

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS TOP 50 BRANDS

THIRD QUARTER 2012

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BRAND	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
SMIRNOFF VODKA	1	4.35	4.53	1,981,239	1,997,490	-0.81	507,512	533,908	-4.94
BACARDI RUM	2	3.66	3.79	1,663,739	1,667,532	-0.23	434,347	440,723	-1.45
CAPTAIN MORGAN* RUM	3	3.49	3.56	1,588,272	1,566,931	1.36	394,804	403,568	-2.17
ABSOLUT VODKA	4	2.45	2.45	1,116,840	1,081,105	3.31	296,652	288,283	2.90
JACK DANIEL	5	2.35	2.34	1,070,638	1,029,287	4.02	263,154	255,266	3.09
SEAGRAM CRN RYL	6	1.94	1.98	881,944	870,965	1.26	210,568	207,203	1.62
PINNACLE VODKA	7	1.91	1.68	868,372	740,483	17.27	221,207	219,418	0.82
BLACK VELVET	8	1.63	1.63	740,919	717,709	3.23	179,882	170,636	5.42
JIM BEAM	9	1.61	1.64	730,290	722,902	1.02	176,029	179,237	-1.79
ARISTOCRAT VODKA	10	1.53	1.55	697,314	682,456	2.18	171,608	173,547	-1.12
BURNETT'S VODKA VODKA	11	1.41	1.34	642,058	590,550	8.72	170,775	159,459	7.10
JAGERMEISTER	12	1.41	1.50	640,857	659,216	-2.78	155,813	163,975	-4.98
CUERVO	13	1.40	1.47	636,986	649,072	-1.86	168,870	182,087	-7.26
SEAGRAM EXT DRY GIN	14	1.35	1.48	614,446	654,201	-6.08	144,342	154,942	-6.84
SEAGRAM 7 CROWN	15	1.25	1.31	568,305	578,590	-1.78	137,062	139,000	-1.39
GREY GOOSE VODKA	16	1.16	1.21	526,497	531,976	-1.03	131,703	133,889	-1.63
E & J BRANDY	17	1.09	1.13	497,624	498,215	-0.12	114,177	114,250	-0.06
SVEDKA VODKA	18	1.02	0.95	462,511	420,086	10.10	130,511	119,728	9.01
CANADIAN MIST	19	0.97	1.03	439,319	452,996	-3.02	107,024	110,259	-2.93
NIKOLAI 80 PRF VODKA	20	0.96	0.95	438,818	420,082	4.46	110,620	107,664	2.75
TAAKA VODKA	21	0.95	0.89	433,394	392,158	10.52	115,671	101,354	14.13
EVAN WILLIAMS	22	0.92	0.89	419,362	391,586	7.09	103,274	97,248	6.20
HENNESSY BRANDY	23	0.87	0.85	395,494	373,103	6.00	93,552	85,299	9.68
