NABCA Monthly Report - November 2025 Control States Results

Control States experienced a sharp decline in November with 9L volume posting a -6.5% decline versus last year, $Vol declined by -8.7%, resulting in a -2.2% negative price mix. On a 12-month rolling basis, the spirits category remains under pressure, with 9L volume down -1.6%, $Vol down -2.9%, and a -1.3% price mix. The declines can be partially explained by 8 fewer selling days, 5 fewer in Utah and 1 fewer in Alabama, Mississippi, Montana and North Carolina. West Virginia had 1 additional day. Even with 1 less selling day, Montana was the only state to post positive results for November.

Spirits - Markets	9L CMTY 2025-11	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**4,974,863**	**-6.5%**	**$ 1,103,138,681**	**-8.7%**	**60,360,318**	**-1.6%**	**$ 13,233,076,340**	**-2.9%**
Alabama	297,140	-5.3%	$ 66,958,009	-7.8%	3,603,527	0.0%	$ 798,872,259	-1.3%
Iowa	220,714	-12.1%	$ 34,709,772	-13.4%	2,669,921	-4.1%	$ 423,991,510	-5.2%
Idaho	108,216	-7.9%	$ 23,983,219	-8.6%	1,334,850	-3.1%	$ 296,520,325	-2.2%
Mont Co	43,123	-0.4%	$ 9,691,278	-10.2%	519,630	5.7%	$ 115,443,527	-2.2%
Maine	97,439	-14.7%	$ 20,529,348	-15.2%	1,366,056	-3.8%	$ 284,841,082	-3.7%
Michigan	687,592	-5.3%	$ 161,209,189	-8.9%	8,638,148	-2.6%	$ 2,034,531,664	-3.3%
Mississippi	193,476	-0.8%	$ 33,802,903	-2.3%	2,205,690	2.4%	$ 370,608,602	0.5%
Montana	83,086	1.4%	$ 16,062,083	1.0%	1,075,587	-0.4%	$ 206,394,615	-1.7%
North Carolina	641,221	-5.9%	$ 156,722,443	-8.1%	7,712,756	0.1%	$ 1,835,145,861	-1.5%
New Hampshire	209,986	-7.0%	$ 41,424,748	-7.9%	2,239,279	-5.2%	$ 435,651,186	-6.4%
Ohio	544,412	-8.2%	$ 139,752,383	-10.5%	6,629,048	-4.5%	$ 1,691,801,334	-4.9%
Oregon	278,069	-8.3%	$ 63,664,880	-9.2%	3,494,170	-3.2%	$ 792,425,146	-3.9%
Pennsylvania	816,299	-4.1%	$ 159,973,603	-6.5%	9,625,395	1.3%	$ 1,854,441,229	-1.4%
Utah	134,003	-17.3%	$ 26,774,418	-18.8%	1,624,393	-0.7%	$ 327,930,246	-1.5%
Virginia	481,974	-6.3%	$ 123,628,802	-8.1%	5,648,518	-2.4%	$ 1,426,191,646	-3.1%
Vermont	32,025	-8.2%	$ 7,545,844	-8.0%	410,613	-4.2%	$ 96,692,164	-3.1%
West Virginia	56,585	-2.8%	$ 8,722,513	-3.3%	855,101	-1.7%	$ 129,012,139	-4.1%
Wyoming	49,504	-4.0%	$ 7,983,246	-5.7%	707,635	-0.1%	$ 112,581,805	-2.2%

All major spirit categories declined with the exception of Cocktails 9L +14.4% supported Canned RTDs at +21.2%. Price mix worsened with Canadian -2.8% and Tequila -4.0%. Over the rolling 12-month period only Domestic Whiskey, Gin and Scotch have maintained a positive price mix.

Spirits - Categories	9L CMTY 2025-11	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**4,974,863**	**-6.5%**	**$ 1,103,138,681**	**-8.7%**	**60,360,318**	**-1.6%**	**$ 13,233,076,340**	**-2.9%**
BRANDY / COGNAC	194,323	-12.6%	$ 57,199,759	-13.7%	2,290,233	-8.3%	$ 675,013,365	-10.6%
CACHACA	595	-9.7%	$ 148,548	-8.7%	8,976	-6.4%	$ 2,198,831	-7.7%
CANADIAN	318,791	-14.9%	$ 70,616,462	-17.7%	4,026,733	-6.3%	$ 888,715,123	-6.8%
COCKTAILS	428,194	14.4%	$ 38,526,714	14.4%	5,129,698	23.1%	$ 426,333,579	22.6%
CORDIALS	389,203	-6.1%	$ 88,854,369	-6.9%	4,434,309	-2.2%	$ 979,221,914	-2.6%
DOMESTIC WHISKEY	925,010	-8.3%	$ 272,074,572	-8.1%	10,661,644	-3.4%	$ 3,053,756,230	-2.5%
GIN	142,866	-10.0%	$ 30,472,887	-9.9%	1,882,561	-5.8%	$ 405,089,018	-4.9%
IRISH	76,937	-8.4%	$ 27,272,901	-8.3%	940,716	-4.1%	$ 328,446,136	-6.6%
NEUTRAL GRAIN SPIRIT	5,847	-6.9%	$ 1,279,953	-6.5%	57,178	-8.7%	$ 12,566,700	-9.0%
OTHER IMPORTED WHISKY	3,024	-15.5%	$ 2,198,106	-13.5%	35,517	-3.9%	$ 24,972,102	-5.7%
RUM	369,693	-12.4%	$ 57,929,013	-12.3%	4,615,612	-6.9%	$ 724,153,141	-8.0%
SCOTCH	86,167	-16.0%	$ 37,933,417	-17.4%	960,127	-8.6%	$ 418,146,646	-8.5%
TEQUILA	548,606	-4.3%	$ 193,476,826	-8.3%	7,069,606	2.4%	$ 2,511,818,043	0.8%
VODKA	1,485,565	-5.6%	$ 225,053,280	-6.1%	18,247,104	-3.0%	$ 2,781,699,781	-3.3%

