



BRAND LEADERS

1/1/2017 - 03/31/2017



Beverage Alcohol Case Sales Report

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EXPLANATION OF THE NABCA DISTILLED SPIRITS BRAND LEADERS REPORT

This Report shows cumulative case sales of leading volume brands of distilled spirits in the Control States.

Case sales as shown include all sizes and variations as to age.

Brands are listed in each class by total case sales in descending volume volume sequence for all Control States. A brand may not necessarily be sold in all Control States.

It should be noted that this Report shows only the best-selling brands and is in no sense a judgement as to brand quality. Many excellent brands are not shown in this Report.

Due to the limitations of space it has not been possible to identify the brands by company. If a reference is necessary, the Monthly NABCA Sales Reports, Section Five will serve this purpose.

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 1A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL DISTILLED SPIRITS		10571601	10362477	2.02	590596	226723	465848	238608	1602191	432180	161369	459180
TOTAL DOM WHSKY-BLND		446470	438669	1.78	33869	10882	24068	8069	59398	21943	4186	9676
SGRM 7 CROWN	1	109420	111593	-1.95	5589	3993	5880	1607	17686	5569	1775	1899
JD FLAVORED WHIS	2	47423	42131	12.56	2460	1267	1617	823	8559	1331	547	2757
JIM BEAM	3	33798	30005	12.64	3807	452	1532	958	3418	1019	209	1170
WILD TURKEY	4	20654	21082	-2.03	1011	158	398	165	692	687	165	328
KESSLER	5	20157	21397	-5.80	13	438	3064		8659	110	147	
EVAN WILLIAMS	6	19086	18725	1.93	860	109	201	147	1673	449	46	404
RED STAG	7	16691	16886	-1.15	765	114	365	135	3963	148	69	455
HEAVEN HILL	8	15894	16018	-.77	8920				602	6129		
BIRD DOG	9	13754	9977	37.86	530	287	447	555	2195	227	185	407
BEAM 8 STAR	10	13351	15824	-15.63	1733		1609		566	2741	70	
KY GENTLEMAN	11	9797	9588	2.18	1843					184		
SENATOR CLUB	12	8525	9084	-6.15				1685				89
G & W	13	7775	8061	-3.55			4892	65	2818			
BROKERS	14	7320	7801	-6.17		671						
FLEISCHMANN'S	15	6482	6837	-5.19			167	705	1410		34	493
MIDNIGHT MOON	16	5974	7483	-20.17	310	64	197	136	685	84	19	391
BANKERS CLUB	17	5928	6323	-6.25					163			
SINFIRE	18	5831	5344	9.11		1044					228	
OLE SMOKY	19	5558	3820	45.50	252	34	61	54	298	234	59	303
IMPERIAL	20	4606	4050	13.73					380			
ARISTOCRAT	21	4229	4418	-4.28	1		285		485	72	63	51
TOTAL OTHER		64217	62222	.45	5775	2251	3353	1034	5146	2959	570	929
TOTAL DOM WHSKY-STRT-BRBN/TN		890135	868302	2.51	60840	16650	24560	12732	85757	43164	12754	28286
JACK DANIEL B/L	1	226129	219773	2.89	12883	4101	7702	3228	34847	10496	3876	9580
JIM BEAM	2	164885	161152	2.32	11962	2209	5331	4335	17964	7642	2059	8383
EVAN WILLIAMS	3	124234	118646	4.71	11113	2571	1826	2172	7932	6591	2027	1537
MAKERS MARK	4	63625	61079	4.17	3612	1175	1688	1060	5341	3068	762	2230
WILD TURKEY	5	35952	34003	5.73	3445	519	709	387	1734	1881	330	890
OLD CROW	6	32911	34848	-5.56	1018	1712	1396	233	2324	483	411	1060
EZRA BROOKS	7	24741	22119	11.85	551	758	446	172	2545	1062	528	1216
EARLY TIMES	8	21876	22540	-2.95	2455	597	194	105	555	334	402	227
TEN HIGH	9	19388	20588	-5.83	211	804	2528	28	2864	182	1160	341
GENTLEMAN JACK	10	17098	16265	5.12	1866	385	325	109	1598	1264	140	598
ANCIENT AGE	11	14147	16998	-16.77	681	419	522		107	525	164	
BENCHMARK	12	11684	11535	1.29	477		83	76	495	787	87	265
GEORGE DICKEL	13	11194	11877	-5.75	1876	200	92	30	195	870	151	33
OLD FORESTER	14	10899	10752	1.37	4751	76	150	31	603	216	28	30
HENRY MCKENNA	15	9116	8807	3.51	7	17			62	105	14	
HEAVEN HILL	16	8568	8619	-.59	1	1			165	1		
TOTAL OTHER		93688	88701	.57	3931	1106	1568	766	6426	7657	615	1896
TOTAL DOM WHSKY-STRT-OTH		21548	19347	11.38	1047	281	787	291	2078	647	840	569
TINCUP	1	2756	749	267.96	135	51	92	20	235	146	42	56
OLE SMOKY	2	1599	1399	14.30	137	11	4	36	166	122	14	80
MIDNIGHT MOON	3	1583	1597	-.88	138	11	43	13	78	47	4	75
TIM SMITH CLIMAX	4	1452	2189	-33.67	74	7	78		88		9	
SOUTHERN HOST	5	1177	1261	-6.66			239		46			
GEORGIA MOON	6	909	1020	-10.88	200				25	94		
NEW HOLLAND	7	758	870	-12.87					602			
JESSE JAMES	8	536	664	-19.28			30		127		4	75

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 1B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL DISTILLED SPIRITS		1210492	1153699	695715	1637742	282145	88393	975027		140361	118095	93237
TOTAL DOM WHSKY-BLND		49343	47602	39960	65751	11530	2309	43857		8701	3471	1855
SGRM 7 CROWN	1	12833	13694	12380	13317	5060	553	4217		1625	1537	206
JD FLAVORED WHIS	2	4096	7142	2986	7857	976	302	3125		577	546	455
JIM BEAM	3	4767	3415	788	5553	434	240	4896		707	162	271
WILD TURKEY	4	2013	3650	221	7436	133	100	2020		1292	139	46
KESSLER	5	658	4211	1177	995			403		204	78	
EVAN WILLIAMS	6	4105	1109	646	4840	794	14	3208		442	13	26
RED STAG	7	1623	3052	138	3523	123	70	1773		276	60	39
HEAVEN HILL	8							1		242		
BIRD DOG	9	913	1128	467	4505	349	164	1052		139	120	84
BEAM 8 STAR	10	199	3544	1726		230		200		715		18
KY GENTLEMAN	11		404					6320		543	15	488
SENATOR CLUB	12		632					6064				
G & W	13											
BROKERS	14			6649								
FLEISCHMANN'S	15	645		761	1203	453	206	405				
MIDNIGHT MOON	16	945	690	200	754	338	62	943		51	75	30
BANKERS CLUB	17				5765							
SINFIRE	18		5	3875		615					64	
OLE SMOKY	19	488	307	39	2545	64	27	598		120	62	13
IMPERIAL	20		755		2597		350	457		22		45
ARISTOCRAT	21	2670	271	3299				1074		10		
TOTAL OTHER		13388	3593	4608	4861	1961	166	7101		1736	600	134
TOTAL DOM WHSKY-STRT-BRBN/ TN		128893	109346	56763	121223	21831	7189	125814		16665	9057	8611
JACK DANIEL B/L	1	20072	31676	13610	36981	5589	1990	20753		3415	3094	2236
JIM BEAM	2	19752	18705	6590	24221	3576	1724	24385		2582	1732	1733
EVAN WILLIAMS	3	26842	8967	8612	10782	4187	570	23213		2922	1092	1278
MAKERS MARK	4	8270	9424	5000	8973	1495	965	8129		732	533	1168
WILD TURKEY	5	6579	5289	1968	3819	891	223	5174		1321	435	358
OLD CROW	6	2591	4990	5874	4529	1067	278	3809		762	265	109
EZRA BROOKS	7	2143	4352	2351	5130	823	337	1703		219	321	84
EARLY TIMES	8	4938	960	1493	781	246	216	6884		1247	112	130
TEN HIGH	9	608	1560	1756	3691	794	75	1652		588	426	120
GENTLEMAN JACK	10	2585	1989	873	2167	452	71	2107		184	170	215
ANCIENT AGE	11	3980	2892	817		1358		1842		496	285	59
BENCHMARK	12	3630	2756	289		289	50	2333		60	7	
GEORGE DICKEL	13	4064	392	506	260	174	25	1855		357	65	49
OLD FORESTER	14	1022	938	570	520	126		1630		91	23	94
HENRY MCKENNA	15	3028		932			3	4711		221		16
HEAVEN HILL	16	1240	582	29	6100					301		148
TOTAL OTHER		17549	13874	5493	13269	764	662	15634		1167	497	814
TOTAL DOM WHSKY-STRT-OTH		3049	2783	2141	2105	475	145	3020		805	282	203
TINCUP	1	275	365	131	587	78	42	315		64	42	80
OLE SMOKY	2	161	266	19	74	70	3	346		71	16	3
MIDNIGHT MOON	3	316	121	21	426	44	16	206		11	10	3
TIM SMITH CLIMAX	4	166	251	20	258			403		82	7	9
SOUTHERN HOST	5	1	295	376		121				98	1	
GEORGIA MOON	6		150					350		83		7
NEW HOLLAND	7		60	1	93						2	
JESSE JAMES	8	120	124							52	4	

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 2A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
VA LIGHTNING	9	508	570	-10.88								
DEFIANT	10	412	335	22.99							3	6
BERNHEIM	11	409	425	-3.76	24			3	17	13	5	
CLEVELAND	12	382	316	20.89					20			11
BARREL HITCH	13	333	281	18.51			7					
BRECKENRIDGE	14	328	307	6.84	23	3	2		75	8	5	5
BIGHORN	15	323	363	-11.02		7					301	
JIM BEAM	16	276	703	-60.74	20			6	14			6
STILLHOUSE	17	234		100.00		3	11	2	94		1	31
FIREFLY	18	209	267	-21.72	41	1	1	12	26	16	4	
AMER BORN MOONSH	19	204	273	-25.27	45		12		5	26		
POPCORN SUTTON	20	196	362	-45.86	18				15			
TOTAL OTHER		6964	5396	8.10	192	187	265	202	533	87	448	224
TOTAL DOM WHSKY-STRT-RYE		40871	34687	17.83	1151	895	1653	790	4078	503	453	1731
BULLEIT	1	16711	14647	14.09	601	338	257	375	1795	227	147	804
OLD OVERHOLT	2	2439	2132	14.40	68	51	41	56	68	45	35	120
TEMPLETON	3	2424	2271	6.74	43	45	883	20	272	12	31	65
HIGH WEST	4	2129	1800	18.28		29	14	6	115	3	16	61
JIM BEAM	5	2112	2131	-.89	87	40	37	42	188	42	26	64
GEORGE DICKEL	6	2090	2026	3.16	5	100	70	15	166		24	32
KNOB CREEK	7	1949	1864	4.56	80	35	22	59	139	20	12	176
WILD TURKEY	8	1310	1046	25.24	75	33	3		133	21	7	7
WOODFORD RESERVE	9	1179	503	134.39	15	19	24	8	64	27	15	49
RITTENHOUSE	10	1111	906	22.63	41	45	28	53	338	18	11	
REDEMPTION	11	1049	229	358.08			2		122	4		56
WHISTLEPIG	12	725	573	26.53	9	16	3	7	62		17	146
SAZERAC	13	474	291	62.89	17	7	34	11	52	21	22	2
TOTAL OTHER		5169	4268	2.60	110	137	235	138	564	63	90	149
TOTAL DOM WHSKY-STRT-SM BTCH		115687	101570	13.90	4798	1925	2286	1767	12343	3608	1461	4885
BULLEIT	1	30111	25356	18.75	1043	406	567	604	2716	684	251	1339
WOODFORD RESERVE	2	20835	18865	10.44	1069	243	355	219	1983	717	215	785
KNOB CREEK	3	14902	14713	1.28	779	243	250	435	1097	493	131	1056
BUFFALO TRACE	4	13604	11604	17.24	429	458	396	195	2646	448	351	372
BASIL HAYDEN	5	7142	5958	19.87	317	95	128	91	716	195	84	278
EAGLE RARE	6	6569	5199	26.35	159	89	132	59	891	206	95	238
BLANTON	7	4033	3115	29.47	180	41	87	44	463	150	85	100
FOUR ROSES	8	2612	2507	4.19	66	32	85	23	170	184	42	117
J DANIEL SGL BL	9	2295	2341	-1.96	163	49	63	19	246	111	23	95
1792 RIDGEMONT	10	1819	1608	13.12	80	27	33	15	218	70	22	51
EVAN WILLIAMS	11	1660	1690	-1.78	51	42	41	9	169	37	26	24
JEFFERSONS	12	1631	1346	21.17	72	7	15	10	164	73	15	48
BOOKERS	13	1418	1497	-5.28	60	21	36	8	101	34	8	53
RUSSELLS RESERVE	14	1277	946	34.99	47	8	21	14	94	33	5	53
TOTAL OTHER		5779	4825	.94	283	164	77	22	669	173	108	276
TOTAL SCOTCH-BLND-FRGN BTL D		123017	122904	.09	3853	1616	2697	1958	15208	3186	979	11328
JOHNNIE WALKER	1	42804	38614	10.85	966	555	894	622	6046	806	406	6118
DEWARS	2	33790	36448	-7.29	1402	324	640	835	3706	1062	180	2130
CHIVAS	3	8378	9188	-8.82	328	144	167	77	664	353	52	541
FAMOUS GROUSE	4	6788	7192	-5.62	202	127	53	122	417	213	99	756
J & B	5	6659	7147	-6.83	218	94	266	132	1209	296	69	362
CUTTY SARK	6	5518	5778	-4.50	155	91	73	56	438	106	72	410

