



# News Release

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FOR IMMEDIATE RELEASE

## **NABCA Releases Control States Nine-Liter Spirits Sales for December**

*Control State results for nine-liter beverage sales for December 2015*

ALEXANDRIA, VA (January 28, 2016)—**END-OF-YEAR RESULTS**

During 2015, nine-liter spirits case sales in the control states grew at 2.7%, improving on 2014's 2.5% and dwarfing 2013's 1.1%. Shelf Dollars grew at 5.3%, up slightly from 2014's 5.1% and up significantly from 2013's 4.0%.

2015's volumetric growth, a slight improvement over 2014's, remains somewhat softer than the Control States average growth of 2.8% during the past sixteen years. On the other hand, during the past three years volumetric growth has trended up at a modest rate, suggesting that 2016's growth will be comparable to that reported for recent years.

Brandy/Cognac's 8.4% annual growth rate, compared to 2014's 6.0%, is noteworthy. However, once again, Irish Whiskey outpaced all other categories with an annual growth rate of 14.6%, up nicely from 2014's 11.3%. During 2015, Brandy/Cognac, Canadian Whiskey, Cocktails, Cordials, Domestic Whiskey, Gin, Irish Whiskey, Rum, Scotch, Tequila, and Vodka grew at 8.4%, 5.0%, 4.7%, -1.4%, 4.4%, -0.4%, 14.6%, -0.5%, -0.3%, 7.7%, and 2.1%, respectively.

The Southern Control States (Alabama, Mississippi, North Carolina, and Virginia) grew volumes at 3.5% during 2015. Close behind were the North Western Control States (Idaho, Montana, Oregon, Utah, and Wyoming), which grew volumes at 3.2%. In third and fourth places were the North Eastern Control States (Maine, New Hampshire, and Vermont), reporting 2.3% and the Central Control States (Iowa, Montgomery County Maryland, Michigan, Ohio, Pennsylvania, and West Virginia), reporting 2.1%. The four regions (Southern, North West, North East, and Central) grew Shelf Dollars at 6.8%, 6.0%, 5.1%, and 4.3%, respectively.

### **END-OF-DECEMBER RESULTS**

During December, nine-liter spirits case sales in the control states grew at 3.2%, respectable growth in spite of a strong comp, compared to same period sales last year. Rolling-twelve month volume growth of 2.7% was down from November's 3.2%. Alabama, Idaho, Montgomery County Maryland, Maine, Montana, North Carolina, Ohio, Oregon, Utah, and Virginia reported monthly growth rates exceeding their twelve month trends.

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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

## DecCS Results Add 1

Control state spirits shelf dollars were up 6.2% during December while trending at 5.3% during the past twelve months. Alabama, Idaho, Montgomery County Maryland, Maine, Michigan, Mississippi, Montana, North Carolina, Ohio, Oregon, Utah, and Virginia reported growth rates exceeding their twelve month trends.

Price/Mix for December is 3.0%, up smartly from November's 2.0%.

December's Control State spirits growth rate was affected by the Control State's reporting calendar:

- Utah, with nearly 3% of Control States' spirits and dollars volume, reported five weeks of sales this year versus four weeks of sales during December, 2014, artificially inflating sales and skewing Control States results. Utah had five more selling days during this year's December than last year's.
  - After normalizing nine-liter spirits case sales, December's volumetric growth is 2.8%, and rolling-twelve month volume is up 2.9%. Likewise, after normalizing shelf dollars, December's control states shelf dollar growth rate is 5.8% with a twelve-month trend of 5.6%.
  - December's normalized Price/Mix is 3.0%.

During December, Irish Whiskey, with 1% share of the control states spirits market, was the fastest growing category with 13.6% reported and a twelve month trend of 14.6%. Vodka, with 32% share, grew during the same periods at 3.9% and 2.1%. Gin, Rum, Scotch, Tequila, and Vodka grew at rates exceeding their twelve-month trends.

December's nine-liter wine case sales growth rate was 4.0%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 1.9%, -0.2%, 32.5%, 6.7%, 3.1%, and -4.2%, respectively. Rolling-twelve month wine volume growth was 1.4%, up from November's 1.1%.