NABCA

NABCA Monthly Report - November 2025 Control States Results

The wine category declined at a greater rate than spirits, with 9L volume down -9.5% and $Vol down -9.6%, resulting in a slightly negative price mix of -0.1%. On a rolling 12-month basis, wine continues its downward trend, with 9L volume -6.0%, $Vol -4.4% but the price mix has maintained a positive +1.6%.

Wine	9L CMTY 2025-11	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**1,337,487**	**-9.5%**	**$ 159,776,632**	**-9.6%**	**14,762,433**	**-6.0%**	**$ 1,746,945,747**	**-4.4%**
Alabama	1,970	-8.8%	$ 153,770	-6.1%	23,916	-10.8%	$ 1,767,013	0.1%
Idaho	628	-9.8%	$ 101,061	-8.9%	7,121	-3.5%	$ 1,175,615	1.8%
Mont Co	67,341	-12.2%	$ 10,664,390	-10.4%	790,001	-4.5%	$ 120,842,934	-1.9%
Mississippi	118,607	-1.8%	$ 11,154,964	-2.0%	1,311,243	-2.6%	$ 120,752,947	-1.9%
Montana	409	-7.0%	$ 73,360	1.0%	5,200	8.3%	$ 932,906	11.8%
New Hampshire	228,536	-6.6%	$ 29,249,596	-3.0%	2,553,865	-7.6%	$ 314,334,714	-6.7%
Pennsylvania	767,936	-9.7%	$ 89,605,522	-10.8%	8,255,657	-6.9%	$ 956,881,930	-4.9%
Utah	119,144	-18.6%	$ 15,274,441	-17.8%	1,388,705	-2.5%	$ 184,854,995	-1.1%
Virginia	2,793	-13.6%	$ 553,666	-16.2%	30,209	-4.1%	$ 5,852,683	1.5%
Vermont	710	-9.8%	$ 112,562	-9.8%	7,971	-7.1%	$ 1,247,040	-2.3%
West Virginia	343	-9.3%	$ 24,978	2.6%	4,550	-4.1%	$ 333,453	3.0%
Wyoming	29,071	-8.6%	$ 2,807,328	-8.4%	383,983	-4.6%	$ 37,962,593	-5.1%

Despite larger decline in spirits, the On-Premise channel results were better. On-Premise spirits were only -3.6% in 9L volume, although $Vol declined -5.3%, creating a -1.7% price mix. On-Premise wine did not fare so well with 9L volume -10.3% and $Vol -9.8%, though price mix was positive at +0.5%.

Spirits - Markets	9L CMTY 2025-11	9L % Chg	Shelf $ CMTY	Shelf $ % Chg	9L R12TY	9L R12 %	Shelf $ R12TY	Shelf $ % Chg
Total Control	**693,738**	**-3.6%**	**$ 169,302,468**	**-5.3%**	**9,232,939**	**-0.6%**	**$ 2,251,661,042**	**-2.3%**
Alabama	44,223	-1.2%	$ 9,657,589	-4.1%	598,225	2.2%	$ 131,165,422	0.2%
Idaho	16,683	-1.2%	$ 4,090,964	0.1%	230,443	-0.8%	$ 56,522,441	0.1%
Michigan	95,223	-2.9%	$ 23,806,106	-3.2%	1,319,444	-1.7%	$ 328,704,786	-1.6%
Mississippi	13,901	9.8%	$ 2,174,917	12.2%	184,524	7.6%	$ 28,018,417	6.1%
Mont Co	7,909	-8.9%	$ 2,027,734	-12.0%	107,071	-0.3%	$ 27,364,004	-2.5%
New Hampshire	24,076	-5.2%	$ 5,060,501	-4.2%	329,925	-1.3%	$ 70,077,479	-1.3%
North Carolina	82,803	-0.4%	$ 21,990,184	-4.4%	1,100,595	4.2%	$ 291,041,645	-0.8%
Ohio	125,639	-4.5%	$ 32,158,120	-6.1%	1,644,250	-3.2%	$ 423,407,855	-4.2%
Oregon	51,670	-3.4%	$ 12,182,657	-4.4%	711,275	-1.9%	$ 168,079,717	-2.8%
Pennsylvania	133,238	-4.3%	$ 31,563,774	-7.1%	1,648,275	-1.1%	$ 393,201,361	-4.1%
Utah	10,056	-16.6%	$ 2,935,596	-16.2%	148,329	2.2%	$ 43,889,755	2.0%
Vermont	5,898	-9.4%	$ 1,652,998	-7.8%	92,476	-2.3%	$ 25,315,328	-1.6%
Virginia	76,739	-5.0%	$ 18,975,570	-6.0%	1,015,154	-1.2%	$ 245,874,960	-2.5%
Wyoming	5,680	-9.0%	$ 1,025,758	-10.0%	102,952	-2.2%	$ 18,997,872	-3.1%

NABCA