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 2B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
VA LIGHTNING	9							508				
DEFIANT	10	262			73			68				
BERNHEIM	11	181		48		2		112		1	1	2
CLEVELAND	12		351									
BARREL HITCH	13			326								
BRECKENRIDGE	14	90			87			4			7	19
BIGHORN	15			2							13	
JIM BEAM	16	28	106	26	8			55		2	1	4
STILLHOUSE	17	1	33	32						26		
FIREFLY	18	7	21	32			2	10		30	1	6
AMER BORN MOONSH	19	74	42									
POPCORN SUTTON	20	55			102			6				
TOTAL OTHER		1312	598	1107	397	160	82	637		285	177	70
TOTAL												
DOM WHSKY-STRT-RYE		3345	4763	6012	6053	2880	673	4297		208	369	1017
BULLEIT	1	1313	2801	2410	2228	789	331	1632		82	158	423
OLD OVERHOLT	2	198	331	635	315		64	310		1	21	80
TEMPLETON	3	175	180	258	202	59	1	134		8	16	20
HIGH WEST	4	93	61	59	116	1410	12	71			38	25
JIM BEAM	5	288	91	254	437	58	42	319		16	37	44
GEORGE DICKEL	6	110	150	669	254	339	23	73			26	34
KNOB CREEK	7	181	203	152	403	58	38	239		16	13	103
WILD TURKEY	8	212	64	139	417	52		138		1	3	5
WOODFORD RESERVE	9	115	173	151	274	1		187		21		36
RITTENHOUSE	10	55	52	254		35	15	103		26	8	29
REDEMPTION	11	276	182	31	217			108			2	49
WHISTLEPIG	12	18		50	128	19	105	112			14	19
SAZERAC	13	22	34	129	14	10	3	61		12	12	11
TOTAL OTHER		289	441	821	1048	50	39	810		25	21	139
TOTAL												
DOM WHSKY-STRT-SM BTCH		13927	18206	11624	14638	3768	1585	14091		1154	1440	2181
BULLEIT	1	3022	5978	4045	3542	1777	663	2344		147	241	742
WOODFORD RESERVE	2	3251	3963	880	2506	532	152	3101		304	152	408
KNOB CREEK	3	2208	2079	912	2152	238	309	1868		171	108	373
BUFFALO TRACE	4	609	1424	2961	1282	359	67	1176		66	283	82
BASIL HAYDEN	5	853	964	511	1128	217	107	1111		100	79	168
EAGLE RARE	6	858	684	723	820	142	101	1209		55	69	39
BLANTON	7	325	639	315	537	65	24	807		46	59	66
FOUR ROSES	8	680	284	109	469	6	27	274		10	10	24
J DANIEL SGL BL	9	241	352	96	354	52	19	321		31	23	37
1792 RIDGEMONT	10	210	235	102	357	50	11	257		32	13	36
EVAN WILLIAMS	11	250	224	163	195	79	56	231		26	3	34
JEFFERSONS	12	267	321	46	150		15	371		28	4	25
BOOKERS	13	214	238	76	251	36	15	194		14	24	35
RUSSELLS RESERVE	14	153	210	173	243	25	5	141		15	2	35
TOTAL OTHER		786	611	512	652	190	14	686		109	370	77
TOTAL												
SCOTCH-BLND-FRGN BTLD		14401	12172	5731	26815	2067	1333	13657		1027	907	4082
JOHNNIE WALKER	1	3703	3822	2043	7915	958	412	4772		428	371	1967
DEWARS	2	4156	4133	953	8668	343	444	3633		351	193	637
CHIVAS	3	978	942	338	1893	200	45	990		74	98	494
FAMOUS GROUSE	4	1254	437	360	1324	81	158	945		33	57	150
J & B	5	626	949	363	1076	57	31	736		62	61	52
CUTTY SARK	6	563	621	378	1559	91	63	607		38	47	150

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1/1/2017 - 03/31/2017												
PAGE 3A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
BUCHANAN	7	5433	4858	11.84	209	68	148	12	264	172	7	337
GRANTS	8	4293	4531	-5.25	54	55	46	4	247	37	19	186
MONKEY SHOULDER	9	2425	1791	35.40	94	37	80	60	257	30	25	84
BALLANTINE	10	1963	2067	-5.03	6	72		9	82		8	146
KIRKLAND	11	1370	2118	-35.32	187		176		1007			
TOTAL OTHER		3596	3172	.34	32	49	154	29	871	111	42	258
TOTAL SCOTCH-BLND-US BTLD		63565	68415	-7.09	2842	1372	2529	1223	8424	1986	1107	3291
CLAN MACGREGOR	1	14358	14814	-3.08	578	267	234	349	1350	313	325	759
LAUDERS	2	11682	12121	-3.62	121	489	1071	90	4366		504	460
SCORESBY	3	8774	9566	-8.28	341	408	924	240	817	379	137	400
INVERHOUSE	4	6419	6496	-1.19	280			161	62			203
OLD SMUGGLER	5	4698	4922	-4.55		98	57	106	103	134	26	640
GRAND MACNISH	6	3731	4696	-20.55				16	1374	36		188
HOUSE OF STUART	7	2381	2644	-9.95	374		32			116	12	
DUGGANS	8	1701	1657	2.66		70			24		16	201
JW DANT	9	1599	1615	-.99								
PASSPORT	10	1349	1542	-12.52	79	1	119	8	108	71	7	
100 PIPERS	11	1267	1259	.64	610					246		
USHERS GR STRIPE	12	1195	1330	-10.15	343	36	92		91	197	6	
BARRISTER	13	759	903	-15.95					3			
CRAWFORDS	14	731	768	-4.82	116					233		
HIGHLAND MIST	15	706	774	-8.79					37	187	8	
VAT 69	16	652	772	-15.54				28	36		7	269
CLUNY	17	123	996	-87.65		3		1	17	4	27	3
TOTAL OTHER		1440	1540	-.15				224	36	70	32	168
TOTAL SCOTCH-SNGL MALT		56200	57000	-1.40	1841	1150	1322	1096	5218	1235	948	4459
GLENLIVET	1	12714	13114	-3.05	563	244	403	200	1329	408	177	1028
MACALLAN	2	6826	6617	3.16	283	125	114	63	693	194	113	336
GLENFIDDICH	3	6450	6611	-2.44	189	118	179	91	740	114	105	414
GLENMORANGIE	4	4464	4818	-7.35	191	90	116	69	412	109	45	324
MCCLELLANDS	5	4061	4075	-.34	106	66	42	209	114	23	50	308
BALVENIE	6	3206	3415	-6.12	118	60	80	52	222	61	60	249
LAPHROAIG	7	3184	3229	-1.39	79	74	67	63	251	34	46	248
OBAN	8	1451	1350	7.48	32	31	30	52	132	34	21	187
SPEYBURN	9	1343	1371	-2.04	26	35	1	94	58	44	40	123
LAGAVULIN	10	1343	1237	8.57	41	23	34	49	136	21	27	140
ABERLOUR	11	1213	1375	-11.78	9	41	43	17	95	24	31	103
ARBEG	12	1169	1137	2.81	29	20	33	24	100	7	18	81
HIGHLAND PARK	13	803	752	6.78	22	20	12	6	68	15	17	58
DALWHINNIE	14	789	865	-8.79	8	20	23	19	52	20	12	69
AUCHENTOSHAN	15	683	752	-9.18	10	17	2	9	54	4	11	37
TALISKER	16	665	706	-5.81	10	15	9	7	55	10	17	74
TOMATIN	17	618	499	23.85		60	28	5	107	15	4	54
TOTAL OTHER		5218	5077	.25	125	91	106	67	600	98	154	626
TOTAL CAN-FRGN BLND-FRGN BTLD		250883	256417	-2.16	18425	9000	9294	3140	38976	17176	4890	6620
CROWN ROYAL	1	175944	179947	-2.22	16359	3951	7681	2340	20651	15486	3509	4131
SGRM VO	2	35970	38186	-5.80	1168	811	470	740	5973	1572	416	2254
MACNAUGHTON	3	11734	12258	-4.27	168	2907	5	4	3		361	
BLACK VELVET	4	11093	10668	3.98	1	945	1039	34	346	8	375	189
ROYAL CANADIAN	5	9343	10074	-7.26					9339		3	
KIRKLAND	6	2834	1027	175.95	648				2186			

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 4A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL OTHER		3965	4257	- .11	81	386	99	22	481	107	226	46
TOTAL CAN-US BLND-US BTLD		962163	920120	4.57	48475	38505	79994	30655	171569	27726	32691	28803
FIREBALL	1	263163	242992	8.30	14019	7208	20473	14360	49379	6815	4964	8681
BLACK VELVET	2	171157	169649	.89	1782	8784	40869	4526	22734	787	11744	4113
CROWN ROYAL	3	110573	80147	37.96	9009	1856	4719	749	14508	7837	1634	1069
CANADIAN MIST	4	76717	77640	-1.19	9891	3380	906	1828	10691	4232	1346	1921
CANADIAN CLUB	5	64620	64860	-.37	2311	987	2147	2145	13210	1619	727	6750
RICH & RARE	6	58454	56735	3.03	6022	4736	658	519	14708	3488	3799	235
WINDSOR	7	34217	36026	-5.02	361	252	3488		1590	423	650	
CANADIAN LIMITED	8	30213	32094	-5.86	279	2014	4754	3489	5995	226	452	4098
CANADIAN HUNTER	9	23482	22633	3.75	1526	1620	75	12	3489	1291	408	526
CANADA HOUSE	10	22657	22938	-1.23	1			12	20584		202	2
PENDLETON	11	22335	22436	-.45	32	3602	304	12	143	69	4023	23
LORD CALVERT	12	17631	19128	-7.83	1357	241	106	2753	58	523	493	302
MCMASTERS	13	11762	13543	-13.15			31		10041		32	
TOTAL OTHER		55182	59299	-.45	1885	3825	1464	250	4439	416	2217	1083
TOTAL IRISH		165834	144847	14.49	3130	3360	6365	4568	22017	2306	3258	9934
JAMESON	1	128677	111586	15.32	2465	2512	5308	3679	17808	1875	2512	7810
TULLAMORE DEW	2	12100	11050	9.50	165	171	316	228	1347	72	222	713
BUSHMILLS	3	9959	9656	3.14	356	277	150	366	1551	269	229	250
PADDY	4	1864	1869	-.27	9	45	9	89	156	15	57	110
2 GINGERS	5	1791	1287	39.16	5	20	191	35	160		29	1
TOTAL OTHER		11443	9399	1.41	130	335	391	171	995	75	209	1050
TOTAL OTH IMP WHSKY		2108	1357	55.34	13	15	9	12	120	22	19	118
SUNTORY	1	698		100.00								
NIKKA	2	391	284	37.68	5	2	3	9	34	4	2	56
YAMAZAKI	3	290	342	-15.20				3	31		12	
HIBIKI	4	239	342	-30.12	6	9			14	5	2	28
BASTILLE	5	228	231	-1.30		1	2		7	1		16
MARS SHINSHU	6	50		100.00								
HAKUSHU	7	49	87	-43.68	2	3			5	2		5
BAINS	8	38	8	375.00				2	8			5
KAVALAN	9	26	23	13.04					7	2		2
BRENNE	10	25	21	19.05						2	3	1
AKASHI	11	25		100.00								
TOTAL OTHER		49	19	2.21			2		14	6		5
TOTAL GIN-CLASSIC-DOM		301095	312799	-3.74	31723	5231	8146	4733	42594	23584	3571	8954
SEAGRAMS GIN	1	111655	115805	-3.58	23084	445	2270	276	17398	18047	156	625
NEW AMSTERDAM	2	26676	27771	-3.94	1273	689	797	571	2551	1908	352	1259
GORDONS	3	24118	25121	-3.99	374	638	496	970	2713	326	341	2064
GILBEY	4	22151	23896	-7.30	550	953	457	1131	4851	349	294	1853
BARTON	5	15301	15384	-.54	3332		513	212	209	256		57
BURNETTS	6	14219	14366	-1.02		381	223	121	1009	335	238	314
ARISTOCRAT	7	11049	12074	-8.49	963				514	642	19	
FIVE O'CLOCK	8	8810	9441	-6.68		3	755	577	6241			
CRYSTAL PALACE	9	6959	7363	-5.49					1770	1	48	
FLEISCHMANN'S	10	6365	6888	-7.59			357	252	201	3	240	567

