

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS TOP 50 BRANDS

FIRST QUARTER 2017

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BRAND	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
SMIRNOFF VODKA	1	3.62	3.70	1,831,138	1,829,370	0.10	395,803	403,226	-1.84
CAPTAIN MORGAN RUM	2	3.10	3.13	1,565,456	1,546,569	1.22	332,731	336,171	-1.02
BACARDI RUM	3	3.02	3.18	1,527,524	1,569,344	-2.66	319,112	334,191	-4.51
SEAGRAM CRN RYL	4	2.60	2.46	1,315,196	1,215,806	8.17	307,959	280,783	9.68
TITO HANDMADE VODKA	5	2.28	1.51	1,154,823	743,988	55.22	271,791	179,850	51.12
JACK DANIEL	6	2.22	2.23	1,120,167	1,100,233	1.81	254,110	247,629	2.62
FIREBALL CINNMN	7	2.20	2.15	1,114,154	1,063,055	4.81	266,893	252,390	5.75
ABSOLUT VODKA	8	2.08	2.15	1,053,463	1,063,192	-0.92	220,636	226,017	-2.38
BLACK VELVET	9	1.66	1.70	836,911	838,202	-0.15	201,586	198,950	1.32
HENNESSY BRANDY	10	1.63	1.36	826,340	671,400	23.08	218,337	178,924	22.03
JIM BEAM	11	1.53	1.54	774,095	763,074	1.44	182,251	176,523	3.24
TAAKA VODKA	12	1.34	1.25	678,111	618,785	9.59	170,656	155,802	9.53
CUERVO	13	1.32	1.32	668,313	649,773	2.85	141,508	140,232	0.91
BURNETT'S VODKA VODKA	14	1.30	1.34	655,816	660,628	-0.73	155,677	154,885	0.51
SVEDKA VODKA	15	1.25	1.22	634,246	602,825	5.21	141,061	130,722	7.91
ARISTOCRAT VK80 VODKA	16	1.17	1.24	592,958	614,146	-3.45	142,222	147,847	-3.80
EVAN WILLIAMS	17	1.10	1.07	556,154	530,816	4.77	136,219	130,547	4.34
PINNACLE VODKA	18	1.06	1.06	535,085	522,773	2.36	118,642	120,273	-1.36
JAMESON	19	1.01	0.89	508,280	438,430	15.93	142,452	123,063	15.76
SEAGRAM 7 CROWN	20	1.00	1.04	506,134	513,890	-1.51	120,168	122,144	-1.62
E & J BRANDY	21	0.98	1.02	494,462	504,800	-2.05	121,479	123,368	-1.53
GREY GOOSE VODKA	22	0.97	1.06	492,902	523,999	-5.93	101,177	105,143	-3.77
SEAGRAM EXT DRY GIN	23	0.97	1.01	488,506	501,358	-2.56	115,158	119,468	-3.61
JAGERMEISTER	24	0.90	0.98	456,390	485,235	-5.94	103,460	110,421	-6.30
NEW AMSTERDAM VODKA	25	0.90	0.87	452,981	431,225	5.05	101,928	100,650	1.27
NIKOLAI 80 PRF VODKA	26	0.81	0.87	410,254	429,387	-4.46	95,460	99,803	-4.35
PAUL MASSON BRANDY	27	0.80	0.78	403,200	385,104	4.70	100,577	97,272	3.40
CANADIAN MIST	28	0.71	0.76	357,251	373,878	-4.45	84,627	85,252	-0.73
SKYY VODKA	29	0.70	0.75	352,845	369,588	-4.53	73,974	76,634	-3.47
MALIBU NATURAL* RUM	30	0.69	0.66	350,430	327,378	7.04	67,678	64,358	5.16
STOLICHNAYA 80 VODKA	31	0.64	0.67	321,269	333,305	-3.61	63,810	66,963	-4.71
KETEL ONE VODKA	32	0.63	0.63	316,122	311,568	1.46	64,735	66,873	-3.20
CROWN RUSSE VODKA	33	0.62	0.62	313,527	303,838	3.19	77,326	74,644	3.59
CANDN CLUB 1858	34	0.62	0.64	312,886	314,177	-0.41	72,184	71,891	0.41
PINNACLE	35	0.62	0.69	312,723	341,779	-8.50	64,722	73,606	-12.07
SAUZA	36	0.61	0.56	310,883	275,514	12.84	69,713	59,867	16.45
MAKERS MARK	37	0.60	0.59	305,376	289,690	5.41	69,660	66,776	4.32
TANQUERAY GIN	38	0.60	0.61	304,694	302,215	0.82	58,496	57,865	1.09
POPOV 80	39	0.57	0.62	287,434	306,724	-6.29	64,991	68,022	-4.46
BARTON VODKA VODKA	40	0.54	0.56	274,869	276,447	-0.57	65,495	67,362	-2.77
PATRON	41	0.53	0.49	269,978	240,940	12.05	62,369	56,282	10.82
FIVE OCLOCK VODKA	42	0.53	0.54	265,692	266,069	-0.14	61,887	61,073	1.33
CANDN RICH&RARE	43	0.52	0.50	263,658	249,355	5.74	63,836	61,878	3.16
SGRMS EX SMOOTH VODKA	44	0.51	0.54	258,717	264,796	-2.30	59,118	59,881	-1.27
CUERVO	45	0.49	0.46	248,787	224,972	10.59	45,435	41,202	10.27
BAILEYS ORIG IR	46	0.47	0.45	236,660	220,404	7.38	52,271	49,347	5.93
1800 REPOSADO	47	0.47	0.46	235,793	228,950	2.99	50,972	47,874	6.47
THREE OLIVES VODKA	48	0.46	0.54	234,712	264,638	-11.31	48,165	60,646	-20.58
ADMIRAL NELSON RUM	49	0.46	0.47	232,413	231,722	0.30	53,916	53,016	1.70
SOUTHRN COMFORT	50	0.45	0.50	227,631	246,601	-7.69	52,261	55,354	-5.59