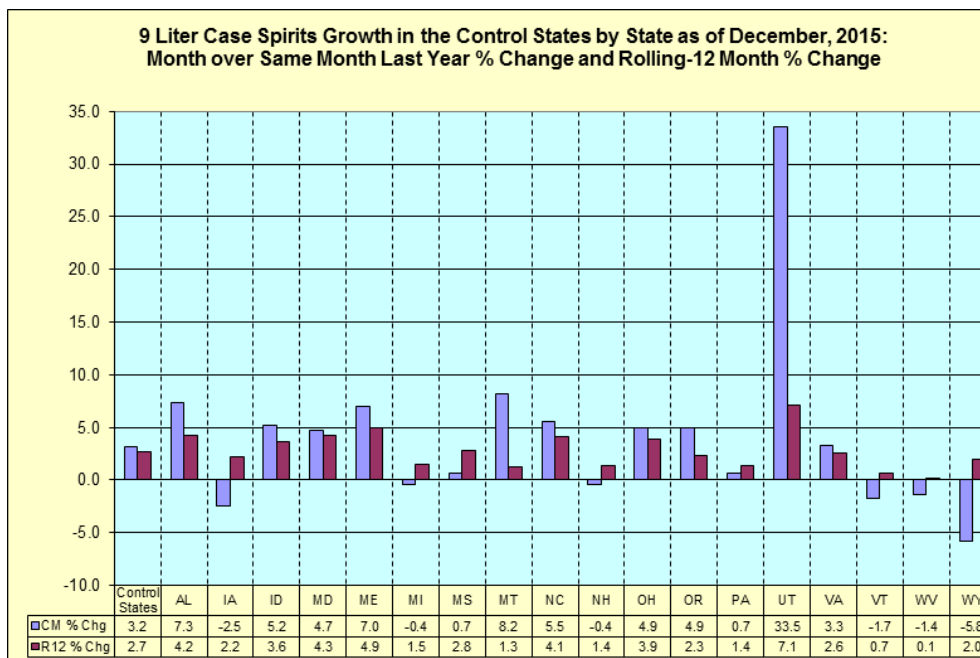
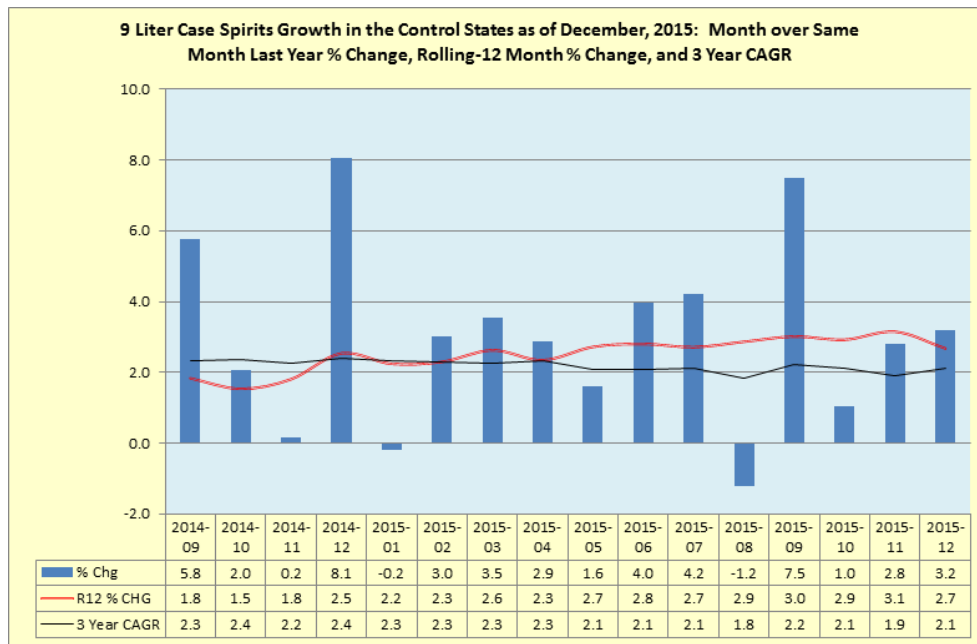
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
<b>Total Control States</b>	3.2	6.2	3.0%	
<b>Central Region</b>	1.0	4.2	3.2%	IA, MD, MI, OH, PA, WV
<b>NE Region</b>	1.7	2.5	0.8%	ME, NH, VT
<b>NW Region</b>	9.0	10.9	1.9%	ID, MT, OR, UT, WY
<b>Southern Region</b>	4.5	8.3	3.8%	AL, MS, NC, VA