THREE OLIVES VODKA	24	0.85	0.82	385,662	362,478	6.40	105,237	96,881	8.62
SKYY VODKA	25	0.85	0.87	384,904	383,534	0.36	105,506	104,218	1.24
POPOV VODKA	26	0.81	0.94	370,468	414,470	-10.62	94,106	101,771	-7.53
STOLICHNAYA 80 VODKA	27	0.80	0.84	362,730	372,095	-2.52	97,947	99,070	-1.13
KAMCHATKA VODKA	28	0.69	0.76	315,094	333,433	-5.50	70,667	87,307	-19.06
MALIBU NATURAL* RUM	29	0.68	0.64	311,538	282,564	10.25	92,511	85,580	8.10
CANDN CLUB 1858	30	0.68	0.72	308,036	315,368	-2.32	75,437	76,973	-2.00
TANQUERAY GIN	31	0.66	0.67	298,624	293,875	1.62	85,163	85,182	-0.02
SOUTHRN COMFORT	32	0.64	0.68	292,954	297,651	-1.58	70,216	69,052	1.69
PAUL MASSON BRANDY	33	0.64	0.67	291,620	296,039	-1.49	65,556	65,985	-0.65
KETEL ONE VODKA	34	0.64	0.61	291,227	268,414	8.50	78,547	74,711	5.13
CASTILLO RUM	35	0.60	0.65	273,967	286,599	-4.41	69,255	73,275	-5.49
FIVE OCLOCK VODKA	36	0.59	0.61	266,855	269,000	-0.80	69,604	69,533	0.10
JAMESON	37	0.58	0.50	265,550	218,407	21.59	62,067	49,869	24.46
CROWN RUSSE VODKA	38	0.58	0.55	264,340	241,301	9.55	68,522	62,997	8.77
VLADIMIR VODKA	39	0.55	0.55	249,802	241,638	3.38	62,053	61,693	0.58
C BROS VS BRANDY	40	0.53	0.55	243,042	242,886	0.06	55,319	54,837	0.88
CUERVO	41	0.53	0.55	242,941	241,356	0.66	66,602	77,141	-13.66
CANDN RICH&RARE	42	0.53	0.52	240,494	230,654	4.27	59,764	57,801	3.40
BARTON VODKA	43	0.52	0.50	238,552	221,825	7.54	63,146	58,510	7.92
SGRMS EX SMOOTH VODKA	44	0.51	0.51	233,702	225,610	3.59	58,784	59,022	-0.40
MAKERS MARK	45	0.51	0.46	232,568	201,781	15.26	52,926	47,839	10.63
BAILEYS ORIG IR	46	0.50	0.52	228,680	227,516	0.51	39,048	39,184	-0.35
SAUZA	47	0.49	0.47	223,240	205,248	8.77	62,497	58,375	7.06
KAHLUA MEX LIQ	48	0.48	0.52	216,867	228,205	-4.97	44,221	47,301	-6.51
1800 REPOSADO	49	0.46	0.48	207,691	210,939	-1.54	46,586	51,967	-10.35
ADMIRAL NELSON RUM	50	0.45	0.44	202,624	191,747	5.67	51,357	45,893	11.91

