

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS TOP 50 BRANDS

PENNSYLVANIA
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						
CAPTAIN MORGAN RUM	1	3.96	3.97	299,835	294,830	1.70	68,778	69,692	-1.31
BACARDI RUM	2	3.47	3.69	262,666	274,553	-4.33	58,454	66,517	-12.12
SMIRNOFF VODKA	3	3.01	3.09	227,421	230,068	-1.15	48,849	50,635	-3.53
NIKOLAI 80 PRF VODKA	4	2.57	2.71	194,182	201,487	-3.63	46,696	48,440	-3.60
JACK DANIEL	5	2.31	2.35	175,024	174,616	0.23	41,813	42,082	-0.64
ABSOLUT VODKA	6	2.26	2.41	171,034	179,335	-4.63	38,348	41,638	-7.90
TITO HANDMADE VODKA	7	2.24	1.51	169,497	112,380	50.82	41,295	27,404	50.69
JACQUIN ROYALE VODKA	8	2.12	2.24	160,709	166,701	-3.59	38,089	40,685	-6.38
VLADIMIR VODKA	9	1.94	2.15	146,483	159,759	-8.31	34,324	38,834	-11.61
CROWN RUSSE VODKA	10	1.90	1.76	143,822	131,021	9.77	37,610	32,963	14.10
FIREBALL CINNMN	11	1.84	1.79	139,256	133,030	4.68	34,840	34,172	1.95
SEAGRAM CRN RYL	12	1.68	1.52	126,846	113,314	11.94	31,898	28,354	12.50
SVEDKA VODKA	13	1.46	1.43	110,485	106,526	3.72	25,222	23,219	8.63
E & J BRANDY	14	1.46	1.43	110,140	106,554	3.37	29,031	28,028	3.58
JIM BEAM	15	1.45	1.46	109,995	108,175	1.68	26,572	26,316	0.97
PINNACLE	16	1.32	1.41	99,543	105,182	-5.36	22,279	25,553	-12.81
CALICO JACK RUM	17	1.27	1.25	96,018	92,902	3.35	23,028	23,471	-1.89
JAMESON	18	1.21	1.10	91,619	81,884	11.89	26,536	24,255	9.40
BANKERS CLUB VODKA	19	1.19	1.30	90,291	96,850	-6.77	20,863	23,610	-11.63
CUERVO	20	1.07	1.09	81,283	81,056	0.28	18,106	18,407	-1.63
GREY GOOSE VODKA	21	1.07	1.16	80,940	86,169	-6.07	18,224	19,682	-7.41
STOLICHNAYA 80 VODKA	22	1.07	1.13	80,695	84,342	-4.32	16,833	17,488	-3.75
BLACK VELVET	23	1.05	1.09	79,755	80,990	-1.52	18,531	19,614	-5.52
HENNESSY BRANDY	24	1.03	0.81	78,220	60,076	30.20	22,181	16,910	31.17
PINNACLE VODKA	25	1.02	0.99	77,490	73,628	5.25	16,682	18,493	-9.79
TAACA VODKA	26	0.99	0.97	74,769	72,409	3.26	18,959	19,587	-3.20
E & J	27	0.98	0.51	74,430	37,854	96.62	18,675	15,052	24.07
BURNETT'S VODKA VODKA	28	0.90	0.96	68,335	71,179	-4.00	14,867	14,154	5.04
WINDSOR CNADIAN	29	0.90	0.97	68,145	72,344	-5.80	16,442	17,828	-7.77
ADMIRAL NELSON RUM	30	0.87	0.92	65,712	68,653	-4.28	15,480	15,045	2.89
JAGERMEISTER	31	0.87	0.94	65,451	69,859	-6.31	15,853	17,217	-7.92
KETEL ONE VODKA	32	0.86	0.88	65,072	65,351	-0.43	13,823	15,063	-8.23
CUERVO	33	0.83	0.75	62,949	55,550	13.32	10,946	9,843	11.21
SEAGRAM 7 CROWN	34	0.80	0.84	60,256	62,513	-3.61	14,701	15,096	-2.61
THREE OLIVES VODKA	35	0.78	0.92	58,657	68,680	-14.59	13,154	17,311	-24.01
SOUTHRN COMFORT	36	0.75	0.83	56,875	61,649	-7.74	13,757	14,996	-8.26
NEW AMSTERDAM VODKA	37	0.74	0.69	55,726	51,321	8.58	12,393	11,838	4.69
MALIBU NATURAL* RUM	38	0.73	0.67	55,096	49,618	11.04	11,410	10,857	5.09
SKYY VODKA	39	0.71	0.75	53,656	55,597	-3.49	11,482	12,251	-6.27
JQ WORLD FAMOUS RUM	40	0.69	0.76	52,206	56,270	-7.22	11,798	12,796	-7.80
EVAN WILLIAMS	41	0.60	0.61	45,482	45,493	-0.02	11,348	11,296	0.46
TANQUERAY GIN	42	0.59	0.61	44,914	45,149	-0.52	9,128	9,337	-2.25
C BROS VS BRANDY	43	0.56	0.58	42,651	42,809	-0.37	10,707	10,729	-0.21
DEWARS WHT LABL	44	0.53	0.56	40,091	41,617	-3.67	9,486	10,172	-6.75
KAMCHATKA VODKA	45	0.53	0.60	39,832	44,907	-11.30	8,634	11,519	-25.05
MAKERS MARK	46	0.51	0.50	38,641	36,854	4.85	9,251	9,040	2.34
BAILEYS ORIG IR	47	0.51	0.49	38,493	36,239	6.22	9,739	9,613	1.32
NEW AMSTRDM PCH	48	0.50	0.68	38,154	50,475	-24.41	8,466	10,053	-15.79
SEAGRAMS V O	49	0.50	0.53	37,833	39,184	-3.45	9,121	9,781	-6.75
JOHNNIE WALKER	50	0.50	0.48	37,461	36,039	3.94	8,465	8,240	2.73

