



BRAND LEADERS

1/1/2012 - 10/31/2012



Beverage Alcohol Case Sales Report

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EXPLANATION OF THE NABCA DISTILLED SPIRITS BRAND LEADERS REPORT

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

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

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

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

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

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 1A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL DISTILLED SPIRITS		33900624	32625110	3.91	1769863	747420	1537130	757931	5304803	1315821	564794	1678988
TOTAL DOM WHSKY-BLND		968403	976384	-.82	75681	23588	68934	18236	138219	68403	9579	16662
SGRM 7 CROWN KESSLER	1 2	424621 79851	425077 82464	-.11 -3.17	21571 39	12952 1574	24644 11140	6174 10	66528 35313	23289 486	6673 896	11492 2
BEAM 8 STAR	3	60378	58975	2.38	6823		7035		2786	13641	311	
HEAVEN HILL	4	51291	52069	-1.49	26995				2274	21218		
KY GENTLEMAN G & W	5 6	31777 28897	31458 28714	1.01 .64	6984	8	15080	199	13610	626		
SENATOR CLUB BROKERS	7 8	28492 27260	27861 25971	2.26 4.96		2544		6277	12			330
FLEISCHMANN'S BANKERS CLUB	9 10	25378 18324	25459 16199	-.32 13.12			852	3273	6631 352			3651
MCCORMICK GOLD CROWN	11 12	16281 16190	16465 16764	-1.12 -3.42			1369	2	769	597 1478	313	166
ARISTOCRAT POTTERS	13 14	15950 14316	15344 15144	3.95 -5.47		976			1112			
IMPERIAL CALVERT	15 16	13859 12384	14185 13498	-2.30 -8.25			1295	57	1584 170	3533	213	2
PAUL JONES CARSTAIRS	17 18	10058 8718	10040 10308	.18 -15.42	9423	443		1865	1403			639
TOTAL OTHER		84378	90389	-.62	3846	5091	7519	379	5675	3535	1173	380
TOTAL DOM WHSKY-STRT-BRBN/ TN		2718872	2615758	3.94	184819	51223	85597	36350	264816	132133	44882	97938
JACK DANIEL B/L JIM BEAM	1 2	747447 533526	718197 532257	4.07 .24	39657 34123	13079 7755	31265 16263	11092 12447	118785 62465	29928 21495	14722 7234	34356 30612
EVAN WILLIAMS MAKERS MARK	3 4	306544 165481	285440 144003	7.39 14.91	32257 9197	7038 2934	3757 4295	4920 2914	17559 14277	17234 7066	6488 2526	4723 6044
OLD CROW WILD TURKEY	5 6	122121 103041	120270 98137	1.54 5.00	3485 9263	5835 1725	5516 2861	1396 927	8045 4284	2206 4693	2157 1240	4276 2737
EARLY TIMES ANCIENT AGE	7 8	80763 80456	79428 82337	1.68 -2.28	7775 5622	2430 1643	1180 3472	517	2274 332	1365 2986	1892 845	1560
TEN HIGH EZRA BROOKS	9 10	72373 62006	74415 53369	-2.74 16.18	761 1305	2918 2199	10708 1117	168 70	12007 7899	908 3248	4066 1177	1985 2686
GENTLEMAN JACK GEORGE DICKEL	11 12	42936 37020	40632 37685	5.67 -1.76	4400 6407	1011 671	606 196	213 115	4473 573	2847 2991	489 469	1808 102
BENCHMARK OLD FORESTER	13 14	30182 28643	26648 28980	13.26 -1.16	434 17519	15	333 101	232 24	615 261	1659 1144	61 80	1020 14
OLD GRAND-DAD HEAVEN HILL	15 16	27727 27602	27388 26249	1.24 5.15	448	168	79 27	341	2273 470	540 13	154	1919
JIM BEAM BLACK TOTAL OTHER	17	23925	26489	-9.68	2239	374	225	503	1641	527	248	1297
TOTAL OTHER		227079	213834	.51	9927	1428	3596	471	6583	31283	1034	2799
TOTAL DOM WHSKY-STRT-OTH		82491	62196	32.63	4392	718	2553	701	17756	1385	1372	2539
RED STAG CAROLINA	1 2	66393 4915	51279 3277	29.47 49.98	2880 379	621 16	2012 174	617 82	16593 305	704 67	400 6	2048 289
GEORGIA MOON TOTAL OTHER	3	4290	4314	-.56	925		14		369	391		
TOTAL OTHER		6893	3326	5.74	208	81	353	2	489	223	966	202
TOTAL DOM WHSKY-STRT-RYE		42415	26441	60.41	574	583	10982	575	3135	462	509	1372
BULLEIT	1	10898	2404	353.33	228	115	235	232	1107	130	60	505

NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL DISTILLED SPIRITS		3706432	3522514	2223564	5364492	806343	292426	3041341		549336	411033	306393
TOTAL DOM WHSKY-BLND		101055	97354	108580	107953	19893	3228	80160		18890	8633	3355
SGRM 7 CROWN	1	48928	51565	44569	57026	15018	2467	16580		7682	6335	1128
KESSLER	2	2585	15296	4447	5123	21	2	1341		1160	413	3
BEAM 8 STAR	3	1249	15401	6382		824		2452		3276	1	197
HEAVEN HILL	4									804		
KY GENTLEMAN	5		1451					19306		1950	60	1400
G & W	6											
SENATOR CLUB	7		2264				87	19522				
BROKERS	8			24716								
FLEISCHMANN'S	9	1808		2154	4062	1469	418	1060				
BANKERS CLUB	10				17972							
MCCORMICK	11		903	12071				21		70		
GOLD CROWN	12	8413			4708					1591		
ARISTOCRAT	13	11242						3596			425	
POTTERS	14			12915								
IMPERIAL	15	2	1841		9357		251	649		51		122
CALVERT	16	1518	376		3483			1133		380	209	17
PAUL JONES	17	1146						8809		103		
CARSTAIRS	18	2404		14				1097			853	
TOTAL OTHER		21760	8257	1312	6222	2561	3	4594		1823	337	488
TOTAL DOM WHSKY-STRT-BRBN/TN		380839	323467	165800	358861	62210	20948	377510		70940	34056	26483
JACK DANIEL B/L	1	60712	105902	38012	125470	16456	7773	61615		16901	13414	8308
JIM BEAM	2	64828	58671	19197	75425	12060	4709	80160		14324	7195	4563
EVAN WILLIAMS	3	61831	15756	27262	22689	9333	1479	59365		8425	3024	3404
MAKERS MARK	4	21313	23166	15292	22213	3348	2351	21070		2648	1837	2990
OLD CROW	5	10565	18101	17084	20167	3352	1177	13946		3429	922	462
WILD TURKEY	6	19003	13325	5661	11353	2642	608	14954		5014	1561	1190
EARLY TIMES	7	15656	3732	5829	2745	1003	669	24853		6142	444	697
ANCIENT AGE	8	25446	14385	3480		8112		10503		2268	1038	324
TEN HIGH	9	2951	6046	4542	10369	2561	484	6924		2756	1737	482
EZRA BROOKS	10	4964	12221	5953	12051	617	427	4603		598	716	155
GENTLEMAN JACK	11	6039	4396	2460	5702	965	258	5487		553	587	642
GEORGE DICKEL	12	13572	1004	1462	1105	405	28	6201		1338	263	118
BENCHMARK	13	11059	7757	227	1064	673	46	4862		120	3	2
OLD FORESTER	14	2701	1397	673	330	79	9	3817		256	15	223
OLD GRAND-DAD	15	1425	4674	799	11362	1	474	2034		453	86	497
HEAVEN HILL	16	3156	2088	102	20027					1464	2	253
JIM BEAM BLACK	17	2969	3745	1705	4585	337	254	2304		216	250	506
TOTAL OTHER		52649	27101	16060	12204	266	202	54812		4035	962	1667
TOTAL DOM WHSKY-STRT-OTH		9960	12144	2706	12484	881	377	9089		2377	687	370
RED STAG	1	7000	10648	1216	11799	578	291	6871		1337	466	312
CAROLINA	2	2027	369	92	313	61	63	446		112	101	13
GEORGIA MOON	3		631				12	1348		553	22	25
TOTAL OTHER		933	496	1398	372	242	11	424		375	98	20
TOTAL DOM WHSKY-STRT-RYE		2292	3184	6427	4796	2410	626	2951		292	367	878
BULLEIT	1	594	1624	2872	1315	586	198	689		51	26	331