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

DISTILLED SPIRITS TOP 50 VENDORS

THIRD QUARTER 2012

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VENDOR	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
DIAGED	1	20.63	21.10	9,412,864	9,309,300	1.11	2,351,631	2,410,546	-2.44
BEAM INC	2	11.91	11.80	5,433,167	5,205,483	4.37	1,361,112	1,376,705	-1.13
HEAVEN HILL DST	3	9.00	8.92	4,104,837	3,937,801	4.24	1,030,665	1,007,829	2.27
PERNOD RCRD USA	4	6.87	7.00	3,133,966	3,089,383	1.44	794,333	784,580	1.24
BACARDI USA INC	5	6.68	6.96	3,049,210	3,068,854	-0.64	789,343	801,379	-1.50
SAZERAC COMPANY	6	6.52	6.30	2,976,657	2,781,422	7.02	771,479	718,376	7.39
BROWN FORMAN	7	5.10	5.04	2,324,633	2,224,731	4.49	573,707	559,007	2.63
SAZERAC N AMRCA	8	4.84	4.82	2,208,614	2,127,335	3.82	565,363	551,109	2.59
CONSTELLATION	9	3.53	3.52	1,612,611	1,552,419	3.88	405,971	385,863	5.21
LUXCO INC	10	1.87	1.85	852,815	817,089	4.37	213,388	207,262	2.96
CAMPARI	11	1.87	1.85	852,814	818,037	4.25	215,986	207,889	3.89
LAIRD AND CO	12	1.67	1.74	762,695	766,778	-0.53	190,757	192,109	-0.70
GRANT AND SONS	13	1.64	1.67	749,566	738,925	1.44	197,311	192,858	2.31
PROXIMO SPIRITS	14	1.49	1.42	679,865	626,023	8.60	175,710	164,425	6.86
SIDNEY FRANK	15	1.44	1.53	658,731	675,459	-2.48	160,075	167,862	-4.64
GALLO E J WINE	16	1.40	1.23	640,354	544,064	17.70	173,197	131,527	31.68
HOOD RIVER DIST	17	1.38	1.43	627,961	629,119	-0.18	161,717	166,426	-2.83
MOET HENNESSY	18	1.26	1.23	575,080	543,104	5.89	138,173	126,107	9.57
JACQUIN ET CIE	19	1.09	1.16	498,456	512,843	-2.81	109,203	117,536	-7.09
PARAMOUNT DIST	20	1.05	1.11	479,014	488,786	-2.00	120,972	124,891	-3.14
WALKER M S INC	21	0.99	1.05	450,618	462,922	-2.66	115,459	116,058	-0.52
MCCORMICK DIST	22	0.95	1.00	431,167	442,825	-2.63	110,560	112,107	-1.38
REMY COINTREAU	23	0.79	0.73	358,983	320,066	12.16	94,483	80,546	17.30
FRANK-LIN DSTLR	24	0.75	0.76	339,952	337,321	0.78	90,501	85,094	6.35
MONTEBELLO BRND	25	0.74	0.75	337,337	332,090	1.58	82,566	84,798	-2.63
WILSON DANIELS	26	0.64	0.63	290,523	277,831	4.57	72,451	73,223	-1.05
PHILLIPS DST CO	27	0.53	0.51	242,301	222,867	8.72	62,040	65,568	-5.38
PATRON SPIRITS	28	0.51	0.49	232,015	216,689	7.07	58,324	57,319	1.75
IMPERIAL BRANDS	29	0.35	0.31	161,713	138,826	16.49	46,892	39,947	17.39
CHARMER SUNBELT	30	0.27	0.23	123,897	100,997	22.67	31,253	23,508	32.95
DEUTSCH FAM W&S	31	0.24	0.22	110,283	96,032	14.84	28,093	26,107	7.60
FIFTH GEN INC	32	0.24	0.15	107,935	66,537	62.22	35,487	21,651	63.90
MHW LIMITED	33	0.14	0.12	62,802	51,247	22.55	18,529	15,113	22.61
CASTLE BRANDS	34	0.13	0.11	57,239	48,931	16.98	17,384	14,148	22.88
KOBRAND CORP	35	0.12	0.13	54,704	58,413	-6.35	14,420	13,598	6.05
MUTUAL WHOLSALE	36	0.11	0.09	48,254	41,734	15.62	13,446	12,144	10.72
SHAW-ROSS IMPTS	37	0.08	0.09	38,205	38,174	0.08	10,260	10,164	0.94
PIEDMONT DISTLR	38	0.07	0.02	31,009	10,244	202.71	9,651	3,817	152.81
US DISTLLD PROD	39	0.06	0.02	29,622	6,895	329.63	10,441	2,101	397.08
HARDY A USA LTD	40	0.06	0.01	29,354	4,217	596.09	12,204	1,323	822.46
LUCTOR INTERNTL	41	0.04	0.03	17,778	13,769	29.12	4,414	3,151	40.11
BLACK PRINCE DS	42	0.04	0.04	16,594	18,401	-9.82	4,216	4,789	-11.96
KORBEL F & BROS	43	0.03	0.04	15,791	16,017	-1.41	3,320	3,518	-5.63
LEVECKE CORP	44	0.03	0.03	15,643	14,603	7.12	4,225	3,658	15.50
WHYTE & MACKAY	45	0.03	0.03	14,446	14,708	-1.78	3,886	3,253	19.46
HEXA PARTNERS	46	0.03	0.03	14,313	12,905	10.91	3,732	3,555	4.97
WESTRN SPTS BEV	47	0.03	0.01	14,142	5,931	138.44	3,540	1,912	85.12
BENDISTILLERY	48	0.03	0.03	13,481	12,002	12.32	4,148	3,581	15.84
EASTERN LQ DIST	49	0.02	0.02	10,734	9,657	11.15	2,819	2,735	3.05
PARK STREET IMP	50	0.02	0.02	10,658	9,875	7.93	2,992	2,007	49.06

