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## **SAM Database**

Statistics for Alcohol Management, SAM, is NABCA's flagship control state data offering. It comprises account level data, depletion data, and state dependent value-added datasets. There are five ways to gain access to SAM: subscribe to the full SAM Dataset, or the SAM-Lite Dataset, or the SAM Green Book Dataset, or the SAM-RAD Dataset, or the SAM-RAD-Lite Dataset.

The price for a full SAM subscription is \$1,800 per month per state to a maximum of 10 states, or \$18,000 per month for all control jurisdictions. SAM-Lite is available for \$900 per month per state to a maximum of 10 states, or \$9,000 per month for all control jurisdictions. A SAM Green Book subscription is billed at \$360 per month per state, SAM-RAD is billed at \$410 for a monthly file (and \$435 for a daily SAM-RAD file) per month per state, and SAM-RAD-Lite is billed at \$150 per month per state.

SAM-Lite, SAM Green Book, and SAM-RAD, and SAM-RAD-Lite are scaled-down subscriptions to SAM that are offered as alternatives to the full subscription. One user ID is provided per subscription, and additional ID's are priced at \$100 per month per ID. An ID can be used by more than one person, but not simultaneously.

# NABCA DATA-BY THE NUMBERS

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## THERE ARE EIGHTEEN CONTROL JURISDICTIONS

Alabama, Idaho, Iowa, Maine, Montgomery County, Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, and Wyoming in the United States that account for nearly 23% of the beverage alcohol industry's business.

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## SIX CONTROL WHOLESALE

Montgomery County Maryland, Mississippi, New Hampshire, Pennsylvania, Utah, and Wyoming are the sole wholesalers of wines and spirits.

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## ELEVEN CONTROL RETAIL & WHOLESALE

Alabama, Idaho, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, and Virginia have retail or agency outlets. Reported sales in these jurisdictions are direct sales to consumers (retail) and sales to licensees (wholesale).

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## MARKETS PROVIDE ON-PREMISE ACCOUNT DATA

On-Premise account data is available in all control markets except for Iowa, Montana and West Virginia.

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## DAILY DATA

As of January 2021, all states except Michigan and Virginia provide daily account level data.

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## DATA ACCURACY

Cowen Inc., cites our data as #1 "...we view NABCA more reliable given it captures both on- and off-premise trends." The Cowen Insight, March 5, 2018.

15,500

RETAIL  
ACCOUNTS

76,000

LICENSEE  
ACCOUNTS

59,200,000

9-LITER CASES  
OF SPIRITS



	Full SAM Access	SAM-Lite Access	SAM Green Book	Standard Data Set	SAM RAD-Lite
ProDiver	✓	✓	✓		
DivePort	✓	✓	✓		
Account Level	✓	✓		✓	✓
Competitor Data	✓	✓		✓	
Green Book Data	✓	✓	✓	✓	
Inventory Data	✓				
Daily Data	✓			✓	
Monthly Data	✓	✓	✓	✓	✓
Quarterly Data	✓	✓	✓		
Report Only					✓

## FULL SAM SUBSCRIPTION

The full SAM subscription includes access to all details available from a state including Greenbook, and account level data and inventory. Access is available through ProDiver, DivePort and Standard Data Sets. Subscribe to 10 markets and receive the remaining eight at no charge.

## SAM-LITE

SAM-Lite provides limited access to Greenbook and account level data through DivePort only.

## SAM GREEN BOOK

SAM Greenbook includes product level data from January 1999 until present. Access is available through ProDiver, DivePort or Standard Data Set.

## STANDARD DATA SET

Standard Data Sets are available either directly via SFTP or through 3rd party data providers. Pricing is subject to subscription level and can include Greenbook and Account Level.

## SAM RAD-LITE (RAD = Retail Account Data)

SAM RAD-Lite is an excel file emailed at the close of each markets monthly sales. Data includes CM/PYM, YTD/PYTD and 12M/PY12M in bottles or cases. Subscriber's SKUs only.