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 2A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TEMPLETON	2	10058	6349	58.42		1	10010					
JIM BEAM	3	8585	8491	1.11	263	160	348	224	1199	132	127	307
OLD OVERHOLT	4	3700	2826	30.93		145	48	71	39	78	79	162
WILD TURKEY	5	2485	2847	-12.72	7	43	64	8	216	14	36	
HIGH WEST	6	1471	1064	38.25			2				16	
KNOB CREEK	7	1142		100.00	34	33	26	17	152	45	15	101
RI	8	657	738	-10.98			27	11	41	3	7	47
SAZERAC	9	496	641	-22.62	20	12	67	7	40	12	17	14
RITTENHOUSE	10	456	271	68.27	3	71	15			16	27	
JEFFERSONS	11	422	14	2914.29	17			4	59	11	2	143
CATOCTIN CREEK	12	334	274	21.90		1						86
TOTAL OTHER		1711	522	4.50	2	2	140	1	282	21	123	7
TOTAL DOM WHSKY-STRT-SM BTCH		154487	126537	22.09	5414	2333	2556	2039	11810	4878	2275	9302
KNOB CREEK	1	29156	25877	12.67	1077	488	507	880	2007	818	483	3098
WOODFORD RESERVE	2	27919	22475	24.22	1624	275	332	371	2628	1107	305	1337
BULLEIT	3	22568	17208	31.15	547	394	267	315	1535	558	309	953
BUFFALO TRACE	4	15605	10567	47.68	336	186	530	87	1631	432	373	515
EAGLE RARE	5	9626	7486	28.59	244	218	93	42	621	195	133	662
J DANIEL SGL BL	6	7529	7208	4.45	479	137	323	66	881	397	139	555
GEORGE DICKEL	7	7373	8842	-16.61	149	14			32	344	15	
BASIL HAYDEN	8	7298	5996	21.71	317	107	103	142	530	204	133	475
BLANTON	9	4741	3357	41.23	121	61	41	40	340	129	68	203
1792 RIDGEMONT	10	3618	2861	26.46	81	66	99	11	140	96	43	319
EVAN WILLIAMS	11	3233	2793	15.75	3	165	114	7	216	69	71	152
JEFFERSONS	12	3159	1898	66.44	101	7	2	14	142	46	19	411
BOOKERS	13	2560	2181	17.38	128	43	22	29	187	61	31	206
FOUR ROSES	14	2472	1423	73.72	96	21	30	7	256	166	26	
WILD TURKEY	15	1572	1252	25.56	17	1	62	9	130	60	14	201
TOTAL OTHER		6058	5113	.75	94	150	31	19	534	196	113	215
TOTAL SCOTCH-BLND-FRGN BTLD		418083	408564	2.33	12326	5694	8888	7662	48718	11054	3703	43478
DEWARS	1	133225	129292	3.04	4894	1068	2324	3603	15961	3766	838	16270
JOHNNIE WALKER	2	128269	123462	3.89	3217	1714	3379	2076	16595	2775	1395	13243
CHIVAS	3	34872	34442	1.25	1288	619	796	374	4309	1414	277	2444
J & B	4	31200	33840	-7.80	925	450	1126	631	5454	1202	293	2530
FAMOUS GROUSE	5	23742	22613	4.99	642	517	250	438	1492	663	314	3440
CUTTY SARK	6	19769	18871	4.76	366	399	345	360	1947	372	271	2072
GRANTS	7	15398	16206	-4.99	238	320	149	8	761	181	114	866
BALLANTINE	8	10695	11594	-7.75	20	252	6	58	588	35	54	1365
BUCHANAN	9	7928	5626	40.92	668	185	425		558	266		
WHITE HORSE	10	3337	4400	-24.16		55	8		283	58	14	13
TOTAL OTHER		9648	8218	.35	68	115	80	114	770	322	133	1235
TOTAL SCOTCH-BLND-US BTLD		292824	306267	-4.39	12687	6380	12971	5169	39888	9455	5055	20071
CLAN MACGREGOR	1	55073	56967	-3.32	2111	1186	1105	700	5265	1004	1466	3552
LAUDERS	2	53190	56354	-5.61	551	2350	5639	868	19730		2333	2975
SCORESBY	3	44355	46517	-4.65	1748	1904	4220	1263	4459	1701	633	3427
INVERHOUSE	4	32198	32778	-1.77	1523	6	4	721	449	2		1148
OLD SMUGGLER	5	19787	20267	-2.37		281	172	142	421	480	103	2817
GRAND MACNISH	6	17926	19010	-5.70		33	6	39	7093	104		1017
HOUSE OF STUART	7	11210	11294	-.74	1841		399			607	33	
PASSPORT	8	8287	9720	-14.74	329	53	784	50	900	568	56	503
USHERS GR STRIPE	9	6350	6449	-1.54	1653	166	394	2	549	916	68	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 2B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TEMPLETON	2	7		40								
JIM BEAM	3	893	505	969	1864	394	118	662		92	178	150
OLD OVERHOLT	4	31	584	1339	423		18	462		6	74	141
WILD TURKEY	5	531	223	280	585	51	1	341		25	6	54
HIGH WEST	6	3		25	4	1342		18		1	30	30
KNOB CREEK	7	102	98	108	201		7	164		24	10	5
RI	8	4	102	85	154			153		1	12	10
SAZERAC	9	9	14	143	6	27	8	68		6	8	18
RITTENHOUSE	10	17		158	40	9	15	30		28	1	26
JEFFERSONS	11	16	6	102			36	11				15
CATOCTIN CREEK	12			21	11		225	308			1	25
TOTAL OTHER		85	28	285	193	1		45		58	21	73
TOTAL DOM WHSKY-STRT-SM BTCH		22209	19388	18168	19493	3717	1957	21727		1809	1904	3508
KNOB CREEK	1	3907	3264	2054	4228	417	599	3914		348	320	747
WOODFORD RESERVE	2	4358	4349	1458	3183	485	210	4368		520	256	753
BULLEIT	3	1493	4096	6050	2255	1183	292	1384		103	365	469
BUFFALO TRACE	4	1145	2047	3170	2401	601	32	1424		122	351	222
EAGLE RARE	5	959	555	942	1930	235	206	2234		56	71	230
J DANIEL SGL BL	6	540	1235	307	909	193	53	883		125	166	141
GEORGE DICKEL	7	4952	1	299				1394		163	7	3
BASIL HAYDEN	8	792	906	604	1104	196	160	1162		74	121	168
BLANTON	9	653	640	431	622	104	26	1003		60	75	124
1792 RIDGEMONT	10	370	366	175	1012	92	58	433		52	30	175
EVAN WILLIAMS	11	460	329	509		135	78	732		39	6	148
JEFFERSONS	12	274	263	196	906		164	524		11	12	67
BOOKERS	13	325	375	165	455	35	37	336		41	38	46
FOUR ROSES	14	467	497	163	123	1	3	525		37	20	34
WILD TURKEY	15	290	218	205		36		242		12	8	67
TOTAL OTHER		1224	247	1440	365	4	39	1169		46	58	114
TOTAL SCOTCH-BLND-FRGN BTLD		46772	42174	19587	88693	5762	5203	45841		4308	3732	14488
DEWAR'S	1	14509	15569	2732	30331	949	1781	12645		1690	958	3337
JOHNNIE WALKER	2	11218	11562	7383	25614	2400	1454	15412		1377	1217	6238
CHIVAS	3	3741	3402	1568	6773	682	188	4272		425	489	1811
J & B	4	2743	4726	1152	5406	319	186	3123		330	301	303
FAMOUS GROUSE	5	3737	1328	1234	4498	267	545	3144		133	328	772
CUTTY SARK	6	1672	2105	1341	5294	155	274	1929		203	220	444
GRANTS	7	2041	1041	544	6375	4	282	1687		21	8	758
BALLANTINE	8	1377	627	2043	2905	276	58	638		24	55	314
BUCHANAN	9	1372	1059	978	844	597		756		14	90	116
WHITE HORSE	10	1136	446	2		1	9	1170		7		135
TOTAL OTHER		3226	309	610	653	112	426	1065		84	66	260
TOTAL SCOTCH-BLND-US BTLD		37850	34386	20286	40404	5090	2771	32057		2790	3006	2508
CLAN MACGREGOR	1	6260	4484	4890	12825	1931	718	6085		279	580	632
LAUDERS	2	16	9893	5002		1797	596	381		358	701	
SCORESBY	3	5754	4686	4457	2698	977	128	5171		212	868	49
INVERHOUSE	4	8188	3758		9961		471	4591		860	1	515
OLD SMUGGLER	5	2280	1963	1461	7619		456	1453		139		
GRAND MACNISH	6	759	5032	1	3232			609			1	
HOUSE OF STUART	7	815	2	2712				4344		457		
PASSPORT	8	1578	1299		1		96	1670		176	186	38
USHERS GR STRIPE	9	488	1101			385		430		75	122	1

