

Control States began the year with January 9L volume declining -2.1% and \$Vol decreasing -3.7%, resulting in a negative price mix of -1.6%. The volume decline was partially attributable to four fewer selling days in Michigan, the second-largest spirits control state. This was partially offset by three additional selling days in Utah, for a net loss of one selling day across the system. On a rolling 12-month basis, spirits finished down -1.6% in 9L volume and -3.1% in \$Vol, yielding a -1.5% price mix, with all metrics slightly weaker than full-year 2025 results.

Spirits - Markets	9L CMTY 2026-01	9L % Chg	Shelf \$ CMTY	Shelf \$ % Chg	9L R12TY	9L R12 %	Shelf \$ R12TY	Shelf \$ % Chg
Total Control	4,252,556	-2.1%	\$ 917,259,902	-3.7%	60,290,412	-1.6%	\$ 13,180,154,238	-3.1%
Alabama	262,494	1.7%	\$ 57,567,679	-0.4%	3,616,831	0.4%	\$ 799,188,069	-1.4%
Iowa	184,200	-6.3%	\$ 28,528,666	-8.3%	2,661,950	-4.1%	\$ 421,927,952	-5.3%
Idaho	95,817	-1.8%	\$ 21,184,882	0.7%	1,330,051	-3.0%	\$ 295,654,647	-2.2%
Mont Co	35,871	-3.6%	\$ 8,021,896	-4.3%	522,178	6.8%	\$ 114,787,389	-2.4%
Maine	89,623	-5.5%	\$ 18,385,964	-7.1%	1,356,682	-4.8%	\$ 282,404,847	-5.2%
Michigan	571,307	-17.7%	\$ 128,440,152	-19.9%	8,568,869	-3.1%	\$ 2,010,770,640	-4.3%
Mississippi	189,067	12.5%	\$ 30,528,454	11.1%	2,219,363	0.9%	\$ 372,198,827	-1.1%
Montana	61,023	-7.9%	\$ 11,879,681	-8.9%	1,066,545	-1.9%	\$ 204,260,048	-3.5%
North Carolina	561,914	6.2%	\$ 131,390,501	3.6%	7,752,902	0.6%	\$ 1,836,518,603	-1.6%
New Hampshire	130,573	-6.7%	\$ 25,950,477	-3.0%	2,183,789	-6.1%	\$ 425,378,659	-6.9%
Ohio	477,112	-1.9%	\$ 117,214,250	-2.0%	6,600,898	-4.3%	\$ 1,683,507,554	-4.8%
Oregon	250,254	-1.9%	\$ 55,146,435	-3.1%	3,480,105	-3.3%	\$ 787,453,536	-4.1%
Pennsylvania	661,192	2.9%	\$ 131,014,771	1.2%	9,649,577	1.2%	\$ 1,853,677,351	-1.3%
Utah	126,782	9.4%	\$ 25,123,944	2.3%	1,659,523	1.6%	\$ 332,371,959	0.0%
Virginia	422,793	1.8%	\$ 103,738,638	-0.2%	5,654,655	-2.0%	\$ 1,423,584,551	-3.0%
Vermont	31,843	-2.1%	\$ 7,662,513	-2.1%	408,426	-4.1%	\$ 96,300,339	-3.3%
West Virginia	56,752	-9.3%	\$ 8,537,617	-11.2%	856,829	-2.0%	\$ 128,786,119	-4.6%
Wyoming	43,938	-13.0%	\$ 6,943,382	-12.3%	701,239	-1.5%	\$ 111,383,148	-3.4%

Category performance remained consistent with prior months, as only Cocktails (driven by Canned RTDs) and Tequila delivered positive 9L volume growth. Tequila's volume gain, however, must be viewed in the context of a -2.3% price mix decline, the weakest price mix performance among all categories.

