

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 9B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
JACQUES CARDIN	2	1074	207	407			308	2149		25		
PRESIDENTE	3	1069	340	345	398	410	22	509		66	81	52
RAYNAL	4	875	601	122	710			475			3	411
CONJURE	5	624	1399	16	145			353		8	5	2
METAXA	6	2	385	136	652	54	6	120		4	4	103
JENKINS	7						6					
BANKERS CLUB	8				1845							
STOCK 84	9		6	199			79	76				261
ASBACH	10	16	133	57		12	2	134		5	2	43
MARASKA	11		235	30	259	4					1	31
DON PEDRO	12	27	1	160	167	23	14	43		2	2	117
TOTAL OTHER		270	580	1051	580	222	138	776		17	120	603
TOTAL COCKTAILS		103419	9928	31859	202659	24810	5457	64332		15630	13192	8584
J C AUTHENTIC	1	11398		3222	17298	4117	752	6977		2044	2536	1152
SKINNYGIRL	2	7151		2266	22740	865	716	7626		885	623	1581
CHI-CHIS CKTLS	3	10415		344	17779	4068	743	5047		1157	726	1121
FRIDAYS	4	5282		5670	14109	1873	467	4132		2119	1777	87
JOSE CUERVO	5	8520		2345	8611	1009	199	4264		716	717	812
BACARDI PARTY	6	8593		679	16110	2681	342	4674		887	278	513
MONTEBELLO	7	4186			23981			5713		47		677
EVERCLEAR	8	6171	2640	3960	681	1374		35		2389	1057	490
CAPTAIN MORGAN	9	2172		1005	7598	635	113	1706		735	254	156
KAHLUA RTD	10	2460		1543	6279	734	368	901		346	79	31
SMIRNOFF	11	3108		1159	7081	617	37	2258		186	280	462
BACARDI COCKTAIL	12	3323		543	7795	960	185	1641		136	141	312
DESERT ISLAND	13	5249		4188		1930		1341		42	176	2
MALIBU COCKTAILS	14	2848		188	6648		47	1215		92	276	85
CUERVO MIX	15				12639						1276	
SALVADORS	16	3122		497	412	1322		690		106	13	1
1800	17	3067		193	3606	729		1501		60	187	
BARTON	18	3422	2642	654			110	3917		329		73
SEAGRAMS G&J	19	3619			2766			1375		26	3	48
JD RTDS	20	1230		188	6494					41	39	10
ICE BOX	21	862		234	7	540	77	2729		163	238	65
CLUB	22	736		3			1	418			37	87
FIREFLY	23	1133		63	5337			1137		2	84	
KAHLUA DTG	24	9		256	3	965	687	881		744	713	71
TOTAL OTHER		5343	4646	2659	14685	391	613	4154		2378	1682	748
TOTAL CRDL-COFFEE LQR		11816	6948	15882	22368	3553	3447	10768		1997	2719	1247
KAHLUA	1	11571	6718	11645	22332	2330	3447	9126		1957	2478	1197
CHAPALA	2	1				801					78	
MONARCH	3			3895		410						
TOTAL OTHER		244	230	342	36	12		1642		40	163	50
TOTAL CRDL-CRM LQR		14968		10952	32567	2787	2494	12409		2254	2444	2223
BAILEYS	1	14081		10015	27145	2767	2337	11046		1940	2301	2022
FULTONS HARVEST	2	664		578	1631	2	30	1034		188	68	62
ADULT	3	39			1982		39	72		41	38	87
TOTAL OTHER		184		359	1809	18	88	257		85	37	52

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 10A

BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL CRDL-FLVRD BRNDES-APRCT		25120	25758	-2.48	282	512	2762	724	1873	267	325	2265
JACQUIN	1	9240	9270	-0.32			5					
MR BOSTON	2	5488	5413	1.39		27	280	257	35		3	1364
PARAMOUNT	3	4034	4314	-6.49			2081					
ARROW	4	2758	2913	-5.32		28	374	20	1716		137	14
DEKUYPER	5	1602	1667	-3.90		380	9		49	267	135	8
LEROUX	6	894	909	-1.65					33		3	856
ALLENS	7	718	851	-15.63	269			447				
BOLS	8	288	301	-4.32	7	70	6		40		43	15
TOTAL OTHER		98	120	-0.09	6	7	7				4	8
TOTAL CRDL-FLVRD BRNDES-BLKBR		83502	85099	-1.88	278	1213	6483	1466	11739	260	3851	6309
JACQUIN	1	24174	24433	-1.06			3				1	
MR BOSTON	2	15267	15106	1.07		252	723	695	115		3619	2593
LEROUX	3	15228	15060	1.12		10	25		2492		42	2433
ARROW	4	10376	10979	-5.49		10	930		7536		15	648
PARAMOUNT	5	9730	10044	-3.13			4286					
DEKUYPER	6	4685	4816	-2.72	9	914	286		427	254	102	17
HIRAM WALKER	7	1769	2243	-21.13	15	15	14	41	330	6	19	607
TOTAL OTHER		2273	2418	-0.17	254	12	216	730	839		53	11
TOTAL CRDL-FLVRD BRNDES-COF		117319	118665	-1.13	31	100	46	94712	707	9	57	18243
ALLENS	1	90179	92411	-2.42	2	1		80774				7926
MR BOSTON	2	10805	9280	16.43				8004				1700
ARROW	3	7127	6949	2.56				506	668		57	5113
GOLD CROWN	4	5575	6222	-10.40				4919				656
HIRAM WALKER	5	2256	2308	-2.25	29	99		499	39			1537
JENKINS	6	1147	1273	-9.90								1147
TOTAL OTHER		230	222	0.01			46	10		9		164
TOTAL CRDL-FLVRD BRNDES-OTH		30720	31442	-2.30	71	113	1283	728	3455	98	140	2357
JACQUIN	1	19307	19721	-2.10				34			5	598
ARROW	2	5347	5730	-6.68			242	189	2970		3	897
PARAMOUNT	3	1767	1923	-8.11			915					
MR BOSTON	4	1687	1748	-3.49				130			88	9
HIRAM WALKER	5	774	398	94.47	27	1	44		329	42	2	77
JENKINS	6	694	722	-3.88								694
DEKUYPER	7	386	386	0.00	39	66			104	54		2
ALLENS	8	367	416	-11.78				364				
TOTAL OTHER		391	398	-0.02	5	45	82	11		2	42	80
TOTAL CRDL-FLVRD BRNDES-PEACH		9724	10434	-6.80	723	167	555	56	262	763	110	56
JACQUIN	1	3682	4068	-9.49			2					45
MR BOSTON	2	1857	1865	-0.43							109	