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 3A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
CLUNY	10	6113	6383	-4.23		184		66	175	1312	143	1082
JW DANT	11	5752	5799	-.81			6					
DUGGANS	12	4777	4875	-2.01		213		13	108			725
VAT 69	13	4771	5055	-5.62			8	387	169		40	1601
100 PIPERS	14	4509	4770	-5.47	2306	4				936		
BARRISTER	15	4083	4371	-6.59					15			
HIGHLAND MIST	16	3583	3897	-8.06					322	615	13	
CRAWFORDS	17	3422	3494	-2.06	619		30			1005	1	
TOTAL OTHER		7438	8267	-.27	6		204	918	233	205	166	1224
TOTAL SCOTCH-SNGL MALT		157923	145116	8.83	4263	3069	3996	3336	14995	4031	2836	16590
GLENLIVET	1	40734	38413	6.04	1594	721	1466	807	4272	1455	587	3963
GLENFIDDICH	2	19028	17084	11.38	507	374	423	380	2267	357	295	1819
MACALLAN	3	17726	15871	11.69	516	400	355	267	1904	439	335	1185
MCCLELLANDS	4	14445	13363	8.10	296	245	437	691	375	157	140	1442
GLENMORANGIE	5	12476	9345	33.50	522	210	326	203	1035	251	150	1354
BALVENIE	6	8882	7642	16.23	322	158	247	117	669	220	168	830
LAPHROAIG	7	6831	6650	2.72	168	143	121	132	498	92	103	911
SPEYBURN	8	4048	3787	6.89	7	141	6	210	477	73	164	281
OBAN	9	3270	3124	4.67	79	85	58	98	347	96	55	501
ABERLOUR	10	3265	3478	-6.12		83	89	30	354	29	91	336
DALWHINNIE	11	2553	2299	11.05	10	55	70	44	227	46	56	266
HIGHLAND PARK	12	2518	2055	22.53	89	52	39	40	223	19	34	336
LAGAVULIN	13	2352	2228	5.57	10	46	41	52	230	42	50	325
BOWMORE	14	2247	2067	8.71		57	35	39	249	5	125	480
ARDBEG	15	1920	1336	43.71	29	25	69	29	204	10	39	237
MCIVOR	16	1635	1570	4.14				6	46	127		294
TAMDHU	17	23	1632	-98.59	1				2		6	8
TOTAL OTHER		13970	13172	.55	113	274	214	191	1616	613	438	2022
TOTAL CAN-FRGN BLND-FRGN BTLD		915314	897453	1.99	62351	33709	35983	10313	139092	70820	22039	28097
CROWN ROYAL	1	636304	616919	3.14	55809	15155	29667	7161	69592	62682	16551	14200
SGRM VO	2	146353	153959	-4.94	5604	4041	2327	2971	23350	6539	1996	12645
MACNAUGHTON	3	44667	44025	1.46	641	10207	7	34	11	109	1741	
ROYAL CANADIAN	4	44280	46330	-4.42					43011	1040	19	
BLACK VELVET	5	31054	24951	24.46	128	2884	3609	117	1845	33	1192	570
TOTAL OTHER		12656	11269	.15	169	1422	373	30	1283	417	540	682
TOTAL CAN-US BLND-US BTLD		2095373	2078726	.80	93631	102082	160502	53278	390316	52846	84032	83103
BLACK VELVET	1	525403	505347	3.97	4875	26038	105222	13226	76079	2475	37532	16209
CANADIAN MIST	2	323987	330774	-2.05	39434	13545	5643	7804	46149	18995	5650	11883
CANADIAN CLUB	3	222137	228151	-2.64	7945	3517	7921	7161	48485	5602	2356	20459
RICH & RARE	4	180515	172052	4.92	13517	14891	1449	3219	52435	13093	12925	1239
CANADIAN LIMITED	5	135512	134696	.61	1545	10807	20736	12472	26590	1249	1657	22614
WINDSOR	6	132837	137590	-3.45	1038	1114	11182	8	6773	1184	1844	
CANADA HOUSE	7	79795	79639	.20				21	69001		968	
CANADIAN HUNTER	8	75079	70024	7.22	4571	5273	104	172	10688	4840	987	8115
LORD CALVERT	9	72565	78936	-8.07	5432	1049	404	8653	284	2245	2634	2263
NORTHERN LIGHT	10	48811	49312	-1.02	2810	178	721	13	12426	1143	3340	
PENDLETON	11	48162	40818	17.99	106	6887	695	2	221		7455	9
MCMASTERS	12	42201	42383	-.43		1	208		34519		115	
CANADIAN GOLD	13	29818	27892	6.91					344			
POTTERS	14	29110	28011	3.92		5019					2371	
CANADIAN HOST	15	28297	27316	3.59		2303					341	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 3B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
CLUNY	10	1267		88			90	1284		65	225	132
JW DANT	11	2683	1					2347				715
DUGGANS	12	1750		289				1202			125	352
VAT 69	13	1701					3	731		63		68
100 PIPERS	14	1263										
BARRISTER	15				4068							
HIGHLAND MIST	16	1266	1365							2		
CRAWFORDS	17	1744								23		
TOTAL OTHER		38	802	1386			213	1759		81	197	6
TOTAL												
SCOTCH-SNGL MALT		16435	15584	12425	23741	3728	2417	20079		1523	2352	6523
GLENLIVET	1	4085	4873	2366	7014	869	435	4141		456	618	1012
GLENFIDDICH	2	1993	1579	1122	3043	321	249	2866		268	228	937
MACALLAN	3	1748	1859	1227	3306	439	262	2322		138	214	810
MCCLELLANDS	4	1558	641	956	3235	577	389	2297		82	317	610
GLENMORANGIE	5	1322	1686	1071	1432	176	192	1548		166	88	744
BALVENIE	6	726	705	688	1449	163	131	1372		56	182	679
LAPHROAIG	7	417	553	630	1470	146	113	992		45	108	189
SPEYBURN	8	383	514	463		231		925		37	59	77
OBAN	9	274	387	290	476	61	75	208		20	31	129
ABERLOUR	10	387	335	689		152	1	490		47	16	136
DALWHINNIE	11	288	221	203	481	46	55	326		20	66	73
HIGHLAND PARK	12	174	164	243	491	94	57	314		9	26	114
LAGAVULIN	13	187	253	240	388	47	63	213		17	13	135
BOWMORE	14	18	247	293		182	140	215		16	33	113
ARDBEG	15	148	220	265	273	46	8	171		5	7	135
MCIVOR	16	914	130					118				
TAMDHU	17	10		11	47	9	40	3		2	1	
TOTAL OTHER		1803	1217	1668	636	169	207	1558		139	345	630
TOTAL												
CAN-FRGN BLND-FRGN BTL		108694	107230	71802	93236	23079	4133	50730		23211	27784	3011
CROWN ROYAL	1	85787	87343	29073	56652	13381	2918	42622		20953	24238	2520
SGRM VO	2	15296	14265	6775	31657	6929	889	6194		1991	2408	476
MACNAUGHTON	3	2907	1375	26327				1221		85	2	
ROYAL CANADIAN	4			91	112						3	4
BLACK VELVET	5	1577	3646	7130	4554	2426	232	264		148	699	
TOTAL OTHER		3127	601	2406	261	343	94	429		34	434	11
TOTAL												
CAN-US BLND-US BTL		162857	226948	182156	203891	87958	18022	81321		44637	61958	5835
BLACK VELVET	1	11096	79677	45231	54002	7610	4790	11208		10343	19216	574
CANADIAN MIST	2	47888	30614	16605	13608	10226	1348	31930		14236	5944	2485
CANADIAN CLUB	3	30896	29034	11920	26965	3996	3202	6869		2114	1806	1889
RICH & RARE	4	17321	10503	20767		6371		10013		268	2504	
CANADIAN LIMITED	5	2691	6095	9772	4368	3197	6687	3906		532	594	
WINDSOR	6	1953	38088	1265	62779	783		2169		314	1804	539
CANADA HOUSE	7		7630			1158		595		375		47
CANADIAN HUNTER	8	16734	1019	5049	4345	5020	838	6098		501	725	
LORD CALVERT	9	6240	1648	1303	998	8210	216	1085		11243	18658	
NORTHERN LIGHT	10	2990	7571	7369	6348			2483		374	755	290
PENDLETON	11	31	210	23416	16	2243	2	102		55	6701	11
MCMASTERS	12		3365							3993		
CANADIAN GOLD	13		5353		24121							
POTTERS	14			7362		11660					2698	
CANADIAN HOST	15					25419					234	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 4A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
HARWOOD	16	27878	28297	-1.48				484		12		61
MONARCH	17	27242	27482	-.87								
TOTAL OTHER		66024	70006	-.19	12358	1544	6217	43	6322	2008	3857	251
TOTAL IRISH		267115	222251	20.19	4608	5087	8244	7115	30727	3230	5938	17044
JAMESON	1	199569	162566	22.76	3353	3519	7011	5588	23703	2317	4703	13013
BUSHMILLS	2	27763	24576	12.97	950	881	449	1007	3678	533	468	1436
TULLAMORE DEW	3	17991	15758	14.17	127	269	378	142	1469	90	307	877
JOHN POWER	4	7519	6486	15.93	4	140	220	168	375	57	100	309
BLACK BUSH	5	2436	2459	-.94	80	94	40	42	428	51	35	230
TOTAL OTHER		11837	10406	.64	94	184	146	168	1074	182	325	1179
TOTAL OTH IMP WHSKY		957	558	71.51		9	7		80	13	27	57
SUNTORY	1	554	507	9.27		9			56	4	20	
BASTILLE	2	350	17	1958.82			5		9	9		44
PENDERYN	3	11	19	-42.11			2				6	
AMRUT	4	11		100.00								
WU LIANG	5	8	8	.00					8			
MOU TAI	6	7	6	16.67					7			8
TOTAL OTHER		16	1	2.69							1	5
TOTAL GIN-CLASSIC-DOM		1287072	1332412	-3.40	123637	21258	36290	18683	198470	101605	14857	45940
SEAGRAMS GIN	1	474948	509370	-6.76	80561	1839	9038	1199	81924	72065	884	3283
GORDONS	2	117992	124858	-5.50	1605	3439	2366	4474	13260	1498	1759	12723
GILBEY	3	106242	105816	.40	2605	4051	1953	5985	25829	1477	1638	10990
NEW AMSTERDAM	4	98269	94357	4.15	9355	1043	2840	660	11519	13081	1032	3855
BURNETTS	5	69188	68340	1.24	779	1502	1211	330	5724	1682	1186	3217
ARISTOCRAT	6	53449	55673	-3.99	8181				1496	3012	93	
BARTON	7	52751	52036	1.37	8691			1963	701	1047	12	205
FIVE OCLOCK	8	46531	49040	-5.12		437	3432	2757	32996			
CRYSTAL PALACE	9	30414	29409	3.42					7001		244	
BANKERS CLUB	10	29468	28844	2.16					161			
FLEISCHMANN'S	11	26047	26681	-2.38			1765	1140	996	74	1055	2636
MONARCH	12	16072	17361	-7.42		951						
PARAMOUNT	13	13323	14064	-5.27			7119					
BOOTH'S	14	11584	14197	-18.41	7	382	3	56	1153	97	79	1946
TOTAL OTHER		140794	142366	-.12	11853	7614	4600	1339	15710	7572	6875	7085
TOTAL GIN-CLASSIC-IMP		459747	431720	6.49	17687	8686	11534	13174	49355	10593	7955	51480
TANQUERAY	1	209590	204106	2.69	10846	4119	6244	5991	23114	6464	3941	23317
BOMBAY	2	129206	117901	9.59	3503	2649	2715	3834	13935	2258	2297	13534
BEEFEATER	3	77555	74726	3.79	1701	1121	1645	2562	8912	1135	1041	11064
HENDRICKS GIN	4	22431	17155	30.75	485	385	446	630	2203	450	351	2266
PINNACLE	5	6054	6490	-6.72	1070		215	18	127	55	7	
TOTAL OTHER		14911	11342	.83	82	412	269	139	1064	231	318	1299
TOTAL GIN-FLVRD-DOM		52967	51675	2.50	3616	1406	869	202	5419	2912	447	15
SEAGRAMS GIN	1	52486	51171	2.57	3616	1404	866	169	5413	2788	444	15

NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
HARWOOD	16	10291	2378	5541	5908		342	2658		200	3	
MONARCH	17			23860		1832					6	
TOTAL OTHER		14726	3763	2696	433	233	597	2205		89	310	
TOTAL IRISH		18783	37891	24675	60111	6867	5401	21327		3216	3164	3687
JAMESON	1	13987	30378	16915	42788	5452	3978	14994		2719	2478	2673
BUSHMILLS	2	2581	2902	4003	4256	520	401	2770		263	398	267
TULLAMORE DEW	3	696	2009	971	8258	319	468	1091		96	136	288
JOHN POWER	4	314	1387	943	2293	221	109	702		41	32	104
BLACK BUSH	5	232	160	237	396	97	49	178		18	14	55
TOTAL OTHER		973	1055	1606	2120	258	396	1592		79	106	300
TOTAL OTH IMP WHSKY		8	3	139	378	14	7	153		12	5	45
SUNTORY	1	5	3	139	98	14	7	152		3	2	42
BASTILLE	2	3			270					9	1	
PENDERYN	3											3
AMRUT	4				10			1				
WU LIANG	5											
MOU TAI	6											
TOTAL OTHER											2	
TOTAL GIN-CLASSIC-DOM		198342	116003	65966	151304	16339	9651	144575		9890	6009	8253
SEAGRAMS GIN	1	99681	38975	5747	22694	2239	700	49536		2803	534	1246
GORDONS	2	12970	8018	10404	26694	1647	1580	11629		1072	1083	1771
GILBEY	3	7504	9398	6756	13578	3358	2218	6413		720	749	1020
NEW AMSTERDAM	4	16079	11176	4787	11781	2191	791	6338		296	430	1015
BURNETTS	5	8587	14361	4185	12117	1186	1020	10623		356	151	971
ARISTOCRAT	6	18352	1740					19402		40		1133
BARTON	7	4880	3292			2624		27607		783	146	57
FIVE OCLOCK	8	5939					970					
CRYSTAL PALACE	9		5915		17216					38		
BANKERS CLUB	10				29307							
FLEISCHMANN'S	11	4836	1180	2082	3806	361	637	3818		565	931	165
MONARCH	12			15121								
PARAMOUNT	13		6204									
BOOTH'S	14	1444	1014	1236	2061	811	162	1778		15	2	156
TOTAL OTHER		18070	14730	15648	12050	1922	1573	7431		3202	1983	719
TOTAL GIN-CLASSIC-IMP		47888	55269	35439	75221	7066	7541	42549		3845	4854	9611
TANQUERAY	1	20709	27730	14393	32441	2778	3318	16614		1964	2385	3222
BOMBAY	2	14756	14622	10902	21208	2421	2058	13105		1046	1430	2933
BEEFEATER	3	7117	9149	4771	14671	752	1536	6971		662	632	2113
HENDRICKS GIN	4	2420	2138	1812	4171	499	479	2606		132	282	676
PINNACLE	5	1757	466	97	1124			830				288
TOTAL OTHER		1129	1164	3464	1606	616	150	2423		41	125	379
TOTAL GIN-FLVRD-DOM		10792	5565	2710	7132	2167	215	9007		184	248	61
SEAGRAMS GIN	1	10790	5552	2603	7132	2165	215	8837		169	247	61