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# DecCS Results Add 2

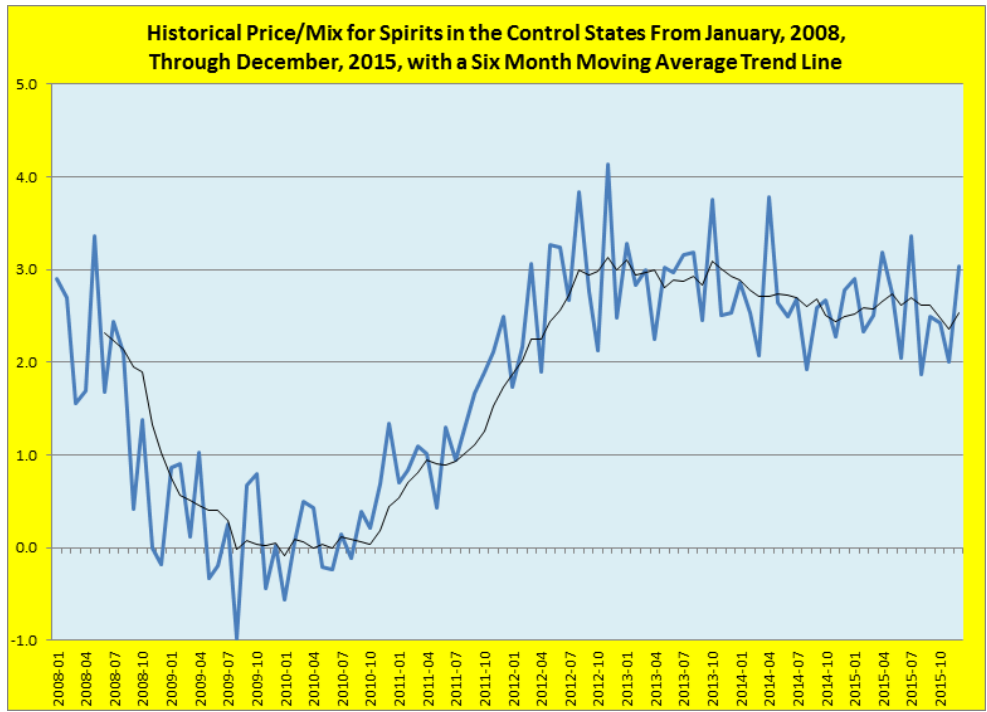
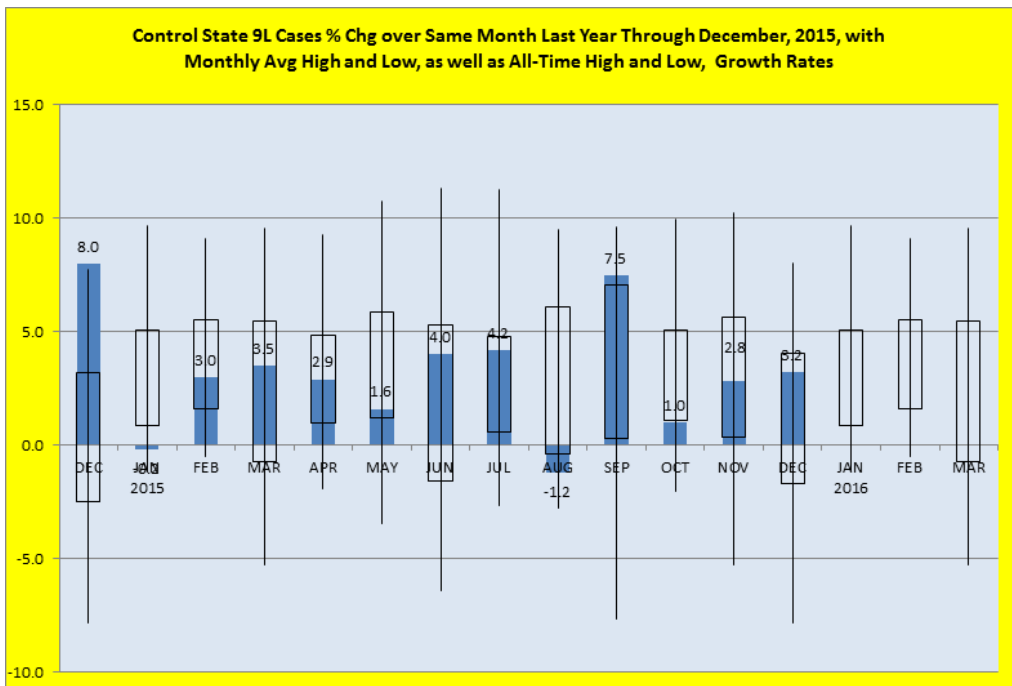