DEKUYPER	3	1719	2008	-14.39	320	161			40	755	1	
PARAMOUNT	4	1195	1203	-0.67			553					
HIRAM WALKER	5	572	576	-0.69		6			53	8		
ALLENS	6	460	477	-3.56	402			56				

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 10B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL CRDL-FLVRD BRNDES-APRCT		1314	2235	2013	6833	469	515	1684		788	178	81
JACQUIN	1	575			6833					523	3	
MR BOSTON	2	732		1690			511	1301		207	2	
PARAMOUNT	3		1953					380				
ARROW	4					469						
DEKUYPER	5	2	282	239						58	173	
LEROUX	6						2					
ALLENS	7						2					
BOLS	8			84				1				22
TOTAL OTHER		5						2				59
TOTAL CRDL-FLVRD BRNDES-BLKBR		1696	7464	2568	31624	653	2908	1861		1451	1620	58
JACQUIN	1	1			21952			1438		779		
MR BOSTON	2	1408	407	2219			2779	7		438	12	
LEROUX	3	7	348	2	9672		128	21		35	13	
ARROW	4	2	524			653				47	11	
PARAMOUNT	5		5444									
DEKUYPER	6	1	741	227				1		152	1554	
HIRAM WALKER	7	277		1			1	394			3	46
TOTAL OTHER				119							27	12
TOTAL CRDL-FLVRD BRNDES-COF		133		234			2511	507		9	20	
ALLENS	1	8					1434	13		8	13	
MR BOSTON	2			223			878					
ARROW	3	114		8			196	464			1	
GOLD CROWN	4											
HIRAM WALKER	5	11		3			3	30			6	
JENKINS	6											
TOTAL OTHER										1		
TOTAL CRDL-FLVRD BRNDES-OTH		435	1488	415	17688	1	838	472		1010	40	88
JACQUIN	1	28			17630			246		764	2	
ARROW	2	404	636				2			2	2	
PARAMOUNT	3		852									
MR BOSTON	4	3		346						219		
HIRAM WALKER	5					1	833	6		220	5	26
JENKINS	6											
DEKUYPER	7			69						24	28	
ALLENS	8						2			1	1	
TOTAL OTHER					58		1			1	2	62
TOTAL CRDL-FLVRD BRNDES-PEACH		1466	644	847	1471	5	7	1603		640	262	87
JACQUIN	1	676			1471			1245		243		
MR BOSTON	2	770		732						246		
DEKUYPER	3	1	2	115						63	261	
PARAMOUNT	4		642									
HIRAM WALKER	5	12				5	5	355		40	1	87
ALLENS	6						2					

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 11A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
ARROW	7	220	218	.92					169			
TOTAL OTHER		19	19	.00	1							11
TOTAL												
CRDL-LQR&SPC-AMRT		130677	134605	-2.92	5588	1997	9360	2915	17174	5414	1722	10325
DISARONNO	1	46208	46024	.40	1283	732	1550	1179	4770	1328	653	6833
DI AMORE	2	22172	23490	-5.61	2160	578	614	191	580	928	6	1237
AMARETO AMARITO	3	13669	13903	-1.68					7368	1874	547	
PARAMOUNT	4	10218	10924	-6.46			6819					
REGENCY	5	7242	7728	-6.29			1		39			
DEKUYPER	6	6744	6730	.21	330	393		30	1219	226		56
JACQUIN	7	3066	3387	-9.48								
BOLS	8	2650	2970	-10.77	553			5	50		169	87
ALLENS	9	2028	2071	-2.08	1222			787				
JENKINS	10	1984	1767	12.28								1984
ARROW	11	1816	2260	-19.65			4	70	765		127	
MR BOSTON	12	1807	1737	4.03	1				954	708	76	
MONARCH	13	1777	1820	-2.36								
ALLEGRO	14	1234	1347	-8.39								
TOTAL OTHER		8062	8447	-.29	39	294	363	653	1429	350	144	128
TOTAL												
CRDL-LQR&SPC-ANSE FLVRD		11305	11479	-1.52	132	228	262	142	1428	120	173	802
METAXA	1	4848	4721	2.69	53	121	162	58	322	69	92	364
ARROW	2	1344	1211	10.98	16			46	435			
JACQUIN	3	1275	1207	5.63								
DEKUYPER	4	918	935	-1.82	40	82			102	51	73	431
NO 12	5	906	868	4.38		13	1	10	407		2	
GLAROS	6	506	512	-1.17								
ACHAIA CLAUSS	7	304	677	-55.10				10				
PARAMOUNT	8	232	252	-7.94				79				
RICARD	9	231	224	3.13		4		7			6	
HIRAM WALKER	10	203	218	-6.88								
OUZO PLOMARI	11	198	156	26.92								
LESVOS	12	112	169	-33.73								
TOTAL OTHER		228	329	-.88	23	8	3	28	126			7
TOTAL												
CRDL-LQR&SPC-CRM		217209	221703	-2.03	6909	7185	9214	4586	42170	7420	5503	14106
CAROLAN	1	50798	51053	-.50	1101	3125	1403	428	16221	823	831	1266
RYANS	2	25910	22997	12.67	366	445	2070	1655	1019	1147	6	2870
EMMETS	3	24585	25682	-4.27	2155	319	264	221	7237	1875	897	2710
TEQUILA ROSE	4	22636	23620	-4.17	1029	525	1891	18	6250	568	659	522
ST BRENDANS	5	18974	18288	3.75	431	850	397	498	2390	597	651	874
DEKUYPER	6	11657	11009	5.89	112	645	362	489	1363	950	517	957
JACQUIN	7	8991	8489	5.91								
TUACA	8	8988	9943	-9.60	284	307	249	41	475	83	196	212
ARROW	9	6764	7044	-3.98		339	473	1	1729		128	866
E & J	10	5215	11303	-53.86	284	55	261	30	1079	429	94	
IRISH MANOR	11	3304	3315	-.33				101	544			1112
BAJA	12	3169	3216	-1.46		45	8	554	101	51	1	443
HIRAM WALKER	13	2801	2811	-.36	139	7	18	67	397	98	1	48
AMARULA	14	2609	2508	4.03	30	150	64	12	235	92	93	488
BOLS	15	2507	2596	-3.43	916			144	99	86	125	206
MCCORMICK	16	2138	2283	-6.35	1	61	234		203		698	14
TOTAL OTHER		16163	15546	.28	61	312	1520	327	2828	621	606	1518

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 11B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