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS TOP 50 VENDORS

FIRST QUARTER 2017

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VENDOR	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
DIAGED	1	16.78	16.95	8,493,891	8,385,006	1.30	1,870,702	1,878,090	-0.39
BEAM SUNTORY	2	10.43	10.58	5,279,269	5,234,377	0.86	1,200,838	1,201,827	-0.08
SAZERAC COMPANY	3	9.24	9.08	4,678,319	4,491,297	4.16	1,132,958	1,072,466	5.64
HEAVEN HILL	4	8.23	8.37	4,165,943	4,140,350	0.62	977,867	968,692	0.95
PERNOD RCRD USA	5	6.21	6.20	3,145,359	3,067,519	2.54	707,375	692,414	2.16
BACARDI USA INC	6	5.49	5.81	2,779,946	2,872,364	-3.22	578,611	600,330	-3.62
SAZERAC N AMRCA	7	4.60	4.64	2,329,449	2,297,146	1.41	548,734	544,415	0.79
BROWN FORMAN	8	4.46	4.48	2,255,096	2,218,013	1.67	518,069	500,500	3.51
CONSTELLATION	9	4.19	4.18	2,120,064	2,068,766	2.48	502,400	487,331	3.09
PROXIMO SPIRITS	10	3.28	3.27	1,657,816	1,616,126	2.58	348,607	346,732	0.54
LUXCO INC	11	3.01	3.12	1,525,056	1,542,258	-1.12	352,978	355,738	-0.78
GALLO E J WINE	12	2.72	2.78	1,377,373	1,373,094	0.31	314,114	312,693	0.45
FIFTH GEN INC	13	2.28	1.50	1,154,823	743,988	55.22	271,791	179,850	51.12
CAMPARI	14	1.94	1.98	981,294	980,076	0.12	216,816	214,325	1.16
MOET HENNESSY	15	1.86	1.60	942,562	792,133	18.99	242,153	204,026	18.69
LAIRD AND CO	16	1.33	1.41	674,767	699,387	-3.52	157,345	164,754	-4.50
HOOD RIVER DIST	17	1.17	1.23	593,753	606,087	-2.04	136,895	140,826	-2.79
GRANT AND SONS	18	0.90	0.89	457,747	437,900	4.53	103,576	100,553	3.01
MAST JAGERMSTER	19	0.90	0.98	456,390	485,235	-5.94	103,460	110,421	-6.30
MCCORMICK DIST	20	0.78	0.81	393,379	398,261	-1.23	89,727	92,388	-2.88
NORTH WALES WNS	21	0.77	0.72	390,952	353,828	10.49	94,392	89,051	6.00
JACQUIN ET CIE	22	0.77	0.83	389,464	409,319	-4.85	87,223	95,247	-8.42
WALKER M S INC	23	0.73	0.79	368,188	389,341	-5.43	82,569	86,155	-4.16
INFINIUM SPRTS	24	0.65	0.67	328,027	330,378	-0.71	74,015	74,281	-0.36
FRANK-LIN DSTLR	25	0.64	0.68	324,766	334,866	-3.02	74,711	79,526	-6.06
STOLI GROUP USA	26	0.64	0.68	323,594	335,178	-3.46	64,289	67,424	-4.65
PATRON SPIRITS	27	0.61	0.57	311,216	280,091	11.11	71,275	65,138	9.42
REMY COINTREAU	28	0.58	0.59	291,902	291,633	0.09	68,332	68,839	-0.74
MONTEBELLO BRND	29	0.50	0.56	254,585	274,606	-7.29	59,676	65,658	-9.11
PHILLIPS DST CO	30	0.44	0.46	220,214	227,139	-3.05	48,458	51,032	-5.04
MHW LIMITED	31	0.42	0.42	210,246	209,828	0.20	43,327	44,240	-2.06
M BRIZARD W & S	32	0.34	0.36	174,554	178,938	-2.45	39,964	39,354	1.55
DEUTSCH FAM W&S	33	0.28	0.28	141,799	137,307	3.27	33,145	32,180	3.00
EDRINGTON AMRCA	34	0.20	0.20	101,245	100,622	0.62	22,669	22,985	-1.37
CASTLE BRANDS	35	0.16	0.15	80,541	75,089	7.26	16,991	15,954	6.50
WESTRN SPTS BEV	36	0.14	0.14	73,265	68,791	6.50	17,782	16,192	9.82
MUTUAL WHOLSALE	37	0.13	0.13	67,151	65,207	2.98	15,235	15,549	-2.02
DISARONNO INTNL	38	0.12	0.13	62,559	63,385	-1.30	13,206	13,583	-2.78
US DISTLLD PROD	39	0.10	0.10	50,317	50,438	-0.24	11,849	10,838	9.33
LEVECKE CORP	40	0.09	0.04	47,899	19,666	143.56	12,251	4,878	151.16
PARK STREET IMP	41	0.08	0.06	40,975	30,881	32.69	9,873	7,146	38.17
PIEDMONT DISTLR	42	0.07	0.09	37,209	46,097	-19.28	7,698	9,255	-16.82
FOUR ROSES DIST	43	0.07	0.06	36,991	28,548	29.57	9,066	7,602	19.25
SHAW-ROSS IMPTS	44	0.07	0.07	33,948	36,108	-5.98	7,772	7,948	-2.21
SERGE IMPORT	45	0.06	0.07	30,968	34,152	-9.32	6,329	8,175	-22.58
NATIONWIDE W&SP	46	0.06	0.01	30,394	5,233	480.84	7,085	1,862	280.42
OLE SMOKY DIST	47	0.06	0.05	29,940	23,725	26.20	6,765	5,218	29.66
ROUST USA	48	0.05	0.04	25,919	21,955	18.05	5,941	5,409	9.84
SERRALLES USA	49	0.05	0.04	24,565	21,652	13.45	5,601	4,545	23.24
BENDISTILLERY	50	0.05	0.04	24,303	21,924	10.85	5,246	4,810	9.08

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS BY CLASS

FIRST QUARTER 2017

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CLASS	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
	Current 12 Months	Prior 12 Months						
STRAIGHT WHISKEY	9.67	9.52	4,891,387	4,708,176	3.9	1,151,600	1,106,735	4.1
BLENDED WHISKEY	2.22	2.35	1,124,161	1,162,759	-3.3	269,709	278,906	-3.3
OTHER WHISKEY	0.83	0.70	420,855	346,839	21.3	101,029	90,722	11.4
TOTAL DOMESTIC WHISKEY	12.72	12.57	6,436,403	6,217,775	3.5	1,522,338	1,476,363	3.1
SCOTCH	2.38	2.46	1,202,851	1,217,920	-1.2	266,028	271,920	-2.2
CANADIAN	8.75	8.83	4,425,825	4,366,922	1.3	1,043,044	1,024,766	1.8
IRISH	1.26	1.12	635,508	552,775	15.0	180,795	157,235	15.0
OTHER IMPORTED WHISKEY	0.02	0.01	8,628	5,270	63.7	2,122	1,370	54.9
TOTAL IMPORTED WHISKEY	12.39	12.42	6,272,813	6,142,888	2.1	1,491,989	1,455,290	2.5
TOTAL WHISKEY	25.11	24.99	12,709,216	12,360,662	2.8	3,014,327	2,931,653	2.8
DOMESTIC GIN	2.90	3.05	1,466,125	1,506,894	-2.7	330,063	342,383	-3.6
IMPORTED GIN	1.42	1.42	716,241	702,374	2.0	138,575	135,937	1.9
TOTAL GIN	4.31	4.47	2,182,367	2,209,268	-1.2	468,637	478,320	-2.0
DOMESTIC VODKA	20.33	19.87	10,287,831	9,827,773	4.7	2,393,881	2,293,495	4.4
IMPORTED VODKA	8.99	9.25	4,549,059	4,576,120	-0.6	973,406	994,261	-2.1
TOTAL VODKA	29.32	29.12	14,836,890	14,403,893	3.0	3,367,287	3,287,756	2.4
DOMESTIC RUM	9.77	10.02	4,944,825	4,957,679	-0.3	1,070,202	1,083,604	-1.2
IMPORTED RUM	1.27	1.27	641,727	625,783	2.5	126,304	125,484	0.7
TOTAL RUM	11.04	11.29	5,586,552	5,583,462	0.1	1,196,506	1,209,088	-1.0
DOMESTIC BRANDY	2.27	2.32	1,150,184	1,147,017	0.3	282,519	281,799	0.3
IMPORTED BRANDY	2.49	2.20	1,258,787	1,085,767	15.9	325,758	282,775	15.2
TOTAL BRANDY	4.76	4.51	2,408,971	2,232,784	7.9	608,278	564,573	7.7
DOMESTIC CORDIALS	10.80	11.07	5,467,445	5,474,244	-0.1	1,236,676	1,239,312	-0.2
IMPORTED CORDIALS	7.56	7.73	3,824,349	3,824,778	-0.0	874,505	888,359	-1.6
TOTAL CORDIALS	18.36	18.80	9,291,794	9,299,023	-0.1	2,111,181	2,127,671	-0.8
TOTAL TEQUILA	5.24	4.95	2,653,723	2,448,045	8.4	595,744	543,704	9.6
TOTAL COCKTAILS	1.86	1.86	939,667	920,558	2.1	171,559	169,611	1.1
TOTAL DOMESTIC SPIRITS	60.65	60.76	30,692,482	30,051,940	2.1	7,007,239	6,886,567	1.8
TOTAL IMPORTED SPIRITS	39.35	39.24	19,916,699	19,405,754	2.6	4,526,281	4,425,810	2.3
TOTAL ALL SPIRITS	100.00	100.00	50,609,180	49,457,694	2.3	11,533,520	11,312,377	2.0