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# DecCS Results Add 3

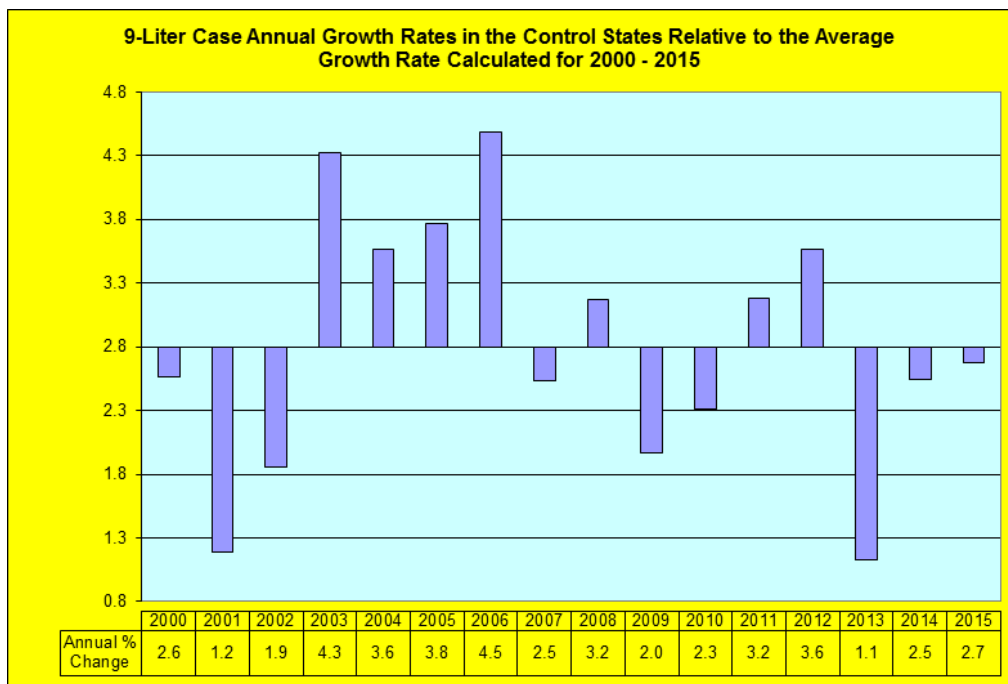
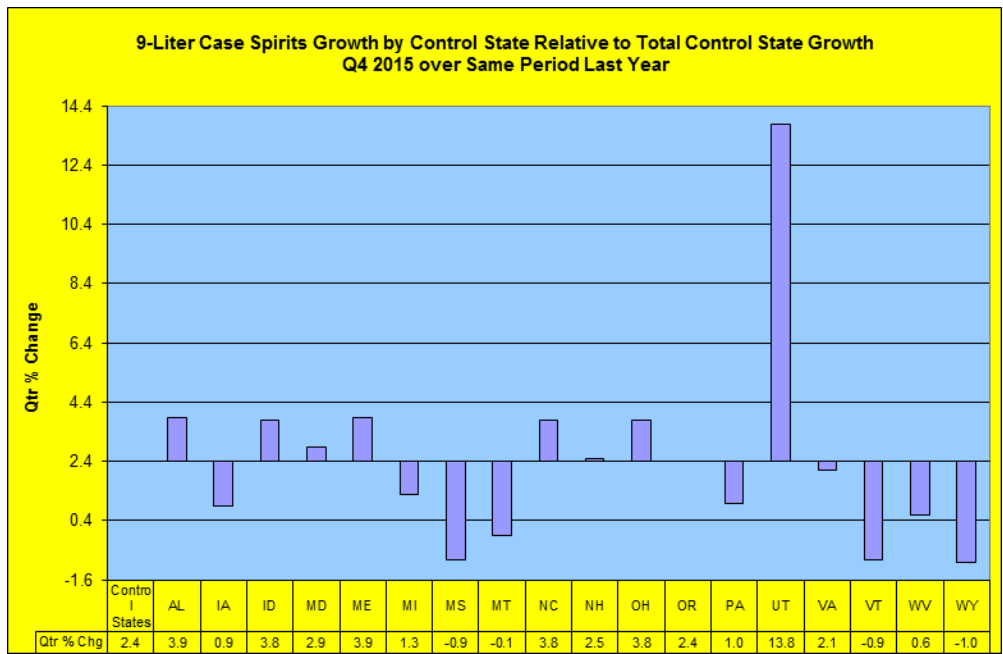


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# DecCS Results Add 4



For more information about the NABCA, visit [www.nabca.org](http://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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