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 5A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL OTHER		481	504	-.04		2	3	33	6	124	3	
TOTAL GIN-FLVRD-IMP		13108	13182	-.56	214	444	232	202	1596	174	333	1507
TANQUERAY	1	13089	13173	-.64	214	444	232	202	1586	167	333	1507
TOTAL OTHER		19	9	.08					10	7		
TOTAL VODKA-CLASSIC-DOM		6809402	6581243	3.47	419770	173741	309166	138415	1104608	330404	117079	253441
SMIRNOFF	1	1144391	1127465	1.50	100878	22378	33984	20351	189364	28685	13705	55971
ARISTOCRAT	2	512513	504809	1.53	137257				7351	39197	894	
BURNETTS	3	477553	440959	8.30	13676	15009	5668	4094	38986	90141	2459	15726
NIKOLAI	4	313282	300076	4.40			11757		46059		27971	
SKYY	5	275498	277631	-.77	8826	6220	3439	7705	42828	4690	2999	18690
POPOV	6	274757	303114	-9.36	11425	5329	9668	4966	140912	545	2634	6061
KAMCHATKA	7	219198	240082	-8.70		14836			54267	1276	1734	549
FIVE OCLOCK	8	199787	199703	.04			47518	15385	118004			
SEAGRAMS VODKA	9	192915	188541	2.32	11629	2543	1342	113	95860	4644	256	1577
CROWN RUSSE	10	188105	170852	10.10				5386	40138	11779	5649	
VLADIMIR	11	174246	168163	3.62						81		
TAAKA	12	171965	166775	3.11	25171	1136				102409		11916
BARTON	13	169988	156866	8.37	44556		26092	5017	2062	5024		2318
PLATINUM 7X	14	160192	130350	22.89	4478	5114	1068	270	20007	1147	2772	4613
JACQUIN	15	137182	145408	-5.66								
MCCORMICK	16	127060	126740	.25	1456	3490	25212	12	4973	3563	16966	380
GORDONS	17	126821	144338	-12.14	100	4466	1540	6325	8857	460	4292	21100
POTTERS	18	125118	117194	6.76		21947					9437	
FLEISCHMANN'S	19	115445	98606	17.08		5875	6827	8130	1044	20	1638	8631
BOWMANS	20	99422	96478	3.05								5402
NEW AMSTERDAM	21	94281	5573	1591.75	4031	1050	2028	488	31056	16976	264	1616
SKOL	22	88064	85597	2.88	33112		11812	131	3831	1738	2296	257
TITOS	23	85517	52773	62.05	4157	1035	2254	321	8590	5805	3192	3648
HOOD RIVER	24	84274	88745	-5.04								
MOHAWK	25	83839	83081	.91					83839			
PRIVATE LABEL	26	82091	78278	4.87	2259	26119		14			10514	
BANKERS CLUB	27	80099	79228	1.10					252			
GILBEY	28	80076	79792	.36	7435	3266	21	4652	1480	515	473	10175
HAWKEYE	29	79124	70842	11.69			79124					
KORSKI	30	72293	72826	-.73			1802					
RELSKA	31	48754	69512	-29.86	3764	11190	200		4112	3657		227
TOTAL OTHER		725552	710846	.22	5560	22738	37810	55055	160736	8052	6934	84584
TOTAL VODKA-CLASSIC-IMP		2674297	2550132	4.87	148461	19720	58905	55429	418357	73325	21674	182292
ABSOLUT	1	597487	580481	2.93	33848	6356	19340	17008	98480	20960	5932	48079
GREY GOOSE	2	351606	366768	-4.13	16469	3090	10551	5880	50622	13786	3374	26088
SVEDKA	3	319396	296852	7.59	13557	1119	9090	7616	81184	4064	3775	13786
PINNACLE	4	291186	278138	4.69	51600	203	3520	9175	20334	13580	591	10557
KETEL ONE	5	194668	179487	8.46	4134	2793	4567	3957	24271	2758	1685	26276
STOLICHNAYA	6	159156	159194	-.02	2772	2059	2072	4633	20680	2392	2504	12249
SOBIESKI	7	112984	98733	14.43	814	558	1393	1004	40898	512	1003	2652
THREE OLIVES	8	84432	80055	5.47	1457	420	993	1813	6787	989	76	16454
CIROC	9	81939	78777	4.01	6508	233	1327	307	20250	4651	215	1142
FRIS	10	81397	79014	3.02	5053	13	3233	48	17072	1444	555	73
TANQUERAY	11	64430	53001	21.56	223	140	5	8	6856	371	75	3209
POLMOS	12	56065	53460	4.87	10	48	20	302	3601	278	471	4212
BELVEDERE	13	53126	49896	6.47	2385	401	641	659	8897	1663	243	3422

NABCA BRAND LEADERS

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BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL OTHER		2	13	107		2		170		15	1	
TOTAL												
GIN-FLVRD-IMP		1634	901	1211	2486	337	99	1321		88	175	154
TANQUERAY	1	1634	901	1211	2486	337	99	1321		88	175	152
TOTAL OTHER												2
TOTAL												
VODKA-CLASSIC-DOM		783936	583452	509014	1017563	195171	59795	576233		115791	71830	49993
SMIRNOFF	1	168787	108805	47418	138912	24428	7816	127691		28265	14924	12029
ARISTOCRAT	2	179276	5737					135712		1464		5625
BURNETTS	3	105966	23814	30373	55476	4747	4919	57367		3777	130	5225
NIKOLAI	4	22124	9681		159678			28798		741	6473	
SKYY	5	31775	39984	11734	44896	10415	1196	29238		2760	2638	5465
POPOV	6	26086	15808	10302		9989	2364	10149		14613	2722	1184
KAMCHATKA	7		96218	7784	28348	10934		852		1607	407	386
FIVE OCLOCK	8	10473					8407					
SEAGRAMS VODKA	9	29896	14068	9627	9675	2752		8423		128	128	254
CROWN RUSSE	10	15154	18863		78839		7531			4280	486	
VLADIMIR	11	10088			130669			3816		28960		632
TAAKA	12	187		8091		23055						
BARTON	13		17624			51451	3341	672		11698		133
PLATINUM 7X	14	30638	11792	19918	37087	3294	1620	15242		594	130	408
JACQUIN	15				137182							
MCCORMICK	16	3494	27975	27692		6378	142	1147		2851	1328	1
GORDONS	17	11142	11107	19823	21404	2097	1776	9250		1444	541	1097
POTTERS	18			55462		12208					26064	
FLEISCHMANN'S	19	4725	5600	49179		3779	1841	5643		515	10367	1631
BOWMANS	20	11465						73069		5130		4356
NEW AMSTERDAM	21	6096	9348	1523	11318	1675	189	4536		41	359	1687
SKOL	22	7734	3585				1666	20756		549	2	595
TITOS	23	10132	14276	1716	16904	951	283	9438		429	485	1901
HOOD RIVER	24			84274								
MOHAWK	25											
PRIVATE LABEL	26		4326	38849			6				4	
BANKERS CLUB	27				79847							
GILBEY	28	9822	8300	6490	11372		2589	7635		879	455	4517
HAWKEYE	29											
KORSKI	30		70491									
RELSKA	31	21562	6040	9		19556		4033				
TOTAL OTHER		67314	60010	78750	55956	7462	14109	22766		5066	4187	2867
TOTAL												
VODKA-CLASSIC-IMP		298417	400479	133658	474150	40621	27265	244843		27144	15343	34214
ABSOLUT	1	56430	87373	18667	106107	6095	6213	46175		10141	4301	5982
GREY GOOSE	2	40709	50605	12240	66028	3911	2981	30489		6497	2483	5803
SVEDKA	3	32280	57154	7873	42820	6520	3689	24818		3454	2518	4079
PINNACLE	4	60182	18830	5730	30972	3719	2494	56331		1066	402	1900
KETEL ONE	5	16924	25984	9235	44617	3226	3046	14560		1250	1378	4007
STOLICHNAYA	6	12840	16272	10895	44296	3347	2224	13666		1459	1670	3126
SOBIESKI	7	4372	21418	6455	18765	637	2038	7722		597	393	1753
THREE OLIVES	8	7200	18697	5620	15619	984	708	4976		253	121	1265
CIROC	9	11946	14323	952	10104	476	120	7689		710	132	854
FRIS	10	8811	21027	5654	11821	1239		4990			111	253
TANQUERAY	11	1409	42589	1728	3251		50	4319		84	65	48
POLMOS	12	12534	4110	1114	18187		1094	8200		288	19	1566
BELVEDERE	13	6249	5918	2220	10331		452	7345		447	194	864