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

STRAIGHT WHISKEY

FIRST QUARTER 2017

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL STRAIGHT WHISKEY				4,891,231	4,708,113	3.89	1,151,548	1,106,724	4.05
BRAND									
JACK DANIEL	1	22.90	23.37	1,120,167	1,100,233	1.81	254,110	247,629	2.62
JIM BEAM	2	15.83	16.21	774,094	763,017	1.45	182,251	176,515	3.25
EVAN WILLIAMS	3	11.37	11.27	556,154	530,816	4.77	136,219	130,547	4.34
MAKERS MARK	4	6.24	6.15	305,376	289,690	5.41	69,660	66,776	4.32
BULLEIT	5	4.16	3.51	203,619	165,059	23.36	49,961	42,346	17.98
WILD TURKEY	6	3.57	3.52	174,801	165,689	5.50	41,702	39,163	6.48
OLD CROW	7	3.23	3.57	157,991	168,062	-5.99	37,560	39,724	-5.45
EZRA BROOKS 90P	8	2.23	2.15	109,180	101,314	7.76	27,700	24,674	12.26
WOODFORD RESRVE	9	2.23	2.04	108,845	95,951	13.44	24,195	21,661	11.70
EARLY TIMES	10	2.11	2.22	103,087	104,390	-1.25	24,372	25,144	-3.07
TEN HIGH	11	1.99	2.20	97,378	103,692	-6.09	22,491	23,804	-5.52
GENTLEMAN JACK	12	1.64	1.68	80,284	78,872	1.79	18,200	17,320	5.08
KNOB CREEK	13	1.59	1.56	77,534	73,623	5.31	17,860	17,184	3.93
ANCIENT AGE	14	1.47	1.77	72,050	83,182	-13.38	16,106	19,327	-16.67
KY GENTLEMAN 6Y	15	1.37	1.43	66,999	67,461	-0.69	16,687	16,521	1.00
BUFFALO TRACE	16	1.19	1.03	58,244	48,396	20.35	14,041	11,964	17.35
GEORGE DICKEL	17	1.07	1.14	52,517	53,562	-1.95	12,306	12,952	-4.99
BENCHMARK NO 8	18	1.06	1.05	51,825	49,313	5.09	13,028	12,870	1.23
HENRY MCKENNA	19	0.94	0.91	45,981	42,882	7.23	11,259	10,555	6.67
OLD FORESTER	20	0.91	0.97	44,692	45,548	-1.88	11,024	11,100	-0.68
HEAVEN HILL	21	0.85	0.85	41,361	40,040	3.30	10,170	10,277	-1.04
FOUR ROSES	22	0.76	0.61	36,982	28,528	29.63	9,066	7,601	19.27
JIM BEAM BLACK	23	0.69	0.64	33,949	30,264	12.18	8,615	6,821	26.30
ELIJAH CRAIG SB	24	0.65	0.61	31,771	28,937	9.79	8,258	7,412	11.41
KENTUCKY TAVERN	25	0.64	0.68	31,531	31,938	-1.27	7,897	8,545	-7.59
VENDOR									
BROWN FORMAN	1	29.93	30.30	1,463,907	1,426,647	2.61	333,632	323,597	3.10
BEAM SUNTORY	2	29.13	29.80	1,425,040	1,402,844	1.58	333,043	325,220	2.41
HEAVEN HILL	3	15.54	15.28	760,206	719,507	5.66	186,691	178,240	4.74
SAZERAC COMPANY	4	5.63	5.72	275,375	269,474	2.19	64,710	62,777	3.08
DIAGED	5	5.46	4.85	266,946	228,358	16.90	64,860	57,864	12.09
SAZERAC N AMRCA	6	4.29	4.60	209,847	216,540	-3.09	50,320	51,860	-2.97
CAMPARI	7	3.57	3.52	174,800	165,686	5.50	41,704	39,163	6.49
LUXCO INC	8	3.27	3.06	159,872	144,181	10.88	40,039	35,338	13.31
FOUR ROSES DIST	9	0.76	0.61	36,991	28,548	29.57	9,066	7,602	19.25
CASTLE BRANDS	10	0.43	0.35	21,051	16,476	27.77	4,754	4,038	17.73
INFINIUM SPRTS	11	0.25	0.24	12,112	11,109	9.03	2,424	2,271	6.74
CONSTELLATION	12	0.24	0.17	11,833	7,945	48.94	3,447	2,421	42.38
BACARDI USA INC	13	0.17	0.21	8,288	9,759	-15.07	1,726	1,506	14.61
WESTRN SPTS BEV	14	0.15	0.27	7,118	12,527	-43.18	1,339	2,918	-54.12
LAIRD AND CO	15	0.11	0.11	5,279	5,323	-0.83	1,280	1,323	-3.29

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

BLENDED WHISKEY

FIRST QUARTER 2017

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL BLENDED WHISKEY				1, 124, 098	1, 162, 686	-3.32	269, 695	278, 894	-3.30
BRAND									
SEAGRAM 7 CROWN	1	45.03	44.20	506, 134	513, 890	-1.51	120, 168	122, 144	-1.62
KESSLER	2	8.81	8.91	99, 066	103, 638	-4.41	22, 607	23, 994	-5.78
HEAVEN HILL	3	6.09	6.00	68, 493	69, 817	-1.90	17, 460	17, 619	-0.90
BEAMS 8 STAR	4	5.74	6.49	64, 513	75, 504	-14.56	15, 233	18, 006	-15.40
SENATOR CLUB	5	3.53	3.61	39, 729	42, 004	-5.42	9, 646	10, 305	-6.40
G W	6	3.23	3.24	36, 262	37, 641	-3.66	8, 698	9, 034	-3.72
BROKERS RESERVE	7	2.92	2.98	32, 810	34, 608	-5.19	7, 841	8, 358	-6.18
FLEISCHMN PREF	8	2.83	2.83	31, 849	32, 943	-3.32	7, 501	7, 899	-5.03
BANKERS CLUB	9	2.60	2.61	29, 217	30, 385	-3.84	7, 313	7, 762	-5.79
IMPERIAL	10	1.94	1.77	21, 807	20, 530	6.22	5, 286	4, 589	15.20
ARISTOCRAT BLND	11	1.78	1.78	19, 957	20, 667	-3.44	4, 890	5, 088	-3.89
MCCORMICK BLEND	12	1.70	1.70	19, 136	19, 737	-3.04	4, 714	4, 763	-1.03
CLUB 400 SP RES	13	1.45	1.27	16, 318	14, 753	10.61	4, 132	3, 834	7.78
POTTERS SPECIAL	14	1.37	1.45	15, 448	16, 849	-8.31	3, 732	3, 983	-6.29
CARSTAIR WHT SL	15	1.15	1.07	12, 891	12, 446	3.57	3, 423	2, 834	20.81
GOLD CROWN	16	1.13	1.25	12, 669	14, 498	-12.62	2, 985	3, 451	-13.51
CALVERT EXTRA	17	1.06	1.14	11, 961	13, 226	-9.56	2, 937	3, 460	-15.12
PAUL JONES	18	0.91	0.95	10, 270	11, 057	-7.12	2, 485	2, 804	-11.37
TRAVELERS CLUB	19	0.82	0.81	9, 269	9, 437	-1.78	2, 211	2, 372	-6.80
HAWKEYE BLEND	20	0.61	0.64	6, 913	7, 467	-7.42	1, 682	1, 654	1.68
OLD THOMPSON	21	0.58	0.60	6, 495	6, 961	-6.68	1, 566	1, 758	-10.89
KASSER 51	22	0.55	0.50	6, 131	5, 851	4.79	1, 750	1, 346	29.98
HOBBLE CREEK	23	0.50	0.49	5, 581	5, 700	-2.09	1, 295	1, 512	-14.33
OLD MILL STREAM	24	0.47	0.48	5, 270	5, 559	-5.21	1, 274	1, 347	-5.43
GUCKENHEIMER	25	0.43	0.41	4, 784	4, 755	0.60	1, 198	1, 190	0.60
VENDOR									
DIAGED	1	45.02	44.20	506, 134	513, 890	-1.51	120, 168	122, 144	-1.62
BEAM SUNTORY	2	14.79	15.77	166, 247	183, 355	-9.33	38, 442	42, 650	-9.87
HEAVEN HILL	3	10.60	10.60	119, 180	123, 263	-3.31	29, 735	30, 963	-3.96
LAIRD AND CO	4	10.14	10.20	113, 984	118, 592	-3.89	28, 002	28, 950	-3.27
SAZERAC N AMRCA	5	5.56	5.40	62, 549	62, 831	-0.45	14, 952	14, 879	0.49
SAZERAC COMPANY	6	4.30	4.02	48, 350	46, 756	3.41	12, 226	11, 671	4.75
HOOD RIVER DIST	7	3.19	3.27	35, 899	37, 972	-5.46	8, 576	9, 118	-5.94
LUXCO INC	8	1.88	2.02	21, 106	23, 488	-10.14	5, 064	5, 919	-14.43
MCCORMICK DIST	9	1.73	1.74	19, 462	20, 271	-3.99	4, 791	4, 873	-1.69
FRANK-LIN DSTLR	10	1.37	1.45	15, 448	16, 849	-8.31	3, 732	3, 983	-6.29
MONTEBELLO BRND	11	1.13	1.25	12, 669	14, 498	-12.62	2, 985	3, 451	-13.51
WESTRN SPTS BEV	12	0.13	0.00	1, 459	0		608	0	
PARK STREET IMP	13	0.03	0.03	379	304	24.67	83	113	-26.55
BRECKENRDGE DST	14	0.03	0.00	360	0		120	0	
WALKER M S INC	15	0.02	0.03	227	347	-34.62	55	76	-28.07