NABCA EXECUTIVE ANALYSIS
NINE LITER EQUIVALENT CASES
DISTILLED SPIRITS BY CLASS

THIRD QUARTER 2012

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CLASS	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
	Current 12 Months	Prior 12 Months						
STRAIGHT WHISKEY	8.89	8.77	4,057,239	3,870,612	4.8	983,400	946,457	3.9
BLENDED WHISKEY	2.74	2.88	1,250,204	1,271,758	-1.7	300,311	306,417	-2.0
OTHER WHISKEY	0.30	0.24	137,407	105,050	30.8	34,586	27,423	26.1
TOTAL DOMESTIC WHISKEY	11.93	11.89	5,444,851	5,247,420	3.8	1,318,297	1,280,297	3.0
SCOTCH	2.66	2.75	1,212,192	1,212,264	-0.0	291,302	289,789	0.5
CANADIAN	9.02	9.30	4,114,872	4,104,513	0.3	999,668	995,067	0.5
IRISH	0.77	0.67	353,493	297,001	19.0	80,601	66,561	21.1
OTHER IMPORTED WHISKEY	0.00	0.00	1,166	685	70.2	321	177	81.4
TOTAL IMPORTED WHISKEY	12.45	12.72	5,681,723	5,614,464	1.2	1,371,893	1,351,594	1.5
TOTAL WHISKEY	24.39	24.62	11,126,574	10,861,883	2.4	2,690,189	2,631,892	2.2
DOMESTIC GIN	3.77	4.03	1,720,590	1,776,437	-3.1	436,480	454,278	-3.9
IMPORTED GIN	1.38	1.36	628,686	599,029	5.0	182,566	173,482	5.2
TOTAL GIN	5.15	5.38	2,349,277	2,375,465	-1.1	619,045	627,760	-1.4
DOMESTIC VODKA	21.39	21.48	9,756,768	9,475,519	3.0	2,524,768	2,477,194	1.9
IMPORTED VODKA	10.95	10.55	4,997,376	4,656,753	7.3	1,318,969	1,267,731	4.0
TOTAL VODKA	32.34	32.03	14,754,144	14,132,271	4.4	3,843,737	3,744,925	2.6
DOMESTIC RUM	11.22	11.44	5,118,664	5,048,586	1.4	1,316,598	1,329,541	-1.0
IMPORTED RUM	1.27	1.24	579,941	545,676	6.3	166,034	159,619	4.0
TOTAL RUM	12.49	12.68	5,698,606	5,594,263	1.9	1,482,632	1,489,160	-0.4
DOMESTIC BRANDY	2.39	2.50	1,092,178	1,101,071	-0.8	248,496	249,027	-0.2
IMPORTED BRANDY	1.67	1.64	763,163	725,756	5.2	174,981	165,789	5.5
TOTAL BRANDY	4.07	4.14	1,855,342	1,826,828	1.6	423,477	414,816	2.1
DOMESTIC CORDIALS	8.49	8.31	3,871,522	3,666,856	5.6	1,000,091	963,418	3.8
IMPORTED CORDIALS	6.11	5.66	2,786,800	2,498,174	11.6	656,569	589,012	11.5
TOTAL CORDIALS	14.59	13.97	6,658,321	6,165,031	8.0	1,656,660	1,552,430	6.7
TOTAL TEQUILA	4.55	4.57	2,076,302	2,015,628	3.0	548,613	559,204	-1.9
TOTAL COCKTAILS	2.42	2.61	1,102,329	1,150,450	-4.2	288,314	334,845	-13.9
TOTAL DOMESTIC SPIRITS	61.61	62.25	28,106,902	27,466,339	2.3	7,133,044	7,088,600	0.6
TOTAL IMPORTED SPIRITS	38.39	37.75	17,513,992	16,655,480	5.2	4,419,624	4,266,432	3.6
TOTAL ALL SPIRITS	100.00	100.00	45,620,894	44,121,820	3.4	11,552,668	11,355,032	1.7

