



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 May

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

ALEXANDRIA, VA (June 19, 2014)-- During May, nine-liter spirits case sales in the control states fell -2.6% compared to same period sales last year. Despite a modest 2013 comp, May's sales were not impressive. Contributing factors are Michigan's and Utah's reporting four weeks of sales versus five weeks last year. Rolling-twelve month volume growth of 1.0% is down from April's 1.4%. Idaho, Montgomery County Maryland, North Carolina, Ohio, Oregon, Pennsylvania, Vermont, Virginia, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars grew 0.1% during May while trending at 3.8% during the past twelve months. Idaho, Montgomery County Maryland, North Carolina, Ohio, Oregon, Pennsylvania, Virginia, West Virginia, and Wyoming reported growth rates that exceeded their twelve month trends.

Price/Mix for May was 2.7%, down from April's 3.7%.

May's Control State spirits sales were sluggish as reported. However, consider:

- Michigan, with 16% of the Control States' spirits and dollars volumes, reported four weeks of sales for this May against five weeks last year, artificially deflating sales and skewing Control States results. Michigan had seven fewer selling days during this year's May than last year's.
- Utah, with 2.5% of Control State spirits volume, reported four weeks of sales against five weeks last year: there were 6 fewer selling days during this year's May.

-more-

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

MayCS Results Add 1

- After normalizing nine-liter spirits case sales for Michigan and Utah, May's nine-liter case growth is 1.3%, and rolling-twelve month volumes show an increase of 1.3%. Likewise, after normalizing shelf dollars, May's control states shelf dollar growth rate is 4.3%, and its twelve-month trend is 4.2%.
- May's normalized Price/Mix is 3.0%.

During May, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 7.2% reported and a twelve month trend of 9.7%. Vodka, with 33% share, grew during the same periods at -1.7% and 0.9%. Cocktails grew at a rate exceeding its twelve-month trend.

May's nine-liter wine case sales growth rate was -0.8%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 1.6%, -0.6 -17.3%, -6.2%, 0.6%, and 3.9%, respectively. Rolling-twelve month wine volume growth, 0.6%, was nearly flat with April's 0.5%.

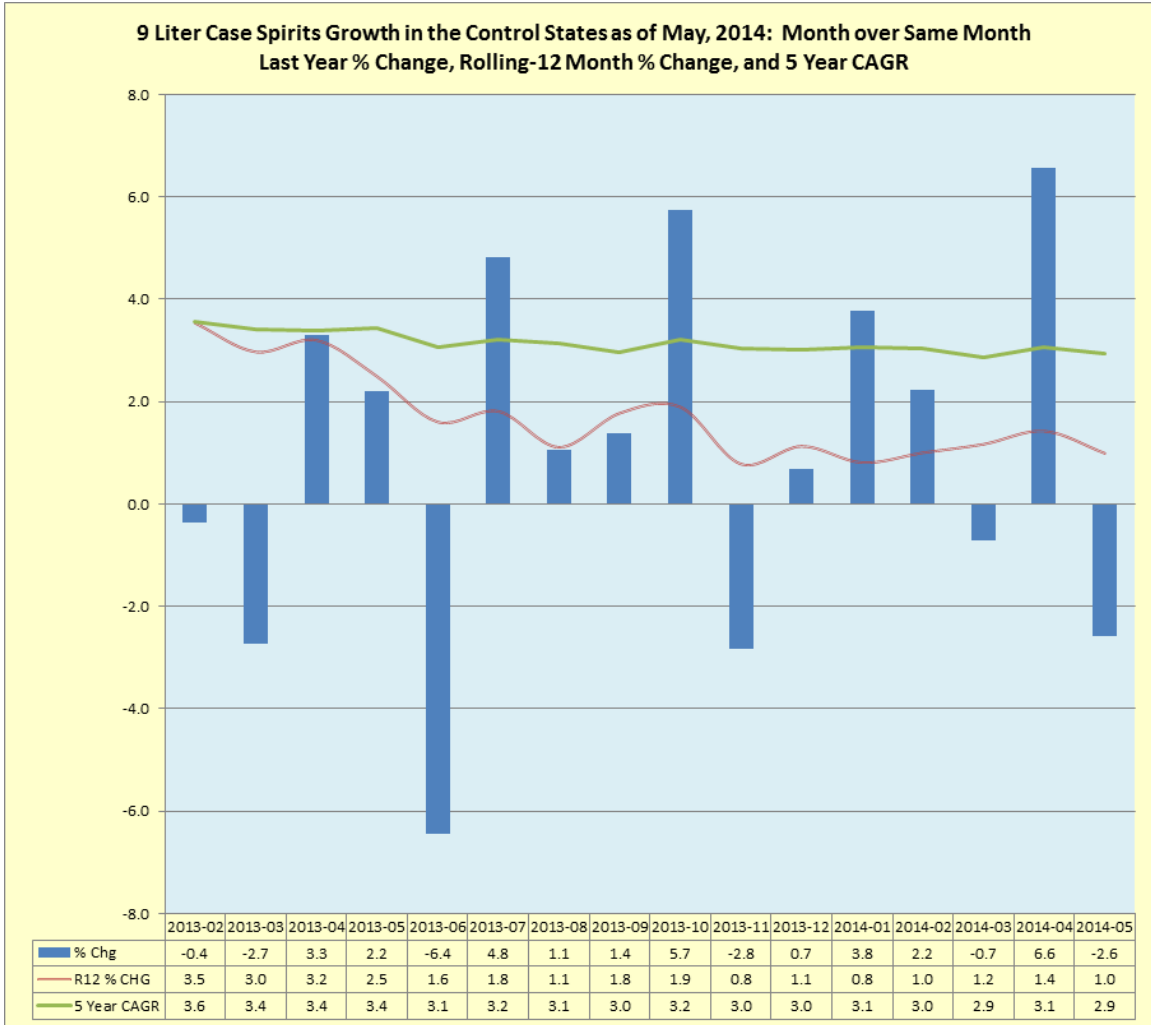
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	-2.6	0.1	2.7%	
Central Region	-5.5	-2.7	2.8%	IA, MD, MI, OH, PA, WV
NE Region	-1.8	0.5	2.3%	ME, NH, VT
NW Region	-2.2	0.1	2.3%	ID, MT, OR, UT, WY
Southern Region	2.3	5.0	2.7%	AL, MS, NC, VA