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SCOTCH WHISKEY

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL SCOTCH				1,202,851	1,217,920	-1.24	266,028	271,920	-2.17
BRAND									
JOHNNIE WALKER	1	16.76	15.84	201,604	192,965	4.48	46,967	42,160	11.40
DEWAR'S WHT LABL	2	15.32	15.66	184,221	190,706	-3.40	37,652	40,229	-6.41
CLAN MCGREGOR	3	5.96	6.15	71,649	74,940	-4.39	16,649	17,178	-3.08
GLENLIVET	4	5.41	5.36	65,134	65,318	-0.28	13,483	13,905	-3.04
LAUDERS	5	5.03	5.10	60,492	62,093	-2.58	13,351	13,850	-3.61
SCORESBY	6	3.79	4.05	45,635	49,337	-7.50	10,132	11,027	-8.12
CHIVAS REGAL	7	3.57	3.89	42,981	47,397	-9.32	8,877	9,871	-10.07
J AND B	8	2.81	2.99	33,768	36,430	-7.31	7,414	7,952	-6.76
INVER HOUSE	9	2.75	2.82	33,063	34,401	-3.89	7,450	7,548	-1.29
FAMOUS GROUSE	10	2.69	2.54	32,326	30,990	4.31	7,383	7,330	0.73
GLENFIDDICH 12Y	11	2.64	2.43	31,728	29,607	7.16	6,620	6,767	-2.18
MACALLAN	12	2.59	2.43	31,178	29,572	5.43	6,844	6,632	3.19
CUTTY SARK	13	2.26	2.31	27,243	28,114	-3.10	6,168	6,411	-3.80
BUCHANAN	14	2.17	1.86	26,053	22,609	15.23	5,529	4,912	12.56
OLD SMUGGLER	15	1.95	2.12	23,443	25,795	-9.12	5,480	5,756	-4.80
GLENMORANGIE	16	1.91	1.86	23,029	22,675	1.56	4,502	4,788	-5.98
GRANTS	17	1.69	1.73	20,271	21,028	-3.60	4,735	5,024	-5.75
GRAND MACNISH	18	1.67	1.83	20,110	22,319	-9.90	4,351	5,442	-20.04
MCCLELLAND	19	1.47	1.71	17,681	20,766	-14.85	4,222	4,268	-1.08
BALVENIE	20	1.28	1.24	15,345	15,147	1.30	3,206	3,415	-6.12
LAPHROAIG	21	1.19	1.14	14,323	13,871	3.26	3,184	3,229	-1.39
HOUSE OF STUART	22	0.99	1.07	11,863	12,985	-8.64	2,833	3,153	-10.17
MONKEY SHOULDER	23	0.80	0.54	9,640	6,532	47.58	2,425	1,791	35.40
BALLANTINES	24	0.76	0.77	9,111	9,325	-2.30	2,144	2,268	-5.46
DUGGN DEW O'KRK	25	0.65	0.59	7,851	7,142	9.92	1,906	1,861	2.41
VENDOR									
DIAGED	1	29.26	28.59	351,970	348,201	1.08	79,733	76,311	4.48
BACARDI USA INC	2	15.44	15.74	185,732	191,675	-3.10	37,982	40,530	-6.29
GRANT AND SONS	3	12.36	12.09	148,645	147,278	0.93	33,637	34,178	-1.58
PERNOD RCRD USA	4	10.91	11.15	131,197	135,804	-3.39	27,403	29,291	-6.45
SAZERAC N AMRCA	5	9.08	9.32	109,221	113,550	-3.81	24,494	25,494	-3.92
EDRINGTON AMRCA	6	7.92	7.82	95,256	95,250	0.01	21,338	21,770	-1.98
BEAM SUNTORY	7	3.55	3.68	42,716	44,775	-4.60	9,893	9,944	-0.51
MOET HENNESSY	8	2.39	2.30	28,728	27,999	2.60	5,694	5,968	-4.60
SHAW-ROSS IMPTS	9	1.97	2.14	23,656	26,047	-9.18	5,525	5,801	-4.76
WALKER M S INC	10	1.76	1.93	21,208	23,493	-9.73	4,587	5,724	-19.86
HEAVEN HILL	11	1.17	1.13	14,120	13,791	2.39	3,561	3,587	-0.71
DUGGANS DST PRD	12	0.66	0.61	7,978	7,429	7.38	1,935	1,913	1.15
375 PRK AV SPTS	13	0.61	0.62	7,282	7,556	-3.63	1,607	1,654	-2.85
GALLO E J WINE	14	0.39	0.83	4,658	10,138	-54.06	795	2,018	-60.62
MISA IMPORTS	15	0.38	0.25	4,561	3,101	47.09	1,447	2,532	-42.85

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL CANADIAN				4,425,825	4,366,922	1.35	1,043,044	1,024,766	1.78
BRAND									
SEAGRAM CRN RYL	1	29.72	27.84	1,315,196	1,215,806	8.17	307,959	280,783	9.68
BLACK VELVET	2	18.91	19.19	836,911	838,202	-0.15	201,586	198,950	1.32
CANADIAN MIST	3	8.07	8.56	357,251	373,878	-4.45	84,627	85,252	-0.73
CANDN CLUB 1858	4	7.07	7.19	312,886	314,177	-0.41	72,184	71,891	0.41
CANDN RICH&RARE	5	5.96	5.71	263,658	249,355	5.74	63,836	61,878	3.16
SEAGRAMS V O	6	4.02	4.22	177,949	184,309	-3.45	40,360	42,916	-5.96
WINDSOR CNADIAN	7	3.64	3.83	160,885	167,116	-3.73	38,703	40,734	-4.99
CANADIAN LTD	8	3.35	3.53	148,465	153,982	-3.58	34,089	36,320	-6.14
CANADA HOUSE	9	2.41	2.54	106,737	110,991	-3.83	24,419	24,791	-1.50
PENDLETON	10	2.36	2.23	104,466	97,330	7.33	24,092	23,861	0.97
CANADIAN HUNTER	11	2.32	2.16	102,739	94,302	8.95	25,471	24,623	3.44
LORD CALVERT	12	1.95	2.07	86,524	90,340	-4.22	19,744	21,399	-7.73
MCMASTERS	13	1.34	1.48	59,489	64,588	-7.89	12,815	14,743	-13.07
MACNAUGHTONS	14	1.31	1.37	58,160	59,976	-3.03	13,133	13,678	-3.98
ROYAL CANADIAN	15	0.96	1.05	42,501	45,834	-7.27	9,748	10,535	-7.47
CANADIAN GOLD	16	0.90	0.93	39,769	40,686	-2.25	8,873	10,127	-12.38
POTTERS	17	0.83	0.86	36,878	37,585	-1.88	8,611	8,910	-3.36
HARWOOD	18	0.76	0.83	33,593	36,398	-7.71	8,651	8,025	7.80
CANADIAN HOST	19	0.65	0.69	28,833	30,282	-4.78	7,052	7,555	-6.66
MONARCH	20	0.61	0.70	26,921	30,692	-12.29	6,146	6,941	-11.45
NORTHERN LIGHT	21	0.40	0.45	17,487	19,647	-10.99	3,862	4,371	-11.64
IDAHO GLD BRAND	22	0.19	0.23	8,446	10,018	-15.70	1,893	2,314	-18.19
FORTY CREEK	23	0.19	0.20	8,406	8,729	-3.70	1,830	1,947	-6.03
WISERS	24	0.18	0.21	7,965	8,998	-11.49	1,735	2,043	-15.05
CANADIAN LEAF	25	0.15	0.18	6,823	7,916	-13.80	1,589	1,880	-15.47
VENDOR									
DIAGED	1	33.78	32.19	1,495,221	1,405,836	6.36	348,653	324,367	7.49
CONSTELLATION	2	21.70	22.13	960,503	966,205	-0.59	228,858	228,634	0.10
BEAM SUNTORY	3	10.74	11.06	475,547	483,151	-1.57	111,286	113,134	-1.63
SAZERAC COMPANY	4	9.79	9.47	433,083	413,532	4.73	107,324	103,059	4.14
BROWN FORMAN	5	8.09	8.58	358,176	374,639	-4.39	84,806	85,482	-0.79
LUXCO INC	6	4.57	4.84	202,123	211,249	-4.32	46,110	48,507	-4.94
SAZERAC N AMRCA	7	4.53	4.82	200,656	210,341	-4.60	46,352	49,726	-6.78
HOOD RIVER DIST	8	3.20	3.21	141,730	139,992	1.24	32,518	33,570	-3.13
FRANK-LIN DSTLR	9	1.01	1.02	44,570	44,732	-0.36	10,369	10,616	-2.33
LAIRD AND CO	10	0.90	0.93	39,769	40,686	-2.25	8,873	10,127	-12.38
HEAVEN HILL	11	0.87	0.96	38,573	41,945	-8.04	9,820	9,257	6.08
PERNOD RCRD USA	12	0.22	0.23	9,590	10,047	-4.55	2,118	2,355	-10.04
CAMPARI	13	0.19	0.20	8,406	8,729	-3.70	1,830	1,947	-6.03
PHILLIPS DST CO	14	0.12	0.09	5,418	3,829	41.49	1,252	1,106	13.26
WALKER M S INC	15	0.09	0.10	4,086	4,418	-7.50	965	1,017	-5.11