ARROW TOTAL OTHER	7	7						3		48		
TOTAL CRDL-LQR&SPC-AMRT		13514	9500	5500	27401	2602	1151	11428		2468	1631	987
DISARONNO	1	4836	3656	2099	9764	938	441	4002		834	749	561
DI AMORE	2	3922	1008	1104	5080	602	216	2966		698	184	98
AMARETO AMARITO	3	2021	1393			466						
PARAMOUNT	4		3399									
REGENCY	5				7201			1				
DEKUYPER	6	648		190	2151	596		454		72	198	172
JACQUIN	7				3066							
BOLS	8	411						1206		70	1	98
ALLENS	9									19		
JENKINS	10											
ARROW	11	850										
MR BOSTON	12						68					
MONARCH	13			1777								
ALLEGRO	14							1234				
TOTAL OTHER		826	44	330	139		426	1565		775	499	58
TOTAL CRDL-LQR&SPC-ANSE FLVRD		822	1348	968	2657	362	157	1144		79	104	377
METAXA	1	502	302	414	1194	194	60	655		55	72	159
ARROW	2	245		185				417				
JACQUIN	3				1275							
DEKUYPER	4	7					87	4		14	27	
NO 12	5		147	309				12		5		
GLAROS	6		506									
ACHAIA CLAUSS	7		162		131						1	
PARAMOUNT	8		153									
RICARD	9	4		59		13	7	36			1	58
HIRAM WALKER	10	1				122						80
OUZO PLOMARI	11	60	78			30		5				25
LESVOS	12				56			13				43
TOTAL OTHER		3		1	1	3	3	2		5	3	12
TOTAL CRDL-LQR&SPC-CRM		18602	3202	18841	37811	9424	2548	18969		3086	5451	2182
CAROLAN	1	4262		6154	8295	1977	443	2754		650	894	171
RYANS	2	2512		705	7630	2505	617	1836		453		74
EMMETS	3	2321		2640	1196	433	278	1774		103	119	43
TEQUILA ROSE	4	1078		992	5101	1100	124	1547		432	782	18
ST BRENDANS	5	1956		1931	2061	651	188	2664		282	1922	631
DEKUYPER	6	1041	1649	1501		320	150	835		308	364	94
JACQUIN	7			118	8873							
TUACA	8	727	1003	1244	1365	276	26	1691		232	453	124
ARROW	9	1667					44	1436		59	22	
E & J	10	658		239	551	88	152	902		55	195	143
IRISH MANOR	11				1114		279	154				
BAJA	12				1618		57			279	12	
HIRAM WALKER	13	16		3		82		1580		15		328
AMARULA	14	412		296	2	24	23	378		18	110	184
BOLS	15			455		7	109	320		5		35
MCCORMICK	16			89		743				83	12	
TOTAL OTHER		1952	550	2474	5	1218	58	1098		112	566	337

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 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-CURCAO		40062	37664	6.37	1496	906	1081	674	6055	2336	508	2367
BOLS	1	13556	13132	3.23	1022		1	182	632	120	372	1997
DEKUYPER	2	12020	10708	12.25	460	892	474	236	1461	1064	1	142
ARROW	3	4315	4393	-1.78					806		135	182
MOHAWK	4	3685	3491	5.56					325			
MR BOSTON	5	2216	1987	11.52					1152	973		46
HIRAM WALKER	6	1816	1765	2.89	14	14	77	4	666	179		
PARAMOUNT	7	824	743	10.90			528					
NEWPORT	8	524	438	19.63					524			
TOTAL OTHER		1106	1007	.26			1	252	489			
TOTAL CRDL-LQR&SPC-FRT		89340	88911	.48	2157	1911	2857	2654	12273	1803	1343	8648
DEKUYPER	1	13917	14408	-3.41	344	388	629	135	1992	476	96	169
CHAMBORD	2	13037	13836	-5.77	244	141	489	366	1968	222	130	1454
MIDORI	3	11539	11249	2.58	311	428	572	469	1469	371	448	970
CARAVELLA	4	9839	10091	-2.50	315	190	347	309	1206	178	197	246
PAMA	5	6820	7084	-3.73	277	144	236	62	1037	112	124	382
PALLINI	6	5484	5152	6.44	109		3	134	897	16	4	1055
MOHAWK	7	2763	2575	7.30					236			
BAJA	8	2629	2676	-1.76		46	7	386	61		14	852
CHAT MONET	9	2179	2383	-8.56		111		207	84		12	395
HIRAM WALKER	10	2046	1806	13.29	20	25	132	43	489	14	8	254
BOLS	11	1918	1972	-2.74	300	69	1	17	75	3	54	80
SWEET REVENGE	12	1731		100.00								
DI AMORE	13	1369	1117	22.56	108	76	41	58	162	4	15	513
ARROW	14	1252	1211	3.39		41		17	618	2	48	110
MR BOSTON	15	1252	1176	6.46	3				818	319	18	17
CASONI	16	1162	1302	-10.75					106			159
FABRIZIA	17	993	761	30.49				16				464
JACQUIN	18	894	1015	-11.92								
BERENTZEN	19	534	945	-43.49	75	31	43		130	22	20	16
TOTAL OTHER		7982	8152	-.19	51	221	357	435	925	64	155	1512
TOTAL CRDL-LQR&SPC-HZLNT		3686	3482	5.86	27	96	44	16	316	27	26	48
DEKUYPER	1	3043	2861	6.36	24	96	22	16	210	1		47
MONARCH	2	340	344	-1.16								
DAVINIA	3	155	159	-2.52			22			26		
HIRAM WALKER	4	147	117	25.64	3				106		26	
TOTAL OTHER		1	1	.00								1
TOTAL CRDL-LQR&SPC-OTH		1083161	1023334	5.85	43349	20503	66403	20473	158675	31629	16494	55979
JAGERMEISTER	1	473693	485386	-2.41	24011	10798	19352	8541	78375	12729	8598	12128
GRAND MARNIER	2	57055	57480	-.74	2155	913	1016	1149	7087	1395	656	4524
KAMORA	3	36070	35962	.30	1237	811	1048	2177	6123	2356	333	6769
RUM CHATA	4	31721	2626	1107.96	55	262	18409	20	9856	133	752	168
COINTREAU	5	29812	28091	6.13	945	447	804	1002	3614	628	420	3747
ROMANA	6	27891	29143	-4.30	97	218	976	673	2689	91	370	4602
PATRON	7	27302	25037	9.05	1328	497	659	356	2090	558	339	1620
KINKY	8	25276	135	*****	957		15877	2	3340		118	461
