



# News Release

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FOR IMMEDIATE RELEASE

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

*Control State results for nine-liter beverage sales for February 2016*

ALEXANDRIA, VA (January 28, 2016)—During February, nine-liter spirits case sales growth in the control states grew 4.5%. Rolling-twelve-month volume growth of 2.7% was nearly flat compared to January's 2.6%. Alabama, Iowa, Idaho, Montgomery County Maryland, Maine, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, Vermont, West Virginia, and Wyoming reported monthly volumetric growth rates in excess of their 12-month trends.

The calendar likely played a role in February's robust volume growth. Since the turn of the millennium, average control states volumetric growth during February has been 3.1%. 2016's February, a leap-year February, had 15 more selling days than last year's, an increase of 3.1%. The reported above average growth rate may be partially attributable to additional selling days.

Control state spirits shelf dollars were up 6.7% during February while trending at 5.3% during the past twelve months. Alabama, Iowa, Idaho, Montgomery County Maryland, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, Vermont, and Wyoming reported monthly growth rates in excess of their 12-month trends.

Price/Mix for February is 2.2%, slipping from January's reported 3.3%.

Irish Whiskey, with 1% share of the control states spirits market, was February's fastest growing category with 16.9% reported and a twelve month trend of 15.0%. Vodka, with 35% share, grew during the same periods at 4.6% and 2.1%. Brandy/Cognac (12.3%), Cocktails (5.8%), Cordials (-0.7%), Domestic Whiskey (4.5%), Gin (3.7%), Irish Whiskey (16.9%), Rum (0.3%), Scotch (1.6%), Tequila (12.5%), and Vodka (4.6%) grew at monthly rates exceeding their twelve-month trends, while Canadian Whiskey (4.4%) fell short.

February's nine-liter wine case sales growth rate was 1.5%. Pennsylvania (reporting -0.6% 9-liter case growth for wines), New Hampshire (1.0%), Utah (4.9%), Mississippi (6.5%), Montgomery County Maryland (13.3%), and Wyoming (8.7%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states was 1.4%, up slightly from January's 1.3%.

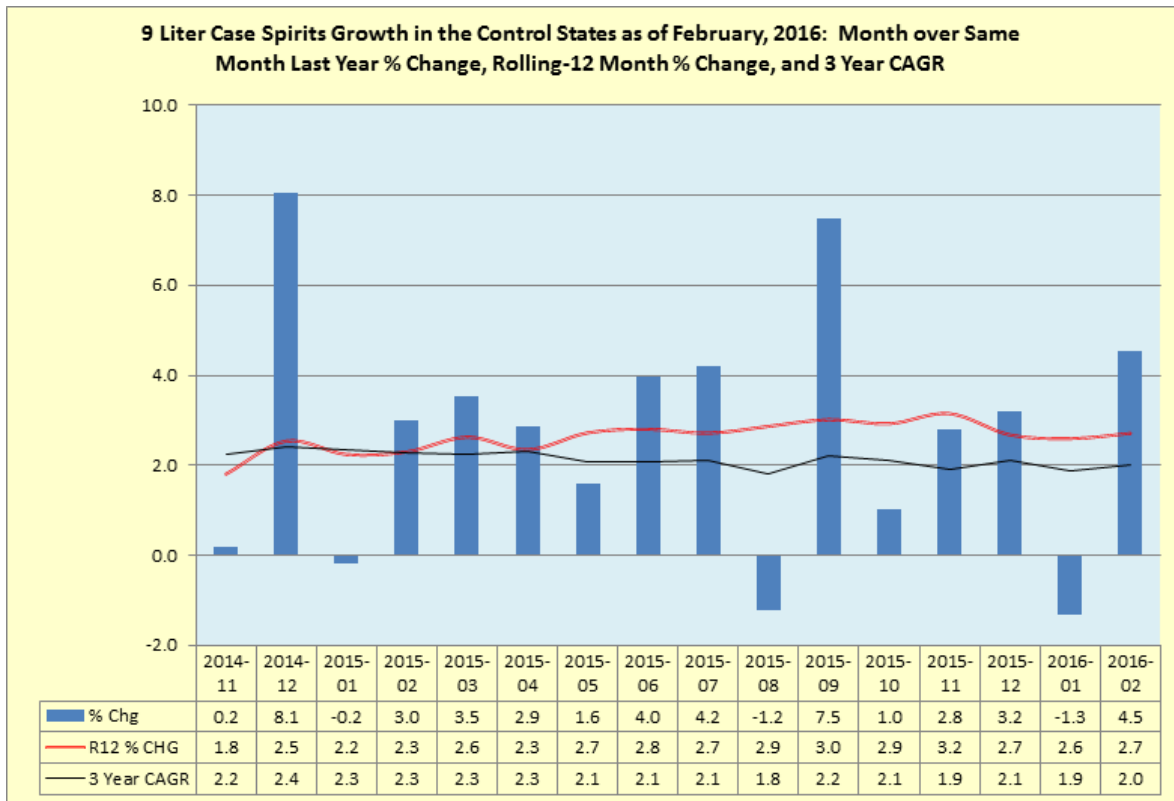
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4401 Ford Avenue, Suite 700, Alexandria, VA 22302

