



# News Release

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FOR IMMEDIATE RELEASE

## NABCA Releases Control States Nine-Liter Spirits Sales for June

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

ALEXANDRIA, VA (July 20, 2016) – During June, nine-liter spirits case sales in the control states grew at a robust 10.0% rate, which was influenced by a calendar anomaly. Rolling-twelve month volume growth of 3.3% was an improvement over May's 2.8%. Alabama, Idaho, Maine, Michigan, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, and Vermont reported monthly nine-liter case growth rates exceeding their 12-month trends. Spirits volumes in the control states have grown 3.8% year-to-date compared to 2.5% growth during the same period last year.

Control state spirits shelf dollars growth was up 12.4% during June while trending at 5.8% during the past twelve months. Alabama, Idaho, Maine, Michigan, Mississippi, Montana, North Carolina, New Hampshire, Ohio, Oregon, Utah, Virginia, and Vermont reported monthly growth rates that exceeded their 12-month trends. Spirits shelf dollars have grown 6.2% year-to-date versus 5.1% as reported last June.

Price/Mix for June is 2.4%, improving upon May's 1.9%.

June's Control State spirits growth rate was effected by the Control States' reporting calendars:

- Michigan, with more than 15% of Control States' spirits nine-liter case volumes and dollars, reported five weeks of sales this year versus four weeks of sales during June, 2015, artificially inflating sales and skewing Control States results. Michigan had seven more selling days during this year's June than during last year's.
- Overall, June, 2016, had nine more selling days, 1.9% more, than last year's June.
- After equalizing nine-liter spirits case sales with respect to selling-day variations, June's volumetric growth is 6.0%, and rolling-twelve-month volume is up 2.8%. Likewise, after equalizing shelf dollars, June's control states shelf dollar growth rate is 8.0% with a twelve-month trend of 5.2%.
- April's equalized Price/Mix is 2.0%.

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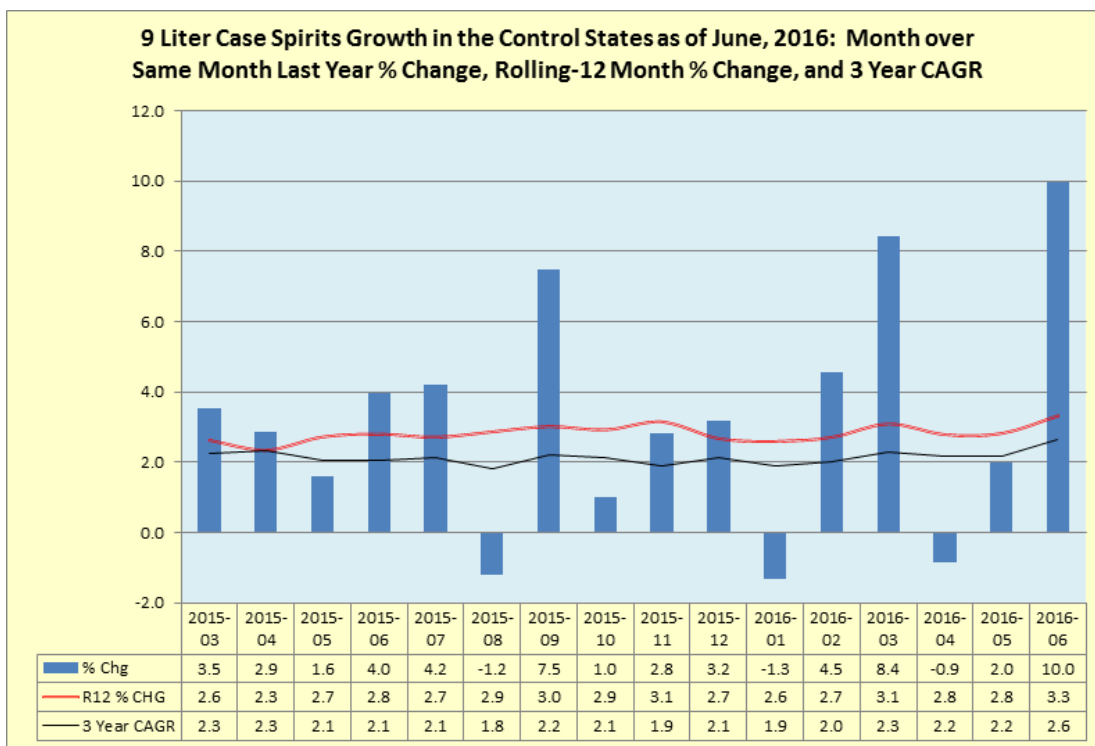
Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana  
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