LICOR 43	9	20033	14227	40.81	41	25	111	32	4910	62	88	319
GRANGALA	10	19417	17690	9.76	1532	219	1010	235	1026	1063	116	1112

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 12B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL CRDL-LQR&SPC-CURACAO		7154	2451	2457	5096	857	205	4788		750	533	348
BOLS	1		323	1034	5055			2447		311		60
DEKUYPER	2	1364	1832	1417		1	1	1677		185	533	280
ARROW	3	2426				766						
MOHAWK	4	3360										
MR BOSTON	5							45				
HIRAM WALKER	6	3		1		90	160	597		3		8
PARAMOUNT	7		296									
NEWPORT	8											
TOTAL OTHER		1		5	41		44	22		251		
TOTAL CRDL-LQR&SPC-FRT		9933	3576	6021	20007	1912	1056	9555		1218	1022	1394
DEKUYPER	1	320	404	835	5144	421	91	2138		199	118	18
CHAMBORD	2	1268	581	636	3434	199	188	1212		156	131	218
MIDORI	3	1481		1145	1737	268	162	1113		188	266	141
CARAVELLA	4	687	1339	503	2740	379	108	647		125	113	210
PAMA	5	927		508	1452	182	83	1013		61	78	142
PALLINI	6	791	223	362	884		49	873			2	82
MOHAWK	7	2527										
BAJA	8			5	1114	3	98			29	12	2
CHAT MONET	9	286		316		322	72	206		20	98	50
HIRAM WALKER	10	23		11	669	3	21	224		14	4	92
BOLS	11			188			1	1023			26	81
SWEET REVENGE	12		50		1681							
DI AMORE	13	37	25	206		5	80	19		7	13	
ARROW	14	209				79				24	2	102
MR BOSTON	15							10			3	64
CASONI	16	7	161		701					23		5
FABRIZIA	17	101	227				68	117				
JACQUIN	18	893	1									
BERENTZEN	19	1	138	23		14		136		26	14	19
TOTAL OTHER		375	427	1283	451	37	35	824		320	168	168
TOTAL CRDL-LQR&SPC-HZLNT		41	582	507	1361	1		482		73	5	34
DEKUYPER	1	41	481	156	1361	1		482		73	4	28
MONARCH	2			340								
DAVINIA	3		101									6
HIRAM WALKER	4			11							1	
TOTAL OTHER												
TOTAL CRDL-LQR&SPC-OTH		102239	116625	57164	201161	24632	10763	102711		25591	17102	11668
JAGERMEISTER	1	45065	75423	23781	74818	16798	3386	31050		17080	10367	1393
GRAND MARNIER	2	6060	5623	3762	9678	859	712	7971		722	602	2171
KAMORA	3	1492	863	1493	8031	322	1265	1047		404	189	110
RUM CHATA	4	352		174	143	7	13	242		236	836	63
COINTREAU	5	2945	3192	1638	4754	617	647	2993		384	351	684
ROMANA	6	1175	1686	426	11491	387	707	1846		166	66	225
PATRON	7	6301	3628	1006	4148	649	250	2864		284	291	434
KINKY	8	3781			223			84		225	139	69
LICOR 43	9	489	7291	101	5649	36	42	550		159	19	109
GRANGALA	10	2822	3630	845	2454	255	227	2182		319	81	289

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 13A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MONTEZUMA	11	18711	18127	3.22	3345		534	24	633	851	324	917
DEKUYPER	12	17842	19359	-7.84	918	317	723	551	2951	586	119	1099
FRANGELICO	13	16598	16029	3.55	576	329	555	358	1977	378	322	1540
TORTILLA	14	15042	13863	8.50			200	435	868	164		
KAPALI	15	13788	13688	.73		539	492	1113	259	80	68	2125
ALIZE	16	13030	15524	-16.07	635	81	44	57	1214	1131	54	198
CHAMJINISULRO	17	11244	10464	7.45	380		9		319			
GODIVA	18	10998	10767	2.15	320	134	445	190	1631	346	137	1382
CAFFE LOLITA	19	10480	11481	-8.72		541	236	116	4435	812		
TARANTULA	20	10330	10203	1.24	1	1591	19	151	145	246	358	726
X-RATED	21	9615	10241	-6.11	481	491	467	126	1140	368	802	345
TOTAL OTHER		187213	177811	.92	4335	2290	3417	3165	23993	7652	2520	12197
TOTAL CRDL-LQR&SPC-SLOE GIN		6060	6735	-10.02	34		531	107	726	150	9	178
JACQUIN	1	3142	3406	-7.75								
ARROW	2	1117	1449	-22.91			8		535		3	157
PARAMOUNT	3	945	990	-4.55			517					
DEKUYPER	4	526	566	-7.07			3	4	112	118	6	6
LLORDS	5	102	108	-5.56				102				
PLYMOUTH	6	71	42	69.05			2		12			
HIRAM WALKER	7	68	71	-4.23	31		1	1	32			
TOTAL OTHER		89	103	-.21	3				35	32		15
TOTAL CRDL-LQR&SPC-SPRT SPCTY		179112	167918	6.67	4646	8382	5977	1072	13654	3680	1523	2530
KAMCHATKA	1	53790	46763	15.03		6010					561	
TORTILLA	2	42483	41412	2.59			2551	175	322			234
HPNOTIQ	3	33173	35136	-5.59	2983	533	1562	493	3930	1769	531	1601
NUVO	4	11983	17623	-32.00	839	46	222	89	1332	1043	23	266
1800	5	10399	10000	3.99	176	5	137	57	5108	402	52	260
CLEAR SPRINGS	6	4310	4214	2.28	302			33	9			
OR-G	7	2677	214	1150.93	6	322	227	4	216	72	27	88
WOLFSCHMIDT	8	2474	1748	41.53		779					127	
MAROFF	9	2356	2130	10.61	209				200			
JEREMIAH WEED	10	2267	2796	-18.92	15	112	404	6	203	4	48	2
CABANA BAY	11	1674	6570	-74.52		12	38	59	25			
MARGARITAVILLE	12	1609	1997	-19.43	23	269	18	11	60	33	26	1
TOTAL OTHER		9917	7315	1.55	93	294	818	145	2249	357	128	78
TOTAL CRDL-LQR&SPC-TRIPLE SEC		243291	241511	.74	14983	4485	11935	5883	33666	8189	3738	15090
DEKUYPER	1	72522	70137	3.40	4698	1208	2084	1023	16576	928	601	9561
MONTEZUMA	2	47293	46858	.93	8142	7	1172	19	2928	1453	54	187