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

FebCS Results Add 1

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	4.5	6.7	2.2%	
Central Region	3.3	5.0	1.7%	IA, MD, MI, OH, PA, WV
NE Region	7.0	13.3	6.3%	ME, NH, VT
NW Region	5.3	7.4	2.1%	ID, MT, OR, UT, WY
Southern Region	5.7	7.7	2.0%	AL, MS, NC, VA

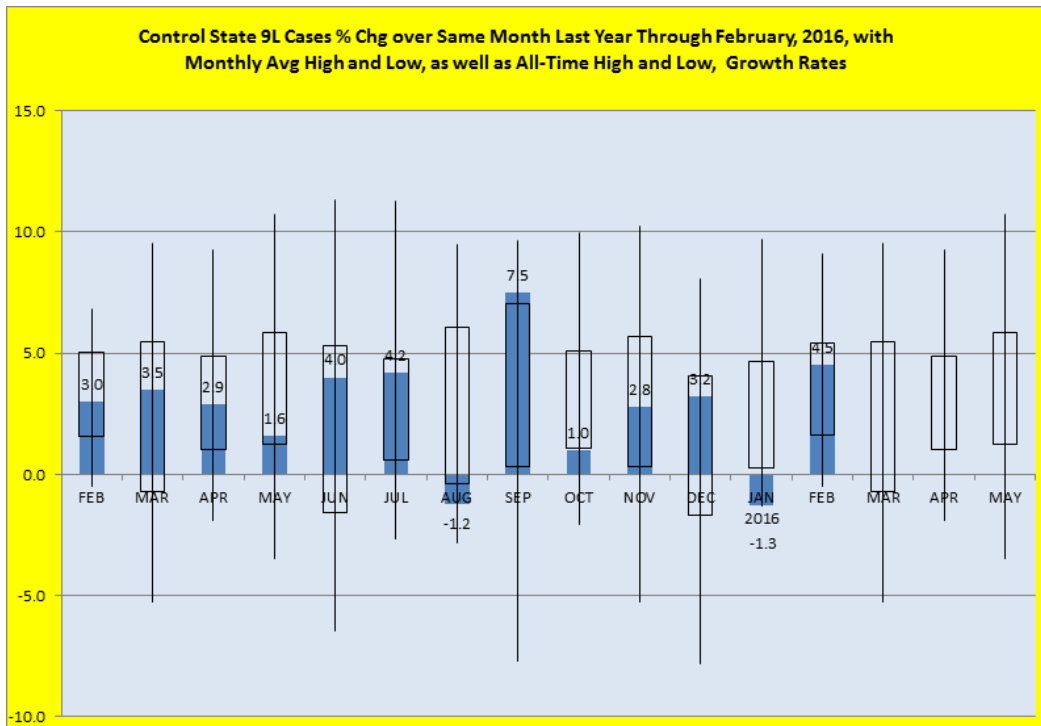
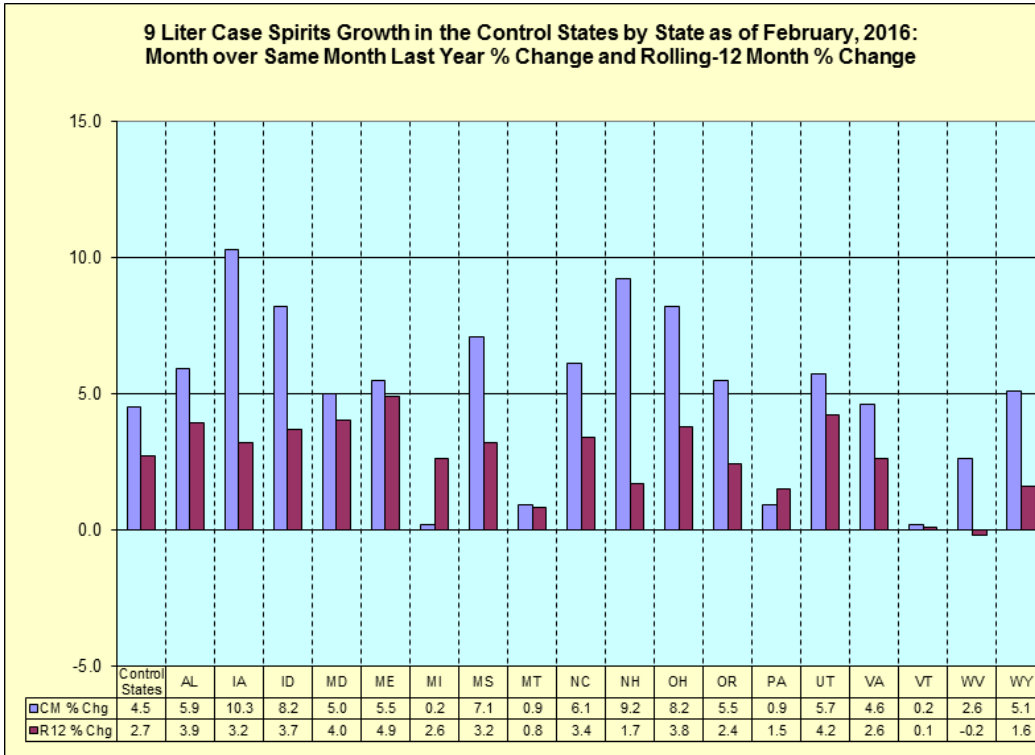


