

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 \$1,650 per month per state to a maximum of 10 states, or \$16,500 per month for all control jurisdictions. SAM-Lite is available for \$825 per month per state to a maximum of 10 states, or \$8,250 per month for all control jurisdictions. A SAM Green Book subscription is billed at \$320 per month per state, SAM-RAD is billed at \$400 per month per state, and SAM-RAD-Lite is billed at \$400 per quarter 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.

SAM-Lite allows access to the same data as does SAM, but access is limited. SAM Green Book allows access to all SAM data except for account level. SAM-RAD permits the subscriber to access the accounts, on- and off-prem, buying his products, and SAM-RAD-Lite is a monthly report of on- and off-prem account purchases of the subscriber's products.

SAM subscriptions are quarter-to-quarter, billed quarterly in advance, with no long-term commitment required. The price for a full SAM subscription as well as SAM-Lite includes account level data by SKU and all value-added datasets such as Green Books (state reports), Preliminary Monthly Reports (PMR), and warehouse activity data (SAM-IAM). Value-added datasets, but no account level data, are included in a SAM Green Book subscription. Proprietary RAD data are included with a SAM-PRAD subscription.

SAM data are delivered monthly and daily, depending upon the dataset, and their subscriptions are billed quarterly in advance, which is different from other NABCA data and report offerings, which are delivered monthly or daily and billed quarterly in arrears. At this time there is no charge for user training and hotline support. Please see the following for descriptions of the datasets included in the four SAM subscriptions.

Account level data by state:

These monthly datasets are often used by field sales personnel and market analysts. Sales by SKU by account for time periods of interest are provided. Five years of historical data plus the current year are available. Account level data are used to track market penetration and store placements, to identify major accounts, to measure the effects of promotions, and to create competitive sets. Account level data includes pricing information by SKU for the time periods spanned by the data. All control states, except Michigan, New Hampshire, Pennsylvania, and Utah, report sales by calendar month. Michigan, New Hampshire, and Utah report sales based upon 4-4-5 week fiscal quarters, and Pennsylvania reports sales based upon 4-5-4 week fiscal quarters.

Daily Account Level Data:

(AL, IA, ME, Montgomery County Maryland, MS, MT, NC, NH, OR, PA, UT, VT, and WV)

The content of these account level datasets is similar to the monthly account level data described above. There are two differences between the two: these datasets report daily sales by account versus monthly for those described above; and these include two years of data plus current year versus five years of data plus current year for the above.

P1 Data (PA calendar month data):

This monthly account level PA data set is similar to PA described above. However, sales are aggregated by calendar month instead of by Pennsylvania's 4-5-4 week fiscal periods.

UT Data (UT calendar month data):

This Utah dataset reports monthly account level sales. However, sales are aggregated by calendar month rather than by Utah's 4-4-5 week fiscal periods.

N1 Data (31 large boards in NC, on/off premise by store/account):

Store and on premise licensee level sales detail for 31 large boards is included in this dataset. These boards account for approximately 66% of the state's total business and 85% of its on-premise volume.

SAM Skinny Models (Models optimized for speed):

Some markers, or reports, are large and run slowly. To help move things along, skinny models optimized for speed have been created. Skinny models have been built for all monthly account level datasets as well as for the all-states Green Book.

The SAM Green Book subscription as well as the full SAM subscription and the SAM-Lite subscription comprises the three following value-adds:

Green Book data (depletion data):

Analysts, as well as marketing and sales reps, use these datasets, which include state level volumetric and pricing data by SKU. These data span the time period from January, 1999, to the present and are used to track brand performance within the control states as well as

measuring regional product performance. The effects of pricing actions at the state level can be measured. The length and quality of this series makes it ideally suited for trending.

SAM IAM (inventory analysis and management data):

SAM IAM contains SKU level daily warehouse activity data that are updated each morning. With few exceptions, this dataset contains the prior workday's inventory positions as well as receipts, withdrawals, and adjustments. Daily warehouse data for Alabama, Iowa, Idaho, Maine, Montgomery County Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Pennsylvania, Utah, Vermont, Virginia, West Virginia, and Wyoming are included.

PMR Models (Preliminary Monthly Reports):

PMR data are an excellent source for information from which to create an end-of-month FLASH report. Models are created and made available for SAM users upon receipt of the data from which a state's Green Book will be prepared. This dataset contains sales by SKU at the state level for all products except those that are new in the current month.

Yellow Book data (on/off premise by SKU for PA, MI, VA, OH):

Sales by warehouse district, on- and off-premise, are reported by this dataset. Pennsylvania and Ohio have more than one warehouse, and, in the past, the States of Virginia and Michigan had multiple warehouses as well. Pennsylvania's and Ohio's current warehouse districts, and Michigan's and Virginia's grandfathered districts, are used to prepare this dataset.

PA SLO Data (PA special liquor orders with account-level detail)

PA Weekly On- and Off-Premise Sales and Pricing Data

Pennsylvania's sales reporting periods do not overlay its week-based SPA promotional calendar. This dataset allows users to measure the effects of pricing actions by reporting weekly 9-liter case sales and prices

Some information about the control states:

- There are eighteen major control jurisdictions (Alabama, Idaho, Iowa, Maine, Montgomery County Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, Wyoming) in the United States that account for nearly 25% of the beverage alcohol industry's business.
- Six control jurisdictions (Montgomery County Maryland, Mississippi, New Hampshire, Pennsylvania, Utah, Wyoming) are the sole wholesalers of wines and spirits.
- Eleven control jurisdictions (Alabama, Idaho, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia) have retail outlets; seven (Iowa, Maine, Michigan, Montana, West Virginia, Wyoming) do not have retail outlets and are wholesalers only.

- Twelve jurisdictions (Alabama, Idaho, Maine, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia) set retail prices for products sold within their geographical boundaries; the other six establish wholesale prices for products sold to retailers doing business with the states.
- Account level (retail and on-premise licensee) monthly sales data are available for fourteen control jurisdictions – Alabama, Idaho, Michigan, Mississippi, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, Wyoming.
- Account level data from Michigan, Mississippi, and Wyoming are interpreted as warehouse depletions. Sales from the other eleven states are interpreted as consumer take-aways and wholesale sales to on-premise licensees.
- Sales data from Iowa, Maine, Montana, and West Virginia are interpreted as warehouse depletions to retailers who sell to consumers and on-premise licensees.
- Historical pricing information for products sold in the control states is available.

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