NABCA Monthly Report
April 2024 Control States Results

Total Control States spirits sales 9L volume grew by 0.7% compared to April last year generating a +1.5% $Vol growth and a positive a +0.8% price mix reflecting a deceleration of premiumization. Over the past 12 months the 9L volume grew by 0.2% accompanied by a +2.2% gain in $Vol. During April there were 6 additional selling days with 3 additional days in Pennsylvania, 1 additional day in Alabama, Mississippi, Montgomery County, Montana, and North Carolina. New Hampshire had 2 less days than April 2023.

Spirits - Markets	9L CMTY 2024-04	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**4,719,523**	**0.7%**	**$ 1,044,247,119**	**1.5%**	**61,537,755**	**0.2%**	**$ 13,648,717,270**	**2.2%**
Alabama	298,827	5.6%	$ 66,163,921	5.5%	3,608,288	2.4%	$ 806,649,805	4.3%
Iowa	232,548	10.2%	$ 36,334,468	10.4%	2,799,350	-0.1%	$ 451,303,114	2.4%
Idaho	104,758	-1.4%	$ 22,463,195	0.4%	1,395,732	-1.8%	$ 303,294,630	1.0%
Mont Co	37,732	-6.5%	$ 8,687,661	-7.5%	502,617	-2.0%	$ 122,324,856	1.6%
Maine	106,303	7.5%	$ 22,094,903	9.8%	1,436,787	-0.9%	$ 297,259,707	1.8%
Michigan	641,933	-3.8%	$ 152,823,251	-1.2%	9,003,641	-0.9%	$ 2,118,119,235	0.5%
Mississippi	182,666	0.2%	$ 31,467,412	0.7%	2,177,906	-1.8%	$ 370,996,538	-1.3%
Montana	83,616	9.6%	$ 15,686,213	12.0%	1,090,743	1.6%	$ 211,379,852	3.1%
North Carolina	602,811	0.3%	$ 146,558,539	1.6%	7,673,649	1.4%	$ 1,848,014,578	3.4%
New Hampshire	167,079	-11.6%	$ 33,744,913	-3.6%	2,321,722	0.0%	$ 453,791,526	2.7%
Ohio	553,647	-1.2%	$ 139,716,103	-1.2%	7,040,005	-1.2%	$ 1,793,403,242	1.1%
Oregon	281,342	-2.0%	$ 63,653,648	-1.7%	3,670,133	-2.2%	$ 835,976,963	-1.1%
Pennsylvania	697,831	5.7%	$ 143,238,288	6.1%	9,337,776	2.9%	$ 1,898,371,898	5.4%
Utah	118,392	-0.9%	$ 23,795,450	-1.8%	1,637,843	0.8%	$ 333,447,077	1.4%
Virginia	452,905	-2.0%	$ 110,966,365	-2.2%	5,804,773	-0.6%	$ 1,451,056,724	2.1%
Vermont	31,628	-1.4%	$ 7,152,463	1.4%	435,983	-4.3%	$ 99,975,329	-0.9%
West Virgina	70,421	13.8%	$ 10,977,458	15.5%	881,795	1.0%	$ 136,422,128	1.9%
Wyoming	55,085	14.6%	$ 8,722,866	19.8%	719,011	1.0%	$ 116,930,066	3.7%

A mixed result across the spirit categories in April with Canadian Whiskey +0.4% in 9L volume, Cocktails +11.4% in 9L volume led by Canned RTDs +23.8%. Cordials posted a positive 3.1% in 9L volume with a +6.6% in $Vol. Tequila grew by 9.3% in 9L volume and +10.3% in $Vol returning a price mix of +1.0%. Vodka, Domestic Whiskey, Gin and Irish all declined in 9L volume with only Domestic Whiskey showing a positive $Vol.