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

PENNSYLVANIA
FIRST QUARTER 2017

DISTILLED SPIRITS TOP 50 VENDORS

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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	15.44	15.65	1,173,469	1,170,123	0.29	269,171	276,529	-2.66
BEAM SUNTORY	2	12.78	13.05	971,813	975,817	-0.41	225,724	234,791	-3.86
SAZERAC COMPANY	3	10.67	10.27	811,229	767,818	5.65	214,241	190,102	12.70
BACARDI USA INC	4	6.33	6.74	481,240	503,566	-4.43	107,346	117,935	-8.98
PERNOD RCRD USA	5	5.97	5.97	454,233	446,481	1.74	106,857	107,924	-0.99
HEAVEN HILL	6	5.25	5.33	399,464	398,271	0.30	95,601	94,094	1.60
NORTH WALES WNS	7	5.14	4.73	390,952	353,828	10.49	94,392	89,051	6.00
JACQUIN ET CIE	8	4.75	5.05	361,145	377,535	-4.34	81,504	88,918	-8.34
BROWN FORMAN	9	3.68	3.68	279,559	274,822	1.72	66,442	65,613	1.26
LAIRD AND CO	10	3.47	3.71	263,971	277,406	-4.84	61,704	67,572	-8.68
PROXIMO SPIRITS	11	3.36	3.32	255,231	248,118	2.87	54,928	55,607	-1.22
CONSTELLATION	12	3.04	2.99	231,309	223,482	3.50	54,034	53,972	0.11
SAZERAC N AMRCA	13	2.67	2.83	202,951	211,468	-4.03	46,926	49,766	-5.71
MONTEBELLO BRND	14	2.24	2.47	170,490	185,049	-7.87	39,965	44,627	-10.45
FIFTH GEN INC	15	2.23	1.50	169,497	112,380	50.82	41,295	27,404	50.69
CAMPARI	16	2.12	2.12	161,006	158,247	1.74	37,335	37,179	0.42
LUXCO INC	17	1.48	1.44	112,688	107,690	4.64	26,505	24,885	6.51
MOET HENNESSY	18	1.27	1.07	96,793	80,215	20.67	26,364	21,297	23.79
STOLI GROUP USA	19	1.07	1.13	81,080	84,797	-4.38	16,892	17,570	-3.86
GRANT AND SONS	20	1.01	1.02	76,570	75,967	0.79	18,499	18,496	0.01
MAST JAGERMSTER	21	0.86	0.93	65,451	69,859	-6.31	15,853	17,217	-7.92
MHW LIMITED	22	0.52	0.52	39,363	38,995	0.95	8,971	9,490	-5.47
DEUTSCH FAM W&S	23	0.49	0.52	37,581	38,762	-3.05	8,955	9,888	-9.44
M BRIZARD W & S	24	0.42	0.40	32,290	30,129	7.17	8,001	8,721	-8.25
PATRON SPIRITS	25	0.39	0.37	29,403	27,880	5.46	6,883	6,610	4.13
REMY COINTREAU	26	0.31	0.33	23,911	24,879	-3.89	5,726	5,885	-2.71
EDRINGTON AMRCA	27	0.30	0.31	22,703	22,808	-0.46	5,283	5,310	-0.51
INFINIUM SPRTS	28	0.28	0.29	21,296	21,839	-2.49	4,623	5,569	-17.00
WESTRN SPTS BEV	29	0.26	0.24	19,476	17,766	9.62	5,207	3,989	30.53
MCCORMICK DIST	30	0.19	0.14	14,210	10,450	35.98	3,559	3,186	11.69
CASTLE BRANDS	31	0.18	0.16	13,324	11,650	14.36	3,006	2,564	17.22
DISARONNO INTNL	32	0.15	0.16	11,502	11,869	-3.09	2,698	2,829	-4.64
PHILLIPS DST CO	33	0.13	0.14	9,923	10,221	-2.92	2,797	2,557	9.36
OLE SMOKY DIST	34	0.12	0.07	8,855	5,307	66.86	2,297	1,356	69.42
PARK STREET IMP	35	0.11	0.10	8,339	7,739	7.76	1,907	1,951	-2.24
WALKER M S INC	36	0.11	0.12	8,233	8,646	-4.77	1,443	2,014	-28.36
SHAW-ROSS IMPTS	37	0.11	0.13	8,187	9,919	-17.46	1,973	2,249	-12.28
ROUST USA	38	0.11	0.10	8,048	7,122	13.01	1,639	1,934	-15.27
PIEDMONT DISTLR	39	0.09	0.12	6,689	8,949	-25.25	1,180	1,875	-37.07
SERRALLES USA	40	0.09	0.07	6,583	5,515	19.38	1,510	1,317	14.67
PALM BAY IMPRTS	41	0.07	0.05	5,181	3,845	34.72	1,391	1,054	31.89
FOUR ROSES DIST	42	0.07	0.05	5,127	3,405	50.57	1,373	1,019	34.74
DAE SON AMERICA	43	0.07	0.07	5,124	5,274	-2.84	1,318	1,276	3.29
US DISTLLD PROD	44	0.05	0.04	3,870	3,144	23.09	1,135	946	19.98
KOBRAND CORP	45	0.03	0.04	2,449	2,732	-10.36	630	738	-14.63
MIDNIGHT MADNES	46	0.03	0.01	2,437	389	525.87	899	389	130.91
ANCHOR DISTLLNG	47	0.03	0.02	2,085	1,720	21.19	533	503	6.06
SUTTER HOME WNY	48	0.03	0.03	1,927	2,056	-6.27	315	383	-17.75
TERLATO WNS INT	49	0.02	0.02	1,844	1,452	27.00	494	414	19.32
WINEBOW INC	50	0.02	0.02	1,544	1,427	8.20	288	333	-13.50

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

PENNSYLVANIA

FIRST QUARTER 2017

DISTILLED SPIRITS BY CLASS

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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	8.17	8.02	621,091	600,003	3.5	150,963	147,143	2.6
BLENDED WHISKEY	1.64	1.72	124,886	128,372	-2.7	31,126	31,175	-0.2
OTHER WHISKEY	0.87	0.76	66,251	56,672	16.9	17,501	15,700	11.5
TOTAL DOMESTIC WHISKEY	10.68	10.50	812,229	785,047	3.5	199,590	194,018	2.9
SCOTCH	2.74	2.83	208,070	211,514	-1.6	48,574	50,079	-3.0
CANADIAN	5.62	5.54	427,612	414,416	3.2	103,355	101,886	1.4
IRISH	1.61	1.47	122,176	110,189	10.9	35,387	32,486	8.9
OTHER IMPORTED WHISKEY	0.03	0.02	2,235	1,288	73.5	629	342	83.9
TOTAL IMPORTED WHISKEY	10.00	9.86	760,093	737,407	3.1	187,945	184,792	1.7
TOTAL WHISKEY	20.68	20.36	1,572,322	1,522,454	3.3	387,536	378,811	2.3
DOMESTIC GIN	2.37	2.47	180,098	184,513	-2.4	40,897	42,701	-4.2
IMPORTED GIN	1.44	1.45	109,635	108,710	0.9	22,588	22,714	-0.6
TOTAL GIN	3.81	3.92	289,733	293,223	-1.2	63,485	65,415	-3.0
DOMESTIC VODKA	20.69	20.13	1,573,084	1,504,989	4.5	384,561	359,718	6.9
IMPORTED VODKA	10.20	10.71	775,160	800,691	-3.2	171,746	186,968	-8.1
TOTAL VODKA	30.89	30.84	2,348,244	2,305,681	1.8	556,307	546,686	1.8
DOMESTIC RUM	12.24	12.54	930,598	937,842	-0.8	212,810	220,877	-3.7
IMPORTED RUM	1.79	1.78	136,166	133,290	2.2	29,141	30,312	-3.9
TOTAL RUM	14.03	14.33	1,066,763	1,071,131	-0.4	241,951	251,188	-3.7
DOMESTIC BRANDY	2.30	2.29	175,078	171,003	2.4	45,131	44,151	2.2
IMPORTED BRANDY	1.43	1.21	108,907	90,424	20.4	30,173	24,614	22.6
TOTAL BRANDY	3.74	3.50	283,985	261,428	8.6	75,304	68,765	9.5
DOMESTIC CORDIALS	12.92	12.96	982,141	968,855	1.4	231,611	238,881	-3.0
IMPORTED CORDIALS	8.07	8.32	613,221	621,859	-1.4	148,950	156,480	-4.8
TOTAL CORDIALS	20.99	21.28	1,595,362	1,590,714	0.3	380,561	395,362	-3.7
TOTAL TEQUILA	2.98	2.83	226,623	211,925	6.9	51,369	48,141	6.7
TOTAL COCKTAILS	2.88	2.95	219,285	220,286	-0.5	38,470	40,086	-4.0
TOTAL DOMESTIC SPIRITS	64.09	63.83	4,872,513	4,772,536	2.1	1,153,070	1,140,432	1.1
TOTAL IMPORTED SPIRITS	35.91	36.17	2,729,804	2,704,307	0.9	641,913	654,022	-1.9
TOTAL ALL SPIRITS	100.00	100.00	7,602,317	7,476,843	1.7	1,794,983	1,794,454	0.0