JUAREZ	3	21588	20721	4.18	91	274	5167	139	2749	2314	162	502
ARROW	4	16927	16474	2.75		1583	2	41	5805	2	1462	
MONARCH	5	12282	11660	5.33		856						
BOLS	6	12050	13691	-11.99	1885	372	12	133	1106	277	1113	967
PARAMOUNT	7	10865	10831	.31			2600					
HIRAM WALKER	8	8349	9082	-8.07	46	156	201	51	1876	529	53	109
ARISTOCRAT	9	8274	8436	-1.92								
ALLENS	10	8001	7784	2.79	1			3915				1744
JACQUIN	11	5951	5712	4.18								934
POTTERS	12	3729	3707	.59								
MR BOSTON	13	2709	2607	3.91	3		2	2	640	504	174	
LEROUX	14	2402	2456	-2.20					24	14		
TOTAL OTHER		10349	11355	-.42	117	29	695	560	1962	2168	119	1086

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 13B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MONTEZUMA	11	791	2746	492	2036		347	4683		438		550
DEKUYPER	12	2774	301	736	4739	42	25	1220		583	43	115
FRANGELICO	13	1863		1015	5097	345	189	1233		328	308	185
TORTILLA	14		557		12818							
KAPALI	15	1698		782	3831		390	1769		642		
ALIZE	16	1867		255	3872	515		2720		55	69	263
CHAMJINISULRO	17	19		1252		24		8194			5	1042
GODIVA	18	1062		427	3226	80	88	1207		120	42	161
CAFFE LOLITA	19	1140		1112		358		1376		87		267
TARANTULA	20	683	626	2962		621	51	1770		101	279	
X-RATED	21	1245		518	1887	434	37	735		77	348	114
TOTAL OTHER		18615	11059	14387	42266	2283	2387	26975		3181	3067	3424
TOTAL CRDL-LQR&SPC-SLOE GIN		399	462	153	2974			1		264	49	23
JACQUIN	1				2938					204		
ARROW	2	397								17		
PARAMOUNT	3		428									
DEKUYPER	4		34	136						38	49	20
LLORDS	5											
PLYMOUTH	6	1		17	36			1				2
HIRAM WALKER	7									2		1
TOTAL OTHER		1								3		
TOTAL CRDL-LQR&SPC-SPRT SPCTY		11154	46643	19305	26365	12711	2282	16498		896	1157	637
KAMCHATKA	1		41501			5582					136	
TORTILLA	2		1940	11454	14030	4232		7545				
HPNOTIQ	3	5869		1143	5427	982	197	4532		570	757	294
NUVO	4	2530	96	354	3258	59	28	1424		118	82	174
1800	5	1191	849	205	1127			730		26	15	59
CLEAR SPRINGS	6	11		3926	29							
OR-G	7	922		16	612	2		111		52		
WOLFSCHMIDT	8		1550				7				11	
MAROFF	9						1947					
JEREMIAH WEED	10	20	364	275	578	19	4	117		21	71	4
CABANA BAY	11			500	774	1326	1	262		3	44	
MARGARITAVILLE	12	4	72	249		437	81	317		5	2	1
TOTAL OTHER		607	271	1183	530	72	17	1460		101	39	105
TOTAL CRDL-LQR&SPC-TRIPLE SEC		21435	13988	23053	40398	4766	2549	29335		3244	2697	3857
DEKUYPER	1	4118	4040	4203	14831	1280	508	4559		871	960	473
MONTEZUMA	2	2046			20550	1316		6454		956		2009
JUAREZ	3	2623	1683	1			5	5565		308	4	1
ARROW	4	5067				896		2064		2		3
MONARCH	5			11426								
BOLS	6	704		2138		801	85	1446		149	313	549
PARAMOUNT	7		8265									
HIRAM WALKER	8	1543		2344		46	11	478		106		800
ARISTOCRAT	9	3624						4650				
ALLENS	10	879					1450			12		
JACQUIN	11				5017							
POTTERS	12			2765							964	
MR BOSTON	13	7		1				1374			2	
LEROUX	14	44		24		10		2266		2		18
TOTAL OTHER		780		151		417	490	479		838	454	4

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 14A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL CRDL-LQR&SPC-WHSKY	SPCT	630918	461265	36.78	22276	20849	36905	9824	93473	11229	18739	26345
SOUTHERN COMFORT	1	223844	224874	-.46	6614	3528	15303	4822	42883	4156	2827	13048
DR MCGILLICUDDY	2	147112	56039	162.52	5996	12256	11682	1825	18978	1966	12117	2276
JD LIQUEUR	3	61616	35785	72.18	3017	1581	3101	1384	11682	1840	745	3225
WILD TURKEY	4	57530	47539	21.02	2991	509	1520	464	2017	1577	741	1015
YUKON JACK	5	45617	45938	-.70	24	1592	1440	421	4320	100	1376	2481
EVAN WILLIAMS	6	35186	21596	62.93	1738	126	726	76	5382	855	128	762
MIDNIGHT MOON	7	23670	6761	250.10	1033		785	425	3867		11	1611
DRAMBUIE	8	11310	11481	-1.49	232	151	302	317	1571	228	140	1355
SOUTHERN HOST	9	5611	5767	-2.71		14	1352		316			
TOTAL OTHER		19422	5485	3.02	631	1092	694	90	2457	507	654	572
TOTAL CRDL-SNPS-APPL		72958	75582	-3.47	1855	2194	5824	1553	15924	1342	2060	3389
DEKUYPER	1	59083	64615	-8.56	1843	1504	4479	1187	12790	1012	1837	3097
99 FAMILY	2	4847	4022	20.51	6	83	522	16	170	18	46	262
DR MCGILLICUDDY	3	3752	899	317.35		528	784	174	1088		155	
ARISTOCRAT	4	1638	1722	-4.88								
MR BOSTON	5	993	953	4.20	2				665	312		
BOLS	6	672	855	-21.40		79			25		20	24
TOTAL OTHER		1973	2516	-.72	4		39	176	1186		2	6
TOTAL CRDL-SNPS-BTRSC TCH		43645	44922	-2.84	1784	1695	3665	1424	10589	1146	1253	2823
DEKUYPER	1	36977	37847	-2.30	1780	1470	2812	1227	9232	782	1015	2786
MOHAWK	2	1081	820	31.83					17			
CALIFORNIA	3	1053	1096	-3.92				124				
ARROW	4	883	953	-7.35		133	266		308		153	
PARAMOUNT	5	830	840	-1.19			222					
MR BOSTON	6	660	613	7.67	1				361	264		18