-more-

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

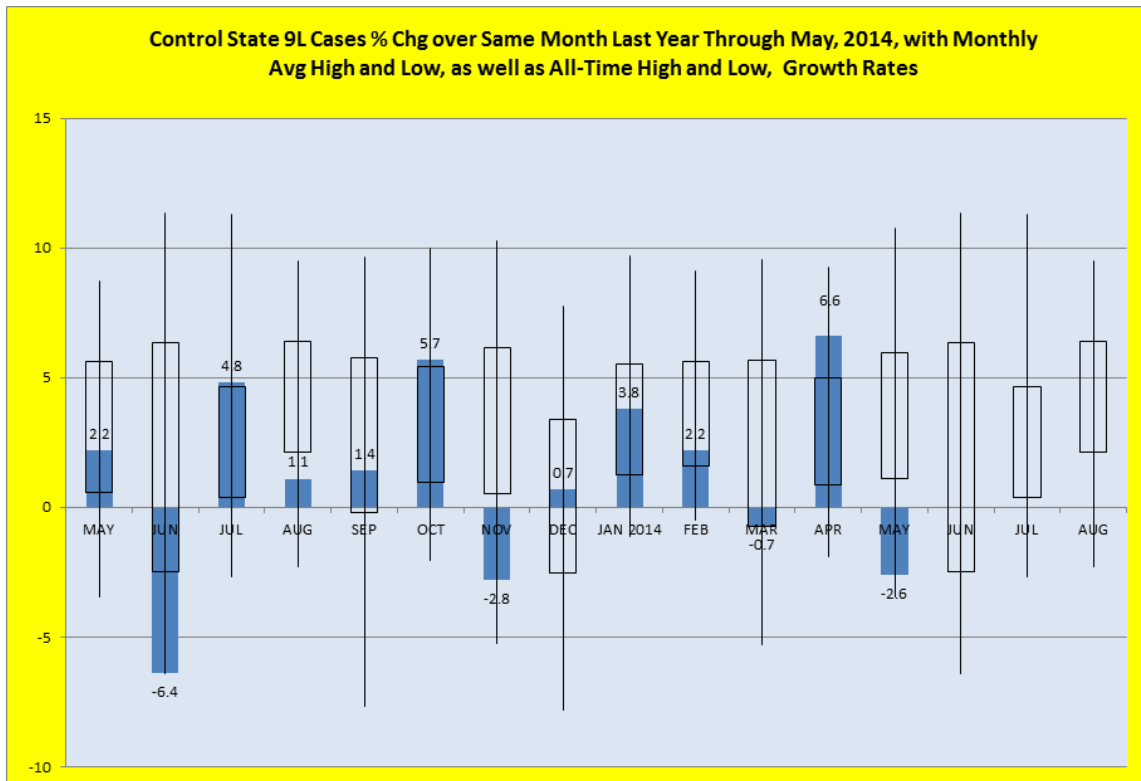
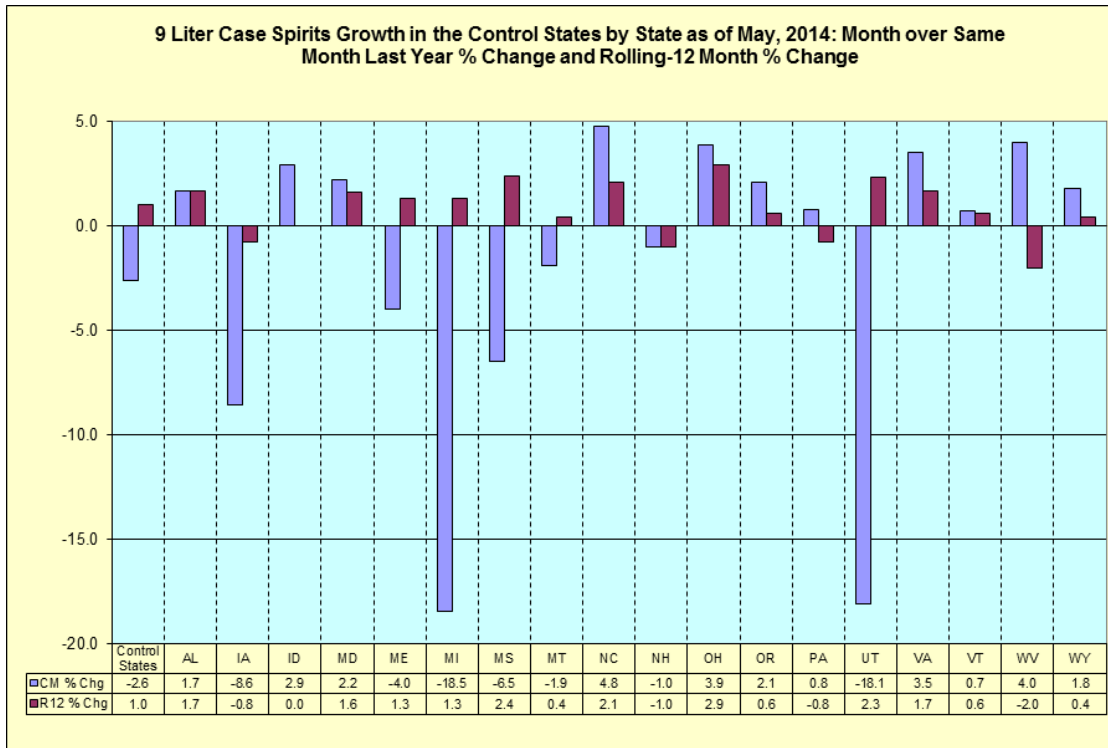
MayCS Results Add 2