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 6A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
PEARL	14	39117	26310	48.68	1006	417	830	31	4817	1149	76	141
MONOPOLOWA	15	36321	31745	14.41		64			877	368	220	
FINLANDIA	16	35174	31113	13.05	1729	219	63	284	2543	332	84	4078
TOTAL OTHER		115813	107108	.34	6896	1587	1260	2704	10188	4028	795	9874
TOTAL VODKA-FLVRD-DOM		1210788	1109184	9.16	29603	30490	57427	14728	239341	41157	17782	41581
SMIRNOFF	1	444551	407118	9.19	17872	11204	10064	9332	96437	8429	4519	28833
BURNETTS	2	359321	338746	6.07	2760	7635	3060	186	68262	18700	1119	
UV	3	102303	93962	8.88	658	1250	35205	322	29463	536	3750	1710
SKYY	4	41755	40532	3.02	650	881	513	846	3701	261	305	2599
FIREFLY	5	39491	46828	-15.67	1520	619	369	304	2001	734	3010	1973
PUCKER	6	24359	13342	82.57	1956	679	513	494	2675	793	168	1597
NEW AMSTERDAM	7	23337		100.00	567	2	481	19	10785	6591	20	104
WAVE	8	23170	15856	46.13		249		742	5424	28	11	
SWEET CAROLINA	9	20668	27881	-25.87	256	278	172	425	351	47	305	1242
PARAMOUNT	10	19283	21117	-8.68			39					
JEREMIAH WEED	11	17277	23030	-24.98	379	213	4072	230	689	244	128	471
SEAGRAMS VODKA	12	14373	19647	-26.84	291	25	105	2	8293	87	62	372
JACQUIN	13	12996	8797	47.73								
TOTAL OTHER		67904	52328	1.40	2694	7455	2834	1826	11260	4707	4385	2680
TOTAL VODKA-FLVRD-IMP		1279217	1062179	20.43	50726	14338	26313	28236	156531	31235	13705	78261
PINNACLE	1	377500	324321	16.40	16815	6017	3991	14993	21075	5663	6053	21773
ABSOLUT	2	244071	223470	9.22	9768	4512	8145	4561	30019	4037	2796	17062
CIROC	3	218351	103581	110.80	18475	226	2503	391	45364	16923	171	4393
THREE OLIVES	4	217390	198757	9.37	1346	762	5879	1743	25504	946	419	10590
STOLICHNAYA	5	103872	107696	-3.55	1061	757	1934	3995	16364	1113	2605	14544
SVEDKA	6	27818	25953	7.19	335	230	877	1341	3898	65	451	2472
GREY GOOSE	7	26890	21000	28.05	1083	231	272	422	3511	652	266	2228
PEARL	8	15733	8764	79.52	212	845	1803	67	3733	434	462	85
KETEL ONE	9	11706	12137	-3.55	155	250	281	174	1434	153	65	1440
TOTAL OTHER		35886	36500	-.06	1476	508	628	549	5629	1249	417	3674
TOTAL RUM-AGED/DARK		56909	43448	30.98	1808	1736	1511	2556	3659	1045	1128	4719
KRAKEN	1	30662	18448	66.21	1323	1153	990	517	2264	500	716	1360
CRUZAN	2	23266	22015	5.68	464	561	356	1996	1012	433	372	3086
RON ZACAPA	3	1288	964	33.61	5	12	33	9	139	48	16	154
MOUNT GAY	4	614	585	4.96	11	6	8	33	83	19	6	94
BARBAROSSA	5	652	652	-100.00	1	1	1	1	3	2	3	25
TOTAL OTHER		1079	784	.68	4	3	123		158	43	15	
TOTAL RUM-FLVRD		2162544	2058833	5.04	56746	44012	146310	55802	423254	33824	33347	147766
CAPTAIN MORGAN	1	1142917	1122137	1.85	21029	20111	83748	34311	273101	13158	21173	91518
MALIBU	2	247246	224374	10.19	15554	6485	16561	7975	33575	10633	4650	17410
BACARDI	3	222091	206184	7.71	5174	2549	10945	3301	45889	2726	1385	13365
ADMIRAL NELSON	4	149963	139255	7.69	2198	5231	22218	1839	28456	773	1807	1368
CALICO JACK	5	119430	112999	5.69	4366		935	2972	570	1297	231	12464
SAILOR JERRY	6	87993	79031	11.34	2527	3453	3576	1391	8545	2056	2051	5547
CRUZAN	7	70006	60449	15.81	4912	1938	2805	2988	6634	1816	1051	3271
LADY BLIGH	8	33391	28770	16.06			4004					
BARBAROSSA	9	27472	28713	-4.32		3389		3	3734		247	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 6B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
PEARL	14	9991	1018	3701	13339			2291		62	140	108
MONOPOLOWA	15		12	29583		4682					515	
FINLANDIA	16	3428	3620	2351	11223	930	300	2941		99	133	817
TOTAL OTHER		13112	11529	9640	26670	4049	1856	8331		737	768	1789
TOTAL VODKA-FLVRD-DOM		161864	114892	75832	164753	27211	7711	144485		24238	9974	7719
SMIRNOFF	1	48374	51970	25668	61318	16926	4411	35012		6496	4770	2916
BURNETTS	2	86299	9549	32951	29711	2291	2003	80404		11869	92	2430
UV	3	3920	6280	1409	4890	2148	308	5039		3504	1881	30
SKYY	4	5321	7948	2256	6258	2089	26	6399		334	327	1041
FIREFLY	5	8531	2254	1227	6976	234	136	8123		431	429	620
PUCKER	6	2261	3115	918	6499	1	158	1729		280	427	96
NEW AMSTERDAM	7	457	4290								21	
WAVE	8		325	165	15002	1089		24		67	1	43
SWEET CAROLINA	9	605	1311	1505	11929	822	217	664		188	256	95
PARAMOUNT	10		19244									
JEREMIAH WEED	11	1736	1382	1530	4232	427	8	773		69	595	99
SEAGRAMS VODKA	12	925	735	714	1839	554	1	199		55	11	103
JACQUIN	13				12601			395				
TOTAL OTHER		3435	6489	7489	3498	630	443	5724		945	1164	246
TOTAL VODKA-FLVRD-IMP		116143	197436	58933	336134	19796	8213	110703		13328	5643	13543
PINNACLE	1	27363	45797	20204	136413	11076	1430	30404		3954	1709	2770
ABSOLUT	2	27150	32969	19323	43878	4399	2993	25823		2057	1724	2855
CIROC	3	34438	29403	1794	35926	141	263	22203		2377	158	3202
THREE OLIVES	4	7918	62093	4925	76594	1252	559	12184		3167	604	905
STOLICHNAYA	5	7172	10783	5959	23827	986	1893	8459		739	637	1044
SVEDKA	6	1204	4318	796	7554	379	654	1894		350	185	815
GREY GOOSE	7	4805	2798	899	5412	471	112	2839		249	123	517
PEARL	8	3209	310	2695	166	200		1179		128	176	29
KETEL ONE	9	1169	1280	606	2534	390	133	1031		84	56	471
TOTAL OTHER		1715	7685	1732	3830	502	176	4687		223	271	935
TOTAL RUM-AGED/DARK		8053	4985	7020	7979	1424	610	7240		425	334	677
KRAKEN	1	3294	3881	4202	4644	961	170	3957		249	290	191
CRUZAN	2	4716	934	2341	2881	448	412	2713		145	22	374
RON ZACAPA	3	15	114	2	247	2	5	374		29	10	74
MOUNT GAY	4	10	7	27	134		21	109		2	7	37
BARBAROSSA	5	1	1		73		2	1			1	1
TOTAL OTHER		17	48	448		13		86			4	
TOTAL RUM-FLVRD		153158	174792	94351	498414	56740	20941	144269		33340	30165	15313
CAPTAIN MORGAN	1	62731	97137	33380	240746	23244	12218	71267		19519	16707	7819
MALIBU	2	28863	6944	14510	42253	6579	2260	22520		4055	4222	2197
BACARDI	3	24455	20316	5613	55247	4967	1584	18626		1557	1707	2685
ADMIRAL NELSON	4	6292	9554	4057	49290	3171	1133	3603		3823	4824	326
CALICO JACK	5	6553	1184	2104	78257	2265	736	2799		1823	171	703
SAILOR JERRY	6	6583	9186	10471	13026	7353	1756	7486		974	1336	676
CRUZAN	7	10383	364	3373	14099	2162	856	10858		1182	670	644
LADY BLIGH	8		29193	194								
BARBAROSSA	9	4038		12746		3287					28	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 7A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
CASTILLO	10	21359	22709	-5.94		283	87		17090		138	
TOTAL OTHER		40676	34212	.31	986	573	1431	1022	5660	1365	614	2823
TOTAL RUM-GOLD		527818	528076	- .05	19577	18912	14157	13634	63442	11183	8195	36268
BACARDI	1	223493	223968	- .21	10826	5468	5333	3803	35055	6051	2783	8911
MYERSS	2	34711	34219	1.44	1134	832	734	1142	4105	785	667	4053
CASTILLO	3	31027	32793	-5.39	2588	329	4	1416	10564	733	394	132
MOUNT GAY	4	30659	30229	1.42	810	217	240	2460	3620	338	211	5369
MONTEGO BAY	5	23032	24977	-7.79		4377			402	1082	172	
MONARCH	6	20244	21156	-4.31		89						
GOSLINGS	7	19773	17545	12.70	111	149	73	1849	1002	135	223	5000
WORLD FAMOUS	8	17176	19035	-9.77								
APPLETON	9	16734	16099	3.94	657	347	421	270	1392	309	169	950
RONRICO	10	12780	12816	- .28		854		175	314	272		1862
PARAMOUNT	11	10585	11053	-4.23			7210					
CAPTAIN MORGAN	12	10083	8240	22.37	416	642		88	321	444	10	1426
ARISTOCRAT	13	7997	8066	- .86								
MR BOSTON	14	7261	7313	- .71		1619					500	1754
BANKERS CLUB	15	7166	8084	-11.36								
POTTERS	16	5745	5375	6.88		619					3	
TOTAL OTHER		49352	47108	.42	3035	3370	142	2431	6667	1034	3063	6811
TOTAL RUM-LIGHT		1443918	1474634	-2.08	61433	26353	58870	46368	267672	32159	19582	75396
BACARDI	1	783001	805908	-2.84	32755	9926	26052	25391	161756	17151	9185	48872
CASTILLO	2	136097	141226	-3.63	8307	1076	3588	3560	33150	2332	1708	2190
ARISTOCRAT	3	65057	66980	-2.87	8147				3368	3749	49	
MONARCH	4	47577	48431	-1.76		3447						
WORLD FAMOUS	5	45901	47338	-3.04								
RONRICO	6	42953	42809	.34	721	1451	676	915	1497	798	11	4584
PARAMOUNT	7	35210	35146	.18			20747					
HEAVEN HILL	8	23937	23497	1.87					23937			
MR BOSTON	9	22820	22875	- .24	7	2368	2	745	1389		1293	5396
CRUZAN	10	21782	20305	7.27	1623	457	327	942	1436	438	392	833
MONTEGO BAY	11	21687	23129	-6.23		3035			567	1524	230	
BARTON	12	20842	21218	-1.77	4203		1508	1777	8703	3199		435
BANKERS CLUB	13	19153	19159	- .03					673			
TOTAL OTHER		157901	156613	.09	5670	4593	5970	13038	31196	2968	6714	13086
TOTAL BRNDY/CGNC-ARMGNC		567	578	- 1.90	1	8	13	6	38	7	13	127
MARIE DUFFAU	1	244	227	7.49								113
ARMGC MONTL	2	100	132	-24.24					16	1	7	14
CLES D DUCS	3	84	116	-27.59					14			
LARRESSINGLE	4	41	32	28.13			2		8	2		
ST VIVANT	5	28	21	33.33		8		6			3	
CHAT LAUBADE	6	23	25	-8.00						1		
CERBOIS	7	14	10	40.00								
SEMPE	8	11	3	266.67			2				3	
YAHARA BAY	9	7	1	600.00			5					
COMTE LDL	10	3	6	-50.00			4					
TOTAL OTHER		12	5	1.21	1					2	1	