Spirits - Categories	9L CMTY 2026-01	9L % Chg	Shelf \$ CMTY	Shelf \$ % Chg	9L R12TY	9L R12 %	Shelf \$ R12TY	Shelf \$ % Chg
Total Control	4,252,556	-2.1%	\$ 917,259,902	-3.7%	60,290,412	-1.6%	\$ 13,180,154,238	-3.1%
BRANDY / COGNAC	170,058	-6.5%	\$ 48,047,332	-6.8%	2,267,001	-7.7%	\$ 667,241,754	-9.4%
CACHACA	543	1.2%	\$ 134,941	2.6%	8,957	-5.5%	\$ 2,207,844	-6.1%
CANADIAN	286,215	-8.4%	\$ 62,885,999	-7.6%	3,994,384	-7.0%	\$ 881,684,921	-7.8%
COCKTAILS	301,054	26.1%	\$ 26,194,591	27.7%	5,281,209	22.9%	\$ 440,094,409	22.5%
CORDIALS	317,531	-3.5%	\$ 70,087,080	-3.5%	4,427,644	-2.0%	\$ 977,402,382	-2.5%
DOMESTIC WHISKEY	793,303	-4.5%	\$ 221,879,118	-4.4%	10,606,824	-3.6%	\$ 3,040,456,458	-2.8%
GIN	125,691	-5.6%	\$ 26,520,639	-3.4%	1,871,884	-5.7%	\$ 403,861,915	-4.7%
IRISH	65,529	-8.3%	\$ 23,256,412	-7.3%	928,820	-4.4%	\$ 324,334,693	-6.5%
NEUTRAL GRAIN SPIRIT	3,768	-2.5%	\$ 836,580	-2.4%	56,895	-7.5%	\$ 12,507,755	-7.6%
OTHER IMP WHISKY	2,518	-2.3%	\$ 1,711,391	-0.6%	35,229	-4.4%	\$ 24,842,788	-5.1%
RUM	311,453	-6.5%	\$ 49,168,324	-5.7%	4,569,740	-6.8%	\$ 717,226,077	-7.8%
SCOTCH	65,563	-7.6%	\$ 27,980,698	-7.6%	942,616	-8.5%	\$ 410,334,820	-8.4%
TEQUILA	479,555	2.1%	\$ 161,463,908	-2.6%	7,100,135	1.9%	\$ 2,506,571,416	-0.4%
VODKA	1,329,735	-2.6%	\$ 197,037,392	-3.5%	18,198,770	-2.9%	\$ 2,770,522,046	-3.3%

Wine showed continued sequential improvement, with January 9L volume down just -0.3% and \$Vol declining -1.1%, resulting in a -0.8% price mix. Over the rolling 12 months, wine trends are gradually stabilizing, with 9L volume at -5.4%, \$Vol at -3.9%, and price mix at +1.5%.

Wine	9L CMTY 2026-01	9L % Chg	Shelf \$ CMTY	Shelf \$ % Chg	9L R12TY	9L R12 %	Shelf \$ R12TY	Shelf \$ % Chg
Total Control	1,061,387	-0.3%	\$ 123,352,183	-1.1%	14,706,455	-5.4%	\$ 1,744,855,212	-3.9%
Alabama	1,672	0.4%	\$ 155,584	23.6%	23,959	-9.1%	\$ 1,800,075	1.4%
Idaho	559	-1.5%	\$ 94,677	4.8%	7,104	-3.0%	\$ 1,191,726	3.3%
Mont Co	54,888	-10.2%	\$ 8,256,437	-8.0%	780,205	-5.5%	\$ 119,601,346	-3.5%
Mississippi	111,709	7.9%	\$ 9,720,915	6.4%	1,307,088	-4.9%	\$ 119,973,132	-4.7%
Montana	435	-2.0%	\$ 88,121	-8.9%	5,260	6.1%	\$ 936,223	6.9%
New Hampshire	173,867	-5.9%	\$ 21,300,496	-7.4%	2,529,033	-6.4%	\$ 311,303,646	-5.8%
Pennsylvania	584,596	0.9%	\$ 65,736,155	1.0%	8,220,693	-6.0%	\$ 956,980,460	-4.1%
Utah	105,869	3.7%	\$ 15,103,020	1.8%	1,410,815	-0.2%	\$ 188,120,506	1.2%
Virginia	2,284	-1.8%	\$ 446,795	-0.6%	29,961	-4.7%	\$ 5,803,207	-1.7%
Vermont	664	-3.1%	\$ 106,177	3.4%	7,907	-6.8%	\$ 1,256,325	-1.8%
West Virginia	400	-1.8%	\$ 30,589	3.4%	4,520	-4.8%	\$ 333,797	3.2%
Wyoming	24,445	-12.8%	\$ 2,313,097	-15.2%	379,902	-5.0%	\$ 37,552,725	-5.3%