HIRAM WALKER	7	551	1023	-46.14	3				218		1	1
ICEHOLE	8	462	336	37.50			361		99		2	
MONARCH	9	265	487	-45.59		92	2		279	100	78	18
TOTAL OTHER		883	907	-.05			1	73	75		4	
TOTAL CRDL-SNPS-CNNMN		71899	73925	-2.74	2033	1501	4780	1800	13050	1465	2353	3351
GOLDSCHLAGER	1	35464	35047	1.19	1351	395	1695	181	2420	810	376	1872
DEKUYPER	2	24010	26213	-8.40	502	289	2557	1316	10425	655	1778	1303
FIREWATER	3	9512	9567	-.57		817	333	295	84		179	175
GOLD RUSH	4	1230	1317	-6.61			74	8			1	
LIGHTNING	5	1003	996	.70								
TOTAL OTHER		680	785	-.14	180		121		121		19	1
TOTAL CRDL-SNPS-OTH		160030	165660	-3.40	1513	2772	31232	9981	32812	1125	6110	10460
DR MCGILLICUDDY	1	59354	55627	6.70	6	326	17647	8682	6899	24	3543	8526
DEKUYPER	2	52448	62484	-16.06	819	1809	8006	984	20376	648	1996	1073
99 FAMILY	3	20038	16581	20.85	611	501	1208	164	1636	436	218	480
BLACK HAUS	4	12655	13871	-8.77		2	29	11	89	3	1	
MAUI SCHNAPPS	5	4835	4928	-1.89	1		1036	13	1094		60	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 14B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL CRDL-LQR&SPC-WHISKY SPCT		53996	51685	54991	129746	12529	4349	58785		14089	8021	3087
SOUTHERN COMFORT	1	16832	12690	6565	65381	3783	2150	15588		4201	2386	1087
DR MCGILLICUDDY	2	8932	7965	29314	5751	4210	593	18968		1160	2617	506
JD LIQUEUR	3	5288	8682	2491	9973	1086	513	4380		917	880	831
WILD TURKEY	4	6061	8519	1004	18979	461	269	6259		4375	599	170
YUKON JACK	5	473	6293	5584	19265	558	337	456		446	401	50
EVAN WILLIAMS	6	7623	1527	1519	5548	1224	13	6835		915	16	173
MIDNIGHT MOON	7	5833	2669	418	1831	19	212	3823		571	504	58
DRAMBUIE	8	1025	1458	704	2087	123	144	1032		140	96	205
SOUTHERN HOST	9	330	963	1706		381		111		437	1	
TOTAL OTHER		1599	919	5686	931	684	118	1333		927	521	7
TOTAL CRDL-SNPS-APPL		6384	915	3143	18056	1504	414	5377		1212	1272	540
DEKUYPER	1	5018		2472	15313	1268	407	4075		1131	1221	429
99 FAMILY	2	303	528	116	2125	182	7	403		18	7	35
DR MCGILLICUDDY	3			313	618	48					44	
ARISTOCRAT	4	1062						576				
MR BOSTON	5									14		
BOLS	6			135				313				76
TOTAL OTHER		1	387	107		6		10		49		
TOTAL CRDL-SNPS-BTRSC TCH		3989	608	2033	6531	1082	536	2605		800	969	113
DEKUYPER	1	2914		1452	6531	1082	302	1822		761	916	93
MOHAWK	2	1064										
CALIFORNIA	3						162	767				
ARROW	4									23		
PARAMOUNT	5		608									
MR BOSTON	6							16				
HIRAM WALKER	7	10		316						1		
ICEHOLE	8											
MONARCH	9	1		265							53	20
TOTAL OTHER							72			15		
TOTAL CRDL-SNPS-CNNMN		6109	8372	1891	13845	1752	372	4837		1506	2588	294
GOLDSCHLAGER	1	5184	3908	1032	10093	237	215	4183		391	853	268
DEKUYPER	2	56	811	329		1311	90	274		691	1609	14
FIREWATER	3	328	2413	180	3752	199	67	197		356	125	12
GOLD RUSH	4	541		350		5		182		68	1	
LIGHTNING	5		1003									
TOTAL OTHER			237					1				
TOTAL CRDL-SNPS-OTH		5505	7647	3623	30186	2622	3671	4837		1486	4186	262
DR MCGILLICUDDY	1	444	649	374	6426	350	2987	239		17	2204	11
DEKUYPER	2	1612	48	1256	6568	1345	389	2861		947	1549	162
99 FAMILY	3	1969	2569	737	6617	544	216	1530		263	290	49
BLACK HAUS	4	349	4168	84	7648		79	170		20	2	
MAUI SCHNAPPS	5				2421			4		109	97	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 15A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
ARROW	6	2616	3082	-15.12		100	962	9	342		166	
PHILLIPS	7	1660	1694	-2.01			1202		440		14	
BLACKMAKER	8	1481	1926	-23.10	52	1	3	71	19	14	17	225
TOTAL OTHER		4943	5467	-.32	24	33	1139	47	1917		95	156
TOTAL CRDL-SNPS-PEACH		147471	145395	1.43	7460	2193	8834	2092	20928	4639	1946	5109
DEKUYPER	1	91767	92838	-1.15	5843	1842	7176	1540	15051	1979	1355	4879
BARTON	2	17947	16445	9.13						441		
ARISTOCRAT	3	10824	10091	7.26						592		
MR BOSTON	4	5676	5354	6.01	3			142	2956	1330	284	150
ARROW	5	3711	3709	.05			531		542		156	
99 FAMILY	6	3491	2714	28.63	9	84		5	71	1	12	
HOOD RIVER	7	2970	3026	-1.85								
PARAMOUNT	8	2967	3034	-2.21			1110					
BOLS	9	2904	3074	-5.53	1593	177		2	40	125	134	65
HIRAM WALKER	10	1594	1654	-3.63	12		17	7	795	171	1	15
TOTAL OTHER		3620	3456	.11		90		396	1473		4	
TOTAL CRDL-SNPS-PPRMNT		182714	180987	.95	3909	6283	18580	2265	64266	3812	6760	5741
ARROW	1	62446	64384	-3.01		1225	3511	919	46653		1194	1541
RUMPLE MINZE	2	52794	48490	8.88	1916	1823	4701	218	4700	1690	1248	1683
DEKUYPER	3	22949	23927	-4.09	1406	2453	589	424	3327	1959	573	1253
PARAMOUNT	4	9693	9821	-1.30			8452					
ICE 101	5	8818	8718	1.15	186	420	438	528	62		99	867
MOHAWK	6	6551	6631	-1.21					6551			
MR BOSTON	7	5953	5822	2.25			53		1544	6	3349	11