-more-

4401 Ford Avenue, Suite 700, Alexandria, VA 22302

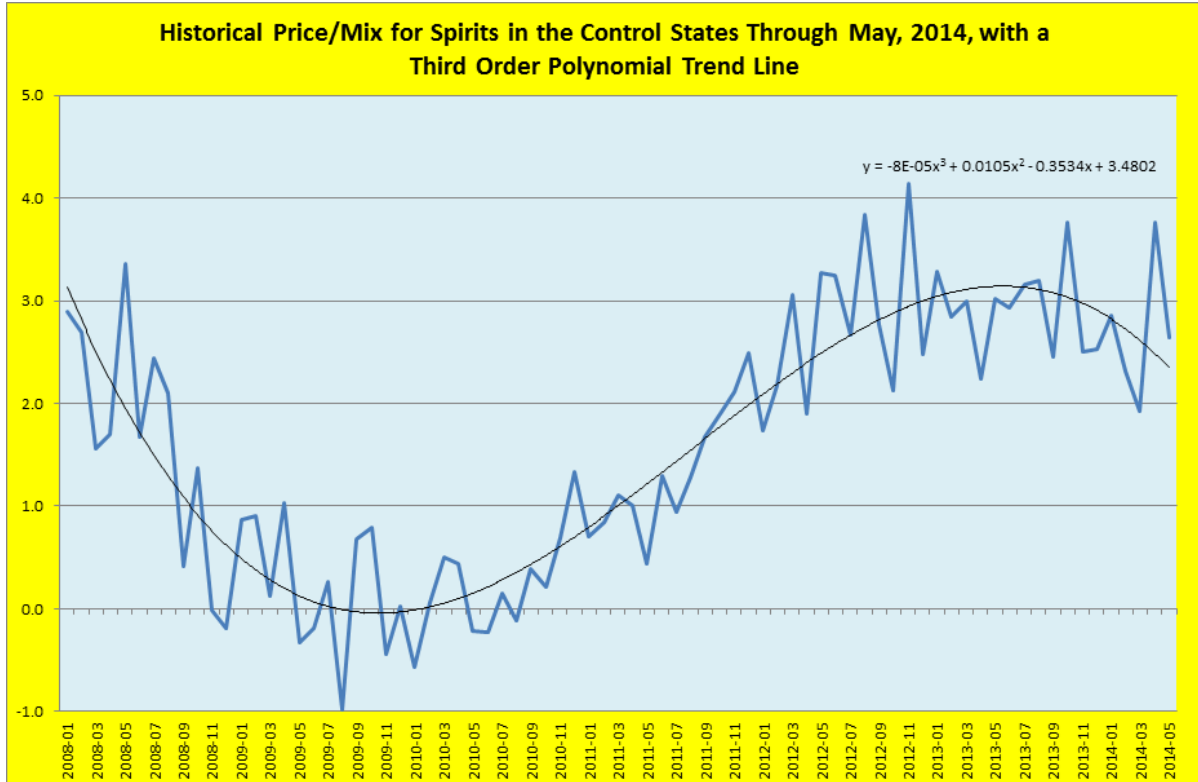
Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
 New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming



-more-

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