Spirits - Categories	9L CMTY 2024-04	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**4,719,523**	**0.7%**	**$ 1,044,247,119**	**1.5%**	**61,537,755**	**0.2%**	**$ 13,648,717,270**	**2.2%**
BRANDY / COGNAC	201,259	-7.1%	$ 61,430,886	-12.4%	2,619,745	-8.5%	$ 806,855,840	-12.2%
CACHACA	772	6.4%	$ 195,299	5.1%	9,815	5.4%	$ 2,448,884	10.9%
CANADIAN	453,308	0.4%	$ 95,047,173	3.6%	5,872,993	-3.9%	$ 1,213,358,710	-1.0%
COCKTAILS	260,930	11.4%	$ 22,394,393	10.0%	3,466,985	16.5%	$ 300,504,183	18.2%
CORDIALS	341,516	3.1%	$ 74,694,548	6.6%	4,549,828	1.1%	$ 1,003,329,002	4.3%
DOMESTIC WHISKEY	731,391	-0.1%	$ 213,885,873	1.1%	9,675,914	-0.2%	$ 2,867,422,870	3.7%
GIN	157,246	-3.3%	$ 33,060,355	-1.7%	2,051,927	-4.5%	$ 432,176,221	0.0%
IRISH	70,568	-0.3%	$ 25,687,344	-1.4%	1,002,995	-3.2%	$ 362,463,229	-1.5%
NEUTRAL GRAIN SPIRIT	4,434	-1.3%	$ 982,549	-1.7%	65,810	-3.8%	$ 14,556,116	-0.4%
OTHER IMPORTED WHISK	2,875	2.4%	$ 1,888,124	-3.7%	38,128	-4.3%	$ 28,626,733	-1.1%
RUM	376,128	-4.4%	$ 60,141,897	-2.8%	5,194,083	-5.2%	$ 823,861,570	-2.2%
SCOTCH	76,065	-8.7%	$ 32,027,376	-7.6%	1,084,816	-5.2%	$ 469,221,389	-2.5%
TEQUILA	561,622	9.3%	$ 198,823,788	10.3%	6,661,725	9.2%	$ 2,386,368,168	10.5%
VODKA	1,481,375	-0.5%	$ 223,928,487	-0.8%	19,242,828	-0.1%	$ 2,936,884,409	1.0%

The on-premise spirits channel grew by +3.1% in 9L volume and +3.9% in $Vol resulting in a positive +0.8% price mix.

Spirits - Markets	9L CMTY 2024-04	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**783,322**	**3.1%**	**$ 193,170,650**	**3.9%**	**9,419,923**	**0.8%**	**$ 2,341,908,329**	**3.2%**
Alabama	53,849	7.1%	$ 11,776,381	6.3%	582,764	2.2%	$ 130,976,633	3.5%
Idaho	18,394	1.8%	$ 4,397,225	1.9%	238,021	-3.0%	$ 57,167,130	-1.3%
Michigan	105,113	-0.9%	$ 26,104,782	1.2%	1,359,838	0.4%	$ 337,961,492	3.1%
Mississippi	16,968	6.6%	$ 2,507,104	9.7%	164,114	-1.4%	$ 25,349,319	2.8%
Mont Co	9,105	-0.3%	$ 2,181,851	-6.4%	109,806	1.7%	$ 29,120,527	3.2%
New Hampshire	26,386	-12.5%	$ 5,609,934	-10.2%	337,667	2.5%	$ 70,730,195	5.0%
North Carolina	91,785	6.7%	$ 25,834,914	6.8%	1,049,935	2.6%	$ 295,351,091	4.5%
Ohio	146,706	4.6%	$ 37,634,226	5.6%	1,733,603	-0.7%	$ 450,921,334	1.4%
Oregon	57,474	-1.2%	$ 13,730,538	-1.4%	733,716	-1.5%	$ 175,662,871	-0.8%
Pennsylvania	142,021	8.3%	$ 35,359,291	8.5%	1,725,822	3.4%	$ 427,116,768	6.9%
Utah	10,520	-5.3%	$ 3,047,877	-4.7%	146,705	-1.6%	$ 43,505,460	0.8%
Vermont	6,569	6.0%	$ 1,716,200	7.9%	95,375	0.5%	$ 25,606,259	3.1%
Virginia	90,444	0.3%	$ 21,836,251	1.6%	1,033,932	0.1%	$ 252,255,511	2.6%
Wyoming	7,988	15.5%	$ 1,434,077	18.6%	108,625	0.3%	$ 20,183,737	3.1%