JACQUIN	8	4344	4072	6.68								
SCHRANCK	9	1875	1980	-5.30								
TOTAL OTHER		7291	7142	.08	401	362	836	176	1429	157	297	386
TOTAL TEQUILA-ANEJO		36424	33448	8.90	1156	1011	922	399	3890	974	576	2806
SAUZA	1	11124	11632	-4.37	401	306	205	154	961	411	143	1044
PATRON	2	7921	8292	-4.47	278	196	181	101	807	222	103	517
DON JULIO	3	5127	4223	21.41	277	158	238	42	745	187	103	269
1800	4	1862	1585	17.48	2	40	47	10	124	2	14	84
HERRADURA	5	1475	1196	23.33	2	60	7	35	143	9	33	140
CAZADORES	6	1210	1208	.17	173	97	43	4	47	44	14	
LUNAZUL	7	1178	446	164.13			1		41	2	3	
CABO WABO	8	1096	1013	8.19	2	10	7	15	140	11	10	156
EL JIMADOR	9	888	648	37.04	1		94	13	86		16	
CORAZON	10	767	364	110.71	2	35	1		61	2	2	134
MILAGRO	11	507	580	-12.59	2	14	3	2	44	9	41	110
GRAN CENTENARIO	12	374	243	53.91	4	9	8	1	57	1	8	65
EL MAYOR	13	349	366	-4.64			12		171	4	6	63
TOTAL OTHER		2546	1652	2.67	12	86	75	21	463	70	80	224
TOTAL TEQUILA-BLANCO		617823	565325	9.29	32227	10387	15744	8740	120322	21102	6397	21036
PATRON	1	138977	131544	5.65	5506	2353	4517	1578	20496	5216	1978	4620
1800	2	107105	105508	1.51	3521	483	838	971	53034	2954	471	2094
JOSE CUERVO	3	74429	62817	18.49	3928	983	1958	1195	9278	2042	516	4244
SAUZA	4	47529	37550	26.58	2876	1594	833	1244	4482	497	833	3973

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 15B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
ARROW	6	991		1		2		3		40		
PHILLIPS	7										4	
BLACKMAKER	8	140	154	130	497	106		7		18	15	12
TOTAL OTHER			59	1041	9	275		23		72	25	28
TOTAL CRDL-SNPS-PEACH		18721	4345	5246	38815	2867		923	15747	4546	1990	1070
DEKUYPER	1	8133	2160	1552	26017	978	637	7981		2117	1974	553
BARTON	2				10610	1624		3153		1699		420
ARISTOCRAT	3	6879						3353				
MR BOSTON	4	719						92				
ARROW	5	2460								22		
99 FAMILY	6	24	328	1	2188	261		484		17		6
HOOD RIVER	7			2970								
PARAMOUNT	8		1857									
BOLS	9					4		650		33		81
HIRAM WALKER	10	506		22				34		4		10
TOTAL OTHER				701			286			654	16	
TOTAL CRDL-SNPS-PPRMNT		7373	10536	8409	24756	3968	1620	7137		846	6146	307
ARROW	1	2400	204	824		2694		922		165	194	
RUMPLE MINZE	2	4186	5692	2718	16716	421	340	4005		141	447	149
DEKUYPER	3	45	1705	854	1519	7	1	1347		275	5140	72
PARAMOUNT	4		1241									
ICE 101	5	738	764	444	2177	843	217	658		237	81	59
MOHAWK	6											
MR BOSTON	7						990					
JACQUIN	8				4344							
SCHRANCK	9			1875								
TOTAL OTHER		4	930	1694		3	72	205		28	284	27
TOTAL TEQUILA-ANEJO		5318	3080	5504	2978	1442	377	4131		397	517	946
SAUZA	1	1746	967	1321	933	554	247	1197		120	221	193
PATRON	2	1234	858	551	1025	280	26	1161		114	111	156
DON JULIO	3	522	495	603	555	174	42	501		54	84	78
1800	4	389	180	248	279	106	1	281		15	1	39
HERRADURA	5	288	114	149		113	8	272		11	4	87
CAZADORES	6	190	70	429		4				11	25	59
LUNAZUL	7	466		420				245				
CABO WABO	8	179	165	83		51	9	167		2	33	56
EL JIMADOR	9	7	83	209	176			186				17
CORAZON	10	1	10	503				1				15
MILAGRO	11	24	12	140			41	10				55
GRAN CENTENARIO	12	4	11	175		16		10			5	
EL MAYOR	13	16	10	32				13		1		20
TOTAL OTHER		252	105	641	10	144	3	87		69	33	171
TOTAL TEQUILA-BLANCO		68477	107311	46740	60067	12749	4439	57669		10045	6120	8251
PATRON	1	16354	25906	7137	15901	3388	665	15383		2369	3033	2577
1800	2	7428	19866	1717	4361	1433	143	6192		326	245	1028
JOSE CUERVO	3	9635	15996	4620	7558	2403	594	7037		984	455	1003
SAUZA	4	4075	6632	9191	5832	529	560	3103		306	396	573

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 16A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
MONTEZUMA	5	28884	29676	-2.67	8674		593	276	1133	839	179	42
JUAREZ	6	17726	16424	7.93	465	212	2820	165	1195	932	435	176
LA PRIMA	7	17457	18346	-4.85			541					
ARISTOCRAT	8	14322	15382	-6.89	1799				1791	929		
EL TORO	9	12930	13101	-1.31	4			375	4333			4
MARGARITAVILLE	10	12143	8803	37.94	450	254	53	252	1172	196	82	20
LUNAZUL	11	11408	10128	12.64		589			420	56	269	
EL JIMADOR	12	9938	6932	43.36	396	303	229	245	1039	117	67	392
TWO FINGERS	13	9574	9848	-2.78	906			159	231	541	3	
FAMILIA CAMARENA	14	9551	4947	93.07	657	319	337	162	790	1064	252	803
MILAGRO	15	7598	7076	7.38	251	250	119	177	372	108	378	944
PEPE LOPEZ	16	7388	6790	8.81	1068			38	266	54	132	574
DON JULIO	17	7178	6155	16.62	241	113	133	123	1910	140	59	328
AZTECA	18	6408	6377	.49					5664	744		
TOTAL OTHER		77278	67921	1.66	1485	2934	2773	1780	12716	4673	743	2822
TOTAL TEQUILA -GOLD		762787	782697	-2.54	51830	21133	40183	14450	78994	30842	14939	35661
JOSE CUERVO	1	410360	432053	-5.02	23730	9329	17159	8469	52818	14125	10107	23285