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 4B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL OTHER		934	267	640	309	109		129		12	100	17
TOTAL CAN-US BLND-US BTLD		84382	108490	73983	101145	34156	6567	51747		16471	23293	3511
FIREBALL	1	26204	24316	14175	33000	6012	1885	22267		3830	4162	1413
BLACK VELVET	2	3456	24251	16074	15462	3047	1269	4112		2663	5221	263
CROWN ROYAL	3	13609	23164	3490	13904	2028	209	7891		2486	2075	336
CANADIAN MIST	4	10852	7553	4433	3925	2878	185	8131		2903	1182	480
CANADIAN CLUB	5	8988	9285	2734	7759	1391	974	1944		447	560	642
RICH & RARE	6	7409	3100	7605	419	1787		3063		109	783	14
WINDSOR	7	562	9727	526	14858	360		497		157	616	150
CANADIAN LIMITED	8	594	1023	2347	1616	1155	1277	670		126	98	
CANADIAN HUNTER	9	5268	722	2304	1043	2392	510	1913		207	176	
CANADA HOUSE	10		1574			206				76		
PENDLETON	11	120	137	9416	168	1520	2	94		18	2652	
LORD CALVERT	12	1550	296	302		2172	49	263		2420	4742	4
MCMASTERS	13		723							935		
TOTAL OTHER		5770	2619	10577	8991	9208	207	902		94	1026	209
TOTAL IRISH		12767	22966	14304	33174	4857	2783	13738		1845	1843	2619
JAMESON	1	10054	18948	10010	24490	3950	2036	10276		1512	1440	1992
TULLAMORE DEW	2	528	1845	710	3915	314	335	828		85	78	228
BUSHMILLS	3	1035	899	1476	1587	162	129	827		140	148	108
PADDY	4	220	243	334	445		66	45		8	5	8
2 GINGERS	5	175	163	354	327		21	269			16	25
TOTAL OTHER		755	868	1420	2410	431	196	1493		100	156	258
TOTAL OTH IMP WHSKY		282	75	375	625	65	1	300		10	1	46
SUNTORY	1	202		150	188			158				
NIKKA	2	22	40	71	84	2	1	41				15
YAMAZAKI	3	2		17	130	42		47		6		
HIBIKI	4	42	15	43	15	20		40				
BASTILLE	5			17	171			8		4	1	
MARS SHINSHU	6			39								11
HAKUSHU	7	11	8	2		1						10
BAINS	8				23							
KAVALAN	9		1	4	9							1
BRENNE	10	3	3	1	5			5				2
AKASHI	11			25								
TOTAL OTHER			8	6				1				7
TOTAL GIN-CLASSIC-DOM		43459	26557	18095	35942	5320	2652	34764		2111	1538	2121
SEAGRAMS GIN	1	20250	9278	1390	5778	601	183	10875		589	95	315
NEW AMSTERDAM	2	4188	2535	1920	4195	866	281	2683		136	202	270
GORDONS	3	3115	1583	2289	5323	378	348	2363		220	248	329
GILBEY	4	1661	1875	1465	3336	992	424	1456		139	104	261
BARTON	5	1465	1074			745		7204		177	55	2
BURNETTS	6	1919	3339	1013	2163	600	222	2033		57	45	207
ARISTOCRAT	7	3743	479					4382		10		297
FIVE OCLOCK	8	986					248					
CRYSTAL PALACE	9		1445		3677					18		
FLEISCHMANN'S	10	976	249	859	1000	262	121	846		95	237	100

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 5A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
BANKERS CLUB	11	6295	6888	-8.61					27			
MONARCH	12	3884	4027	-3.55		245						
TOTAL OTHER		43613	43775	- .05	2147	1877	2278	623	5110	1717	1883	2215
TOTAL GIN-CLASSIC-IMP		122968	120292	2.22	4357	2471	2961	2864	14099	2848	1953	9883
TANQUERAY	1	50149	49583	1.14	1966	975	1457	1099	5853	1516	816	4446
BOMBAY	2	36599	36460	.38	1225	855	699	863	3951	681	673	2387
BEEFEATER	3	18420	18384	.20	470	279	391	518	1986	300	212	2047
HENDRICKS GIN	4	9773	9081	7.62	324	178	196	253	1128	240	146	663
PINNACLE	5	1234	1166	5.83	195		56	37	19		5	74
TOTAL OTHER		6793	5618	.98	177	184	162	94	1162	111	101	266
TOTAL GIN-FLVRD-DOM		19165	19483	-1.63	2329	363	161	30	1535	2004	92	3
SEAGRAMS GIN	1	18996	19338	-1.77	2328	362	160	6	1478	1983	81	
TOTAL OTHER		169	145	.12	1	1	1	24	57	21	11	3
TOTAL GIN-FLVRD-IMP		2517	2430	3.58	58	87	49	25	285	66	80	212
TANQUERAY	1	2309	2395	-3.59	55	87	47	25	260	56	78	184
MALFY	2	143		100.00			2		18		2	16
TOTAL OTHER		65	35	1.23	3				7	10		12
TOTAL NEUTRAL GRAIN SPIRIT		12691	12438	2.03	794	166	623	152	1203	659	513	330
EVERCLEAR	1	10538	10262	2.69	647	166	525	125	1005	595	437	330
CLEAR SPRINGS	2	1546	1601	-3.44	147				5		76	
DIESEL	3	443	428	3.50					192	64		
TOTAL OTHER		164	147	.14			98	27	1			
TOTAL VODKA-CLASSIC-DOM		2195631	2119870	3.57	137607	54409	103619	42756	339313	106018	36298	69748
SMIRNOFF	1	296032	304971	-2.93	29560	6614	8299	5099	47170	6280	3867	11822
TITOS	2	239557	158441	51.20	11040	3027	11296	5130	40048	7917	3943	14146
BURNETTS	3	140220	139364	.61	4286	4021	1444	1192	11764	31020	636	3250
ARISTOCRAT	4	127116	132164	-3.82	34702				2022	8927	305	
NEW AMSTERDAM	5	97402	93890	3.74	4107	1094	3769	1401	18281	6485	563	2108
PLATINUM 7X	6	91086	79882	14.03	4464	4279	1339	789	10521	576	2026	4114
NIKOLAI	7	82730	86346	-4.19			3606		11068		7027	
SKYY	8	65739	68123	-3.50	2317	1927	491	1889	8620	1088	799	3506
CROWN RUSSE	9	65228	62971	3.58				3258	8717	4345	3196	
TAAKA	10	63393	61037	3.86	8656	411				32245		2129
POPOV	11	59924	62657	-4.36	1941	1600	1599	913	33403	140	504	599
SEAGRAMS VODKA	12	59255	59985	-1.22	3921	1162	779	12	21023	1217	168	381
KAMCHATKA	13	59083	63757	-7.33	61	2787			14087	204	174	21
FIVE OCLOCK	14	57003	56169	1.48			12779	4362	35034			
BARTON	15	55376	56970	-2.80	12992		9268	1667	782	985		629
FLEISCHMANN'S	16	41682	41050	1.54		2335	2456	2060	439		447	2925
VLADIMIR	17	38865	43089	-9.80						4		
JACQUIN	18	33048	35095	-5.83								
SKOL	19	32738	31406	4.24	14593		2936	59	636	303	1265	52
POTTERS	20	32019	34504	-7.20		6901					1768	

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 5B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
BANKERS CLUB	11				6268							
MONARCH	12											
TOTAL OTHER		5156	4700	3639	4202	876	825	2922		670	552	340
TOTAL GIN-CLASSIC-IMP		14278	15439	9953	20461	2680	1672	12475		891	1119	2564
TANQUERAY	1	5702	7052	3670	8056	1001	608	4293		391	549	699
BOMBAY	2	4557	4333	3348	6241	839	492	4036		270	295	854
BEEFEATER	3	1837	2401	1384	3571	320	344	1557		135	135	533
HENDRICKS GIN	4	1199	1023	740	1692	293	158	1090		65	92	293
PINNACLE	5	430	13		1		6	365				33
TOTAL OTHER		553	617	811	900	227	64	1134		30	48	152
TOTAL GIN-FLVRD-DOM		4283	1535	670	2592	763	44	2659		25	64	13
SEAGRAMS GIN	1	4279	1528	646	2592	762	44	2650		25	60	12
TOTAL OTHER		4	7	24		1		9			4	1
TOTAL GIN-FLVRD-IMP		376	247	278	338	92	15	230		14	38	27
TANQUERAY	1	372	231	254	277	92	15	202		14	38	22
MALFY	2	3		13	61			28				
TOTAL OTHER		1	16	11								5
TOTAL NEUTRAL GRAIN SPIRIT		1413	1208	2747	1636	396	38	12		426	296	79
EVERCLEAR	1	1389	1044	1431	1636	396		12		426	295	79
CLEAR SPRINGS	2	1		1316							1	
DIESEL	3	23	164									
TOTAL OTHER							38					
TOTAL VODKA-CLASSIC-DOM		259155	212434	155997	327883	74913	19590	184396		31392	24685	15418
SMIRNOFF	1	43751	28425	14628	33591	7230	2537	33748		6592	3955	2864
TITOS	2	25235	39409	6852	38152	4164	2788	19886		1410	1793	3321
BURNETTS	3	30926	9431	7024	12743	2693	1197	16742		1051	20	780
ARISTOCRAT	4	43385	1705					34829		223		1018
NEW AMSTERDAM	5	15527	15385	4463	12070	909	429	8385		681	890	855
PLATINUM 7X	6	14633	6871	11761	16984	2867	1124	7925		266	148	399
NIKOLAI	7	5645	2382		40835			9402		217	2548	
SKYY	8	9030	10047	2597	10233	3211	282	7346		635	667	1054
CROWN RUSSE	9	4124	5974		31542		2398			1546	128	
TAAKA	10	1294		7732		10724		202				
POPOV	11	6219	3082	2313		1908	402	1648		3042	477	134
SEAGRAMS VODKA	12	11604	6954	4046	3010	1542		3274		51	61	50
KAMCHATKA	13		26558	1847	7400	5346				474	57	67
FIVE OCLOCK	14	2378					2450					
BARTON	15		8131			17018	587	32		3228		57
FLEISCHMANN'S	16	800	1909	18298		1694	653	2632		68	4634	332
VLADIMIR	17	2028			28708			453		7557		115
JACQUIN	18				33048							
SKOL	19	3046	1206				1925	6399		131		187
POTTERS	20			13140		2989					7221	