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

STRAIGHT WHISKEY

PENNSYLVANIA
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				621,091	600,003	3.51	150,963	147,143	2.60
BRAND									
JACK DANIEL	1	28.18	29.10	175,024	174,616	0.23	41,813	42,082	-0.64
JIM BEAM	2	17.71	18.03	109,995	108,175	1.68	26,572	26,316	0.97
EVAN WILLIAMS	3	7.32	7.58	45,482	45,493	-0.02	11,348	11,296	0.46
MAKERS MARK	4	6.22	6.14	38,641	36,854	4.85	9,251	9,040	2.34
HEAVEN HILL	5	4.78	4.84	29,719	29,023	2.40	7,390	7,559	-2.24
BULLEIT	6	3.79	3.33	23,529	19,989	17.71	5,943	4,974	19.48
EZRA BROOKS 90P	7	3.53	3.37	21,896	20,239	8.19	5,559	5,075	9.52
OLD CROW	8	3.45	3.72	21,417	22,328	-4.08	5,082	5,454	-6.83
WILD TURKEY	9	2.99	2.76	18,590	16,588	12.07	4,658	4,061	14.70
TEN HIGH	10	2.67	2.99	16,557	17,919	-7.60	4,162	4,524	-8.00
WOODFORD RESRVE	11	1.98	1.73	12,319	10,388	18.59	2,704	2,281	18.55
KNOB CREEK	12	1.80	1.73	11,204	10,399	7.74	2,618	2,646	-1.05
REBEL YELL	13	1.64	1.34	10,194	8,056	26.54	2,592	1,704	52.07
GENTLEMAN JACK	14	1.53	1.60	9,494	9,618	-1.29	2,252	2,261	-0.43
OLD GRAND DAD	15	1.24	1.64	7,681	9,864	-22.13	1,823	2,028	-10.11
JIM BEAM BLACK	16	1.06	1.09	6,565	6,530	0.53	1,633	1,494	9.28
BUFFALO TRACE	17	0.84	0.77	5,212	4,650	12.09	1,335	1,116	19.61
FOUR ROSES	18	0.83	0.57	5,127	3,405	50.57	1,373	1,019	34.74
BASIL HAYDEN'S	19	0.73	0.63	4,545	3,755	21.04	1,128	1,004	12.35
BANKERS CLUB	20	0.73	0.75	4,512	4,497	0.33	1,128	1,128	0.00
JEFFERSONS RSRV	21	0.70	0.53	4,364	3,207	36.09	1,040	780	33.29
EARLY TIMES	22	0.63	0.65	3,920	3,873	1.20	911	1,044	-12.74
EAGLE RARE	23	0.52	0.45	3,244	2,714	19.53	820	740	10.81
ELIJAH CRAIG SB	24	0.46	0.46	2,867	2,761	3.84	698	1,072	-34.89
JOHN FITZGERALD	25	0.43	0.33	2,683	1,996	34.42	652	683	-4.51
PENNSYLVANIA VENDOR									
BROWN FORMAN	1	32.88	33.41	204,206	200,483	1.86	48,606	48,201	0.84
BEAM SUNTORY	2	32.60	33.34	202,459	200,052	1.20	48,687	48,535	0.31
HEAVEN HILL	3	13.03	13.22	80,942	79,301	2.07	20,131	20,634	-2.44
LUXCO INC	4	5.34	4.84	33,162	29,069	14.08	8,417	6,973	20.72
DIAGED	5	4.21	3.63	26,138	21,809	19.85	6,492	5,622	15.47
CAMPARI	6	2.99	2.76	18,590	16,588	12.07	4,658	4,061	14.70
SAZERAC N AMRCA	7	2.93	3.25	18,182	19,509	-6.80	4,537	4,934	-8.03
SAZERAC COMPANY	8	1.94	1.81	12,079	10,873	11.09	3,102	2,623	18.26
FOUR ROSES DIST	9	0.83	0.57	5,127	3,405	50.57	1,373	1,019	34.74
LAIRD AND CO	10	0.73	0.75	4,512	4,497	0.33	1,128	1,128	0.00
CASTLE BRANDS	11	0.70	0.53	4,365	3,207	36.12	1,041	780	33.42
WESTRN SPTS BEV	12	0.29	0.73	1,793	4,363	-58.90	278	971	-71.37
BACARDI USA INC	13	0.25	0.27	1,551	1,629	-4.79	344	295	16.61
MT LAUREL SPRT	14	0.24	0.18	1,506	1,059	42.21	323	281	14.95
CHATHAM IMPORTS	15	0.14	0.12	863	735	17.41	216	182	18.68

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

BLENDED WHISKEY

PENNSYLVANIA
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				124,886	128,372	-2.72	31,126	31,175	-0.16
BRAND									
SEAGRAM 7 CROWN	1	48.25	48.70	60,256	62,513	-3.61	14,701	15,096	-2.61
BANKERS CLUB	2	22.75	23.02	28,412	29,548	-3.84	7,099	7,530	-5.73
IMPERIAL	3	9.91	9.18	12,381	11,778	5.12	2,955	2,469	19.67
KASSER 51	4	4.91	4.56	6,131	5,851	4.79	1,750	1,346	29.98
FLEISCHMN PREF	5	4.07	4.34	5,086	5,565	-8.62	1,404	1,568	-10.49
KESSLER	6	3.99	4.22	4,989	5,422	-7.98	1,161	1,314	-11.63
CALVERT EXTRA	7	3.17	3.25	3,963	4,177	-5.11	987	1,206	-18.18
FOUR QUEENS	8	1.86	1.79	2,318	2,300	0.78	525	415	26.51
BIRD DOG	9	0.48	0.00	603	0		337	0	
REBEL YELL AMRC	10	0.29	0.12	368	151	143.71	126	112	12.50
ALIBI	11	0.16	0.15	196	193	1.55	35	89	-60.67
KINSEY	12	0.14	0.08	176	106	66.04	45	23	95.65
STOLL & WOLFE	13	0.01	0.00	7	6	16.67	2	6	-66.67
BOMBERGER'S	14	0.00	0.00	0	5	-100.00	0	0	
GOLD CROWN	15	0.00	0.59	0	757	-100.00	0	1	-100.00
PENNSYLVANIA									
VENDOR									
DIAGED	1	48.25	48.70	60,256	62,513	-3.61	14,701	15,096	-2.61
LAIRD AND CO	2	29.52	29.37	36,861	37,699	-2.22	9,374	9,291	0.89
SAZERAC N AMRCA	3	13.99	13.51	17,467	17,343	0.71	4,358	4,037	7.96
BEAM SUNTORY	4	3.99	4.22	4,989	5,422	-7.98	1,161	1,314	-11.63
LUXCO INC	5	3.47	3.37	4,331	4,328	0.08	1,113	1,318	-15.58
WESTRN SPTS BEV	6	0.48	0.00	603	0		337	0	
PARK STREET IMP	7	0.30	0.23	372	299	24.41	80	112	-28.57
HERITAGE SPIRIT	8	0.01	0.01	7	11	-36.36	2	6	-66.67
MONTEBELLO BRND	9	0.00	0.59	0	757	-100.00	0	1	-100.00