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

STRAIGHT WHISKEY

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL STRAIGHT WHISKEY				4,057,236	3,870,612	4.82	983,398	946,457	3.90
BRAND									
JACK DANIEL	1	26.39	26.59	1,070,638	1,029,287	4.02	263,154	255,266	3.09
JIM BEAM	2	18.00	18.68	730,290	722,902	1.02	176,029	179,237	-1.79
EVAN WILLIAMS	3	10.34	10.12	419,362	391,586	7.09	103,274	97,248	6.20
MAKERS MARK	4	5.73	5.21	232,568	201,781	15.26	52,926	47,839	10.63
OLD CROW	5	4.16	4.30	168,823	166,548	1.37	41,791	41,757	0.08
WILD TURKEY	6	3.61	3.67	146,533	141,980	3.21	34,277	32,383	5.85
ANCIENT AGE	7	2.76	2.99	112,018	115,910	-3.36	26,900	28,295	-4.93
EARLY TIMES	8	2.73	2.85	110,682	110,202	0.43	27,736	27,490	0.90
TEN HIGH	9	2.53	2.70	102,732	104,448	-1.64	25,924	26,169	-0.94
EZRA BROOKS 90P	10	2.13	1.97	86,350	76,351	13.10	22,020	18,733	17.55
KY GENTLEMAN 6Y	11	1.63	1.70	66,108	65,961	0.22	16,322	16,150	1.07
GEORGE DICKEL	12	1.53	1.69	62,019	65,377	-5.14	14,259	14,987	-4.86
GENTLEMAN JACK	13	1.51	1.50	61,088	57,878	5.55	13,614	12,975	4.92
BULLEIT	14	0.99	0.61	40,167	23,515	70.82	10,581	6,507	62.61
BENCHMARK NO 8	15	0.99	0.93	40,092	35,930	11.58	10,091	8,851	14.01
HEAVEN HILL	16	0.99	0.99	39,968	38,243	4.51	9,474	9,541	-0.71
KNOB CREEK	17	0.98	0.88	39,834	34,240	16.34	9,445	8,210	15.04
OLD FORESTER	18	0.97	1.03	39,312	39,870	-1.40	9,026	9,350	-3.46
WOODFORD RESRVE	19	0.96	0.81	38,908	31,187	24.76	9,545	7,291	30.91
HENRY MCKENNA	20	0.93	0.96	37,698	37,041	1.77	8,604	8,520	0.98
JIM BEAM BLACK	21	0.82	0.90	33,463	34,945	-4.24	7,093	7,931	-10.58
KENTUCKY TAVERN	22	0.81	0.85	32,763	32,954	-0.58	7,994	7,856	1.76
OLD GRAND DAD	23	0.68	0.72	27,639	27,864	-0.81	6,277	6,593	-4.79
OLD CHARTER	24	0.66	0.70	26,713	27,093	-1.40	6,167	6,226	-0.94
ELIJAH CRAIG	25	0.46	0.44	18,692	17,034	9.73	4,060	4,100	-0.98
VENDOR									
BROWN FORMAN	1	32.58	32.77	1,321,909	1,268,582	4.20	323,808	312,371	3.66
BEAM INC	2	31.19	31.49	1,265,464	1,219,017	3.81	301,518	298,573	0.99
HEAVEN HILL DST	3	14.57	14.42	591,320	558,281	5.92	143,296	136,615	4.89
SAZERAC COMPANY	4	6.13	6.13	248,533	237,315	4.73	60,479	57,285	5.58
SAZERAC N AMRCA	5	5.15	5.42	209,027	209,696	-0.32	52,115	51,600	1.00
CAMPARI	6	3.61	3.67	146,533	141,980	3.21	34,277	32,383	5.85
LUXCO INC	7	2.95	2.82	119,593	109,313	9.40	29,634	26,746	10.80
DIAGED	8	2.53	2.32	102,776	89,633	14.66	24,978	21,704	15.08
WILSON DANIELS	9	0.31	0.20	12,379	7,644	61.94	2,640	2,046	29.03
HOOD RIVER DIST	10	0.20	0.20	8,156	7,886	3.42	1,983	1,894	4.70
LAIRD AND CO	11	0.13	0.13	5,110	4,946	3.30	1,178	1,160	1.58
FOUR ROSES DIST	12	0.12	0.08	4,811	3,264	47.37	1,372	763	79.87
CASTLE BRANDS	13	0.11	0.07	4,428	2,568	72.43	1,407	655	114.81
BELMONT FARMS	14	0.06	0.05	2,329	1,909	22.00	484	448	8.04
HIGH WEST DSTLR	15	0.05	0.04	2,104	1,655	27.13	540	392	37.76