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 6A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MCCORMICK	21	30320	31653	-4.21	156	456	10434		1178	421	3626	86
BOWMANS	22	26799	26962	-.60								1482
GORDONS	23	23875	26647	-10.40	6	1004	294	1448	1104	129	985	2623
HAWKEYE	24	20708	21462	-3.51			20708					
HOOD RIVER	25	19822	21127	-6.18								
TOTAL OTHER		336611	320148	.78	4805	16791	12122	13477	73416	3732	4999	19875
TOTAL VODKA-CLASSIC-IMP		731345	744743	-1.80	41508	6945	18667	17486	101585	23544	5710	46864
ABSOLUT	1	146009	150776	-3.16	8632	1661	5608	4181	21350	5336	1385	10594
PINNACLE	2	106932	108142	-1.12	14431	483	2854	5505	5445	5381	309	6521
SVEDKA	3	100012	93773	6.65	4150	1236	2264	2911	20227	1369	1151	5823
GREY GOOSE	4	85568	88396	-3.20	3652	1074	2741	1629	11122	3363	839	4584
KETEL ONE	5	54671	56451	-3.15	1202	810	1192	982	5896	851	535	6463
STOLICHNAYA	6	37267	39309	-5.19	731	558	377	983	5002	542	432	2967
SOBIESKI	7	34480	33910	1.68	202	23	374	185	10664	187	184	557
FRIS	8	23344	23172	.74	3468		1478	16	3449	1050	175	
POLMOS	9	20151	20555	-1.97	47	36	13	133	1527	111	200	948
TANQUERAY	10	19049	19971	-4.62	79	19	122	3	5483	52	10	1033
THREE OLIVES	11	16940	21685	-21.88	517	138	226	252	965	230	16	2911
BELVEDERE	12	15560	16423	-5.25	496	217	163	195	2454	553	58	833
MONOPOLOWA	13	13784	13964	-1.29		92			187	149	151	
CIROC	14	13248	15648	-15.34	963	74	179	51	2956	539	40	347
FINLANDIA	15	8832	8413	4.98	391	51	3	22	558	159	9	924
TOTAL OTHER		35498	34155	.18	2547	473	1073	438	4300	3672	216	2359
TOTAL VODKA-FLVRD-DOM		400737	395106	1.43	15879	10349	16097	3808	77629	17389	4893	13535
SMIRNOFF	1	112519	109882	2.40	4849	3061	3127	1941	25321	1697	1091	7601
NEW AMSTERDAM	2	108341	102516	5.68	6617	525	3365	428	25893	7532	85	1904
BURNETTS	3	81462	84631	-3.74	625	2702	1263	57	10912	3989	367	6
UV	4	18225	19952	-8.66	146	322	5641	148	5497	151	518	157
DEEP EDDY	5	13847	8844	56.57	589	186	538	210	1776	401	228	826
SKYY	6	11244	11600	-3.07	212	483	146	125	1121	110	72	661
360	7	5037	4682	7.58	221	522	118	20	249	212	735	121
WAVE	8	4996	5063	-1.32		28		120	729			
FIREFLY	9	4049	4367	-7.28	246	45	38	23	124	89	338	177
PUCKER	10	3612	5555	-34.98	254	106		31	76	68	8	166
TOTAL OTHER		37405	38014	-.15	2120	2369	1861	705	5931	3140	1451	1916
TOTAL VODKA-FLVRD-IMP		271167	305054	-11.11	12365	3112	6262	7579	34049	7842	2459	16128
PINNACLE	1	61500	70453	-12.71	4349	845	371	4466	1996	1159	628	3403
ABSOLUT	2	56453	56398	.10	1443	1029	2411	946	6522	997	684	3332
CIROC	3	55522	74799	-25.77	4391	217	1029	173	10968	3435	74	2545
SVEDKA	4	29622	27864	6.31	715	317	918	731	5503	177	232	962
THREE OLIVES	5	27444	34351	-20.11	348	213	584	184	3212	277	145	1273
STOLICHNAYA	6	20256	21234	-4.61	60	178	365	838	3102	190	437	3372
GREY GOOSE	7	5997	6451	-7.04	133	46	86	120	454	182	67	444
EFFEN	8	5032	2194	129.35	257	36	289	25	1086	93	43	148
TOTAL OTHER		9341	11310	-.65	669	231	209	96	1206	1332	149	649
TOTAL CACHACA		1320	1366	-3.37	35	7	29	10	147	8	6	49
LEBLON	1	620	611	1.47	17	7	12	4	34	8	2	29

NABCA BRAND LEADERS

1 / 1 / 2017 - 03 / 31 / 2017 PAGE 6B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MCCORMICK	21	684	6149	4227		1621	4	112		858	308	
BOWMANS	22	2461						19216		1317		2323
GORDONS	23	2263	2383	4050	4594	431	323	1682		319	88	149
HAWKEYE	24											
HOOD RIVER	25			19822								
TOTAL OTHER		34122	36433	33197	54973	10566	2491	10483		1726	1690	1713
TOTAL VODKA-CLASSIC-IMP		83994	107654	47830	120286	14292	7515	69490		5327	3823	8825
ABSOLUT	1	14852	21413	6191	25602	1871	1671	11522		1766	1001	1373
PINNACLE	2	17685	7888	2830	15139	1256	835	17978		688	179	1525
SVEDKA	3	10142	16802	6671	11971	2604	1292	7996		946	1132	1325
GREY GOOSE	4	10980	13269	3643	15644	1444	731	7987		905	515	1446
KETEL ONE	5	5337	8594	2871	12016	1634	901	4120		220	285	762
STOLICHNAYA	6	3115	3556	2915	10273	1028	540	3210		179	263	596
SOBIESKI	7	1872	8352	2465	6957	38	257	1976		100	68	19
FRIS	8	3732	4296	2103	1565	301		1669			28	14
POLMOS	9	4968	1457	363	6118	1	461	3029		99	7	633
TANQUERAY	10	1139	8619	465	600			1405		14	6	
THREE OLIVES	11	1275	3768	1275	4079	264	123	651		54	38	158
BELVEDERE	12	1739	1881	767	2989	302	218	2307		105	66	217
MONOPOLOWA	13			11021		2065					119	
CIROC	14	2336	2374	356	1275	117	21	1357		90	21	152
FINLANDIA	15	1179	1022	576	2446	238	49	966		47	18	174
TOTAL OTHER		3643	4363	3318	3612	1129	416	3317		114	77	431
TOTAL VODKA-FLVRD-DOM		55327	36393	21389	61740	8011	2054	44705		5975	2821	2743
SMIRNOFF	1	13153	14119	7140	12928	3734	1042	8321		1332	1133	929
NEW AMSTERDAM	2	13045	11168	1479	25257	339	104	8486		998	325	791
BURNETTS	3	19551	1890	7098	8455	625	523	20227		2717	42	413
UV	4	853	1144	251		796	62	1653		551	335	
DEEP EDDY	5	3498	917	668	1780	305	77	1381		36	117	314
SKYY	6	1743	1885	519	985	708	22	2147		47	86	172
360	7	193	227	885	636	513	23	13		76	273	
WAVE	8			16	3865	230				8		
FIREFLY	9	854	238	81	886		15	764		31	49	51
PUCKER	10	87	61	109	2754		6	163		1		
TOTAL OTHER		2350	4744	3143	4194	761	180	1550		178	461	73
TOTAL VODKA-FLVRD-IMP		26221	41015	12440	65823	4361	2111	22906		2694	1162	2638
PINNACLE	1	5133	7033	2886	20933	1606	396	4969		759	207	361
ABSOLUT	2	5726	9387	4727	9855	1213	733	6062		413	371	602
CIROC	3	8900	7702	827	7630	381	103	5938		534	56	619
SVEDKA	4	1777	2834	833	11659	151	349	1479		353	150	482
THREE OLIVES	5	918	9106	1038	8228	259	49	1073		342	137	58
STOLICHNAYA	6	1038	1891	1322	5325	204	397	1219		56	112	150
GREY GOOSE	7	1484	750	227	1057	144	29	600		46	16	112
EFFEN	8	618	1064	165	285	120		599		79	49	76
TOTAL OTHER		627	1248	415	851	283	55	967		112	64	178
TOTAL CACHACA		157	175	181	176	31	7	241		4	3	54
LEBLON	1	138	94	24	143	28	2	74		1	2	1

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 7B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
PIRASSUNGA	2	15	62	43			5	114		2	1	29
NOVO FOGO	3			51		3		2				1
YPIOCA	4	3		4	29							
CACHACA SAMBA 80	5		8					15				18
SOUL	6		6					16				
FOGO DE CHAO	7			29								
VELHO BARREIRO	8	1						18				
BOCA LOCA	9		4	5						1		
CUCA	10			10	3							5
PITU	11		1	1				2				
TOTAL OTHER				14	1							
TOTAL RUM-AGED /DARK		1973	567	1341	1489	300	180	1522		49	32	359
CRUZAN	1	1461	300	996	1099	208	138	911		35	6	115
RON ZACAPA	2	64	66	2	72	24	4	164		11	5	68
FLOR DE CANA	3	131		85		1	5	171		2	3	76
MOUNT GAY	4	73	60	36	93	1	9	99		1	4	29
PLANTATION	5	139		19		15		22				
KIRK AND SWEENEY	6	9		12	82	16		22				
SMITH AND CROSS	7	3	25	34	61	10	4	3			2	8
DIPLOMATICO	8	6	58	10				7				18
TOTAL OTHER		87	58	147	82	25	20	123			12	45
TOTAL RUM-FLVRD		49136	53336	27286	135828	18343	5746	42813		7694	7838	3545
CAPTAIN MORGAN	1	17327	26170	8335	60977	6054	3136	19715		3711	3815	1613
MALIBU	2	7218	1708	3239	10660	2057	538	5876		918	853	507
BACARDI	3	10835	5772	2287	13540	1288	271	5818		376	303	589
ADMIRAL NELSON	4	2717	3497	1002	14685	1189	424	1612		1337	2039	89
CALICO JACK	5	1101	504	228	20338	352	475	911		454		42
SAILOR JERRY	6	1768	2993	3383	2977	2398	389	2397		237	304	138
CRUZAN	7	3160	52	782	4949	751	182	2509		345	175	182
KRAKEN	8	1691	2366	1812	2857	765	109	1615		126	149	164
LADY BLIGH	9		8563	150	2012			227		13		47
BARBAROSSA	10	1074		3590		1504					6	
CALYPSO	11	420	1064	73	1561		52	224		69	38	40
BLACKHEART	12	1004	193	1254	466	1370	116	688		27	13	2
TOTAL OTHER		821	454	1151	806	615	54	1221		81	143	132
TOTAL RUM-GOLD		16938	11815	12624	16827	4802	1055	16278		1094	1008	2414
BACARDI	1	9378	5464	2747	5941	1179	238	7717		584	431	1123
MYERSS	2	808	641	794	1298	146	148	843		53	112	94
CASTILLO	3	481	521	431			1	1192		30	37	130
MOUNT GAY	4	737	477	221	812	148	215	768		26	49	144
GOSLINGS	5	594	290	219	982	108	222	751		23	23	173
MONTEGO BAY	6	430		635		2446						
MONARCH	7			4006								
APPLETON	8	267	577	250	1008	68	35	366		32	33	140
CRUZAN	9	470	686	402	464	2	27	376		96	15	22
WORLD FAMOUS	10				2773			213		57		
CAPTAIN MORGAN	11	776	311	197		388	3	344		83		
RONRICO	12	509	344	383		1	26	425		15	40	92
PARAMOUNT	13		829									
BANKERS CLUB	14				2252							
ARISTOCRAT	15	804						1127				45