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SCOTCH WHISKEY

PENNSYLVANIA
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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				208,070	211,514	-1.63	48,574	50,079	-3.00
BRAND									
DEWARS WHT LABL	1	19.27	19.68	40,091	41,617	-3.67	9,486	10,172	-6.75
JOHNNIE WALKER	2	18.00	17.04	37,461	36,039	3.94	8,465	8,240	2.73
CLAN MCGREGOR	3	7.69	7.72	15,991	16,335	-2.10	3,991	4,103	-2.75
GLENLIVET	4	5.01	5.10	10,426	10,777	-3.25	2,303	2,473	-6.88
INVER HOUSE	5	4.78	4.71	9,951	9,972	-0.21	2,198	1,973	11.39
CHIVAS REGAL	6	4.25	4.59	8,845	9,701	-8.82	1,944	2,109	-7.84
GRANTS	7	3.91	3.89	8,130	8,234	-1.27	1,935	2,002	-3.36
OLD SMUGGLER	8	3.66	4.41	7,623	9,334	-18.33	1,828	2,134	-14.34
CUTTY SARK	9	3.59	3.63	7,461	7,672	-2.75	1,729	1,733	-0.22
BUCHANAN	10	3.30	2.47	6,857	5,215	31.49	1,715	1,297	32.23
FAMOUS GROUSE	11	2.82	2.89	5,871	6,114	-3.97	1,375	1,594	-13.74
MACALLAN	12	2.81	2.63	5,848	5,558	5.21	1,351	1,232	9.65
J AND B	13	2.36	2.57	4,906	5,444	-9.89	1,159	1,262	-8.11
MCCLELLAND	14	2.10	2.38	4,369	5,025	-13.05	1,142	1,067	7.04
GLENFIDDICH 12Y	15	2.01	1.88	4,172	3,977	4.91	955	1,024	-6.75
BARRISTER	16	1.88	2.17	3,920	4,584	-14.48	882	1,050	-16.00
GRAND MACNISH	17	1.63	1.98	3,399	4,183	-18.74	760	1,358	-44.07
GLENMORANGIE	18	1.28	1.30	2,658	2,750	-3.35	607	667	-8.94
LAPHROAIG	19	1.24	1.35	2,576	2,864	-10.06	620	715	-13.29
BALVENIE	20	1.11	1.10	2,311	2,328	-0.73	544	528	3.03
SCORESBY	21	1.09	1.23	2,267	2,595	-12.63	501	601	-16.70
BALLANTINES	22	1.00	0.99	2,076	2,099	-1.11	497	550	-9.55
MONKEY SHOULDER	23	0.95	0.68	1,985	1,445	37.37	470	346	35.84
OBAN MALT	24	0.50	0.41	1,030	871	18.25	214	218	-1.83
LAGAVULIN 16YR	25	0.41	0.37	853	791	7.84	174	183	-4.92
PENNSYLVANIA VENDOR									
DIAGED	1	26.38	24.74	54,896	52,323	4.92	12,571	12,155	3.43
BACARDI USA INC	2	19.27	19.68	40,091	41,617	-3.67	9,486	10,172	-6.75
GRANT AND SONS	3	15.66	15.28	32,590	32,318	0.84	7,894	8,004	-1.36
PERNOD RCRD USA	4	10.56	10.93	21,964	23,111	-4.97	4,888	5,250	-6.89
EDRINGTON AMRCA	5	9.73	9.66	20,241	20,434	-0.94	4,680	4,733	-1.12
SAZERAC N AMRCA	6	4.78	4.71	9,951	9,972	-0.21	2,198	1,973	11.39
BEAM SUNTORY	7	3.81	3.93	7,917	8,308	-4.70	1,965	1,931	1.77
SHAW-ROSS IMPTS	8	3.66	4.41	7,623	9,334	-18.33	1,828	2,134	-14.34
LAIRD AND CO	9	1.88	2.17	3,920	4,584	-14.48	882	1,050	-16.00
MOET HENNESSY	10	1.70	1.70	3,546	3,599	-1.48	794	864	-8.06
WALKER M S INC	11	1.63	1.98	3,399	4,183	-18.74	760	1,358	-44.07
PHILLIPS DST CO	12	0.30	0.26	631	549	14.87	186	203	-8.37
NORTH WALES WNS	13	0.25	0.32	516	681	-24.23	126	153	-17.65
US DISTLLD PROD	14	0.13	0.00	264	0		160	0	
ANCHOR DISTLLNG	15	0.09	0.12	189	249	-23.81	74	39	91.17

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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				427,612	414,416	3.18	103,355	101,886	1.44
BRAND									
SEAGRAM CRN RYL	1	29.66	27.34	126,846	113,314	11.94	31,898	28,354	12.50
BLACK VELVET	2	18.65	19.54	79,755	80,990	-1.52	18,531	19,614	-5.52
WINDSOR CNADIAN	3	15.94	17.46	68,145	72,344	-5.80	16,442	17,828	-7.77
SEAGRAMS V O	4	8.85	9.46	37,833	39,184	-3.45	9,121	9,781	-6.75
CANDN CLUB 1858	5	8.54	8.78	36,518	36,388	0.36	8,549	7,910	8.09
CANADIAN GOLD	6	7.27	7.51	31,067	31,127	-0.19	6,948	7,885	-11.88
CANADIAN MIST	7	4.21	3.70	17,996	15,347	17.26	4,452	3,743	18.94
HARWOOD	8	2.13	2.56	9,096	10,597	-14.17	2,660	1,950	36.45
CANADIAN LTD	9	2.05	1.77	8,782	7,327	19.86	1,885	2,080	-9.37
CANADIAN HUNTER	10	1.20	1.02	5,145	4,229	21.66	1,217	1,633	-25.50
SERPNT BITE APL	11	0.48	0.18	2,052	736	178.81	452	397	13.85
CANDN RICH&RARE	12	0.32	0.00	1,378	0		489	0	
PENDLETON	13	0.15	0.11	636	452	40.71	168	107	57.01
WHISTLEPIG RYE	14	0.14	0.11	589	439	34.17	149	125	19.20
WISERS	15	0.13	0.16	561	643	-12.75	131	162	-19.14
PIKE CREEK	16	0.10	0.07	415	275	50.91	103	77	33.77
FORTY CREEK	17	0.09	0.09	377	381	-1.05	75	83	-9.64
COLLINGWOOD	18	0.08	0.09	333	373	-10.72	68	95	-28.42
CROWN ROYAL HND	19	0.01	0.03	61	130	-53.08	10	43	-76.74
MASTERSON'S RYE	20	0.00	0.01	11	42	-73.81	2	6	-66.67
CABIN FVR MAPLE	21	0.00	0.02	10	94	-89.36	2	10	-80.00
ALBERTA RYE DRK	22	0.00	0.00	6	3	100.00	2	1	100.00
CABOT TRAIL MPL	23	0.00	0.00	1	1	0.00	0	1	-100.00
PENNSYLVANIA VENDOR									
DIAGED	1	38.53	36.85	164,750	152,721	7.88	41,031	38,188	7.44
BEAM SUNTORY	2	24.48	26.24	104,668	108,735	-3.74	24,993	25,739	-2.90
CONSTELLATION	3	19.13	19.72	81,807	81,726	0.10	18,983	20,011	-5.14
LAIRD AND CO	4	7.27	7.51	31,067	31,127	-0.19	6,948	7,885	-11.88
BROWN FORMAN	5	4.29	3.79	18,329	15,720	16.59	4,520	3,838	17.77
HEAVEN HILL	6	2.13	2.56	9,096	10,597	-14.17	2,660	1,950	36.45
SAZERAC N AMRCA	7	2.05	1.77	8,782	7,327	19.86	1,885	2,080	-9.37
SAZERAC COMPANY	8	1.53	1.02	6,523	4,229	54.23	1,706	1,633	4.43
PERNOD RCRD USA	9	0.23	0.22	976	918	6.32	234	239	-2.09
HOOD RIVER DIST	10	0.15	0.11	636	452	40.71	168	107	57.01
WHISTLEPIG FARM	11	0.14	0.11	589	439	34.17	149	125	19.20
CAMPARI	12	0.09	0.09	377	381	-1.05	75	83	-9.64
3 BADGE BEV	13	0.00	0.01	11	42	-73.81	2	6	-66.67
MHW LIMITED	14	0.00	0.00	1	1	0.00	0	1	-100.00