## JuneCS Results Add 2

Irish Whiskey, with 1% share of the control states spirits market, was June's fastest growing category with 24.4% reported and a twelve month trend of 16.5%. Vodka, with 35% share, grew during the same periods at 11.1% and 3.1%. All Categories, namely Brandy/Cognac (18.5%), Canadian Whiskey (9.0%), Cocktails (14.3%), Cordials (5.9%), Domestic Whiskey (7.9%), Gin (6.5%), Irish Whiskey (24.4%), Rum (8.9%), Scotch (2.7%), Tequila (13.6%), and Vodka (11.1%) grew at June rates that exceeded their twelve-month trends.

June's nine-liter wine case sales growth rate was 3.6%. Pennsylvania (reporting -1.3% nine-liter case growth for wines), New Hampshire (12.2%), Utah (11.3%), Mississippi (10.8%), Montgomery County Maryland (2.6%), and Wyoming (-3.1%) 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 1.9%, flat with May's reported 1.9%.

	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	10.0	12.4	2.4	
Central Region	13.0	15.3	2.3	IA, MD, MI, OH, PA, WV
NE Region	10.8	13.3	2.5	ME, NH, VT
NW Region	5.8	8.0	2.2	ID, MT, OR, UT, WY
Southern Region	6.8	9.2	2.4	AL, MS, NC, VA