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 8A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MR BOSTON	16	1839	1808	1.71		270					123	483
TOTAL OTHER		16247	14619	1.24	756	675	92	547	1777	256	633	2076
TOTAL RUM-LIGHT		343890	350079	-1.77	15271	5768	12626	10700	59414	8518	3763	16156
BACARDI	1	179195	182862	-2.01	7599	2300	5314	6252	34376	4636	1756	9730
CASTILLO	2	29595	31183	-5.09	1885	223	809	696	6836	412	289	545
ARISTOCRAT	3	15480	15494	-.09	2005				817	1241	8	
MONARCH	4	10655	11017	-3.29		722						
CAPTAIN MORGAN	5	9821	8494	15.62	346	136	274	257	1696	101	59	824
RONRICO	6	8667	8598	.80	146	329	187	327	308	242	3	686
WORLD FAMOUS	7	8138	8955	-9.12								
MR BOSTON	8	7588	7243	4.76	15	565		218	830	191	292	1016
PARAMOUNT	9	6888	7993	-13.82			3969					
CALICO JACK	10	6118	5780	5.85	57			26		1		334
CRUZAN	11	5954	5262	13.15	549	134	84	165	273	95	89	217
HEAVEN HILL	12	5837	6170	-5.40					5837			
BARTON	13	5773	5576	3.53	1518		595	358	2030	733		191
BANKERS CLUB	14	5202	5983	-13.05					97			
MONTEGO BAY	15	4219	4803	-12.16		606			65	247	42	
DON Q	16	3759	3463	8.55	45	29	50	12	145	76	7	272
TOTAL OTHER		31001	31203	-.06	1106	724	1344	2389	6104	543	1218	2341
TOTAL BRNDY/CGNC-ARMGNC		221	228	-3.07	1	3	8	2	28	6	6	37
MARIE DUFFAU	1	109	93	17.20					6			35
ARMGC MONTL	2	33	33	.00	1				7	3	1	
CLES D DUCS	3	12	38	-68.42					4			
LARRESSINGLE	4	11	15	-26.67			1					
ST VIVANT	5	8	13	-38.46		3		2			3	
CERBOIS	6	8	7	14.29							1	
CHAT LAUBADE	7	7	12	-41.67								
CHATEAU DE MILLE	8	7		100.00			7					
DELORD	9	5	5	.00								2
JANNEAU	10	5		100.00					5			
DARTIGALONGUE	11	4		100.00					4			
CASTAREDE	12	3	6	-50.00								
DOMAINE DESPERAN	13	2	3	-33.33					2			
LES DOMAINES	14	1	3	-66.67						1	1	
TOTAL OTHER		6		100.00						2		
TOTAL BRNDY/CGNC-CGNC-OTH		20579	20164	2.06	1163	19	404	20	5620	966	15	376
REMY MARTIN	1	15242	15476	-1.51	820	6	347	8	4494	648	5	227
HENNESSY	2	4628	3571	29.60	334	6	45	7	927	219	6	61
MARTELL	3	241	247	-2.43		2	9		29	75	2	17
COURVOISIER	4	137	651	-78.96		2			5			30
TOTAL OTHER		331	219	.56	9	3	3	5	165	24	2	41
TOTAL BRNDY/CGNC-CGNC-VS		243731	205310	18.71	11323	318	4350	840	59553	15060	241	35502
HENNESSY	1	198662	163203	21.73	9301	237	4087	747	42662	11615	174	34824
COURVOISIER	2	22374	22190	.83	1191	81	226	71	6822	1631	52	481
SALIGNAC	3	9356	6593	41.91	330		31	19	4555	592	15	65
MARTELL	4	7287	7603	-4.16	249		5	1	4975	306		37

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 8B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MR BOSTON TOTAL OTHER	16	1684	659 1016	2339	1297	316	140	303 1853		95	1 244	451
TOTAL RUM-LIGHT		34197	38156	20439	64657	7569	2531	33868		4389	2683	3185
BACARDI	1	19849	23075	5262	33898	2837	1173	15711		2087	1546	1794
CASTILLO	2	1930	3830	1298	5457	297	105	4448		161	171	203
ARISTOCRAT	3	4443	418					6079		14		455
MONARCH	4			9075		858						
CAPTAIN MORGAN	5	1437	644	589	1939	549	69	649		114	56	82
RONRICO	6	1486	1268	657	1959		106	698		61	86	118
WORLD FAMOUS	7				7770			222		146		
MR BOSTON	8	3	1744			771	608	1192		2	141	
PARAMOUNT	9		2919									
CALICO JACK	10				5664		25			11		
CRUZAN	11	979	428	767	970	94	47	861		19	32	151
HEAVEN HILL	12											
BARTON	13							33		266		49
BANKERS CLUB	14				5105							
MONTEGO BAY	15	599	9	436		1823	29	240		83	40	
DON Q	16	592	436	116	1144	54	33	637		22	44	45
TOTAL OTHER		2879	3385	2239	751	286	336	3098		1403	567	288
TOTAL BRNDY/CGNC-ARMGNC		1	3	26	70	4		12			1	13
MARIE DUFFAU	1				68							
ARMGC MONTL	2	1		20								
CLES D DUCS	3							8				
LARRESSINGLE	4			3		3		4				
ST VIVANT	5											
CERBOIS	6					1						6
CHAT LAUBADE	7											7
CHATEAU DE MILLE	8											
DELORD	9			1	2							
JANNEAU	10											
DARTIGALONGUE	11											
CASTAREDE	12		3									
DOMAINE DESPERAN	13											
LES DOMAINES	14											
TOTAL OTHER				2							1	
TOTAL BRNDY/CGNC-CGNC-OTH		1813	6337	482	1110	71	5	1770		97	12	299
REMY MARTIN	1	1019	5765	289	501	3		914		30	1	165
HENNESSY	2	790	554	124	586	60	5	714		67	6	117
MARTELL	3	1	14	36				48			3	5
COURVOISIER	4		3	3		2		86				6
TOTAL OTHER		3	1	30	23	6		8			2	6
TOTAL BRNDY/CGNC-CGNC-VS		28438	35252	3129	23787	800	313	21016		1558	197	2054
HENNESSY	1	23082	28662	2289	20107	632	205	17115		1442	142	1339
COURVOISIER	2	3521	2676	541	2077	166	66	2081		89	52	550
SALIGNAC	3	470	1129	106	1148		42	774				80
MARTELL	4	350	797	2	455			60				50

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 9A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MEUKOW	5	3219	2982	7.95					250	214		58
ANSAC	6	2574	2508	2.63	252		1		172	700		
TOTAL OTHER		259	231	.01				2	117	2		37
TOTAL BRNDY/CGNC-CGNC-VSOP		41471	38949	6.48	2286	101	1409	106	15662	2891	50	743
REMY MARTIN	1	27436	27832	-1.42	1589	46	1227	51	11556	2492	23	288
HENNESSY	2	6080	5041	20.61	300	27	98	46	2028	200	6	240
D USSE	3	4843	3474	39.41	272	6	54		1215	138	1	39
COURVOISIER	4	1960	1818	7.81	123	20	27	8	381	44	13	71
MARTELL	5	768	345	122.61		2	3	1	396	10	4	52
TOTAL OTHER		384	439	-.14	2				86	7	3	53
TOTAL BRNDY/CGNC-CGNC-XO		764	657	16.29	11	4	28	3	185	27	3	55
REMY MARTIN	1	349	351	-.57	6	1	15	2	87	10		19
HENNESSY	2	269	231	16.45	5	3	5	1	30	16	2	24
KIRKLAND	3	38	1	3700.00			6		32			
COURVOISIER	4	34	27	25.93					10		1	3
MARTELL	5	32	27	18.52			1		14			
D USSE	6	16	10	60.00					3			
TOTAL OTHER		26	10	2.44			1		9	1		9
TOTAL BRNDY/CGNC-DOM		399608	392119	1.91	29768	2917	10412	27109	62656	22143	3422	9422
E & J	1	136405	132037	3.31	7282	797	2924	406	24047	8609	659	1945
PAUL MASSON	2	125288	121488	3.13	21133	117	2768	85	19833	11970	78	124
CHRISTIAN BROS	3	52628	51000	3.19	1091	1126	1399	446	9491	836	1131	494
ALLENS	4	23750	23904	-.64	3			21752				1690
JACQUIN	5	15764	16669	-5.43			5	20	39			213
MR BOSTON	6	10468	10438	.29		76	401	2950	66		1005	1746
ARROW CORDIALS	7	6756	6708	.72		6	431	142	3512		62	1633
LEROUX	8	4980	5254	-5.22		12	9		787		19	886
PARAMOUNT	9	4444	4920	-9.67			1930					
TOTAL OTHER		19125	19701	-.15	259	783	545	1308	4881	728	468	691
TOTAL BRNDY/CGNC-IMP		11214	11674	-3.94	197	197	286	247	1634	246	101	889
ST REMY	1	4651	4781	-2.72	127	80	90	168	324	69	47	269
PRESIDENTE	2	1226	1164	5.33	53	42	50	6	144	72	6	24
RAYNAL	3	949	1025	-7.41				4	257	27	3	
METAXA	4	336	403	-16.63	2	5		4	120		4	36
MARASKA	5	308	230	33.91		15	18		35	2	4	
JENKINS	6	292	331	-11.78								292
ASBACH	7	271	286	-5.24	4	8	2		33	4	5	32
CONJURE	8	250	384	-34.90			1		34	59	1	
CAPEL	9	235	220	6.82		6	19		39		6	2
MACCHU	10	212	199	6.53								
STOCK 84	11	204	248	-17.74			42		73		1	
BOULARD	12	191	211	-9.48				7			7	15
GAZDINA RAKIJA	13	156	109	43.12				1	18			97
MOLETTA	14	109	127	-14.17					21			22
HUNGARO SPIRITS	15	63	214	-70.56	1	2		6	15	1	1	4
TOTAL OTHER		1761	1742	.16	10	39	64	51	521	12	16	96

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 9B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MEUKOW	5	667	1767	108				146		6	2	1
ANSAC	6	348	221					840		21	1	18
TOTAL OTHER				83		2						16
TOTAL BRNDY/CGNC-CGNC-VSOP		3384	6750	1010	3190	219	66	2888		133	60	523
REMY MARTIN	1	1708	4373	458	1767	112	30	1377		67	37	235
HENNESSY	2	629	734	231	675	69	19	620		46	7	105
D USSE	3	840	1255	39	438	9		504		17		16
COURVOISIER	4	204	189	100	258	29	17	318		3	14	141
MARTELL	5		153	67				65				15
TOTAL OTHER		3	46	115	52			4			2	11
TOTAL BRNDY/CGNC-CGNC-XO		66	97	71	92	12		79		10	2	19
REMY MARTIN	1	29	55	28	43	4		42		3		5
HENNESSY	2	30	34	26	38	4		33		4	2	12
KIRKLAND	3											
COURVOISIER	4	4	2	2	5	4				3		
MARTELL	5		3	13								1
D USSE	6	3	3		3			4				
TOTAL OTHER				2	3							1
TOTAL BRNDY/CGNC-DOM		53787	43570	10423	76579	3058	2296	35380		3226	1725	1715
E & J	1	18767	12480	3065	38105	1626	310	12107		1489	590	1197
PAUL MASSON	2	22817	20675	798	8320	224	47	15600		452	43	204
CHRISTIAN BROS	3	10244	4497	2545	12273	811	130	5275		152	479	208
ALLENS	4	6					286	5			8	
JACQUIN	5	23		1	13863			981		618	1	
MR BOSTON	6	917	10	1366			1380	175		366	10	
ARROW CORDIALS	7	121	314	1		327	19	160		20	7	1
LEROUX	8	1	30		3190		30	9		2	3	2
PARAMOUNT	9		2514									
TOTAL OTHER		891	3050	2647	828	70	94	1068		127	584	103
TOTAL BRNDY/CGNC-IMP		1416	1137	893	975	329	276	1640		34	67	650
ST REMY	1	817	626	280	532	88	150	745		12	2	225
PRESIDENTE	2	247	91	54	117	133	8	142		12	12	13
RAYNAL	3	223	116	66				159			1	93
METAXA	4	7	39	35		15		33		1	4	31
MARASKA	5		10	32	117	6		69				
JENKINS	6											
ASBACH	7	5	24	25		4	10	94			2	19
CONJURE	8		78	3				71		1		2
CAPEL	9	7	9	68		29	1	23			2	24
MACCHU	10		27	50				97			2	36
STOCK 84	11			53				17				
BOULARD	12		19	28	85	7	18			3	5	
GAZDINA RAKIJA	13		40				15					
MOLETTO	14	37	6					23				
HUNGARO SPIRITS	15	1	10	19	36	10	5	1				9
TOTAL OTHER		72	42	180	88	37	69	166		5	37	198