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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				289,733	293,223	-1.19	63,485	65,415	-2.95
BRAND									
TANQUERAY	1	15.50	15.40	44,914	45,149	-0.52	9,128	9,337	-2.25
BANKERS CLUB	2	11.64	12.33	33,737	36,157	-6.69	7,822	8,553	-8.55
BOMBAY	3	11.24	11.15	32,566	32,707	-0.43	6,827	6,862	-0.51
SEAGRAM EXT DRY	4	9.32	8.99	27,015	26,349	2.53	6,238	6,232	0.10
GORDONS	5	9.17	9.56	26,560	28,026	-5.23	5,946	6,441	-7.69
NEW AMSTERDAM	6	7.19	7.08	20,832	20,753	0.38	4,639	4,673	-0.72
BEEFEATER	7	6.63	6.42	19,206	18,833	1.98	3,934	3,912	0.57
CRYSTAL PALACE	8	5.93	6.37	17,189	18,678	-7.97	4,067	4,363	-6.80
GILBEYS GIN	9	5.77	6.40	16,731	18,775	-10.89	3,754	4,059	-7.51
BURNETT'S GIN	10	4.32	4.11	12,518	12,065	3.76	2,524	2,343	7.70
LONDON TOWER	11	3.66	3.60	10,618	10,558	0.57	2,460	2,461	-0.06
HENDRICKS	12	3.01	2.84	8,724	8,341	4.59	1,721	1,707	0.81
FLEISCHMANN'S	13	1.74	1.68	5,054	4,927	2.58	1,167	1,563	-25.37
BLUECOAT	14	1.53	1.52	4,434	4,455	-0.47	936	986	-5.07
BOOTH'S	15	0.90	0.95	2,617	2,779	-5.84	583	622	-6.19
PLYMOUTH	16	0.34	0.32	997	942	5.84	216	181	19.34
BROKERS	17	0.29	0.33	834	957	-12.85	180	245	-26.53
DEATH'S DOOR	18	0.19	0.06	552	169	226.63	100	121	-17.36
FABER	19	0.15	0.00	426	0		242	0	
BULLDOG	20	0.13	0.04	384	128	200.00	101	90	12.22
THE BOTANIST	21	0.13	0.12	370	347	6.63	87	75	16.00
DARNLEY'S VIEW	22	0.13	0.08	367	249	47.39	79	66	19.70
BARR HILL	23	0.10	0.01	289	17	>999.99	74	10	640.00
WIGLE'S GINEVER	24	0.10	0.06	289	169	71.01	75	39	92.31
AVIATION	25	0.10	0.11	283	311	-9.00	58	68	-14.71
PENNSYLVANIA VENDOR									
DIAGEO	1	25.62	25.94	74,240	76,052	-2.38	15,681	16,414	-4.46
PERNOD RCRD USA	2	16.33	15.78	47,327	46,259	2.31	10,413	10,354	0.56
LAIRD AND CO	3	11.64	12.33	33,737	36,157	-6.69	7,822	8,553	-8.55
BACARDI USA INC	4	11.24	11.15	32,566	32,707	-0.43	6,827	6,862	-0.51
SAZERAC N AMRCA	5	7.68	8.05	22,243	23,605	-5.77	5,233	5,927	-11.70
NORTH WALES WNS	6	7.19	7.08	20,832	20,753	0.38	4,639	4,673	-0.72
BEAM SUNTORY	7	5.77	6.40	16,732	18,775	-10.88	3,755	4,059	-7.49
HEAVEN HILL	8	4.32	4.11	12,518	12,065	3.76	2,524	2,343	7.70
JACQUIN ET CIE	9	3.66	3.60	10,618	10,558	0.57	2,460	2,461	-0.06
GRANT AND SONS	10	3.01	2.84	8,724	8,341	4.59	1,721	1,707	0.81
PARK STREET IMP	11	1.56	1.52	4,530	4,460	1.57	1,001	989	1.21
MCCORMICK DIST	12	0.29	0.33	834	957	-12.85	180	245	-26.53
SERRALLES USA	13	0.19	0.06	552	169	226.63	100	121	-17.36
MIDNIGHT MADNES	14	0.18	0.02	533	64	732.31	242	64	278.13
PALM BAY IMPRTS	15	0.14	0.08	418	249	67.74	88	66	33.84

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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				2,348,064	2,305,399	1.85	556,285	546,619	1.77
BRAND									
SMIRNOFF	1	9.69	9.98	227,421	230,068	-1.15	48,849	50,635	-3.53
NIKOLAI 80 PRF	2	8.27	8.74	194,182	201,487	-3.63	46,696	48,440	-3.60
ABSOLUT	3	7.28	7.78	171,034	179,335	-4.63	38,348	41,638	-7.90
TITO HANDMADE	4	7.22	4.87	169,497	112,380	50.82	41,295	27,404	50.69
JACQUIN ROYALE	5	6.84	7.23	160,709	166,701	-3.59	38,089	40,685	-6.38
VLADIMIR	6	6.24	6.93	146,483	159,759	-8.31	34,324	38,834	-11.61
CROWN RUSSE	7	6.13	5.68	143,822	131,021	9.77	37,610	32,963	14.10
SVEDKA	8	4.71	4.62	110,485	106,526	3.72	25,222	23,219	8.63
BANKERS CLUB	9	3.85	4.20	90,291	96,850	-6.77	20,863	23,610	-11.63
GREY GOOSE	10	3.45	3.74	80,940	86,169	-6.07	18,224	19,682	-7.41
STOLICHNAYA 80	11	3.44	3.66	80,695	84,342	-4.32	16,833	17,488	-3.75
PINNACLE	12	3.30	3.19	77,490	73,628	5.25	16,682	18,493	-9.79
TAACA	13	3.18	3.14	74,769	72,409	3.26	18,959	19,587	-3.20
BURNETT'S VODKA	14	2.91	3.09	68,335	71,179	-4.00	14,867	14,154	5.04
KETEL ONE	15	2.77	2.83	65,072	65,351	-0.43	13,823	15,063	-8.23
THREE OLIVES	16	2.50	2.98	58,657	68,680	-14.59	13,154	17,311	-24.01
NEW AMSTERDAM	17	2.37	2.23	55,726	51,321	8.58	12,393	11,838	4.69
SKYY	18	2.29	2.41	53,656	55,597	-3.49	11,482	12,251	-6.27
KAMCHATKA	19	1.70	1.95	39,832	44,907	-11.30	8,634	11,519	-25.05
EPIC	20	1.43	0.00	33,504	0		23,733	0	
SOBIESKI	21	1.37	1.31	32,081	30,126	6.49	7,925	8,721	-9.12
LUKSUSOWA	22	1.25	1.33	29,286	30,617	-4.35	6,902	7,927	-12.93
SGRMS EX SMOOTH	23	0.67	0.71	15,694	16,476	-4.74	3,358	4,376	-23.25
BELVEDERE	24	0.64	0.72	15,027	16,492	-8.88	3,389	3,524	-3.81
LAIRDS	25	0.62	0.66	14,553	15,196	-4.23	3,478	3,658	-4.92
PENNSYLVANIA VENDOR									
SAZERAC COMPANY	1	19.64	18.24	461,086	420,455	9.66	130,044	104,875	24.00
DIAGED	2	12.82	13.23	300,945	305,140	-1.37	64,633	68,048	-5.02
PERNOD RCRD USA	3	7.28	7.78	171,065	179,399	-4.65	38,352	41,646	-7.91
FIFTH GEN INC	4	7.22	4.87	169,497	112,380	50.82	41,295	27,404	50.69
JACQUIN ET CIE	5	6.88	7.27	161,590	167,543	-3.55	38,338	40,787	-6.00
MONTEBELLO BRND	6	6.24	6.93	146,483	159,759	-8.31	34,324	38,834	-11.61
BEAM SUNTORY	7	5.70	5.88	133,878	135,496	-1.19	29,118	34,071	-14.54
CONSTELLATION	8	4.83	4.80	113,305	110,629	2.42	25,828	24,426	5.74
LAIRD AND CO	9	4.46	4.86	104,844	112,046	-6.43	24,341	27,268	-10.73
HEAVEN HILL	10	3.49	3.70	81,944	85,278	-3.91	18,657	17,677	5.54
BACARDI USA INC	11	3.45	3.74	80,940	86,169	-6.07	18,224	19,682	-7.41
STOLI GROUP USA	12	3.44	3.66	80,695	84,342	-4.32	16,833	17,488	-3.75
NORTH WALES WNS	13	2.50	2.23	58,728	51,321	14.43	13,167	11,838	11.23
PROXIMO SPIRITS	14	2.50	2.98	58,657	68,680	-14.59	13,154	17,311	-24.01
CAMPARI	15	2.28	2.41	53,656	55,597	-3.49	11,482	12,251	-6.27