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL GIN				2,182,358	2,209,268	-1.22	468,635	478,320	-2.02
BRAND									
SEAGRAM EXT DRY	1	22.38	22.69	488,506	501,358	-2.56	115,158	119,468	-3.61
TANQUERAY	2	13.96	13.68	304,694	302,215	0.82	58,496	57,865	1.09
BOMBAY	3	9.71	9.54	211,861	210,664	0.57	40,648	40,452	0.48
NEW AMSTERDAM	4	6.14	6.24	133,983	137,952	-2.88	29,180	30,211	-3.41
GORDONS	5	6.05	6.15	131,938	135,952	-2.95	27,194	28,272	-3.81
GILBEYS GIN	6	5.50	5.76	119,993	127,345	-5.77	24,823	26,748	-7.20
BEEFEATER	7	4.92	4.81	107,404	106,251	1.08	20,741	20,734	0.03
BURNETT'S GIN	8	3.46	3.49	75,523	77,204	-2.18	16,121	16,277	-0.96
BARTON GIN	9	3.35	3.36	73,008	74,206	-1.61	17,754	17,899	-0.81
HENDRICKS	10	2.53	2.28	55,290	50,394	9.72	10,657	9,836	8.35
ARISTOCRAT GN	11	2.53	2.72	55,127	60,006	-8.13	12,911	14,087	-8.35
FIVE OCLOCK	12	1.95	2.12	42,462	46,850	-9.37	9,592	10,257	-6.48
CRYSTAL PALACE	13	1.61	1.69	35,193	37,321	-5.70	8,042	8,503	-5.42
BANKERS CLUB	14	1.55	1.64	33,867	36,301	-6.71	7,856	8,594	-8.58
FLEISCHMANN'S	15	1.53	1.54	33,477	34,099	-1.82	7,310	7,920	-7.70
MONARCH	16	0.84	0.85	18,371	18,864	-2.61	4,152	4,301	-3.47
PARAMOUNT	17	0.66	0.73	14,411	16,211	-11.10	3,147	3,604	-12.66
MCCORMICK GN	18	0.64	0.67	14,011	14,745	-4.97	3,080	3,401	-9.43
BOOTH'S	19	0.51	0.54	11,046	12,025	-8.14	2,398	2,529	-5.21
LONDON TOWER	20	0.49	0.48	10,618	10,558	0.57	2,460	2,461	-0.06
POTTERS	21	0.48	0.51	10,482	11,373	-7.84	2,276	2,557	-10.99
BOWMAN'S	22	0.45	0.43	9,801	9,403	4.23	2,259	2,207	2.32
TAACA	23	0.41	0.41	8,883	8,988	-1.16	2,188	2,174	0.67
COUNTRY GENTLMN	24	0.38	0.41	8,358	9,143	-8.58	1,971	2,200	-10.39
TRAVELERS CLUB	25	0.38	0.41	8,355	8,970	-6.85	2,003	2,171	-7.76
VENDOR									
PERNOD RCRD USA	1	27.58	27.76	601,898	613,193	-1.84	137,137	141,352	-2.98
DIAGEO	2	20.55	20.40	448,429	450,645	-0.49	88,258	88,757	-0.56
BACARDI USA INC	3	9.71	9.54	211,905	210,698	0.57	40,657	40,461	0.48
HEAVEN HILL	4	6.75	7.02	147,307	155,105	-5.03	32,884	34,532	-4.77
SAZERAC N AMRCA	5	6.74	6.83	147,156	150,902	-2.48	34,413	35,589	-3.30
BEAM SUNTORY	6	5.81	6.05	126,746	133,748	-5.23	26,248	28,082	-6.53
GALLO E J WINE	7	5.18	5.30	113,150	117,199	-3.45	24,541	25,538	-3.91
LAIRD AND CO	8	3.50	3.76	76,329	83,151	-8.20	17,448	18,850	-7.44
GRANT AND SONS	9	2.53	2.28	55,290	50,394	9.72	10,657	9,836	8.35
SAZERAC COMPANY	10	2.24	2.30	48,951	50,876	-3.78	11,573	12,170	-4.90
LUXCO INC	11	1.56	1.69	34,011	37,252	-8.70	7,384	8,250	-10.50
HOOD RIVER DIST	12	1.12	1.15	24,420	25,320	-3.55	5,481	5,707	-3.96
NORTH WALES WNS	13	0.95	0.94	20,832	20,753	0.38	4,639	4,673	-0.72
MCCORMICK DIST	14	0.88	0.90	19,300	19,811	-2.58	4,178	4,517	-7.52
FRANK-LIN DSTLR	15	0.50	0.53	10,884	11,748	-7.36	2,373	2,654	-10.60

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VODKA

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL VODKA				14,836,399	14,403,259	3.01	3,367,229	3,287,558	2.42
BRAND									
SMIRNOFF	1	12.34	12.70	1,831,138	1,829,370	0.10	395,803	403,226	-1.84
TITO HANDMADE	2	7.78	5.17	1,154,823	743,988	55.22	271,791	179,850	51.12
ABSOLUT	3	7.10	7.38	1,053,463	1,063,192	-0.92	220,636	226,017	-2.38
TAAKA	4	4.57	4.30	678,111	618,785	9.59	170,656	155,802	9.53
BURNETT'S VODKA	5	4.42	4.59	655,816	660,628	-0.73	155,677	154,885	0.51
SVEDKA	6	4.27	4.19	634,246	602,825	5.21	141,061	130,722	7.91
ARISTOCRAT VK80	7	4.00	4.26	592,958	614,146	-3.45	142,222	147,847	-3.80
PINNACLE	8	3.61	3.63	535,085	522,773	2.36	118,642	120,273	-1.36
GREY GOOSE	9	3.32	3.64	492,902	523,999	-5.93	101,177	105,143	-3.77
NEW AMSTERDAM	10	3.05	2.99	452,981	431,225	5.05	101,928	100,650	1.27
NIKOLAI 80 PRF	11	2.77	2.98	410,254	429,387	-4.46	95,460	99,803	-4.35
SKYY	12	2.38	2.57	352,845	369,588	-4.53	73,974	76,634	-3.47
STOLICHNAYA 80	13	2.17	2.31	321,269	333,305	-3.61	63,810	66,963	-4.71
KETEL ONE	14	2.13	2.16	316,122	311,568	1.46	64,735	66,873	-3.20
CROWN RUSSE	15	2.11	2.11	313,527	303,838	3.19	77,326	74,644	3.59
BARTON VODKA	16	1.85	1.92	274,869	276,447	-0.57	65,495	67,362	-2.77
FIVE OCLOCK	17	1.79	1.85	265,692	266,069	-0.14	61,887	61,073	1.33
SGRMS EX SMOOTH	18	1.74	1.84	258,717	264,796	-2.30	59,118	59,881	-1.27
THREE OLIVES	19	1.58	1.84	234,712	264,638	-11.31	48,165	60,646	-20.58
FLEISCHMANN	20	1.32	1.36	196,423	195,680	0.38	46,718	46,060	1.43
VLADIMIR	21	1.32	1.47	195,697	211,905	-7.65	45,953	51,006	-9.91
SOBIESKI	22	1.17	1.24	174,066	178,649	-2.57	39,831	39,286	1.39
JACQUIN ROYALE	23	1.08	1.16	160,709	166,701	-3.59	38,089	40,685	-6.38
POTTERS	24	1.05	1.13	156,524	162,314	-3.57	35,809	38,672	-7.40
SKOL	25	1.04	1.04	154,735	149,172	3.73	38,350	36,777	4.28
VENDOR									
DIAGED	1	15.67	16.15	2,324,530	2,325,641	-0.05	498,357	511,747	-2.62
SAZERAC COMPANY	2	12.29	11.90	1,822,982	1,713,794	6.37	456,558	416,938	9.50
HEAVEN HILL	3	9.95	10.45	1,476,034	1,505,641	-1.97	350,825	355,664	-1.36
FIFTH GEN INC	4	7.78	5.17	1,154,823	743,988	55.22	271,791	179,850	51.12
PERNOD RCRD USA	5	7.10	7.39	1,053,828	1,064,502	-1.00	220,742	226,292	-2.45
BEAM SUNTORY	6	5.32	5.39	789,003	775,863	1.69	177,014	179,790	-1.54
SAZERAC N AMRCA	7	5.24	5.30	776,735	763,968	1.67	186,716	184,991	0.93
CONSTELLATION	8	4.31	4.25	639,964	611,892	4.59	142,244	132,898	7.03
BACARDI USA INC	9	3.32	3.64	493,323	524,543	-5.95	101,388	105,220	-3.64
GALLO E J WINE	10	2.71	2.64	402,138	379,904	5.85	90,960	88,811	2.42
LAIRD AND CO	11	2.50	2.63	370,768	378,375	-2.01	86,286	88,395	-2.39
CAMPARI	12	2.38	2.57	352,953	369,673	-4.52	73,998	76,653	-3.46
STOLI GROUP USA	13	2.17	2.31	321,327	333,305	-3.59	63,864	66,963	-4.63
LUXCO INC	14	2.12	2.32	314,357	333,550	-5.75	70,773	76,798	-7.85
INFINIUM SPRTS	15	1.84	1.94	273,027	279,516	-2.32	62,188	63,051	-1.37