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 10A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL COCKTAILS		154060	150637	2.27	14364	1246	14423	2355	16656	14464	1159	6054
J C AUTHENTIC	1	23564	21776	8.21	2372	55	5530	645	2469	206	1263	
CHI-CHIS CKTLS	2	18287	16864	8.44	1334		2874	258	1982	1376	131	697
1800	3	14360	15195	-5.50	2950	107	643	129	4087	23	344	
CAPTAIN MORGAN	4	10999	9722	13.14	578	69	589	150	4625	197	96	564
JOSE CUERVO	5	9858	8985	9.72	984	123	827	217	1999	778	51	400
BACARDI PARTY	6	7943	8485	-6.39	409		355	48	447	321	15	283
MONTEBELLO	7	7856	8124	-3.30						265		
KAHLUA RTD	8	6317	6203	1.84	385	50	83	98	864	279	81	267
CUERVO MIX	9	5450	4470	21.92	1035							
BARTON	10	5316	5096	4.32	360	6	172	119	839	456		57
SKINNYGIRL	11	5256	5505	-4.52	157		187	283	322	131	10	527
DESERT ISLAND	12	4969	5112	-2.80	1120	218	413	81	43		123	10
KIRKLAND	13	3326	318	945.91	405		1170		1751			
ICE BOX	14	3209	3479	-7.76		261	235	172	161		48	441
BARTENDERS	15	2748	2718	1.10			143		38		130	1
BACARDI COCKTAIL	16	2171	2145	1.21	55		105	5	168		14	74
BUZZBALLZ	17	2040	2599	-21.51	101				1373	353		
SALVADORS	18	1976	1950	1.33	563		237		34	482	15	
KAHLUA DTG	19	1925	1977	-2.63	574					540	66	
FRIDAYS	20	1906	1584	20.33	87		43	7	645	50	40	456
MALIBU COCKTAILS	21	1703	1273	33.78	184			25	30	54		182
SEAGRAMS G&J	22	1495	1922	-22.22					89	957		
PA DUTCH	23	656	2769	-76.31	158	5	354	21	2	3	3	2
JD RTPS	24	641	1527	-58.02	16	1			146			141
TOTAL OTHER		10089	10839	-.50	537	351	463	97	1098	1666	107	345
TOTAL CRDL-COFFEE LQR		40616	40646	-.07	1438	1121	1416	1556	5680	740	949	5309
KAHLUA	1	37277	37169	.29	1095	1071	1336	1453	5263	681	647	5278
MONARCH	2	1059	1115	-5.02		40					2	
CHAPALA	3	982	1031	-4.75	342				269		140	
TOTAL OTHER		1298	1331	-.08	1	10	80	103	148	59	160	31
TOTAL CRDL-CRM LQR		67386	60515	11.35	1936	2359	3386	1743	10510	1355	1832	7988
BAILEYS	1	51839	48194	7.56	1362	1703	2449	1499	7549	1004	892	7208
ST BRENDANS	2	7466	7071	5.59	150	454	91	192	762	269	210	355
KIRKLAND	3	1671	132	1165.91	168		240		1263			
TIPPY COW	4	1182	1414	-16.41	13	91	193	5	300	21	51	
FULTONS HARVEST	5	768	676	13.61	8	2	2		37	4		1
TOTAL OTHER		4460	3028	2.37	235	109	411	47	599	57	679	424
TOTAL CRDL-LQR&SPC-AMRT		32912	34985	-5.93	1554	522	1926	747	3607	1521	349	2769
DISARONNO	1	12532	12953	-3.25	378	233	345	361	1157	351	156	1669
DI AMORE	2	6787	6912	-1.81	739	153	193	59	67	338	5	526
AMARETO AMARITO	3	2985	3313	-9.90					1546	410	93	
PARAMOUNT	4	2070	2375	-12.84			1320					
DEKUYPER	5	1945	2123	-8.38	271	88		3	254	74		7
REGENCY	6	1820	1908	-4.61					9			
BOLS	7	552	594	-7.07	144	1		2	20		23	18
JACQUIN	8	551	608	-9.38								
MR BOSTON	9	472	482	-2.07	21		1		186	248	14	2

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017

PAGE 11A

BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MONARCH	10	410	430	-4.65								
JENKINS	11	388	381	1.84								388
TRAVE	12	347	339	2.36					8		23	
ARROW CORDIALS	13	340	392	-13.27				7	104	11	28	
TOTAL OTHER		1713	2175	-1.32	1	47	67	315	256	89	7	159
TOTAL CRDL-LQR&SPC-ANSE FLVRD		2779	2948	-5.73	38	56	61	32	498	19	44	151
METAXA	1	1127	1192	-5.45	19	35	36	15	72	16	20	32
ARROW CORDIALS	2	382	381	.26	3		18	14	137			
JACQUIN	3	291	330	-11.82								
OUZO 12	4	281	293	-4.10		5		3	146		2	
DEKUYPER	5	193	206	-6.31	10	14	1		26	3	16	78
GLAROS	6	139	118	17.80								
OUZO PLOMARI	7	89	99	-10.10								38
BOUTARI	8	79	44	79.55					79			
HIRAM WALKER	9	64	72	-11.11								
RICARD	10	59	54	9.26		2	6		8		5	
TOUMA	11	4	57	-92.98	5							1
TOTAL OTHER		71	102	-1.05	1				30		1	2
TOTAL CRDL-LQR&SPC-CRM		55930	57105	-2.06	2172	1710	2335	1367	10756	1764	1244	3191
CAROLANS	1	16453	15923	3.33	504	913	338	174	5314	276	264	284
RYANS	2	11374	11866	-4.15	404	123	778	809	692	270	4	900
TEQUILA ROSE	3	5803	5688	2.02	205	166	403	14	1398	196	172	134
EMMETS	4	5388	6203	-13.14	621	98	66	50	1210	355	233	581
DEKUYPER	5	3617	3650	-.90	239	178	82	83	381	290	127	220
JACQUIN	6	2302	2429	-5.23								
TUACA	7	1869	1950	-4.15	42	76	56	11	120	19	57	31
ARROW CORDIALS	8	1713	1746	-1.89		113	161		451	4	39	180
BRADYS	9	1099	935	17.54				5	314	180	2	278
AMARULA	10	755	868	-13.02	2	35	4	7	23	4	13	76
BAJA	11	693	678	2.21			1	100	8			121
FEENEYS	12	663	618	7.28						156		17
MCCORMICK	13	621	576	7.81	15		81		49		143	
HIRAM WALKER	14	421	573	-26.53	18		3	7	61	4		10
TOTAL OTHER		3159	3402	-.43	122	8	362	107	735	10	173	376
TOTAL CRDL-LQR&SPC-CURACAO		13438	14060	-4.42	693	272	451	202	2112	997	115	770
DEKUYPER	1	5350	5098	4.94	508	257	260	58	710	481		291
BOLS	2	3541	3991	-11.28	182	11		39	232	32	75	444
ARROW CORDIALS	3	1236	1642	-24.73					191	5	39	4
MOHAWK	4	941	982	-4.18					42			
MR BOSTON	5	682	738	-7.59					233	421		15
HIRAM WALKER	6	486	425	14.35		2	47		310	51		1
LLORDS	7	292	304	-3.95				3				9
PARAMOUNT	8	195	240	-18.75			140					
FERRAND	9	195	130	50.00	3	2	4	16	48	6	1	
NEWPORT	10	188	190	-1.05					188			
TOTAL OTHER		332	320	.09				86	158	1		6

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 11B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MONARCH	10			410								
JENKINS	11											
TRAVE	12							316				
ARROW CORDIALS	13	190										
TOTAL OTHER		226	11	97	82		112	9		140	75	20
TOTAL												
CRDL-LQR&SPC-ANSE FLVRD		219	228	217	609	117	37	303		18	13	119
METAXA	1	120	37	89	307	56	12	180		12	11	58
ARROW CORDIALS	2	81		36				93				
JACQUIN	3				291							
OUZO 12	4	3	32	79			2	9				
DEKUYPER	5	2	12	1			22	1		6	1	
GLAROS	6		139									
OUZO PLOMARI	7	9	8			17		4				13
BOUTARI	8											
HIRAM WALKER	9	2				44						18
RICARD	10	1		9				11			1	16
TOUMA	11			1	11		1	4				13
TOTAL OTHER		1		2				1				1
TOTAL												
CRDL-LQR&SPC-CRM		5111	718	5222	10151	2873	578	4718		828	727	465
CAROLANS	1	1547		2302	2277	601	36	1110		208	254	51
RYANS	2	1182		251	3321	1117	275	1026		185	13	24
TEQUILA ROSE	3	303		241	1372	316	43	562		120	154	4
EMMETS	4	573		938		110	76	425		27	18	7
DEKUYPER	5	325	449	456		89	39	446		104	78	31
JACQUIN	6			32	2270							
TUACA	7	149	196	299	300	63	8	273		71	73	25
ARROW CORDIALS	8	416					4	329		7	9	
BRADYS	9					132						188
AMARULA	10	163		86	72	40	8	150		5	21	46
BAJA	11				404					59		
FEENEYS	12	394		96								
MCCORMICK	13	4				328				1		
HIRAM WALKER	14					18		224		3		73
TOTAL OTHER		55	73	521	135	59	89	173		38	107	16
TOTAL												
CRDL-LQR&SPC-CURACAO		2293	899	723	1419	303	72	1521		372	136	88
DEKUYPER	1	644	676	443				718		87	135	82
BOLS	2	4	117	253	1342	2	1	764		43		
ARROW CORDIALS	3	738				259						
MOHAWK	4	899										
MR BOSTON	5							13				
HIRAM WALKER	6	3				25	31	14		2		
LLORDS	7						40			240		
PARAMOUNT	8		55									
FERRAND	9	4	50	26		17		11			1	6
NEWPORT	10											
TOTAL OTHER		1	1	1	77			1				

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 12A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL CRDL-LQR&SPC-FRT		24242	25056	-3.25	733	485	952	631	3011	842	363	2047
CHAMBORD	1	3366	3744	-10.10	74	38	112	86	413	65	22	384
MIDORI	2	3028	3029	-.03	96	117	179	91	356	158	128	202
DEKUYPER	3	2937	3076	-4.52	207	78	163	26	378	137	17	25
CARAVELLA	4	2619	2738	-4.35	81	49	97	63	272	63	47	88
PAMA	5	2018	1931	4.51	72	41	90	19	295	67	26	103
PALLINI	6	1247	1242	.40	3			18	154	2		177
LUXARDO	7	805	665	21.05	14	7	18	22	134	7	10	37
MOHAWK	8	800	789	1.39					51			
SWEET REVENGE	9	743	825	-9.94	1	2	44			15	6	43
GRAND MARNIER	10	672	825	-18.55	38		6	5	56	6	1	51
SOLERNO	11	563	466	20.82	14	10	18	19	49	2	3	64
FABRIZIA	12	541	531	1.88				41	8			223
BOLS	13	472	473	-.21	71	13		1	32		19	5
DI AMORE	14	414	414	.00	12	24	15	17	41		1	140
MR BOSTON	15	374	382	-2.09	12				171	169	1	5
CHAT MONET	16	340	362	-6.08		23		26	15		3	9
ARROW CORDIALS	17	261	285	-8.42		11		4	100	10	10	33
BAJA	18	248	281	-11.74				64	5		2	129
DR MCGILLICUDDY	19	243	354	-31.36		9	65	28	53	2	4	45
HEERING	20	198	265	-25.28	4	3		6	1	2	4	2
TOTAL OTHER		2353	2379	-.10	34	60	145	95	427	137	59	282
TOTAL CRDL-LQR&SPC-HZLNT		642	745	-13.83	12	15	3	4	51	2	13	8
DEKUYPER	1	510	604	-15.56	11	15	3	4	37	1		7
MONARCH	2	82	89	-7.87								
HIRAM WALKER	3	22	19	15.79	1				14		6	
FRADELLO	4	18	23	-21.74							7	
DAVINIA	5	9	9	.00						1		
TOTAL OTHER		1	1	.00								1
TOTAL CRDL-LQR&SPC-OTH		275540	282238	-2.37	10298	4614	9314	5528	40625	9059	3520	14682
JAGERMEISTER	1	93817	100690	-6.83	4289	1860	3558	1657	15897	2404	1391	2530
RUMCHATA	2	17361	18722	-7.27	389	273	1581	153	5035	359	485	694
GRAND MARNIER	3	16234	16350	-.71	828	269	234	271	1959	426	208	1126
KAMORA	4	9813	10008	-1.95	510	210	284	555	1679	802	52	1587
COINTREAU	5	9325	9433	-1.14	299	137	241	258	1121	226	131	950
PATRON	6	7518	7306	2.90	452	179	158	66	578	246	71	452
GRANGALA	7	6705	6361	5.41	532	57	418	85	291	370	26	409
ROMANA	8	6627	6811	-2.70	46	65	306	198	582	22	105	1198
MONTEZUMA	9	6141	5423	13.24	500		203	1	376	902	52	420
LICOR 43	10	5962	6140	-2.90	27	13	116	18	1526	26	15	143
TORTILLA	11	5532	5066	9.20				62	367	27		
KINKY	12	4162	4789	-13.09	415	72	755	49	618	202	62	193
KAPALI	13	3615	3894	-7.16		118	152	230	56		7	501
CHUM CHURUM SOJO	14	3506	2587	35.52					108			
CAMPARI	15	3405	2815	20.96	58	46	57	91	523	18	31	168
GODIVA	16	3363	3508	-4.13	109	48	145	73	365	93	52	457
FRANGELICO	17	3360	3599	-6.64	139	77	95	89	364	81	90	327
ST GERMAIN	18	3294	3124	5.44	146	59	146	53	483	84	32	155
DEKUYPER	19	3070	3449	-10.99	153	29	73	113	337	114	16	185
JACQUIN	20	2780	2798	-.64								
B & B	21	2738	2785	-1.69	62	37	55	46	307	53	25	287
CHAMJINISULRO	22	2681	3106	-13.68	275		7		166			