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 7B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
CASTILLO TOTAL OTHER	10	3260	344 570	2189 5714	5496	553 3159	398	255 6855		116 291	77 423	227 36
TOTAL RUM-GOLD		61211	49577	55282	74208	19691	5203	58103		4746	5275	9154
BACARDI	1	32569	28963	12250	29262	5508	1503	25465		3036	2729	3978
MYERSS	2	3638	2739	3132	5764	525	672	3513		276	505	495
CASTILLO	3	2429	2348	2531		429		6098		131	218	683
MOUNT GAY	4	3727	1847	740	4407	547	1254	3876		118	198	680
MONTEGO BAY	5	2532		3701		9819		785			162	
MONARCH	6			20155								
GOSLINGS	7	2219	918	604	3212	211	806	2626		82	38	515
WORLD FAMOUS	8				15831			1015		330		
APPLETON	9	1957	1594	1289	3651	222	123	2296		159	163	765
RONRICO	10	2113	1613	1653	1827		136	1434		46	165	316
PARAMOUNT	11		2699		676							
CAPTAIN MORGAN	12	1825	1231	781		1166		1483		246	4	
ARISTOCRAT	13	3771						4008				218
MR BOSTON	14		2351	1				1034			2	
BANKERS CLUB	15				7166							
POTTERS	16			4309							814	
TOTAL OTHER		4431	3274	4136	2412	1264	709	4470		322	277	1504
TOTAL RUM-LIGHT		135940	155566	85348	261644	28449	11625	130890		21018	12367	13238
BACARDI	1	81972	91894	21539	148881	12498	6693	60743		11551	8427	7715
CASTILLO	2	8309	16760	7275	25326	1338	439	18166		681	828	1064
ARISTOCRAT	3	20997	1820					24951		45		1931
MONARCH	4			40164		3966						
WORLD FAMOUS	5				43183			1834		884		
RONRICO	6	6051	6511	2786	11402		662	3725		330	380	453
PARAMOUNT	7		14463									
HEAVEN HILL	8											
MR BOSTON	9	10	4917	2		2056	1324	2875		4	432	
CRUZAN	10	3585	1648	2281	3123	409	216	3540		157	96	279
MONTEGO BAY	11	3544	495	2782		7088	127	1667		396	232	
BARTON	12				17941			209		678		130
BANKERS CLUB	13				11788			539				
TOTAL OTHER		11472	17058	8519		1094	2164	12641		6292	1972	1666
TOTAL BRNDY/CGNC-ARMGNC		3	1	77	132	8	7	73			10	43
MARIE DUFFAU	1				131							
ARMGC MONTL	2			62								
CLES D DUCS	3							70				
LARRESSINGLE	4	1	1	9		8		2			2	6
ST VIVANT	5						7				3	
CHAT LAUBADE	6											23
CERBOIS	7											14
SEMPE	8			4							2	
YAHARA BAY	9										2	
COMTE LDL	10										1	
TOTAL OTHER		2		2	1			1				

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 8A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
TOTAL BRNDY/CGNC-CGNC-OTH		45390	28101	61.52	2014	56	299	91	17954	3014	22	1218
REMY MARTIN	1	28945	11818	144.92	958		116	20	14368	1770	5	620
HENNESSY	2	9462	11175	-15.33	554	35	150	66	2027	402	5	184
COURVOISIER	3	5518	3670	50.35	484	18	33	4	1092	729	5	168
MARTELL	4	752	769	-2.21	2	1		1	298	58	2	40
MEUKOW	5	484	512	-5.47	13	2			115	55	5	162
TOTAL OTHER		229	157	.26	3				54			44
TOTAL BRNDY/CGNC-CGNC-VS		429854	401262	7.13	20250	694	8034	1730	120876	31883	579	45872
HENNESSY	1	294121	264288	11.29	12819	423	7008	1305	76094	17799	353	42485
COURVOISIER	2	64038	67305	-4.85	3973	262	864	280	17793	4104	173	1548
REMY MARTIN	3	26540	23154	14.62	1433		143	15	12023	4861		515
SALIGNAC	4	17262	16461	4.87				130	7861	985	46	317
MARTELL	5	10377	11907	-12.85	405		16		5666	600		
ANSAC	6	9496	10846	-12.45	1078				620	3042		95
MEUKOW	7	6542	5576	17.32	540	7	2		706	462	1	912
TOTAL OTHER		1478	1725	-1.06	2	2	1		113	30	6	
TOTAL BRNDY/CGNC-CGNC-VSOP		85127	80169	6.18	4168	220	1725	267	35740	4016	102	3550
REMY MARTIN	1	64603	57046	13.25	3439	132	1499	147	30117	3578	57	1737
HENNESSY	2	11948	14663	-18.52	371	46	156	77	4063	252	11	1080
COURVOISIER	3	4900	4185	17.08	309	39	63	39	782	73	21	320
JACQUES CARDIN	4	1791	2280	-21.45	49		2		156	67	2	147
MARTELL	5	876	1072	-18.28		3	2	2	296	15	8	
TOTAL OTHER		1009	923	.11			3	2	326	31	3	266
TOTAL BRNDY/CGNC-CGNC-XO		1762	1540	14.42	28	12	16	5	318	77	3	139
REMY MARTIN	1	986	757	30.25	21		14	3	212	54	2	69
HENNESSY	2	542	465	16.56	5	10	2	2	62	22	1	52
COURVOISIER	3	118	148	-20.27	1	2			22			18
MARTELL	4	45	13	246.15	1				10			
FRAPIN	5	25	98	-74.49								
ORIG GANGSTER	6	23	20	15.00								
TOTAL OTHER		23	39	-1.04					12	1		
TOTAL BRNDY/CGNC-DOM		848111	847867	.03	69221	7566	24801	3831	169468	47402	9167	10776
E & J	1	380686	379989	.18	24177	2297	10299	1571	69803	23767	2724	6663
PAUL MASSON	2	234002	234415	-.18	37995	214	6623	242	49056	20133	234	233
CHRISTIAN BROS	3	179851	177603	1.27	6394	3715	6511	1200	37596	2872	4611	2308
CORONET	4	15891	17678	-10.11			2	68	260			718
KORBEL	5	11177	11571	-3.41	627	594	916	24	1049	239	516	104
TOTAL OTHER		26504	26611	-.01	28	746	450	726	11704	391	1082	750
TOTAL BRNDY/CGNC-IMP		56042	59421	-5.69	1342	628	825	1791	6311	1575	348	4617
ST REMY	1	20193	20138	.27	616	199	261	551	1232	362	124	1269

