

Control States 2022 Year End Channel and Category Supplement

The On-Premise channel 9L spirits volume increased by +11.2% with the Dollar volume increasing by +17.1% resulting in a +5.9% price mix. The increase in the average RSP (retail selling price) of the products was +5.3%.

State	9L R12TY	9L R12LY	R12 % Chg	Shelf \$ R12TY	Shelf \$ R12LY	Shelf \$ R12 % Chg	RSP R12 TY	RSP R12 LY	RSP R12 Chg
Totals	9,218,652	8,293,794	11.2%	\$ 2,197,634,831	\$ 1,875,956,959	17.1%	\$ 23.56	\$ 22.38	5.3%
Alabama	558,685	518,104	7.8%	\$ 122,146,746	\$ 109,339,400	11.7%	\$ 21.32	\$ 20.12	6.0%
Idaho	245,504	238,957	2.7%	\$ 56,595,106	\$ 51,118,330	10.7%	\$ 22.31	\$ 21.06	5.9%
Michigan	1,344,055	1,139,045	18.0%	\$ 321,359,993	\$ 263,139,656	22.1%	\$ 22.58	\$ 21.53	4.9%
Mississippi	165,091	176,381	-6.4%	\$ 23,739,633	\$ 23,601,628	0.6%	\$ 15.93	\$ 14.85	7.3%
Mont County MD	105,434	83,239	26.7%	\$ 27,308,011	\$ 21,376,813	27.7%	\$ 23.37	\$ 24.87	-6.0%
New Hampshire	325,494	307,384	5.9%	\$ 65,679,149	\$ 59,726,077	10.0%	\$ 22.88	\$ 22.08	3.6%
North Carolina	999,088	861,766	15.9%	\$ 270,831,679	\$ 216,972,898	24.8%	\$ 23.76	\$ 22.04	7.8%
Ohio	1,731,838	1,660,951	4.3%	\$ 434,361,574	\$ 397,320,502	9.3%	\$ 26.11	\$ 24.96	4.6%
Oregon	733,282	597,422	22.7%	\$ 172,414,454	\$ 130,185,948	32.4%	\$ 22.87	\$ 21.07	8.5%
Pennsylvania	1,643,523	1,476,623	11.3%	\$ 380,436,587	\$ 328,412,847	15.8%	\$ 24.17	\$ 23.21	4.1%
Utah	146,259	128,875	13.5%	\$ 41,304,205	\$ 34,296,595	20.4%	\$ 26.63	\$ 25.27	5.4%
Vermont	92,716	76,275	21.6%	\$ 23,843,689	\$ 18,750,538	27.2%	\$ 24.34	\$ 23.30	4.5%
Virginia	1,017,848	916,018	11.1%	\$ 237,879,713	\$ 202,453,246	17.5%	\$ 23.80	\$ 22.69	4.9%
Wyoming	109,836	112,754	-2.6%	\$ 19,734,292	\$ 19,262,482	2.4%	\$ 14.02	\$ 13.73	2.1%

The spirits growth in the On-Premise was driven by the four largest spirit categories (in the channel) Vodka, Tequila, Domestic Whiskey and Cordials all of which enjoyed double digit percentage growth. The only category showing a decline was Brandy/Cognac at -0.1%.