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RUM

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL RUM				5,542,714	5,538,434	0.08	1,186,580	1,198,461	-0.99
BRAND									
CAPTAIN MORGAN	1	28.24	27.92	1,565,456	1,546,569	1.22	332,731	336,171	-1.02
BACARDI	2	27.56	28.34	1,527,524	1,569,344	-2.66	319,112	334,191	-4.51
MALIBU NATURAL*	3	6.32	5.91	350,430	327,378	7.04	67,678	64,358	5.16
ADMIRAL NELSON	4	4.19	4.18	232,413	231,722	0.30	53,916	53,016	1.70
CASTILLO	5	3.79	4.06	210,038	225,027	-6.66	47,050	49,712	-5.35
CRUZAN	6	3.32	2.96	184,231	163,993	12.34	39,322	33,594	17.05
SAILOR JRRY SP*	7	2.38	2.40	131,771	132,808	-0.78	28,291	28,837	-1.89
CALICO JACK	8	2.18	2.11	120,720	116,676	3.47	28,787	29,051	-0.91
ARISTOCRAT	9	1.61	1.62	89,318	89,929	-0.68	20,838	20,962	-0.59
KRAKEN BLACK SP	10	1.41	1.30	77,959	71,994	8.28	17,451	16,060	8.66
MONARCH	11	1.27	1.35	70,136	74,830	-6.27	16,288	16,942	-3.86
LADY BLIGH SPC*	12	1.13	1.15	62,562	63,786	-1.92	14,407	13,712	5.07
RONRICO	13	1.05	1.08	58,245	59,986	-2.90	13,026	13,168	-1.07
JQ WORLD FAMOUS	14	1.00	1.09	55,677	60,146	-7.43	12,543	13,626	-7.95
PARAMOUNT	15	0.91	0.96	50,425	53,407	-5.58	10,959	12,036	-8.95
MR BOSTON	16	0.89	0.80	49,093	44,543	10.22	11,252	10,738	4.78
MYERS	17	0.81	0.83	45,104	46,114	-2.19	8,589	8,918	-3.69
MONTEGO BAY	18	0.78	0.86	43,248	47,551	-9.05	9,743	11,083	-12.10
BARBAROSSA	19	0.73	0.68	40,570	37,515	8.14	9,703	9,173	5.77
MT GAY	20	0.67	0.67	37,031	37,305	-0.73	6,744	6,707	0.56
HEAVEN HILL	21	0.62	0.65	34,157	35,937	-4.95	7,591	8,077	-6.02
GOSLING'S	22	0.58	0.57	31,971	31,539	1.37	5,853	5,717	2.37
BARTON	23	0.56	0.54	30,825	29,920	3.02	7,190	6,919	3.92
CALYPSO	24	0.55	0.46	30,716	25,202	21.88	7,517	6,875	9.33
CALICO JCK CCNT	25	0.49	0.51	27,005	28,197	-4.23	5,463	5,333	2.44
VENDOR									
BACARDI USA INC	1	31.21	32.20	1,743,503	1,797,947	-3.03	367,851	384,575	-4.35
DIAGED	2	28.95	28.61	1,617,474	1,597,683	1.24	343,075	346,136	-0.88
HEAVEN HILL	3	7.52	7.57	420,002	422,856	-0.67	97,209	97,600	-0.40
BEAM SUNTORY	4	7.41	7.16	414,158	399,895	3.57	91,250	86,567	5.41
PERNOD RCRD USA	5	6.27	5.86	350,430	327,378	7.04	67,678	64,358	5.16
GRANT AND SONS	6	2.50	2.51	139,910	140,168	-0.18	29,935	30,431	-1.63
LUXCO INC	7	2.37	2.46	132,639	137,158	-3.29	29,979	30,400	-1.39
SAZERAC N AMRCA	8	2.04	1.82	113,970	101,580	12.20	26,802	25,081	6.86
PROXIMO SPIRITS	9	1.41	1.30	78,849	72,835	8.26	17,638	16,226	8.70
HOOD RIVER DIST	10	1.36	1.45	75,775	80,952	-6.39	17,511	18,262	-4.11
SAZERAC COMPANY	11	1.31	1.23	73,067	68,953	5.97	17,151	15,714	9.15
JACQUIN ET CIE	12	1.02	1.10	57,219	61,171	-6.46	12,927	13,880	-6.87
MCCORMICK DIST	13	1.00	1.09	56,038	61,012	-8.15	12,632	14,106	-10.45
LAIRD AND CO	14	0.87	0.92	48,438	51,590	-6.11	10,865	12,148	-10.56
REMY COINTREAU	15	0.66	0.67	37,031	37,305	-0.73	6,744	6,707	0.56