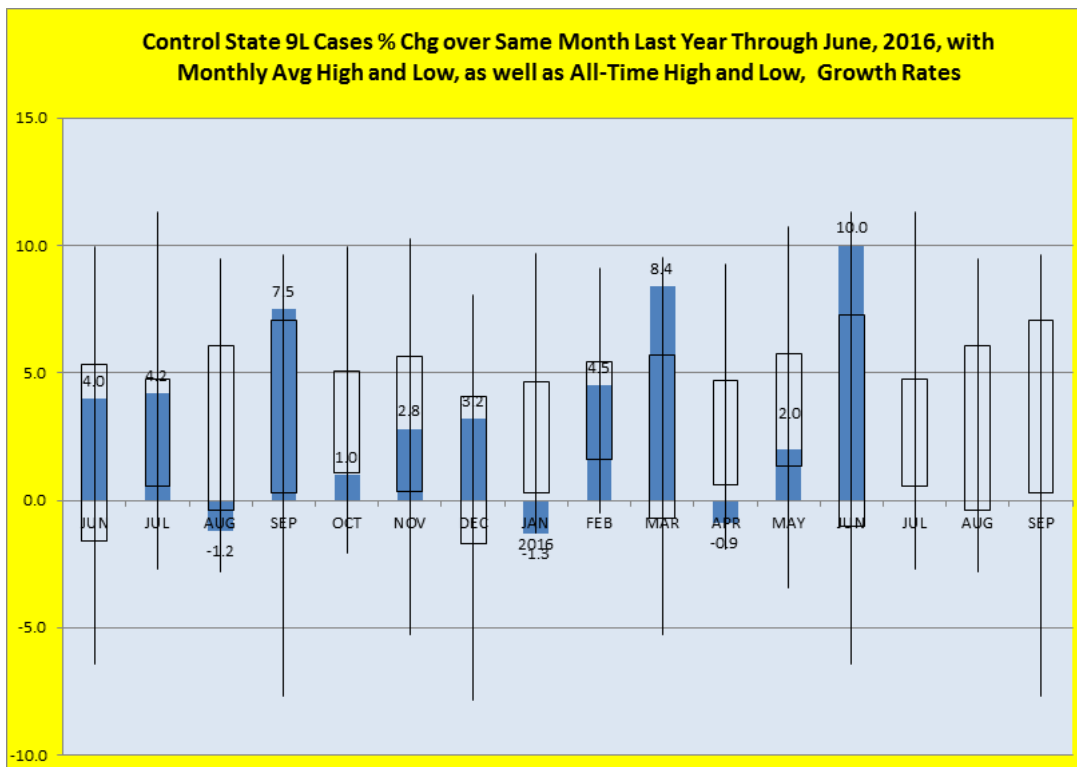
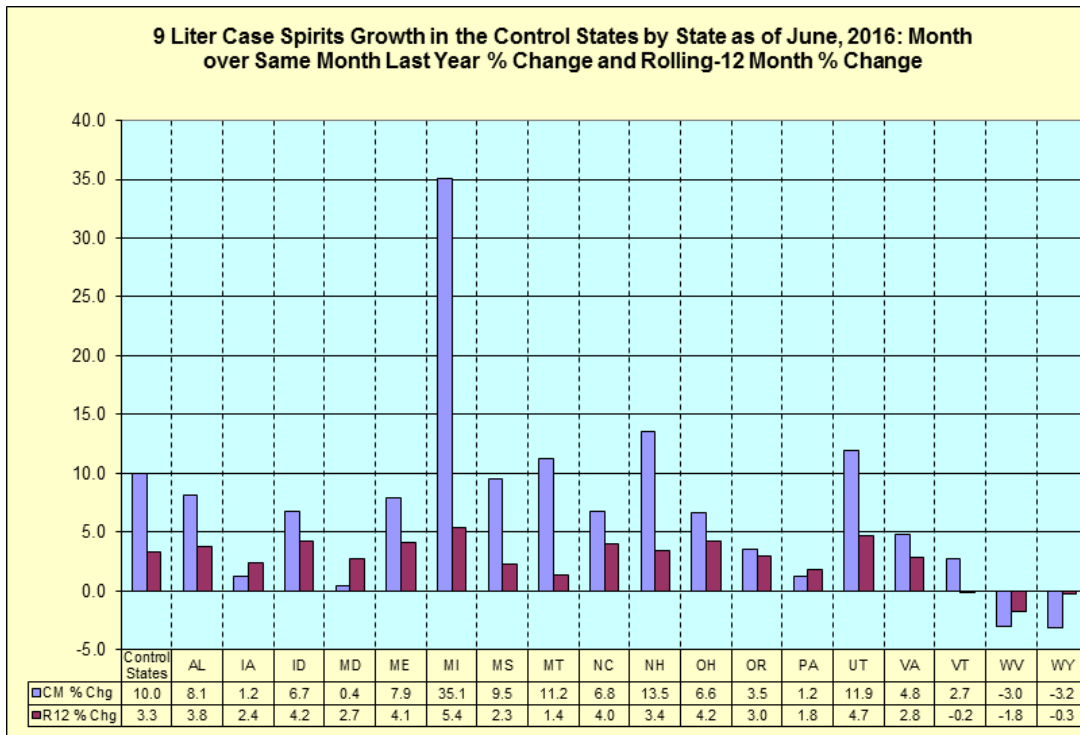