SAUZA	2	74120	73167	1.30	5153	2000	1937	2641	9299	2154	1320	3992
JUAREZ	3	63215	62455	1.22	8730	684	14454	437	3959	2000	1229	147
MONTEZUMA	4	47879	47327	1.17	9466	28	3221		1171	2006	2	123
LA PRIMA	5	21029	23188	-9.31			1479					
MARGARITAVILLE	6	16462	16175	1.77	628	269	1142	214	1460	546	412	554
MATADOR	7	14912	15019	-.71	2	74		88	1525	4269	12	76
ARISTOCRAT	8	14076	14840	-5.15						1714		
PANCHO VILLA	9	11626	11569	.49		1843			321		650	
PEPE LOPEZ	10	11230	9934	13.05	2164			26	506	385	551	17
ARANDAS	11	8083	8390	-3.66		2160			618		221	
TOTAL OTHER		69795	68580	.16	1957	4746	791	2575	7317	3643	435	7467
TOTAL TEQUILA -REPOSADO		194647	177634	9.58	5857	7297	4892	3641	23936	4742	3126	10577
1800	1	49982	50752	-1.52	1805	922	1074	1305	6519	1102	492	1904
SAUZA	2	40075	36991	8.34	1289	1986	771	1618	2953	324	987	4415
EL JIMADOR	3	17188	15623	10.02	749	893	742	99	1679	260	270	210
LUNAZUL	4	12637	11672	8.27	172	941	2		370	35	272	282
CAZADORES	5	9031	8086	11.69	417	424	217	17	595	159	136	155
TORADA	6	8639	7765	11.26		133	436		2680	1079	110	
FAMILIA CAMARENA	7	8484	4672	81.59	397	337	453	131	380	856	172	758
EL TORO	8	8352	7990	4.53	1		2		4571			733
PATRON	9	7116	6654	6.94	406	183	170	75	928	275	100	319
CABO WABO	10	4886	5087	-3.95	206	88	268	81	490	99	70	267
CORRALEJO	11	4024	2687	49.76	122	200	123	5	226	48	79	183
HERRADURA	12	3689	2959	24.67	84	72	204	101	217	50	41	259
ESPOLON	13	3481	1789	94.58				3	185	42	34	202
EL CHARRO	14	2503	1681	48.90	121			112	248	20		483
MILAGRO	15	2412	1983	21.63	52	92	8	56	147	30	102	226
DON JULIO	16	2169	1817	19.37	5	41	151	10	352	45	52	81
GRAN CENTENARIO	17	1936	2451	-21.01	3	170	153	10	178	11	7	3
TOTAL OTHER		8043	6975	.60	28	815	118	18	1218	307	202	97
TOTAL MEZCAL		6606	6445	2.50	189	63	67	59	193	151	63	108
MONTE ALBAN	1	6371	6336	.55	189	60	63	43	152	151	51	103
DEL MAGUEY	2	109	44	147.73		3					7	
TOTAL OTHER		126	65	.95			4	16	41		5	5

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 16B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
MONTEZUMA	5	3363	2590		2791	544	443	3840		2582	182	813
JUAREZ	6	1497	1260	1	5539		71	2386		567	1	4
LA PRIMA	7		16916									
ARISTOCRAT	8	5136						4567		100		
EL TORO	9	2985	3318					1229		682		
MARGARITAVILLE	10	1556	1409	395	4172	555	277	823		73	231	173
LUNAZUL	11	2607	365	4492		746		1795		45		24
EL JIMADOR	12	1456	1384	1897	970	439		773		3	92	136
TWO FINGERS	13	2697	661	10	1721			2524		117	1	3
FAMILIA CAMARENA	14	992	426	532	1526	390	237	337		27	222	478
MILAGRO	15	464	870	1178	650	564	353	570		16	119	215
PEPE LOPEZ	16	2373					110	2085		142		546
DON JULIO	17	769	1403	547	629	81	40	429		54	56	123
AZTECA	18											
TOTAL OTHER		5090	8309	15023	8417	1677	946	4596		1652	1087	555
TOTAL TEQUILA-GOLD		101431	108276	58151	74033	19210	6843	74868		12413	11556	7974
JOSE CUERVO	1	51308	49187	26042	55999	12597	4609	33827		7085	6825	3859
SAUZA	2	5804	10458	8431	8020	2923	1087	5972		956	1083	890
JUAREZ	3	7495	8334	1761	6672	795	9	5408		410	211	480
MONTEZUMA	4	10312	5851	519	2851	1533	51	6484		2319	151	1791
LA PRIMA	5		19550									
MARGARITAVILLE	6	3434	2541	1006	2	423	249	3010		144	240	188
MATADOR	7	2076	4020	1596				1150				24
ARISTOCRAT	8	6918						5444				
PANCHO VILLA	9	4132		2868		477					1335	
PEPE LOPEZ	10	3443	125	898		22	114	2367		223		389
ARANDAS	11			4812							272	
TOTAL OTHER		6509	8210	10218	489	440	724	11206		1276	1439	353
TOTAL TEQUILA-REPOSADO		26518	16832	34623	16060	8127	2150	19913		1225	2157	2974
1800	1	7730	9694	3221	5099	990	307	6142		462	354	860
SAUZA	2	3086	1282	13407	2036	1676	736	2656		154	442	257
EL JIMADOR	3	2929	1217	3272	1034	1645	260	1492		88	213	136
LUNAZUL	4	2906	54	4223	919	344		2033		10	55	19
CAZADORES	5	1344	704	2512	873	535	27	691		52	101	72
TORADA	6			1007				2711			2	481
FAMILIA CAMARENA	7	825	359	604	1485	435	296	288		25	186	497
EL TORO	8	2976								69		
PATRON	9	1216	652	444	648	227	59	895		79	306	134
CABO WABO	10	496	957	267	767	124	73	452		51	52	78
CORRALEJO	11	772	40	604	669	423		318		3	147	62
HERRADURA	12	530	233	401	523	164	119	469		33	106	83
ESPOLON	13	302	334	342	1163	338	57	455		5	11	8
EL CHARRO	14		267	457	315	264	149	67				
MILAGRO	15	154	232	321	249	209	49	270			53	162
DON JULIO	16	394	267	242	175	70	10	188		31	6	49
GRAN CENTENARIO	17	15	180	496	13	348	5	337		2	5	
TOTAL OTHER		843	360	2803	92	335	3	449		161	118	76
TOTAL MEZCAL		699	1063	320	2603	80	68	444		354	40	42
MONTE ALBAN	1	682	1063	221	2595	73	68	427		354	36	40
DEL MAGUEY	2	1		78	5	7		7			1	
TOTAL OTHER		16		21	3			10			3	2