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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				1,027,849	1,030,906	-0.30	233,086	241,479	-3.48
BRAND									
CAPTAIN MORGAN	1	29.17	28.60	299,835	294,830	1.70	68,778	69,692	-1.31
BACARDI	2	25.55	26.63	262,666	274,553	-4.33	58,454	66,517	-12.12
CALICO JACK	3	9.34	9.01	96,018	92,902	3.35	23,028	23,471	-1.89
ADMIRAL NELSON	4	6.39	6.66	65,712	68,653	-4.28	15,480	15,045	2.89
MALIBU NATURAL*	5	5.36	4.81	55,096	49,618	11.04	11,410	10,857	5.09
JQ WORLD FAMOUS	6	5.08	5.46	52,206	56,270	-7.22	11,798	12,796	-7.80
CRUZAN	7	3.27	2.70	33,614	27,810	20.87	7,491	6,248	19.89
CASTILLO	8	3.04	3.33	31,215	34,319	-9.04	7,276	7,832	-7.10
SAILOR JRRY SP*	9	1.44	1.47	14,781	15,183	-2.65	3,215	3,421	-6.00
CALICO JCK CCNT	10	1.31	1.40	13,459	14,410	-6.60	2,758	2,721	1.34
KRAKEN BLACK SP	11	1.26	1.02	12,920	10,553	22.44	3,032	2,391	26.82
RONRICO	12	0.94	0.89	9,706	9,135	6.24	2,286	1,906	19.89
LADY BLIGH SPC*	13	0.94	0.91	9,630	9,421	2.22	2,342	1,742	34.45
CALYPSO	14	0.68	0.55	6,962	5,702	22.10	1,821	1,995	-8.71
CALICO JCK PNPL	15	0.66	0.74	6,790	7,650	-11.23	1,402	1,537	-8.78
CALICO JK SP 94	16	0.64	0.51	6,623	5,253	26.08	1,641	889	84.59
MYERS	17	0.64	0.66	6,532	6,802	-3.97	1,364	1,424	-4.24
ADMIRAL NELSON	18	0.63	0.59	6,523	6,110	6.76	1,741	2,172	-19.84
DON Q	19	0.53	0.52	5,409	5,330	1.49	1,200	1,187	1.11
GOSLING'S	20	0.50	0.50	5,188	5,120	1.33	1,052	1,005	4.68
APPLETON	21	0.47	0.47	4,864	4,860	0.08	1,008	1,082	-6.84
MT GAY	22	0.45	0.47	4,576	4,893	-6.47	954	1,037	-8.05
BRUGAL	23	0.24	0.23	2,461	2,372	3.75	602	576	4.51
CALICO JCK TROP	24	0.22	0.27	2,229	2,798	-20.34	208	434	-52.09
WRY&NPHW WH 131	25	0.20	0.15	2,058	1,515	35.84	515	420	22.77
PENNSYLVANIA VENDOR									
DIAGED	1	28.75	28.19	306,707	301,981	1.56	70,214	71,190	-1.37
BACARDI USA INC	2	27.66	28.91	295,044	309,622	-4.71	66,093	74,497	-11.28
BEAM SUNTORY	3	15.86	15.38	169,224	164,762	2.71	38,818	37,838	2.59
HEAVEN HILL	4	6.95	7.20	74,175	77,113	-3.81	17,687	17,873	-1.04
PERNOD RCRD USA	5	5.16	4.63	55,096	49,618	11.04	11,410	10,857	5.09
JACQUIN ET CIE	6	4.89	5.25	52,206	56,270	-7.22	11,798	12,796	-7.80
LAIRD AND CO	7	3.56	3.72	37,960	39,875	-4.80	8,583	9,636	-10.92
GRANT AND SONS	8	1.39	1.42	14,784	15,191	-2.68	3,215	3,425	-6.11
PROXIMO SPIRITS	9	1.21	0.99	12,920	10,553	22.44	3,032	2,391	26.82
LUXCO INC	10	0.90	0.88	9,630	9,421	2.22	2,342	1,742	34.45
SAZERAC N AMRCA	11	0.65	0.53	6,962	5,702	22.10	1,821	1,995	-8.71
CAMPARI	12	0.65	0.60	6,922	6,375	8.58	1,523	1,502	1.44
SERRALLES USA	13	0.56	0.50	6,025	5,334	12.97	1,410	1,188	18.70
CASTLE BRANDS	14	0.49	0.48	5,188	5,120	1.33	1,052	1,005	4.68
REMY COINTREAU	15	0.43	0.46	4,576	4,893	-6.47	954	1,037	-8.05

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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				283,985	261,428	8.63	75,304	68,765	9.51
BRAND									
E & J	1	38.78	40.76	110,140	106,554	3.37	29,031	28,028	3.58
HENNESSY	2	27.54	22.98	78,220	60,076	30.20	22,181	16,910	31.17
C BROS VS	3	15.02	16.38	42,651	42,809	-0.37	10,707	10,729	-0.21
PAUL MASSON	4	7.17	7.52	20,373	19,670	3.58	4,877	4,881	-0.07
COURVOISIER	5	3.47	3.98	9,868	10,414	-5.24	2,393	2,482	-3.58
REMY MARTIN	6	2.98	3.06	8,472	7,995	5.97	2,264	2,133	6.15
SALIGNAC	7	1.43	1.21	4,057	3,176	27.73	1,149	986	16.51
ST REMY	8	0.86	1.38	2,433	3,609	-32.60	621	740	-16.14
CORONET VSQ	9	0.64	0.73	1,807	1,900	-4.89	487	495	-1.62
MARTELL	10	0.58	0.61	1,653	1,586	4.22	455	433	5.08
D'USSE	11	0.52	0.37	1,482	968	53.10	441	289	52.60
MARASKA	12	0.17	0.18	483	481	0.42	117	105	11.43
P DOMEQ	13	0.16	0.15	450	396	13.64	117	103	13.59
B CLVDS GR SOLG	14	0.13	0.14	359	356	0.73	85	91	-6.72
BISTRA SLIVOVTZ	15	0.10	0.10	285	272	4.78	78	74	5.41
MARIE DUFFAU	16	0.09	0.08	261	218	19.72	68	56	21.43
ALXNDR GRAPPA	17	0.07	0.10	210	265	-20.75	46	51	-9.80
BARSOL PISCO	18	0.06	0.06	171	162	5.56	36	40	-10.00
REVISEUR	19	0.06	0.05	165	136	21.32	43	42	2.38
SCHLADERER	20	0.04	0.05	111	118	-5.93	28	27	3.70
PIERRE FERRAND	21	0.03	0.03	76	67	13.43	21	19	10.53
KOENIG	22	0.02	0.02	52	56	-7.14	13	11	18.18
GRAN DUQUE ALBA	23	0.01	0.00	35	9	288.89	8	5	60.00
ROGER GROULT	24	0.01	0.01	33	17	94.12	4	6	-33.33
HARDY	25	0.01	0.00	23	7	228.57	5	4	25.00
PENNSYLVANIA VENDOR									
NORTH WALES WNS	1	38.78	40.76	110,140	106,554	3.37	29,031	28,028	3.58
MOET HENNESSY	2	27.54	22.98	78,220	60,076	30.20	22,181	16,910	31.17
HEAVEN HILL	3	15.66	17.10	44,458	44,709	-0.56	11,194	11,224	-0.28
CONSTELLATION	4	7.17	7.52	20,373	19,670	3.58	4,877	4,881	-0.07
BEAM SUNTORY	5	4.90	5.20	13,925	13,590	2.47	3,542	3,468	2.13
REMY COINTREAU	6	3.84	4.44	10,904	11,604	-6.03	2,885	2,873	0.41
PERNOD RCRD USA	7	0.74	0.76	2,103	1,982	6.10	572	536	6.72
BACARDI USA INC	8	0.52	0.37	1,482	968	53.10	441	289	52.60
PALM BAY IMPRTS	9	0.21	0.24	604	631	-4.34	139	147	-5.52
WESTRN FOOD&BEV	10	0.17	0.18	483	481	0.42	117	105	11.43
NICHE IMPORT CO	11	0.14	0.15	396	391	1.28	106	101	4.95
HEAVENLY SPIRIT	12	0.11	0.09	300	238	26.05	74	63	17.46
ANCHOR DISTLLNG	13	0.06	0.06	175	165	6.06	39	42	-7.14
LAIRD AND CO	14	0.06	0.05	166	136	22.06	43	42	2.38
DEUTSCH FAM W&S	15	0.03	0.03	76	67	13.43	21	19	10.53