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BRANDY

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL BRANDY				2,408,797	2,232,580	7.89	608,255	564,531	7.75
BRAND									
HENNESSY	1	34.31	30.07	826,340	671,400	23.08	218,337	178,924	22.03
E & J	2	20.53	22.61	494,462	504,800	-2.05	121,479	123,368	-1.53
PAUL MASSON	3	16.74	17.25	403,200	385,104	4.70	100,577	97,272	3.40
C BROS VS	4	8.82	9.55	212,413	213,295	-0.41	51,057	51,094	-0.07
REMY MARTIN	5	6.63	7.08	159,653	157,991	1.05	39,593	40,306	-1.77
COURVOISIER	6	4.24	4.53	102,154	101,026	1.12	24,623	24,535	0.36
SALIGNAC	7	1.39	1.10	33,472	24,485	36.71	9,515	6,711	41.78
MARTELL	8	1.34	1.49	32,341	33,367	-3.08	8,144	8,387	-2.90
ST REMY	9	0.86	0.98	20,787	21,904	-5.10	4,978	5,060	-1.62
D'USSE	10	0.71	0.56	17,047	12,550	35.83	4,860	3,489	39.29
CORONET VSQ	11	0.63	0.77	15,184	17,297	-12.21	3,711	4,029	-7.88
MEUKOW	12	0.60	0.52	14,373	11,601	23.90	3,282	3,040	7.97
KORBEL	13	0.48	0.56	11,462	12,577	-8.86	2,574	2,849	-9.62
ANSAC	14	0.44	0.47	10,698	10,555	1.35	2,737	2,661	2.85
HARTLEY	15	0.38	0.41	9,271	9,088	2.02	2,221	2,163	2.68
P DOMEQ	16	0.25	0.26	5,965	5,700	4.66	1,394	1,374	1.46
MONARCH	17	0.19	0.21	4,485	4,739	-5.36	1,078	1,135	-4.98
RAYNAL	18	0.17	0.20	4,084	4,511	-9.46	969	1,040	-6.84
JENKINS VSOP	19	0.07	0.09	1,702	1,920	-11.36	341	386	-11.78
LEJON	20	0.06	0.07	1,466	1,621	-9.57	361	385	-6.11
JACQUES BONET	21	0.06	0.06	1,392	1,351	3.05	329	294	11.78
POTTERS	22	0.05	0.06	1,294	1,266	2.20	320	324	-1.28
ASBACH URLT GRM	23	0.05	0.05	1,263	1,221	3.44	271	286	-5.24
CONJURE	24	0.05	0.06	1,150	1,258	-8.53	250	384	-34.86
MARASKA	25	0.04	0.04	1,083	934	15.95	294	224	31.25
VENDOR									
MOET HENNESSY	1	34.30	30.07	826,340	671,400	23.08	218,337	178,924	22.03
CONSTELLATION	2	16.74	17.25	403,200	385,104	4.70	100,577	97,272	3.40
GALLO E J WINE	3	15.95	17.84	384,322	398,249	-3.50	92,448	95,340	-3.03
HEAVEN HILL	4	9.91	10.82	238,759	241,610	-1.18	57,600	57,888	-0.50
REMY COINTREAU	5	7.50	8.06	180,592	180,071	0.29	44,592	45,402	-1.78
BEAM SUNTORY	6	5.65	5.64	136,008	125,912	8.02	34,226	31,336	9.22
NORTH WALES WNS	7	4.57	4.77	110,140	106,554	3.37	29,031	28,028	3.58
PERNOD RCRD USA	8	1.57	1.73	37,932	38,697	-1.98	9,452	9,678	-2.34
BACARDI USA INC	9	0.71	0.56	17,047	12,550	35.83	4,860	3,489	39.29
SAZERAC N AMRCA	10	0.66	0.59	15,925	13,117	21.41	3,647	3,386	7.73
BROWN FORMAN	11	0.48	0.56	11,462	12,577	-8.86	2,574	2,849	-9.62
SAZERAC COMPANY	12	0.40	0.42	9,558	9,283	2.97	2,304	2,224	3.59
HOOD RIVER DIST	13	0.19	0.21	4,485	4,739	-5.36	1,078	1,135	-4.98
GRANT AND SONS	14	0.17	0.20	4,092	4,539	-9.85	969	1,046	-7.37
FRANK-LIN DSTLR	15	0.11	0.13	2,760	2,889	-4.45	682	709	-3.90

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COCKTAILS

FIRST QUARTER 2017

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL COCKTAILS				939,667	920,558	2.08	171,559	169,611	1.15
BRAND									
CUERVO	1	26.48	24.44	248,787	224,972	10.59	45,435	41,202	10.27
CHI-CHI'S	2	11.36	11.04	106,721	101,587	5.05	21,277	19,594	8.59
1800 ULTMT MRGT	3	8.79	9.17	82,585	84,413	-2.17	16,754	17,721	-5.46
BACARDI	4	6.58	7.19	61,790	66,166	-6.61	11,718	12,296	-4.70
KAHLUA COCKTAIL	5	4.43	4.60	41,673	42,314	-1.52	9,423	9,346	0.83
CP MGN IC T RTD	6	4.41	4.64	41,454	42,687	-2.89	8,262	8,771	-5.80
EVN WMS EGG NOG	7	4.06	3.36	38,115	30,955	23.13	676	582	16.14
MONTEBELLO	8	4.02	4.24	37,819	39,074	-3.21	8,823	9,127	-3.32
SKINNYGIRL	9	3.36	3.68	31,574	33,881	-6.81	5,387	5,651	-4.67
BARTON LI I TEA	10	2.83	2.83	26,566	26,065	1.92	6,608	6,305	4.81
DESERT ISLAND	11	2.68	2.84	25,187	26,101	-3.50	5,761	5,928	-2.81
JACQUIN'S	12	2.66	3.22	24,964	29,604	-15.67	718	3,103	-76.85
FEDERAL ICE BOX	13	2.14	2.17	20,132	19,966	0.83	3,726	4,042	-7.81
MALIBU	14	1.53	1.19	14,357	10,910	31.60	2,090	1,485	40.69
BARTENDER	15	1.52	1.35	14,266	12,442	14.66	3,198	3,129	2.22
O ENGLAND EG NG	16	1.30	1.17	12,259	10,813	13.37	606	359	68.97
KIRKLAND RTD MG	17	1.29	0.15	12,082	1,364	785.89	3,880	371	945.91
BUZZBALLZ	18	1.25	2.23	11,757	20,489	-42.62	2,164	2,767	-21.78
PRMT L IS ICE T	19	0.76	0.82	7,114	7,515	-5.34	1,614	1,772	-8.92
SA ORG MARG 26P	20	0.74	0.69	6,999	6,387	9.58	1,284	1,288	-0.27
SGRMS GIN&JUICE	21	0.69	0.84	6,527	7,738	-15.65	1,506	1,935	-22.17
CP MG PB CIT MJ	22	0.65	1.54	6,123	14,195	-56.87	780	2,120	-63.21
MR BOSTON	23	0.64	0.58	6,033	5,294	13.96	1,174	1,086	8.04
TGIF ULT MUDSLD	24	0.57	0.41	5,333	3,731	42.93	1,126	898	25.32
MARGARITAVILLE	25	0.52	0.51	4,874	4,719	3.29	947	827	14.53
VENDOR									
PROXIMO SPIRITS	1	35.27	33.61	331,379	309,393	7.11	62,190	58,924	5.54
SAZERAC N AMRCA	2	14.83	14.44	139,344	132,972	4.79	29,058	26,986	7.68
PERNOD RCRD USA	3	6.97	6.94	65,471	63,918	2.43	13,529	13,346	1.37
BACARDI USA INC	4	6.58	7.19	61,790	66,166	-6.61	11,718	12,296	-4.70
SAZERAC COMPANY	5	5.72	5.92	53,773	54,495	-1.33	10,610	11,466	-7.47
DIAGED	6	5.37	6.72	50,452	61,817	-18.39	9,644	11,851	-18.63
HEAVEN HILL	7	4.49	3.96	42,176	36,411	15.83	772	741	4.25
JACQUIN ET CIE	8	4.22	4.62	39,610	42,541	-6.89	3,919	6,244	-37.24
MONTEBELLO BRND	9	4.02	4.24	37,819	39,074	-3.21	8,823	9,127	-3.32
BEAM SUNTORY	10	3.58	4.09	33,614	37,691	-10.81	5,774	6,289	-8.19
LUXCO INC	11	2.05	2.10	19,301	19,377	-0.40	3,996	4,185	-4.51
LEVECKE CORP	12	1.35	0.15	12,712	1,364	832.08	3,880	371	945.91
WALKER M S INC	13	1.31	1.18	12,266	10,825	13.31	610	362	68.31
AMER VNTG BEV	14	1.27	0.79	11,975	7,300	64.04	2,224	1,848	20.33
SOUTHRN CHMPION	15	1.26	2.23	11,870	20,573	-42.30	2,176	2,772	-21.51

