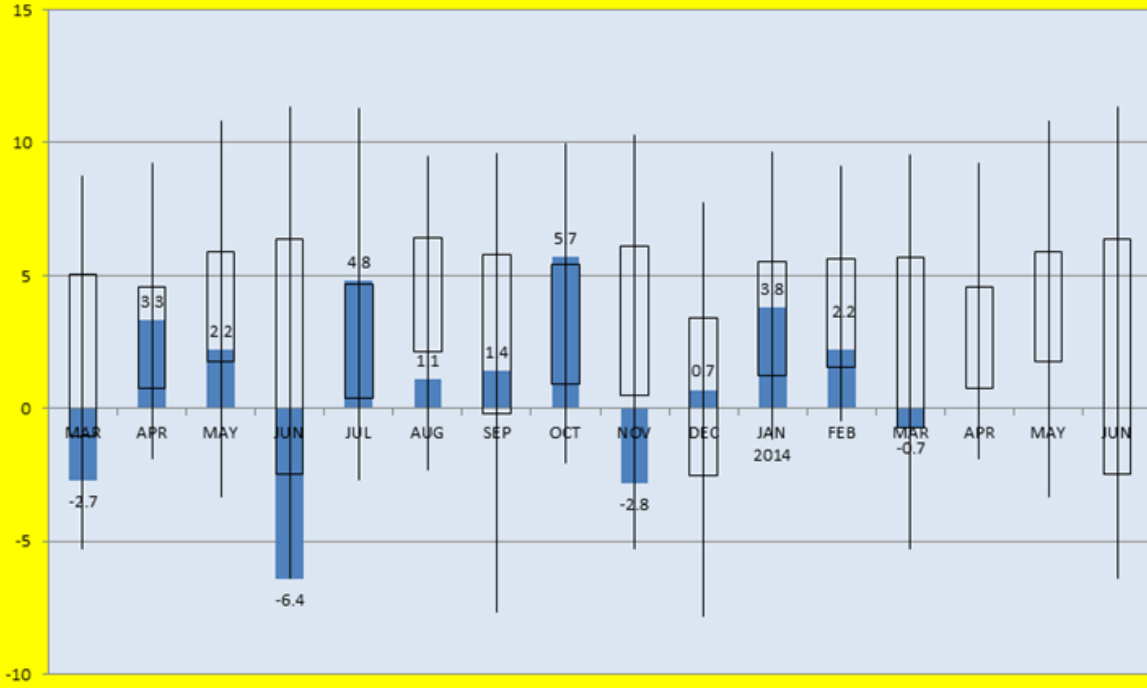


CM % Chg	-0.7	-3.1	6.3	-2.1	-1.2	-0.3	1.0	4.1	-3.9	-3.2	4.2	-2.0	-0.9	-2.0	1.0	-1.6	-2.4	-3.4	5.7
R12 % Chg	1.2	1.8	0.7	0.8	1.7	2.1	1.1	3.1	0.7	2.0	-0.3	2.9	1.4	-1.1	2.1	2.0	0.7	-0.9	1.4

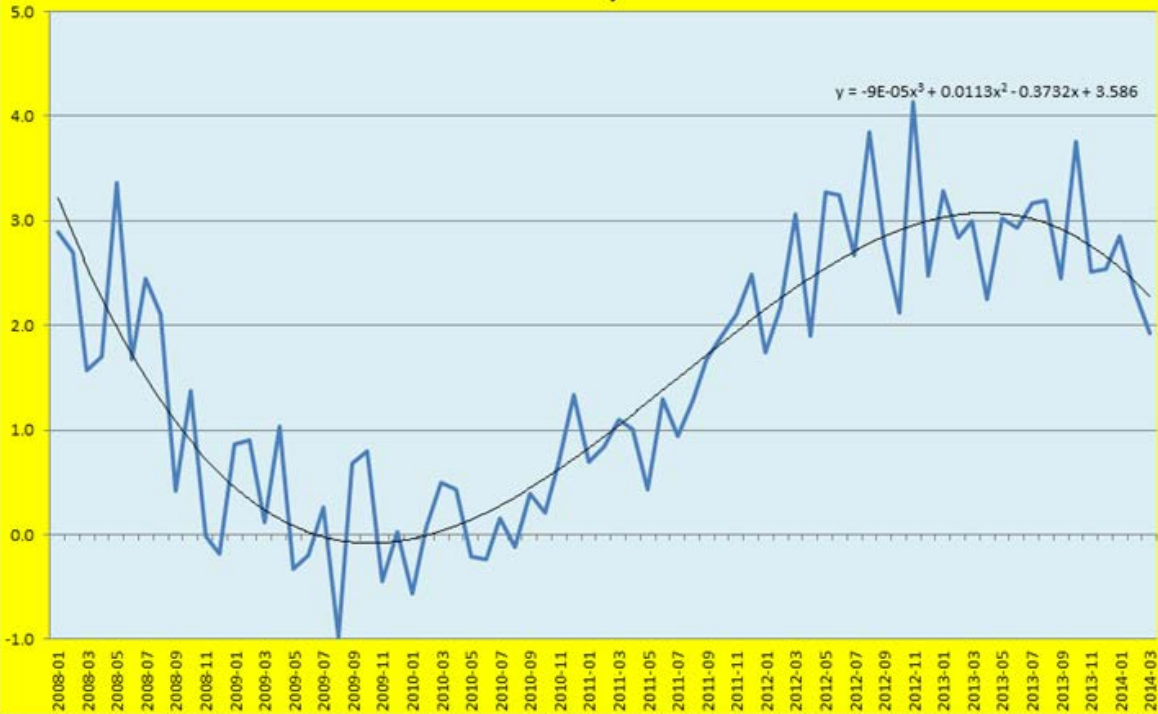
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Control State 9L Cases % Chg over Same Month Last Year Through March, 2014, with Monthly Avg High and Low, as well as All-Time High and Low, Growth Rates