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FebCS Results Add 2

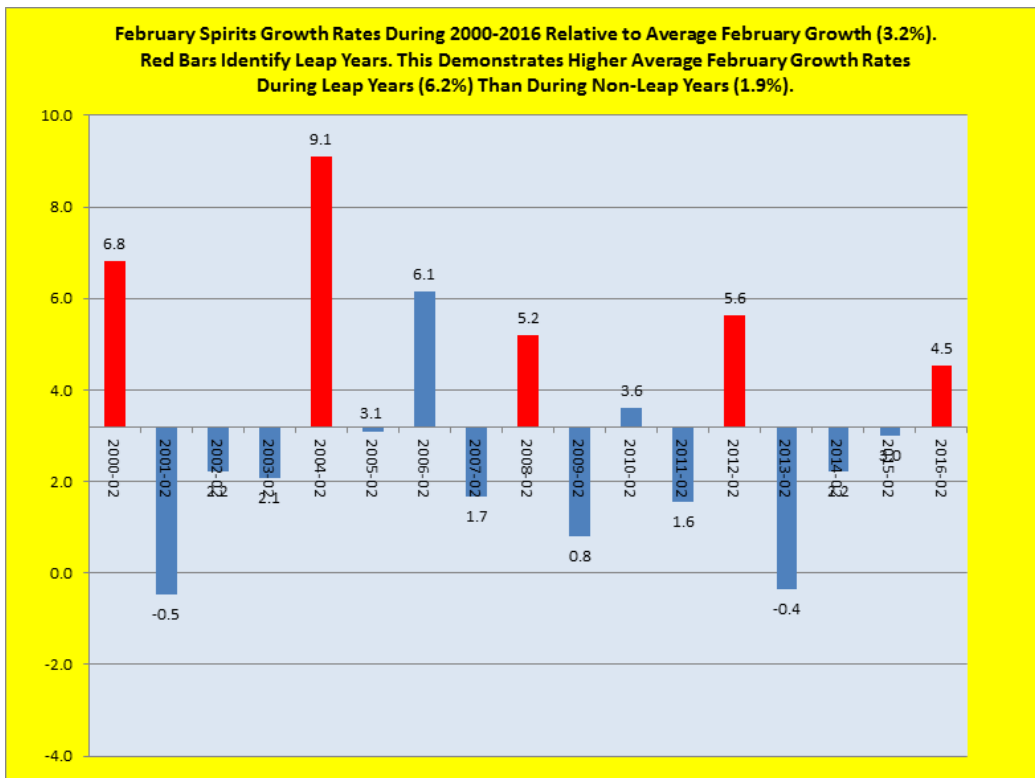
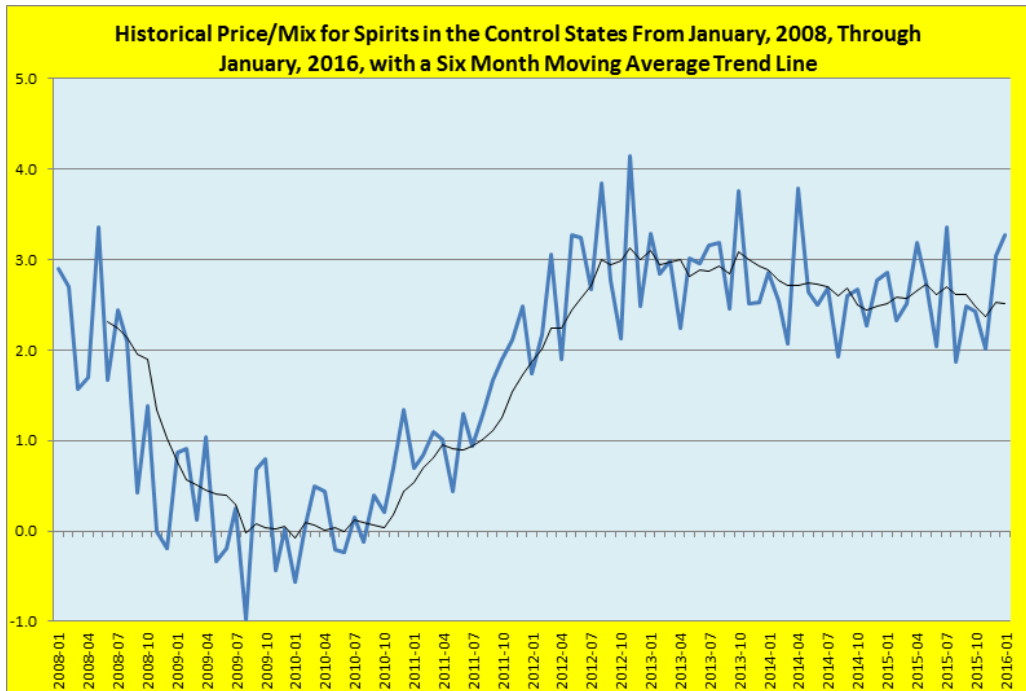


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FebCS Results Add 3



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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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