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012 PAGE 8B												
BRAND	Rank	North Carolina	Ohio	Oregon	Pennsylvania	Utah	Vermont	Virginia	Washington	West Virginia	Wyoming	Montgomery County
TOTAL BRNDY/CGNC-CGNC-OTH		3595	8489	625	3137	125	16	3766		199	41	729
REMY MARTIN	1	1261	7131	157	730		1	1389		53	1	365
HENNESSY	2	1190	1204	248	1439	109	8	1491		122	17	211
COURVOISIER	3	1124	88	116	913	16	7	610		20	2	89
MARTELL	4	17	65	57				157			1	53
MEUKOW	5	1	1	5				118			7	
TOTAL OTHER		2		42	55			1		4	13	11
TOTAL BRNDY/CGNC-CGNC-VS		43833	56909	7194	43472	1835	669	37160		3450	585	4829
HENNESSY	1	26425	41713	5037	31164	1248	341	23946		2955	389	2617
COURVOISIER	2	11831	6287	1205	6780	467	194	6473		310	165	1329
REMY MARTIN	3	2117	1786	112	1140	57	67	1901		108	20	242
SALIGNAC	4	898	2238	516	2803		67	1048				353
MARTELL	5	179	2110		1105			242				54
ANSAC	6	1298	426					2841		69		27
MEUKOW	7	1077	1937	212				668		8	10	
TOTAL OTHER		8	412	112	480	63		41			1	207
TOTAL BRNDY/CGNC-CGNC-VSOP		4635	14126	1851	7158	466	238	5420		203	123	1119
REMY MARTIN	1	2694	11649	1009	4313	218	109	3037		151	63	654
HENNESSY	2	997	1561	407	1569	184	39	914		32	29	160
COURVOISIER	3	516	579	233	760	28	59	821		8	29	221
JACQUES CARDIN	4	405	64		482		31	341		12		33
MARTELL	5	11	273	134				113				19
TOTAL OTHER		12		68	34	36		194			2	32
TOTAL BRNDY/CGNC-CGNC-XO		135	257	129	328	37	3	159		13	6	97
REMY MARTIN	1	74	158	57	174	11	3	101		9	1	23
HENNESSY	2	34	75	56	129	14		43		4	4	27
COURVOISIER	3	27	11	7	1	4		13			1	11
MARTELL	4		5	5		3		2				19
FRAPIN	5			1	24							
ORIG GANGSTER	6		8									14
TOTAL OTHER				3		5						3
TOTAL BRNDY/CGNC-DOM		137366	109924	29192	117434	8682	1637	85353		6903	4395	4993
E & J	1	61917	43202	8032	70635	4539	663	39416		5202	2085	3694
PAUL MASSON	2	39850	42446	1830	7632	687	113	25385		774	96	459
CHRISTIAN BROS	3	32287	12510	9598	36767	3055	418	16920		636	1746	707
CORONET	4	1718	10442		1395		228	883		177		
KORBEL	5	761	935	2679		277		2085		39	291	41
TOTAL OTHER		833	389	7053	1005	124	215	664		75	177	92
TOTAL BRNDY/CGNC-IMP		6673	6384	3568	9685	1092	1247	7350		159	220	2227
ST REMY	1	2716	2497	1045	4929	367	672	2715		32	2	604

NABCA BRAND LEADERS

1/1/2012 - 10/31/2012												
PAGE 9A												
BRAND	Rank	Total Cases This year	Total Cases Last year	% Change	Alabama	Idaho	Iowa	Maine	Michigan	Mississippi	Montana	New Hampshire
JACQUES CARDIN	2	5322	5093	4.50				967	141		44	
PRESIDENTE	3	4848	4892	- .90	303	153	143	20	534	274	39	90
RAYNAL	4	4608	6136	-24.90	7			13	1188	196	1	6
CONJURE	5	4140	5930	-30.19	389		31		426	700	3	39
METAXA	6	2039	1941	5.05		19	5	9	289	4	6	241
JENKINS	7	1982	2139	-7.34								1976
BANKERS CLUB	8	1845	1870	-1.34								
STOCK 84	9	1673	2010	-16.77		46	242		415		10	339
ASBACH	10	702	751	-6.52	4	27	13	10	86	2	17	139
MARASKA	11	658	718	-8.36		37	23		27		11	
DON PEDRO	12	369	633	-41.71	2		5	4	108	4	21	79
TOTAL OTHER		7663	7170	.83	21	147	102	217	1865	33	72	439
TOTAL COCKTAILS		829304	870675	-4.75	56786	9210	71722	15446	90366	49533	9943	46428
J C AUTHENTIC	1	104418	94663	10.30	9084	205	24457	3377		8218	1004	8577
SKINNYGIRL	2	71573	62523	14.47	2856	538	4695	2167	8536	2199	553	5576
CHI-CHIS CKTLS	3	66070	61318	7.75	1722	224	11520	945	4875	1474	295	3615
FRIDAYS	4	59263	66042	-10.26	3553	441	2577	527	8221	4317	498	3613
JOSE CUERVO	5	57934	68404	-15.31	5205	514	5168	1387	9885	4006	500	4076
BACARDI PARTY	6	51074	58412	-12.56	3405	110	2071	535	4833	2058	31	3274
MONTEBELLO	7	37035	38586	-4.02	818				11	1602		
EVERCLEAR	8	31906	27049	17.96	2041	16	3337		3078	1991	2646	
CAPTAIN MORGAN	9	31244	36195	-13.68	999	346	1571	644	10760	298	291	1961
KAHLUA RTD	10	24129	26925	-10.38	1513	421	449	679	5564	667	325	1770
SMIRNOFF	11	22135	33496	-33.92	551	317	254	387	3129	524	199	1586
BACARDI COCKTAIL	12	21564	23746	-9.19	792	304	741	250	2214	440	91	1696
DESERT ISLAND	13	20930	21222	-1.38	4156	853	1689	307	360	13	530	94
MALIBU COCKTAILS	14	20691	25100	-17.57	838	470	888	983	2745	714		2654
CUERVO MIX	15	18746	18684	.33	4380	451						
SALVADORS	16	17330	19031	-8.94	3697	89	2201		1000	3360	93	727
1800	17	16358	13560	20.63	1902	205	1072	443		1894	55	1334
BARTON	18	16105	15625	3.07	942	15	325		2558	1170		58
SEAGRAMS G&J	19	13722	18822	-27.10	565				957	4363		
JD RTDS	20	12351	9741	26.79	3234	297			739		79	
ICE BOX	21	10702	16247	-34.13	1	705	823	750	375		130	3003
CLUB	22	10043	9883	1.62	41		67		7831	767	55	
FIREFLY	23	8390	9234	-9.14	27			5	309	182	111	
KAHLUA DTG	24	7188	10478	-31.40	2214	155	307	120	3594	1276	250	111
TOTAL OTHER		78403	85689	-.84	2250	2534	7510	1940	9531	7261	2207	2703
TOTAL CRDL-COFFEE LQR		154824	163187	-5.12	5487	3945	6492	6420	21657	2504	3503	24071
KAHLUA	1	141169	150723	-6.34	3897	3732	6155	6199	19712	2060	2723	23890
CHAPALA	2	4499	4574	-1.64	1578				1497		544	
MONARCH	3	4476	4450	.58		167					4	
TOTAL OTHER		4680	3440	.76	12	46	337	221	448	444	232	181
TOTAL CRDL-CRM LQR		159389	147316	8.20	3747	4334	9985	3705	28269	2750	2939	20562
BAILEYS	1	141434	138622	2.03	3532	4264	8807	3625	23083	2378	2636	19455
FULTONS HARVEST	2	9435	5495	71.70	51		536	33	4119	211	8	220
ADULT	3	2910	608	378.62	103		7	7	202	17		283
TOTAL OTHER		5610	2591	2.05	61	70	642	40	865	144	295	604

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		52	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			1301		523	3	
MR BOSTON	2	732		1690			511	380		207	2	
PARAMOUNT	3		1953									
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		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		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				1023				81
SWEET REVENGE	12		50		1681		1			26		
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	176	100.00	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-WHISKY	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

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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-BTRSCCTCH		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		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	1	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	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