	9L R12TY	9L R12LY	R12 % Chg	Shelf \$ R12TY	Shelf \$ R12LY	Shelf \$ R12 % Chg	RSP R12 TY	RSP R12 LY	RSP R12 Chg
Totals	9,218,652	8,293,794	11.2%	\$ 2,197,634,831	\$ 1,875,956,959	17.1%	\$ 23.56	\$ 22.38	5.3%
BRANDY / COGNAC	169,350	169,469	-0.1%	\$ 70,068,654	\$ 65,690,676	6.7%	\$ 38.78	\$ 36.12	7.4%
CACHACA	4,238	4,003	5.9%	\$ 952,211	\$ 930,361	2.3%	\$ 22.76	\$ 23.17	-1.8%
CANADIAN	633,690	614,505	3.1%	\$ 160,679,004	\$ 149,779,247	7.3%	\$ 23.04	\$ 22.50	2.4%
COCKTAILS	141,044	72,751	93.9%	\$ 10,332,121	\$ 5,727,451	80.4%	\$ 9.19	\$ 8.77	4.8%
CORDIALS	1,196,684	1,087,511	10.0%	\$ 223,821,367	\$ 196,971,439	13.6%	\$ 17.57	\$ 17.18	2.3%
DOMESTIC WHISKEY	1,220,016	1,055,917	15.5%	\$ 365,028,816	\$ 296,055,859	23.3%	\$ 28.70	\$ 26.97	6.4%
GIN	342,078	297,318	15.1%	\$ 81,710,967	\$ 66,899,135	22.1%	\$ 23.57	\$ 22.32	5.6%
IRISH	312,432	271,695	15.0%	\$ 107,458,150	\$ 89,845,063	19.6%	\$ 34.92	\$ 33.41	4.5%
NEUTRAL GRAIN SPIRIT	3,981	3,964	0.4%	\$ 794,015	\$ 751,188	5.7%	\$ 23.98	\$ 22.44	6.9%
OTHER IMPORT WHISKY	5,599	3,989	40.4%	\$ 3,560,200	\$ 2,455,117	45.0%	\$ 53.24	\$ 51.54	3.3%
RUM	926,915	877,770	5.6%	\$ 147,443,516	\$ 134,444,900	9.7%	\$ 16.45	\$ 15.86	3.7%
SCOTCH	89,312	80,524	10.9%	\$ 47,075,335	\$ 41,108,237	14.5%	\$ 48.62	\$ 47.14	3.1%
TEQUILA	1,676,914	1,470,702	14.0%	\$ 511,384,268	\$ 409,733,389	24.8%	\$ 30.59	\$ 28.25	8.3%
VODKA	2,496,395	2,283,673	9.3%	\$ 467,319,515	\$ 415,546,250	12.5%	\$ 19.01	\$ 18.40	3.3%

Note: The RSP is the shelf price in retail states and the wholesale price in wholesale states.

The Off-Premise & Combined channel 9L spirits volume decreased by -2.3% with the Dollar volume also decreasing by -0.3% resulting in a positive +2.0% price mix. The one penny increase in the average RSP (retail selling price) of the products was +0.1%.

	9L R12TY	9L R12LY	R12 % Chg	Shelf \$ R12TY	Shelf \$ R12LY	Shelf \$ R12 % Chg	RSP R12 TY	RSP R12 LY	RSP R12 Chg
Totals	52,309,858	53,553,413	-2.3%	\$ 11,012,127,985	\$ 11,050,320,186	-0.3%	\$ 14.34	\$ 14.33	0.1%
Alabama	2,955,108	2,964,932	-0.3%	\$ 640,128,153	\$ 626,848,769	2.1%	\$ 11.32	\$ 11.42	-0.9%
Idaho	1,185,519	1,215,590	-2.5%	\$ 240,862,553	\$ 235,244,268	2.4%	\$ 17.72	\$ 17.45	1.5%
Iowa	2,810,922	2,863,616	-1.8%	\$ 438,553,808	\$ 428,236,575	2.4%	\$ 14.09	\$ 13.72	2.7%
Maine	1,449,024	1,464,533	-1.1%	\$ 288,649,107	\$ 275,069,069	4.9%	\$ 12.52	\$ 11.67	7.3%
Michigan	7,820,702	8,248,824	-5.2%	\$ 1,804,699,168	\$ 1,901,552,764	-5.1%	\$ 11.39	\$ 11.69	-2.6%
Mississippi	2,103,400	2,313,598	-9.1%	\$ 358,204,062	\$ 367,313,583	-2.5%	\$ 9.66	\$ 9.25	4.4%
Montana	1,099,914	1,082,410	1.6%	\$ 207,216,592	\$ 196,306,203	5.6%	\$ 13.16	\$ 13.15	0.1%
Montgomery County, M	404,326	388,129	4.2%	\$ 91,776,423	\$ 89,714,461	2.3%	\$ 14.70	\$ 17.27	-14.9%
New Hampshire	2,012,994	2,208,413	-8.8%	\$ 374,767,396	\$ 415,057,077	-9.7%	\$ 13.91	\$ 14.62	-4.9%
North Carolina	6,543,576	6,539,865	0.1%	\$ 1,485,084,800	\$ 1,423,236,335	4.3%	\$ 14.71	\$ 14.38	2.3%
Ohio	5,431,860	5,622,291	-3.4%	\$ 1,332,012,410	\$ 1,353,716,853	-1.6%	\$ 19.78	\$ 19.50	1.4%
Oregon	2,887,496	3,065,290	-5.8%	\$ 637,186,452	\$ 652,026,626	-2.3%	\$ 20.33	\$ 19.82	2.6%
Pennsylvania	7,349,595	7,247,481	1.4%	\$ 1,362,313,944	\$ 1,367,828,294	-0.4%	\$ 16.14	\$ 16.75	-3.6%
Utah	1,583,633	1,499,780	5.6%	\$ 283,549,412	\$ 271,780,212	4.3%	\$ 18.76	\$ 18.95	-1.0%
Vermont	368,096	389,177	-5.4%	\$ 76,269,922	\$ 78,434,051	-2.8%	\$ 16.97	\$ 16.88	0.5%
Virginia	4,820,786	4,946,122	-2.5%	\$ 1,164,371,761	\$ 1,147,613,680	1.5%	\$ 16.26	\$ 15.89	2.3%
West Virginia	878,716	891,740	-1.5%	\$ 134,003,902	\$ 131,367,225	2.0%	\$ 10.90	\$ 11.08	-1.6%
Wyoming	604,192	601,621	0.4%	\$ 92,478,119	\$ 88,974,140	3.9%	\$ 7.85	\$ 8.01	-2.0%