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NINE LITER EQUIVALENT CASES

CORDIALS

FIRST QUARTER 2017

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL CORDIALS				9,291,769	9,299,018	-0.08	2,111,167	2,127,671	-0.78
BRAND									
FIREBALL CINNMN IM OTH	1	11.99	11.43	1,114,154	1,063,055	4.81	266,893	252,390	5.75
JAGERMEISTER IM OTH	2	4.91	5.22	456,390	485,235	-5.94	103,460	110,421	-6.30
PINNACLE IM OTH	3	3.37	3.68	312,723	341,779	-8.50	64,722	73,606	-12.07
POPOV 80 SPECIA	4	3.09	3.30	287,434	306,724	-6.29	64,991	68,022	-4.46
BAILEYS ORIG IR IM CRE	5	2.55	2.37	236,660	220,404	7.38	52,271	49,347	5.93
SOUTHRN COMFORT WHISKY	6	2.45	2.65	227,631	246,601	-7.69	52,261	55,354	-5.59
J DANL TENN LIQ WHISKY	7	2.21	2.16	205,222	200,796	2.20	49,710	44,187	12.50
KAHLUA MEX LIQ IM COF	8	2.01	2.04	186,943	190,104	-1.66	40,384	40,192	0.48
NEW AMSTRDM PCH OTHER	9	1.95	2.33	181,270	216,725	-16.36	39,291	45,040	-12.76
KAMCHATKA SPECIA	10	1.88	1.93	174,695	179,053	-2.43	40,066	42,307	-5.30
GORDONS SPECIA	11	1.32	1.42	123,016	132,316	-7.03	26,808	29,834	-10.14
DEKUYPER 48 TRIPLE	12	1.28	1.23	119,226	114,193	4.41	24,933	23,818	4.68
E & J SPECIA	13	1.26	0.58	117,045	53,886	117.21	28,870	23,056	25.22
ALLENS COFFE	14	1.22	1.26	113,573	116,781	-2.75	26,454	26,662	-0.78
DEK PEACHTREE OTHER	15	1.22	1.23	113,428	114,290	-0.75	24,944	25,463	-2.04
NEW AMSTDM PNAL OTHER	16	1.03	1.12	95,974	104,315	-8.00	21,157	23,183	-8.74
WILD TURKEY LIQ SPECIA	17	0.96	0.99	89,259	92,054	-3.04	21,083	21,002	0.39
SEAGRAM'S OTHER	18	0.95	0.93	88,249	86,802	1.67	20,214	20,474	-1.27
RUM CHATA SPECIA	19	0.94	1.03	86,988	95,457	-8.87	16,696	18,777	-11.09
NEW AMSTRDM BRY OTHER	20	0.92	1.05	85,243	97,779	-12.82	19,145	20,194	-5.19
ARROW PEP SNPS PPMNT	21	0.86	0.88	80,028	81,727	-2.08	18,736	19,185	-2.34
EVN WMS HNY RSV SPECIA	22	0.85	0.81	79,273	75,607	4.85	19,295	18,937	1.89
GRAND MARNIER IM PRO	23	0.85	0.85	78,881	78,672	0.27	17,302	17,344	-0.24
MONTEZUMA TRIPLE	24	0.83	0.82	77,552	75,801	2.31	18,366	17,819	3.07
CAROLANS IRISH IM CRE	25	0.83	0.81	77,110	75,711	1.85	17,649	17,032	3.62
VENDOR									
SAZERAC COMPANY	1	19.41	18.95	1,803,432	1,762,296	2.33	425,174	413,196	2.90
DIAGED	2	14.85	15.11	1,380,002	1,404,869	-1.77	305,582	328,029	-6.84
BEAM SUNTORY	3	12.02	12.61	1,117,194	1,172,773	-4.74	244,949	264,842	-7.51
HEAVEN HILL	4	7.79	7.66	723,960	712,223	1.65	164,096	160,696	2.12
LUXCO INC	5	5.01	5.08	465,360	472,361	-1.48	106,987	107,909	-0.85
MAST JAGERMSTER	6	4.91	5.22	456,390	485,235	-5.94	103,460	110,421	-6.30
GALLO E J WINE	7	4.65	4.55	431,730	422,641	2.15	96,988	91,932	5.50
CAMPARI	8	3.89	3.91	361,495	363,901	-0.66	80,970	80,832	0.17
SAZERAC N AMRCA	9	3.81	3.69	354,411	343,286	3.24	84,619	81,986	3.21
PERNOD RCRD USA	10	3.30	3.33	306,632	309,643	-0.97	67,813	67,723	0.13
BROWN FORMAN	11	2.53	2.49	235,266	231,139	1.79	54,197	49,854	8.71
NORTH WALES WNS	12	2.11	1.81	196,228	168,289	16.60	46,580	42,843	8.72
MHW LIMITED	13	1.71	1.75	159,010	162,520	-2.16	32,263	34,545	-6.61
WALKER M S INC	14	1.65	1.72	153,579	159,681	-3.82	35,356	35,530	-0.49
JACQUIN ET CIE	15	1.28	1.36	119,242	126,105	-5.44	29,315	31,529	-7.02

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

TEQUILA

FIRST QUARTER 2017

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL TEQUILA				2,648,399	2,442,459	8.43	594,654	542,502	9.61
BRAND									
CUERVO	1	25.23	26.60	668,313	649,773	2.85	141,508	140,232	0.91
SAUZA	2	11.74	11.28	310,883	275,514	12.84	69,713	59,867	16.45
PATRON	3	10.19	9.86	269,978	240,940	12.05	62,369	56,282	10.82
1800 REPOSADO	4	8.90	9.37	235,793	228,950	2.99	50,972	47,874	6.47
MONTEZUMA	5	5.39	5.57	142,634	136,089	4.81	34,118	32,538	4.85
JUAREZ	6	3.21	3.35	84,948	81,879	3.75	20,274	19,229	5.43
EL JIMADOR	7	3.19	2.98	84,416	72,677	16.15	20,094	17,344	15.85
LUNAZUL	8	2.38	2.02	63,109	49,309	27.99	14,876	11,125	33.71
LA PRIMA	9	2.13	2.21	56,382	54,016	4.38	13,399	12,622	6.16
ARISTOCRAT	10	1.73	1.78	45,751	43,424	5.36	10,936	10,410	5.05
OLMECA ALTOS	11	1.73	1.19	45,722	29,096	57.14	10,497	6,622	58.52
EL TORO	12	1.67	1.71	44,157	41,756	5.75	10,029	9,455	6.07
FAMILIA CAMARNA	13	1.61	1.66	42,753	40,463	5.66	8,880	8,597	3.29
MARGARITAVILLE	14	1.51	1.58	39,925	38,492	3.72	8,428	7,815	7.83
DON JULIO	15	1.44	1.30	38,065	31,661	20.23	8,825	7,005	25.99
ESPOLON	16	1.28	1.03	33,887	25,129	34.85	8,230	5,852	40.64
PEPE LOPEZ	17	1.18	1.23	31,227	29,967	4.20	7,474	6,978	7.11
CAZADORES	18	0.97	0.99	25,812	24,122	7.01	5,536	5,115	8.22
MILAGRO	19	0.83	0.76	21,925	18,562	18.12	4,647	4,011	15.86
TORADA	20	0.79	0.82	20,963	20,120	4.19	5,213	4,860	7.27
AVION	21	0.77	0.97	20,510	23,705	-13.48	4,724	4,795	-1.48
CABO WABO	22	0.71	0.68	18,887	16,708	13.04	3,942	3,371	16.94
PANCHO VILLA	23	0.71	0.77	18,759	18,907	-0.78	4,309	4,395	-1.96
MONARCH	24	0.70	0.75	18,411	18,231	0.99	3,921	4,005	-2.11
TWO FINGERS	25	0.67	0.70	17,723	17,159	3.29	4,057	3,839	5.69
VENDOR									
PROXIMO SPIRITS	1	34.92	36.67	926,696	897,700	3.23	198,065	192,915	2.67
BEAM SUNTORY	2	11.81	11.38	313,276	278,587	12.45	70,127	60,391	16.12
PATRON SPIRITS	3	10.21	9.87	270,848	241,564	12.12	62,395	56,293	10.84
SAZERAC N AMRCA	4	7.52	7.68	199,615	188,039	6.16	47,352	44,431	6.58
LUXCO INC	5	6.55	6.63	173,787	162,199	7.14	41,916	37,819	10.84
HEAVEN HILL	6	5.59	5.36	148,466	131,227	13.14	34,814	30,170	15.39
BROWN FORMAN	7	4.96	4.78	131,543	116,904	12.52	30,898	27,321	13.09
SAZERAC COMPANY	8	3.58	3.59	94,934	87,798	8.13	21,348	19,320	10.49
PERNOD RCRD USA	9	2.51	2.16	66,682	52,802	26.29	15,480	11,417	35.59
CAMPARI	10	1.99	1.71	52,888	41,837	26.42	12,199	9,223	32.27
DIAGED	11	1.60	1.49	42,348	36,410	16.31	9,995	7,914	26.30
GALLO E J WINE	12	1.49	1.50	39,529	36,723	7.64	8,152	7,781	4.77
MCCORMICK DIST	13	1.39	1.51	36,892	37,062	-0.46	8,621	8,657	-0.41
BACARDI USA INC	14	1.02	1.04	27,198	25,460	6.83	5,860	5,391	8.69
GRANT AND SONS	15	0.84	0.76	22,288	18,725	19.03	4,779	4,054	17.88