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COCKTAILS

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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				219,285	220,286	-0.45	38,470	40,086	-4.03
BRAND									
CUERVO LW PF	1	28.71	25.22	62,949	55,550	13.32	10,946	9,843	11.21
MONTEBELLO LW PF	2	10.95	11.14	24,007	24,533	-2.14	5,640	5,792	-2.63
CHI-CHI'S LW PF	3	10.81	11.55	23,713	25,442	-6.80	4,576	4,507	1.53
JACQUIN'S LW PF	4	9.79	11.45	21,475	25,221	-14.86	658	2,991	-77.99
BACARDI LW PF	5	9.18	9.68	20,141	21,318	-5.52	3,899	3,890	0.24
SKINNYGIRL LW PF	6	5.68	5.57	12,462	12,277	1.51	2,141	2,097	2.09
BARTENDER LW PF	7	5.51	4.50	12,077	9,909	21.89	2,755	2,622	5.08
KAHLUA COCKTAIL COCKTL	8	4.91	4.77	10,770	10,512	2.45	2,654	2,662	-0.31
1800 ULTMT MRGT LW PF	9	3.43	2.58	7,511	5,683	32.17	1,735	1,105	57.02
MALIBU LW PF	10	3.38	2.12	7,410	4,674	58.54	1,124	709	58.39
CP MGN IC T RTD LW PF	11	3.25	3.45	7,118	7,601	-6.35	1,534	1,680	-8.68
CP MG PB CIT MJ LW PF	12	1.55	4.12	3,401	9,086	-62.57	401	1,437	-72.08
O ENGLAND EG NG LW PF	13	1.25	1.29	2,744	2,851	-3.78	218	237	-8.29
EVN WMS EGG NOG LW PF	14	0.68	0.69	1,499	1,523	-1.58	30	36	-16.67
SANDRA LEE LW PF	15	0.34	0.31	756	693	9.09	130	175	-25.71
CH BROS HOL NOG LW PF	16	0.21	0.21	453	465	-2.58	15	36	-58.33
BARTNDR PCH DQI LW PF	17	0.17	0.22	379	495	-23.35	2	12	-80.00
O FORESTR M JLP COCKTL	18	0.09	0.00	192	0		11	0	
SAUZA SPARKLING LW PF	19	0.07	0.41	144	893	-83.87	1	125	-99.20
SAUZA SPRK WTMN LW PF	20	0.02	0.28	40	606	-93.40	0	39	-100.00
MIDDLE SISTER LW PF	21	0.02	0.34	36	739	-95.13	0	81	-100.00
EL JIMADR MRGRT CAN CO	22	0.00	0.00	7	2	250.00	0	1	-100.00
BENCHMRK EGG NG LW PF	23	0.00	0.04	2	99	-97.98	0	9	-100.00
JACK DANIELS LW PF	24	0.00	0.00	0	1	-100.00	0	0	
SMIRNOFF LW PF	25	0.00	0.05	0	113	-100.00	0	0	
PENNSYLVANIA VENDOR									
PROXIMO SPIRITS	1	32.13	27.80	70,460	61,233	15.07	12,681	10,947	15.83
JACQUIN ET CIE	2	15.47	16.17	33,931	35,625	-4.75	3,416	5,624	-39.27
MONTEBELLO BRND	3	10.95	11.14	24,007	24,533	-2.14	5,640	5,792	-2.63
SAZERAC N AMRCA	4	10.81	11.55	23,713	25,442	-6.80	4,576	4,507	1.53
BACARDI USA INC	5	9.18	9.68	20,141	21,318	-5.52	3,899	3,890	0.24
PERNOD RCRD USA	6	8.29	6.89	18,180	15,186	19.71	3,778	3,372	12.04
BEAM SUNTORY	7	5.77	6.25	12,646	13,776	-8.20	2,142	2,261	-5.27
DIAGED	8	5.14	7.94	11,275	17,493	-35.55	2,066	3,292	-37.26
WALKER M S INC	9	1.25	1.29	2,744	2,851	-3.78	218	237	-8.29
HEAVEN HILL	10	0.89	0.90	1,952	1,988	-1.81	45	72	-37.50
BROWN FORMAN	11	0.09	0.00	199	3	>999.99	11	1	966.64
FRANK-LIN DSTLR	12	0.02	0.34	36	739	-95.13	0	81	-100.00
SAZERAC COMPANY	13	0.00	0.04	2	99	-97.98	0	9	-100.00