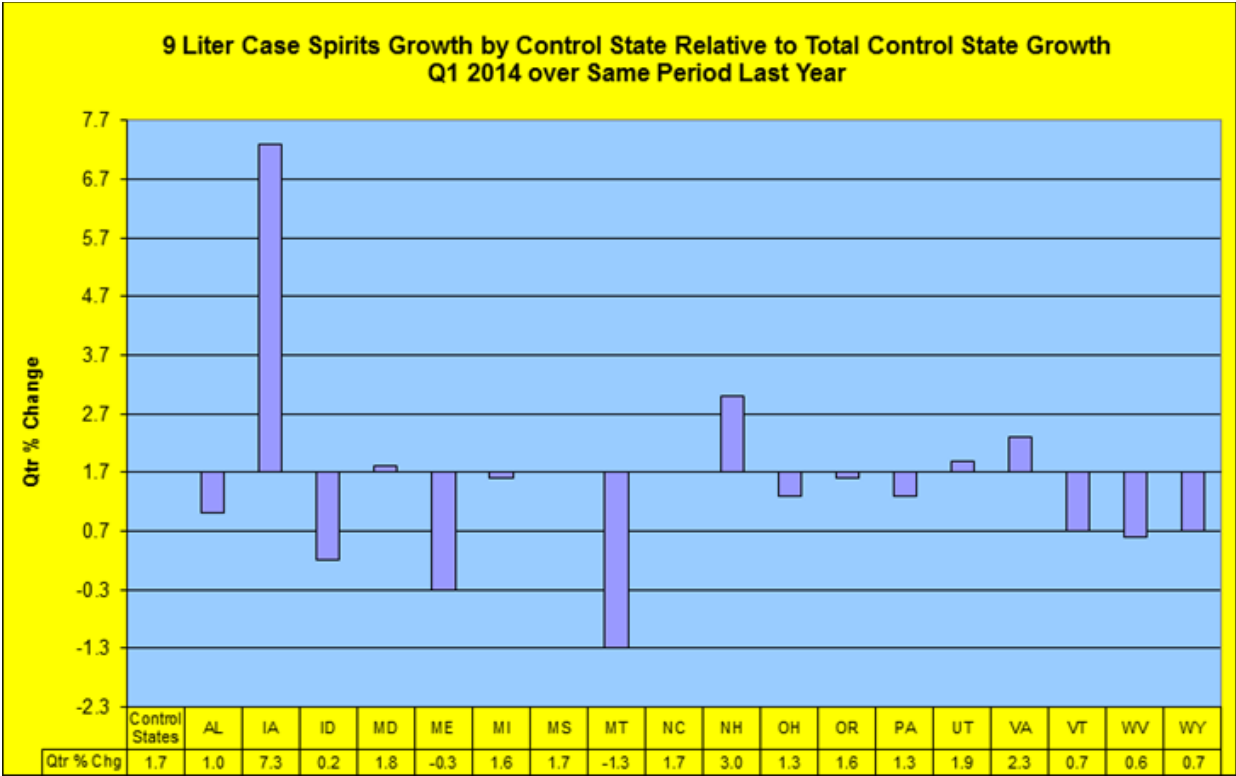


Historical Price/Mix for Spirits in the Control States Through March, 2014, with a Third Order Polynomial Trend Line



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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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