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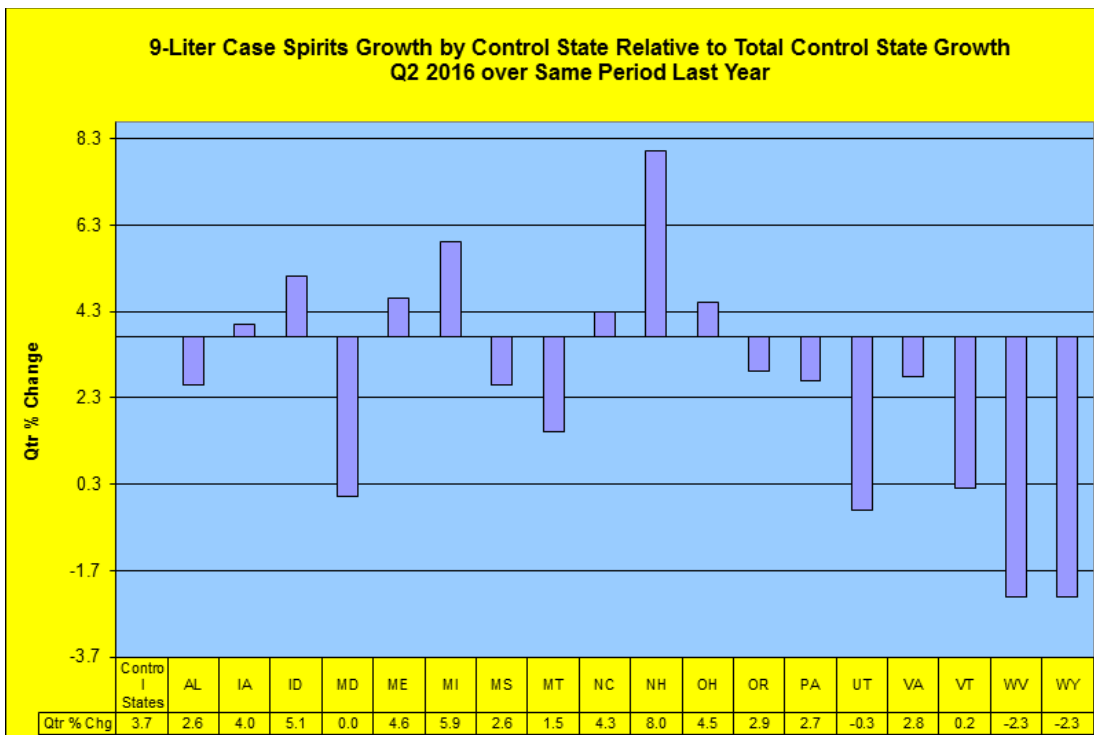
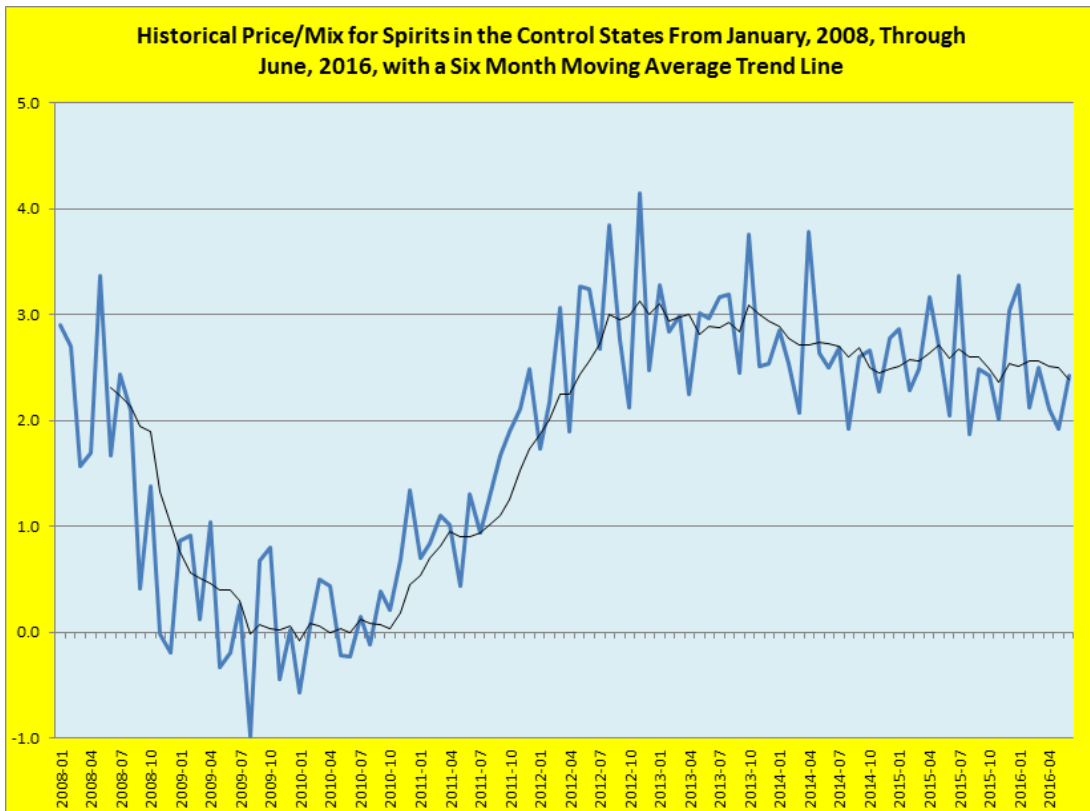
JuneCS Results Add 3



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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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