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 12B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL CRDL-LQR&SPC-FRT		2730	1274	1597	4951	614	319	2773		334	210	376
CHAMBORD	1	366	168	154	906	54	49	345		40	29	61
MIDORI	2	458		283	396	87	34	301		56	51	35
DEKUYPER	3	25	148	171	921	105	9	462		45	20	
CARAVELLA	4	173	347	157	769	106	24	186		31	30	36
PAMA	5	265		91	517	51	34	290		11	17	29
PALLINI	6	133	70	72	358		10	230		1		19
LUXARDO	7	83	100	74	134	39	13	88			6	19
MOHAWK	8	749										
SWEET REVENGE	9	77	19	8	454			64		7	3	
GRAND MARNIER	10	87	76	15	174	5	3	112		5	5	27
SOLERNO	11	67	69	25	107	4	11	82		3	1	15
FABRIZIA	12	61	56				14	125		2		11
BOLS	13			49				261				21
DI AMORE	14	19	25	69				22		6		
MR BOSTON	15										1	15
CHAT MONET	16	58		53		103	16				27	7
ARROW CORDIALS	17	58				34					1	
BAJA	18			1		1	34			9	3	
DR MCGILLICUDDY	19			12			5	9		5	6	
HEERING	20	4	30	39	67	1	3	24				8
TOTAL OTHER		47	166	324	148	24	37	172		113	10	73
TOTAL CRDL-LQR&SPC-HZLNT		6	30	133	241			108		7	2	7
DEKUYPER	1	4	30	35	241			108		7	1	6
MONARCH	2			82								
HIRAM WALKER	3										1	
FRADELLO	4	2		16								
DAVINIA	5											1
TOTAL OTHER												
TOTAL CRDL-LQR&SPC-OTH		26991	30052	15224	54817	6572	3046	29439		4795	3732	3232
JAGERMEISTER	1	8673	17642	4351	14933	3240	859	5733		2715	1806	279
RUMCHATA	2	1438		287	4286	306	63	1337		161	393	121
GRAND MARNIER	3	1776	1624	1168	2861	301	191	2237		134	131	490
KAMORA	4	440	187	410	2289	52	270	327		92	67	
COINTREAU	5	989	1116	613	1392	310	230	922		72	108	210
PATRON	6	1613	1019	263	962	331	62	773		66	80	147
GRANGALA	7	1092	1252	347	619	88	57	870		107	20	65
ROMANA	8	302	377	93	2488	101	159	473		34	20	58
MONTEZUMA	9	285	1226	189			36	1746		109	1	95
LICOR 43	10	194	2012	48	1352	18	22	224		177	3	28
TORTILLA	11		329		4747							
KINKY	12	815		117	421		29	192		71	135	16
KAPALI	13	470		189	901		167	677		147		
CHUM CHURUM SOJO	14			174	361			2629				234
CAMPARI	15	326	283	447	647	115	86	368		8	27	106
GODIVA	16	329		127	1003	31	44	393		36	19	39
FRANGELICO	17	421		304	814	79	54	286		41	55	44
ST GERMAIN	18	444		256	772	110	35	407		17	29	66
DEKUYPER	19	546	96	124	903	2	4	267		55	1	52
JACQUIN	20	640			2114			1		23	2	
B & B	21	307	339	153	562	47	44	326		23	14	51
CHAMJINISULRO	22	30		270		15		1764				154

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 13B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL OTHER		5861	2550	5294	10390	1426	634	7487		707	821	977
TOTAL												
CRDL-LQR&SPC-SLOE GIN		93	86	23	557	1	8	4		44	5	4
JACQUIN	1				547					35		
ARROW CORDIALS	2	92										
PARAMOUNT	3		78									
DEKUYPER	4			19			7			9	5	3
PLYMOUTH	5	1	8	3	10	1	1	4				1
LLORDS	6											
TOTAL OTHER				1								
TOTAL												
CRDL-LQR&SPC-SPRT SPCTY		3243	205	917	10346	891	55	2405		189	152	199
E & J	1	585	104	42	7370		11	181		42	17	60
HPNOTIQ	2	1895		285	1360	259	34	1298		94	85	55
VINIQ	3	364		174	639	161	9	279		19	22	33
CHILA	4	143		103	743			239		31	11	13
TWENTY GRAND	5	154	73	4	156			251		1	2	2
UNDERGROUND	6			54		461					1	
RED EYE LOUIES	7	3		2								2
TOTAL OTHER		99	28	253	78	10	1	157		2	14	34
TOTAL												
CRDL-LQR&SPC-TRIPLE SEC		6227	3911	6251	11651	1212	631	8463		829	707	1131
DEKUYPER	1	1416	1333	1024	4311	421	134	1428		202	294	162
MONTEZUMA	2	713			5991	363		1857		283		618
JUAREZ	3	1070	672	87		120	7	2100		144	7	10
ARROW CORDIALS	4	1150				158		288				
MONARCH	5			3230								
BOLS	6	123		614		150	23	510		14	43	97
PARAMOUNT	7		1903									
ARISTOCRAT	8	1157						1298				
HIRAM WALKER	9	425		680			1	8		6		236
MR BOSTON	10			18				345			2	
ALLENS	11						318					
JACQUIN	12				1009							
POTTERS	13			557							254	
TOTAL OTHER		173	3	41	340		148	629		180	107	8
TOTAL												
CRDL-LQR&SPC-WHISKY SPCT		4153	4702	3815	19276	1346	515	4185		962	640	265
SOUTHERN COMFORT	1	3686	2705	1614	13188	957	392	3693		804	496	192
YUKON JACK	2	140	1581	1993	5478	335	84	189		119	116	8
DRAMBUIE	3	327	408	199	574	53	39	301		37	25	62
TOTAL OTHER			8	9	36	1		2		2	3	3
TOTAL												
CRDL-SNPS-APPL		1186	336	592	3471	419	116	1250		182	257	103
DEKUYPER	1	799		425	2628	229	80	821		151	226	86
DR MCGILLICUDDY	2	70		34	261	62	34	92		7	29	4
99 FAMILY	3	130	302	95	578	128	2	188		11	1	9
ARISTOCRAT	4	186						141				

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 14A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MR BOSTON	5	247	264	-6.44				1	142	103		1
NEWPORT	6	152	171	-11.11					152			
TOTAL OTHER		250	311	-3.36	11	8		29	84		5	10
TOTAL CRDL-SNPS-BTRSCTCH		10666	11510	-7.33	520	385	823	457	2458	332	288	683
DEKUYPER	1	9338	10011	-6.72	520	337	658	399	2180	239	225	673
MOHAWK	2	287	296	-3.04					4			
ARROW CORDIALS	3	180	180	.00		26	54		52		48	
ICE HOLE	4	179	158	13.29			111	37	31			
MR BOSTON	5	164	180	-8.89					68	90		5
PARAMOUNT	6	141	173	-18.50								
HIRAM WALKER	7	110	116	-5.17					36		1	
99 FAMILY	8	44	125	-64.80		10			13	1		
TOTAL OTHER		223	271	-4.2		12		21	74	2	14	5
TOTAL CRDL-SNPS-CNNMN		12878	14230	-9.50	352	267	940	346	1998	241	384	733
GOLDSCHLAGER	1	6161	6821	-9.68	269	63	276	45	294	98	70	438
DEKUYPER	2	3935	4516	-12.87	83	42	403	252	1628	127	287	291
FIREWATER	3	2091	2174	-3.82		162	56	49	27		25	4
99 FAMILY	4	299	239	25.10			163		22	16	2	
LIGHTNING	5	256	289	-11.42								
TOTAL OTHER		136	191	-39			42		27			
TOTAL CRDL-SNPS-OTH		44201	42129	4.92	1245	823	6899	5691	10101	736	1349	3955
DR MCGILLICUDDY	1	18902	17553	7.69	12	91	3583	5219	2203	32	789	3556
99 FAMILY	2	10899	8311	31.14	971	315	684	266	3913	532	100	205
DEKUYPER	3	10140	11469	-11.59	260	382	1981	192	3121	172	395	160
BLACK HAUS	4	1888	2054	-8.08			8	1	5			
MAUI SCHNAPPS	5	598	719	-16.83			126	4	138		13	
ARROW CORDIALS	6	528	566	-6.71		8	216	2	111		31	
TOTAL OTHER		1246	1457	-50	2	27	301	7	610		21	34
TOTAL CRDL-SNPS-PEACH		37158	37962	-2.12	1878	539	2379	493	5265	1357	418	1019
DEKUYPER	1	22175	22688	-2.26	1669	445	2004	383	3456	492	260	955
BARTON	2	4929	5208	-5.36						91		
ARISTOCRAT	3	2693	2690	.11						187		
MR BOSTON	4	1595	1573	1.40	1			10	876	416	74	48
99 FAMILY	5	1559	1442	8.11	26	59	2		44	84	3	
ARROW CORDIALS	6	984	923	6.61			179		193	9	63	
PARAMOUNT	7	688	742	-7.28			189					
HOOD RIVER	8	620	634	-2.21								
BOLS	9	486	610	-20.33	181	18			37	36	15	10
NEWPORT	10	417	366	13.93					417			
TOTAL OTHER		1012	1086	-19	1	17	5	100	242	42	3	6
TOTAL CRDL-SNPS-PPRMNT		54294	53406	1.66	1193	1969	5232	680	18252	923	2385	1723
ARROW CORDIALS	1	17777	18164	-2.13		344	990	271	13263		379	375
RUMPLE MINZE	2	16378	15478	5.81	564	612	1504	72	1042	245	589	601