The decline in the Off-Premise & Combined channel for both 9L spirits volume and dollars was largely driven by the -16.4% 9L volume of the Brandy/Cognac category. Cognac (35% share of the category) at -28.6% was the leading factor of the decline. Vodka (32% of total spirits) was -3.4% in 9L volume.

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Totals	52,309,858	53,553,413	-2.3%	\$ 11,012,127,985	\$ 11,050,320,186	-0.3%	\$ 14.34	\$ 14.33	0.1%
BRANDY / COGNAC	2,772,748	3,318,644	-16.4%	\$ 871,203,711	\$ 1,071,232,384	-18.7%	\$ 15.50	\$ 16.02	-3.2%
CACHACA	4,615	5,242	-12.0%	\$ 1,132,977	\$ 1,352,372	-16.2%	\$ 23.88	\$ 24.25	-1.5%
CANADIAN	5,611,416	5,748,048	-2.4%	\$ 1,084,537,900	\$ 1,083,233,002	0.1%	\$ 10.11	\$ 10.01	1.0%
COCKTAILS	2,798,567	2,184,863	28.1%	\$ 229,030,610	\$ 180,430,177	26.9%	\$ 9.89	\$ 9.84	0.5%
CORDIALS	3,294,549	3,402,966	-3.2%	\$ 722,115,895	\$ 726,979,499	-0.7%	\$ 9.07	\$ 9.61	-5.6%
DOMESTIC WHISKEY	8,491,901	8,653,416	-1.9%	\$ 2,356,039,656	\$ 2,259,119,323	4.3%	\$ 19.81	\$ 18.78	5.5%
GIN	1,822,498	1,993,797	-8.6%	\$ 343,824,717	\$ 357,494,025	-3.8%	\$ 16.47	\$ 14.87	10.8%
IRISH	730,579	755,386	-3.3%	\$ 255,652,319	\$ 255,884,256	-0.1%	\$ 25.93	\$ 24.44	6.1%
NEUTRAL GRAIN SPIRIT	66,738	79,328	-15.9%	\$ 14,172,517	\$ 16,117,947	-12.1%	\$ 22.30	\$ 21.47	3.9%
OTHER IMPORTED WHIS	33,579	32,529	3.2%	\$ 23,877,530	\$ 21,543,716	10.8%	\$ 58.58	\$ 54.76	7.0%
RUM	4,605,936	4,910,910	-6.2%	\$ 692,498,876	\$ 719,890,046	-3.8%	\$ 14.43	\$ 14.01	3.0%
SCOTCH	1,082,099	1,169,396	-7.5%	\$ 440,414,206	\$ 464,854,221	-5.3%	\$ 40.16	\$ 39.46	1.8%
TEQUILA	4,248,748	3,965,769	7.1%	\$ 1,565,048,913	\$ 1,414,344,894	10.7%	\$ 24.70	\$ 24.67	0.1%
VODKA	16,745,861	17,333,102	-3.4%	\$ 2,412,504,329	\$ 2,477,800,016	-2.6%	\$ 10.54	\$ 10.99	-4.1%

Note: The Combined channel is in states where On-Premise accounts purchase from a retail liquor store and the channel breakdown is not available