The On-Premise channel declined in January, with 9L volume decreasing -5.3% and \$Vol declining -7.4%, as only 3 of the 14 reporting states posted growth. Rolling 12-month On-Premise performance remained slightly negative, finishing at -0.8% in 9L volume and -2.6% in \$Vol, resulting in a -1.8% price mix.

On-Premise wine posted similar monthly results, with 9L volume declining -4.3% and \$Vol decreasing -1.4%, generating a +2.9% price mix. On a rolling 12-month basis, On-Premise wine finished at -4.5% in 9L volume and -2.6% in \$Vol, yielding a +1.9% price mix.

Spirits - Markets	9L CMTY 2026-01	9L % Chg	Shelf \$ CMTY	Shelf \$ % Chg	9L R12TY	9L R12 %	Shelf \$ R12TY	Shelf \$ % Chg
Total Control	640,777	-5.3%	\$ 155,016,974	-7.4%	9,220,979	-0.8%	\$ 2,241,841,258	-2.6%
Alabama	43,695	3.5%	\$ 9,514,088	-0.5%	602,666	3.1%	\$ 131,832,356	1.1%
Idaho	17,057	-1.3%	\$ 4,260,796	1.8%	230,765	-0.9%	\$ 56,637,736	-0.2%
Michigan	89,747	-16.5%	\$ 22,012,466	-16.9%	1,309,585	-2.2%	\$ 326,079,291	-2.1%
Mississippi	13,978	8.5%	\$ 2,131,501	4.6%	184,494	4.3%	\$ 27,928,664	2.8%
Mont Co	6,593	-11.9%	\$ 1,760,750	-9.7%	106,545	-1.6%	\$ 27,183,508	-3.6%
New Hampshire	23,037	-3.6%	\$ 5,028,241	-3.0%	328,477	-1.4%	\$ 69,665,042	-1.8%
North Carolina	71,433	-0.5%	\$ 18,660,364	-5.9%	1,106,636	4.3%	\$ 290,573,187	-0.9%
Ohio	112,168	-6.6%	\$ 28,283,510	-7.5%	1,634,777	-3.6%	\$ 420,065,635	-4.7%
Oregon	52,004	-2.2%	\$ 12,023,137	-4.6%	714,460	-1.3%	\$ 168,287,636	-2.5%
Pennsylvania	117,176	-4.2%	\$ 27,761,518	-7.3%	1,645,813	-1.2%	\$ 390,727,437	-4.3%
Utah	12,731	7.2%	\$ 3,863,161	1.6%	150,710	3.8%	\$ 44,333,253	3.0%
Vermont	7,564	-7.4%	\$ 2,187,353	-7.7%	91,952	-3.1%	\$ 25,235,754	-2.4%
Virginia	66,952	-5.2%	\$ 16,259,582	-6.4%	1,012,081	-1.5%	\$ 244,479,063	-3.1%
Wyoming	6,642	-12.1%	\$ 1,270,507	-12.0%	102,017	-3.0%	\$ 18,812,698	-4.0%