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 14B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MR BOSTON NEWPORT TOTAL OTHER	5 6	1	34	38	4			8		13	1	4
TOTAL CRDL-SNPS-BTRSCTCH		1063	141	509	1478	245	112	678		224	249	21
DEKUYPER	1	780		384	1478	245	93	674		185	247	21
MOHAWK	2	283										
ARROW CORDIALS	3											
ICE HOLE	4											
MR BOSTON	5		141					1				
PARAMOUNT	6											
HIRAM WALKER	7			73								
99 FAMILY	8			52				1		19		
TOTAL OTHER							19	2		20	2	
TOTAL CRDL-SNPS-CNNMN		1112	1552	300	2745	334	93	708		258	492	23
GOLDSCHLAGER	1	1006	556	178	1808	68	41	703		44	181	23
DEKUYPER	2	1	141	56		212	17	5		109	281	
FIREWATER	3	99	516		936	54	35			101	27	
99 FAMILY	4		69	23	1						3	
LIGHTNING	5		256									
TOTAL OTHER		6	14	43						4		
TOTAL CRDL-SNPS-OTH		1789	1554	922	5152	625	952	1086		291	1013	18
DR MCGILLICUDDY	1	120	141	44	1414	138	860	117		4	579	
99 FAMILY	2	1160	842	301	669	217	37	518		62	98	9
DEKUYPER	3	346	365	365	1490	268	35	448		183	333	9
BLACK HAUS	4	7	571		1279		16			1		
MAUI SCHNAPPS	5				300					15	2	
ARROW CORDIALS	6	156					1			3		
TOTAL OTHER				212		2	3	3		23	1	
TOTAL CRDL-SNPS-PEACH		4445	1258	1193	10168	885	187	4024		986	382	282
DEKUYPER	1	2013	553	412	6315	275	124	1938		341	381	159
BARTON	2				3061	404		812		453		108
ARISTOCRAT	3	1651						855				
MR BOSTON	4	156						14				
99 FAMILY	5		206	3	692	206		229				5
ARROW CORDIALS	6	536								4		
PARAMOUNT	7		499									
HOOD RIVER	8			620								
BOLS	9			15				169		3		2
NEWPORT	10											
TOTAL OTHER		89		143	100		63	7		185	1	8
TOTAL CRDL-SNPS-PPRMNT		2512	2775	3051	7263	1441	499	2219		222	1910	45
ARROW CORDIALS	1	655	53	169		979		188		46	65	
RUMPLE MINZE	2	1553	1653	1005	5058	187	97	1326		79	174	17

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017												
PAGE 15A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
DEKUYPER	3	6807	6890	-1.20	523	799	161	127	1029	648	214	331
ICE 101	4	2734	2701	1.22	72	125	91	109	7		29	280
MR BOSTON	5	2566	2510	2.23			11		1199	1	1017	4
PARAMOUNT	6	2359	2644	-10.78			2092					
MOHAWK	7	1325	1369	-3.21					1325			
JACQUIN	8	931	705	32.06								
SCHRANCK	9	750	662	13.29								
ULLR	10	549	391	40.41		37					57	
TOTAL OTHER		2118	1892	.42	34	52	383	101	387	29	100	132
TOTAL TEQUILA-ANEJO		14548	12577	15.67	398	455	397	128	2112	344	195	816
SAUZA	1	3794	3542	7.11	130	112	84	54	337	141	42	283
DON JULIO	2	2538	1957	29.69	107	53	99	15	494	69	37	91
PATRON	3	2331	2107	10.63	60	53	49	17	479	54	11	88
LUNAZUL	4	692	600	15.33		41			38		7	
HERRADURA	5	648	522	24.14	1	21	17	5	79	1	10	50
EL JIMADOR	6	601	439	36.90	14	28	35	7	54	14	5	8
1800	7	543	510	6.47	14	8	13	1	47		3	15
CASAMIGOS	8	408	211	93.36	3	14	4	6	51	2	15	51
CAZADORES	9	403	436	-7.57	44	26	11	4	28	15	4	
EL MAYOR	10	353	230	53.48		35	24	2	165	4	7	51
CABO WABO	11	286	249	14.86	1	4	2		42	1	3	28
PUEBLO VIEJO	12	255	253	.79			4					
CORRALEJO	13	209	197	6.09	8	15	2		33	2	11	
AVION	14	181	198	-8.59	1		20	2	34	6	2	9
MILAGRO	15	154	142	8.45		4	2	7	20		9	31
GRAN CENTENARIO	16	127	127	.00	1	5	2	1	22		3	8
TOTAL OTHER		1025	857	1.34	14	36	29	7	189	35	26	103
TOTAL TEQUILA-BLANCO		274238	238416	15.02	16508	4330	6387	4049	46611	9381	2814	8642
PATRON	1	56390	51201	10.13	1863	746	1856	482	12312	1995	441	1506
JOSE CUERVO	2	35315	32241	9.53	2376	361	873	661	6306	971	170	1362
1800	3	33267	30737	8.23	1196	217	285	323	9703	812	168	655
SAUZA	4	27315	21505	27.02	1979	791	312	734	2236	442	438	1994
EL JIMADOR	5	10476	8733	19.96	498	245	157	379	1036	225	87	307
MONTEZUMA	6	8859	8221	7.76	1798		83	171	527	579	57	46
LUNAZUL	7	8268	5619	47.14	45	268	95		328	35	172	40
OLMECA	8	7089	4431	59.99	958	68	312	99	824	613	18	324
JUAREZ	9	6225	5914	5.26	7	94	795	40	347	268	138	53
PEPE LOPEZ	10	6198	5822	6.46	2231		3	23	187	197	223	66
FAMILIA CAMARENA	11	5521	5186	6.46	549	257	258	119	658	565	315	217
ESPOLON	12	5267	3841	37.13	109	51	48	95	135	51	64	195
LA PRIMA	13	4763	4434	7.42			105					
DON JULIO	14	4530	3567	27.00	145	51	121	38	1170	91	26	100
AVION	15	4224	4356	-3.03	143	16	65	13	1172	128	5	65
MARGARITAVILLE	16	4209	4054	3.82	183	46	180	22	383	37	10	176
ARISTOCRAT	17	3973	3734	6.40	149				652	356		
EL TORO	18	3837	3529	8.73	7			241	683	19		11
MILAGRO	19	3307	2833	16.73	114	89	35	46	159	40	125	435
TWO FINGERS	20	2546	2387	6.66	193			36	57	183	1	
TOTAL OTHER		32659	26071	2.76	1965	1030	804	527	7736	1774	356	1090
TOTAL TEQUILA-FLAVORED		6946	6682	3.95	247	163	84	127	1469	139	51	322
1800	1	3602	2794	28.92	142	27	16	60	726	96	40	220

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 15B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
DEKUYPER	3		356	348	532			449		55	1231	4
ICE 101	4	303	179	173	681	274	84	251		36	22	18
MR BOSTON	5			11			318	3			2	
PARAMOUNT	6		267									
MOHAWK	7											
JACQUIN	8				931							
SCHRANCK	9			750								
ULLR	10			184		1					270	
TOTAL OTHER		1	267	411	61			2		6	146	6
TOTAL												
TEQUILA-ANEJO		2291	1399	2101	1060	549	130	1583		128	168	294
SAUZA	1	686	403	374	333	148	69	432		36	64	66
DON JULIO	2	290	276	288	223	123	23	248		24	45	33
PATRON	3	358	318	157	224	104	9	265		24	22	39
LUNAZUL	4	251		220	35			100				
HERRADURA	5	125	68	67		55	3	102		8	5	31
EL JIMADOR	6	165		62	79	4	3	110		6	1	6
1800	7	114	71	64	54	39		82		3		15
CASAMIGOS	8	55	34	37	54	1	14	49		6	3	9
CAZADORES	9	94	52	108						1	3	12
EL MAYOR	10	1	15	31	1			10				7
CABO WABO	11	63	51	22			2	55		1	5	6
PUEBLO VIEJO	12	2		249								
CORRALEJO	13	4		110				10		3	1	10
AVION	14	29	35	6				29				8
MILAGRO	15		3	50			6	7				15
GRAN CENTENARIO	16	2	10	34	44	32	1	3			1	3
TOTAL OTHER		52	63	222	13	42		81		16	18	34
TOTAL												
TEQUILA-BLANCO		35192	48278	21272	25516	7188	2370	26557		3181	2310	3652
PATRON	1	6214	12756	2074	5256	1182	243	5384		619	711	750
JOSE CUERVO	2	4362	7585	1457	3614	850	257	3094		355	192	469
1800	3	4445	7457	762	2706	793	112	3018		123	89	403
SAUZA	4	2400	3077	5264	3656	694	551	2029		145	254	319
EL JIMADOR	5	1490	1623	2198	616	468	14	919		75	43	96
MONTEZUMA	6	955	1382		707	235	137	1127		636	61	358
LUNAZUL	7	2542	287	1794	375	678		1507		5	19	78
OLMECA	8	1584	664	662	451	2	38	319		21	78	54
JUAREZ	9	977	566	11	1520		25	1133		249		2
PEPE LOPEZ	10	1305	46	397			51	953		157	1	358
FAMILIA CAMARENA	11	489	356	327	393	245	106	325		20	224	98
ESPOLON	12	634	608	527	1594	238	150	699		14	35	20
LA PRIMA	13		4658									
DON JULIO	14	454	1032	381	384	128	25	256		29	27	72
AVION	15	698	1138	64	333	3	9	315		13	11	33
MARGARITAVILLE	16	464	597	75	1285	182	65	390		29	64	21
ARISTOCRAT	17	1542						1263		11		
EL TORO	18	1276	822					581		197		
MILAGRO	19	176	430	539	281	171	119	354		17	21	156
TWO FINGERS	20	877	272					904		22	1	
TOTAL OTHER		2308	2922	4740	2345	1319	468	1987		444	479	365
TOTAL												
TEQUILA-FLAVORED		809	508	430	1257	238	19	914		39	42	88
1800	1	535	185	93	740	76	8	548		10	22	58

NABCA BRAND LEADERS

1/1/2017 - 03/31/2017 PAGE 16B

BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
SAUZA	2	80	139	108	227		3	185		2	4	14
TIJUANA	3	24	8	17	135			49		8	14	
JOSE CUERVO	4	55	38	36	140	63		51		11	1	2
MARGARITAVILLE	5	80	17	28		79	8	2				
TERREMOTO	6		69									
TARANTULA	7	19		32		1		6		2		
EJ FLAVORS	8			70								
PELIGROSO	9	7	4	4	4	19		5				13
GAS MONKEY	10	8	10	4				19		3	1	
TOTAL OTHER		1	38	38	11			49		3		1
TOTAL TEQUILA-GOLD		27850	30092	14470	22975	5616	1252	22102		2931	2359	1721
JOSE CUERVO	1	14648	10914	4974	13400	2868	833	7906		1381	1318	842
MONTEZUMA	2	2831	4303	298	591	382	41	2387		680	90	480
JUAREZ	3	2214	3407	366	2567	205	14	1738		179	15	177
SAUZA	4	949	2767	1643	1194	760	207	1339		378	205	101
TORTILLA	5		475	2984	4416	1066		3595				
LA PRIMA	6		5446									
ARISTOCRAT	7	2836						1823				
MARGARITAVILLE	8	830	500	153		48	31	820		27	51	23
PANCHO VILLA	9	1482		577		135					302	
EL TORO	10		1007					860		6		
TOTAL OTHER		2060	1273	3475	807	152	126	1634		280	378	98
TOTAL TEQUILA-REPOSADO		12397	6832	13012	5913	3319	763	7119		337	716	989
SAUZA	1	1493	700	4742	950	568	208	1183		68	148	124
1800	2	2581	2210	898	1545	397	99	1816		77	69	254
EL JIMADOR	3	1000	925	1989	312	608	64	444		64	40	67
LUNAZUL	4	1467	98	1050	535	204		963			19	4
CAZADORES	5	466	403	1136	266	147	12	441		7	27	33
FAMILIA CAMARENA	6	320	176	232	335	83	79	179		10	135	115
TORADA	7			297				481				56
EL TORO	8	2032								21		
OLMECA	9	765	459	404		87	42	7		1	11	23
ESPOLON	10	290	348	296	534	208	77	268		15	13	37
PATRON	11	320	443	78	180	92	13	214		17	42	39
CORRALEJO	12	383	70	253	289	155		127		2	48	18
CABO WABO	13	136	232	63	144	40	18	154		9	10	11
DON JULIO	14	170	161	113	113	77	3	94		7	17	27
HERRADURA	15	168	106	102	138	50	25	168		10	25	30
MILAGRO	16	72	85	163	110	117	17	111			7	50
EXOTICO	17	90	26	191	1	135		59			22	19
CASAMIGOS	18	96	69	52	102	2	26	76		4	23	14
TOTAL OTHER		548	321	953	359	349	80	334		25	60	68