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CORDIALS

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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				1,595,362	1,590,714	0.29	380,561	395,362	-3.74
BRAND									
FIREBALL CINNMN IM OTH	1	8.73	8.36	139,256	133,030	4.68	34,840	34,172	1.95
PINNACLE IM OTH	2	6.24	6.61	99,543	105,182	-5.36	22,279	25,553	-12.81
E & J SPECIA	3	4.67	2.38	74,430	37,854	96.62	18,675	15,052	24.07
JAGERMEISTER IM OTH	4	4.10	4.39	65,451	69,859	-6.31	15,853	17,217	-7.92
SOUTHRN COMFORT WHISKY	5	3.57	3.88	56,875	61,649	-7.74	13,757	14,996	-8.26
BAILEYS ORIG IR IM CRE	6	2.41	2.28	38,493	36,239	6.22	9,739	9,613	1.32
NEW AMSTRDM PCH OTHER	7	2.39	3.17	38,154	50,475	-24.41	8,466	10,053	-15.79
MONTEZUMA TRIPLE	8	2.10	2.09	33,445	33,314	0.39	7,792	7,566	2.99
WILD TURKEY LIQ SPECIA	9	1.96	2.01	31,210	31,937	-2.28	7,654	7,516	1.84
J DANL TENN LIQ WHISKY	10	1.94	1.94	31,001	30,865	0.44	8,181	7,373	10.96
DEK PEACHTREE OTHER	11	1.85	1.88	29,585	29,842	-0.86	6,880	7,053	-2.46
JACQUIN BLKBRY BLKBRY	12	1.67	1.73	26,667	27,552	-3.21	7,005	7,310	-4.18
TORTILLA SILVER SPECIA	13	1.65	1.51	26,383	23,987	9.99	6,162	5,669	8.69
DEKUYPER 48 TRIPLE	14	1.61	1.54	25,703	24,546	4.72	5,552	5,323	4.29
KAHLUA MEX LIQ IM COF	15	1.57	1.62	24,988	25,774	-3.05	6,040	6,248	-3.34
TORTILLA GOLD SPECIA	16	1.56	1.55	24,880	24,645	0.96	5,743	5,134	11.86
NEW AMSTDM PNAL OTHER	17	1.55	1.88	24,672	29,831	-17.29	5,629	6,206	-9.30
GORDONS SPECIA	18	1.45	1.52	23,193	24,125	-3.86	5,256	5,950	-11.66
JACQUIN GINGER GINGR	19	1.40	1.43	22,303	22,673	-1.63	5,917	5,991	-1.24
YUKON JACK IM OTH	20	1.37	1.40	21,923	22,225	-1.36	5,649	5,695	-0.81
EVN WMS HNY RSV SPECIA	21	1.24	1.10	19,790	17,440	13.47	5,074	5,390	-5.87
RMPL MNZ PEP SC IM OTH	22	1.21	1.21	19,256	19,209	0.24	4,927	4,935	-0.16
RUM CHATA SPECIA	23	1.11	1.18	17,665	18,701	-5.53	4,175	4,636	-9.94
BARTON PEACH OTHER	24	0.93	0.97	14,877	15,445	-3.68	3,370	3,667	-8.10
LEROUX BLKBRY	25	0.93	0.97	14,781	15,429	-4.20	3,911	4,055	-3.56
PENNSYLVANIA VENDOR									
SAZERAC COMPANY	1	20.21	20.30	322,420	322,858	-0.14	77,524	78,983	-1.85
BEAM SUNTORY	2	14.55	15.38	232,105	244,598	-5.11	53,526	59,853	-10.57
NORTH WALES WNS	3	12.30	10.58	196,228	168,289	16.60	46,580	42,843	8.72
DIAGED	4	10.69	11.12	170,483	176,822	-3.58	40,932	45,745	-10.52
JACQUIN ET CIE	5	6.44	6.76	102,799	107,538	-4.41	25,493	27,249	-6.44
HEAVEN HILL	6	5.53	5.05	88,216	80,348	9.79	21,108	20,530	2.81
SAZERAC N AMRCA	7	5.33	5.71	85,109	90,908	-6.38	19,996	21,231	-5.82
CAMPARI	8	4.38	4.43	69,954	70,485	-0.75	16,874	17,132	-1.50
MAST JAGERMSTER	9	4.10	4.39	65,451	69,859	-6.31	15,853	17,217	-7.92
PERNOD RCRD USA	10	2.49	2.64	39,680	41,964	-5.44	9,106	9,965	-8.62
BROWN FORMAN	11	2.38	2.44	37,976	38,843	-2.23	9,259	9,431	-1.82
MHW LIMITED	12	1.91	1.90	30,488	30,178	1.03	6,916	7,566	-8.59
LUXCO INC	13	1.71	1.64	27,344	26,114	4.71	6,503	6,173	5.34
CONSTELLATION	14	0.89	0.67	14,255	10,595	34.55	3,853	4,422	-12.85
DISARONNO INTNL	15	0.72	0.75	11,502	11,869	-3.09	2,698	2,829	-4.64

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TEQUILA

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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				226,602	211,925	6.93	51,363	48,141	6.69
BRAND									
CUERVO	1	35.87	38.25	81,283	81,056	0.28	18,106	18,407	-1.63
SAUZA	2	12.56	10.53	28,453	22,311	27.53	6,537	4,604	41.99
PATRON	3	10.83	10.88	24,541	23,052	6.46	5,731	5,468	4.81
1800 REPOSADO	4	8.60	7.73	19,484	16,382	18.93	4,540	3,861	17.60
ESPOLON	5	4.03	3.21	9,140	6,796	34.49	2,239	1,683	33.04
JUAREZ	6	3.95	4.12	8,953	8,738	2.46	2,027	2,023	0.20
MONTEZUMA	7	3.60	4.42	8,157	9,374	-12.99	1,731	2,549	-32.11
MARGARITAVILLE	8	3.21	3.44	7,278	7,294	-0.22	1,397	1,456	-4.05
EL JIMADOR	9	1.98	2.09	4,481	4,419	1.40	1,007	1,134	-11.20
LUNAZUL	10	1.60	1.39	3,627	2,941	23.33	945	662	42.75
DON JULIO	11	1.46	1.33	3,309	2,823	17.22	774	625	23.84
FAMILIA CAMARNA	12	1.42	1.76	3,224	3,740	-13.80	728	816	-10.78
CAZADORES	13	1.25	1.32	2,823	2,787	1.27	563	720	-21.80
MONTE ALBAN SLV	14	1.05	1.08	2,386	2,286	4.37	590	533	10.69
MILAGRO	15	0.88	0.84	1,988	1,790	11.06	405	346	17.05
CABO WABO	16	0.86	0.89	1,955	1,893	3.28	374	377	-0.80
OLMECA ALTOS	17	0.81	0.79	1,835	1,664	10.28	451	413	9.20
AVION	18	0.79	0.87	1,783	1,847	-3.47	391	312	25.32
HERRADURA	19	0.69	0.67	1,569	1,417	10.73	295	286	3.15
EL MAYOR	20	0.60	0.55	1,349	1,171	15.20	269	248	8.47
CORRALEJO	21	0.56	0.59	1,274	1,247	2.17	289	260	11.15
CASAMIGOS BLNCO	22	0.52	0.50	1,185	1,060	11.83	303	200	51.75
TRES AGAVES	23	0.51	0.47	1,154	999	15.52	257	162	58.64
EXOTICO BLANCO	24	0.40	0.32	917	668	37.28	449	82	447.56
CASA NOBLE	25	0.40	0.23	903	496	82.06	226	144	56.94
PENNSYLVANIA VENDOR									
PROXIMO SPIRITS	1	44.69	46.23	101,288	97,980	3.38	22,735	22,398	1.51
BEAM SUNTORY	2	12.85	10.79	29,121	22,877	27.29	6,618	4,697	40.90
PATRON SPIRITS	3	10.83	10.88	24,541	23,052	6.46	5,731	5,468	4.81
LUXCO INC	4	4.95	4.99	11,219	10,577	6.07	2,745	2,353	16.66
CAMPARI	5	4.90	4.10	11,116	8,689	27.93	2,619	2,060	27.14
SAZERAC N AMRCA	6	4.65	5.50	10,543	11,660	-9.58	2,321	3,082	-24.71
SAZERAC COMPANY	7	3.22	3.45	7,302	7,319	-0.23	1,403	1,462	-4.04
BROWN FORMAN	8	2.67	2.75	6,050	5,836	3.67	1,302	1,420	-8.31
DIAGED	9	1.66	1.54	3,755	3,267	14.94	849	779	8.99
HEAVEN HILL	10	1.60	1.39	3,627	2,941	23.33	945	662	42.75
PERNOD RCRD USA	11	1.60	1.66	3,618	3,511	3.05	842	725	16.14
NORTH WALES WNS	12	1.42	1.76	3,224	3,740	-13.80	728	816	-10.78
BACARDI USA INC	13	1.25	1.32	2,823	2,787	1.27	563	720	-21.80
GRANT AND SONS	14	0.90	0.85	2,050	1,793	14.33	446	347	28.53
INFINIUM SPRTS	15	0.56	0.59	1,274	1,247	2.17	289	260	11.15