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

BLENDED WHISKEY

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL BLENDED WHISKEY				1,250,204	1,271,758	-1.69	300,311	306,417	-1.99
BRAND									
SEAGRAM 7 CROWN	1	45.46	45.50	568,305	578,590	-1.78	137,062	139,000	-1.39
KESSLER	2	8.84	8.99	110,462	114,275	-3.34	26,515	28,013	-5.35
BEAMS 8 STAR	3	6.63	6.33	82,917	80,542	2.95	19,934	19,731	1.03
HEAVEN HILL	4	5.55	5.57	69,371	70,812	-2.03	15,928	16,166	-1.48
G W	5	3.16	3.05	39,556	38,740	2.11	9,712	9,539	1.81
SENATOR CLUB	6	3.13	3.06	39,158	38,903	0.66	9,588	9,250	3.65
FLEISCHMN PREF	7	2.89	2.80	36,149	35,547	1.69	9,266	9,546	-2.93
BROKERS RESERVE	8	2.79	2.62	34,922	33,381	4.62	8,604	8,300	3.67
BANKERS CLUB	9	2.15	1.89	26,831	24,079	11.43	6,495	6,033	7.66
GOLD CROWN	10	1.81	1.78	22,583	22,598	-0.07	5,004	5,595	-10.56
MCCORMICK	11	1.74	1.79	21,756	22,732	-4.29	5,327	5,380	-0.98
ARISTOCRAT	12	1.74	1.64	21,713	20,875	4.01	5,272	5,121	2.96
IMPERIAL	13	1.62	1.54	20,231	19,646	2.98	5,083	4,520	12.46
POTTERS SPECIAL	14	1.50	1.58	18,738	20,043	-6.51	4,581	4,794	-4.44
CALVERT EXTRA	15	1.39	1.49	17,346	18,923	-8.33	4,014	4,550	-11.78
PAUL JONES	16	1.10	1.08	13,730	13,776	-0.33	2,954	2,990	-1.20
CLUB 400 SP RES	17	1.04	1.01	13,053	12,833	1.71	2,954	3,078	-4.04
CARSTAIR WHT SL	18	1.04	1.15	13,027	14,635	-10.99	2,963	3,452	-14.18
TRAVELERS CLUB	19	0.68	0.70	8,561	8,958	-4.43	1,912	2,000	-4.40
SUNNYBROOK	20	0.59	0.56	7,428	7,108	4.49	1,806	1,752	3.10
HAWKEYE	21	0.55	0.56	6,900	7,060	-2.27	1,667	1,633	2.07
HALLERS	22	0.53	0.84	6,618	10,652	-37.87	1,728	2,778	-37.79
KASSER 51	23	0.47	0.50	5,861	6,397	-8.38	1,333	1,483	-10.07
OLD MILL STREAM	24	0.46	0.45	5,698	5,763	-1.13	1,372	1,308	4.87
GUCKENHEIMER	25	0.43	0.41	5,322	5,169	2.97	1,335	1,295	3.08
VENDOR									
DIAGED	1	45.46	45.50	568,305	578,590	-1.78	137,062	139,000	-1.39
BEAM INC	2	17.48	17.40	218,568	221,289	-1.23	52,353	54,145	-3.31
HEAVEN HILL DST	3	10.41	10.60	130,116	134,861	-3.52	30,268	31,467	-3.81
LAIRD AND CO	4	9.15	8.84	114,417	112,429	1.77	27,650	26,868	2.91
SAZERAC N AMRCA	5	5.06	4.92	63,268	62,584	1.09	16,011	15,766	1.56
SAZERAC COMPANY	6	3.38	3.39	42,261	43,100	-1.95	9,792	10,144	-3.48
HOOD RIVER DIST	7	3.09	2.93	38,620	37,201	3.81	9,508	9,265	2.63
MONTEBELLO BRND	8	1.81	1.78	22,583	22,598	-0.07	5,004	5,595	-10.56
MCCORMICK DIST	9	1.75	1.82	21,901	23,109	-5.23	5,327	5,480	-2.80
FRANK-LIN DSTLR	10	1.50	1.58	18,738	20,043	-6.51	4,581	4,794	-4.44
LUXCO INC	11	0.87	0.92	10,822	11,741	-7.83	2,598	2,883	-9.89
WALKER M S INC	12	0.04	0.04	512	505	1.32	137	132	4.04
LEVECKE CORP	13	0.00	0.00	53	24	123.94	11	2	441.68
JACQUIN ET CIE	14	0.00	0.28	27	3,554	-99.24	1	865	-99.87
OUTTERSON LLC	15	0.00	0.00	14	0		7	0	

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL SCOTCH				1,212,192	1,212,264	-0.01	291,302	289,789	0.52
BRAND									
DEWAR'S WHT LABL	1	15.54	15.42	188,351	186,980	0.73	46,492	45,057	3.18
JOHNNIE WALKER	2	14.87	14.35	180,289	173,958	3.64	41,269	40,733	1.32
CLAN MCGREGOR	3	6.50	6.71	78,839	81,359	-3.10	19,569	19,910	-1.71
LAUDERS	4	6.20	6.59	75,211	79,857	-5.82	18,085	18,893	-4.28
SCORESBY	5	5.15	5.40	62,488	65,406	-4.46	15,495	16,647	-6.92
GLENLIVET	6	4.68	4.49	56,744	54,417	4.28	12,915	12,363	4.47
CHIVAS REGAL	7	4.12	4.17	49,903	50,505	-1.19	11,166	11,141	0.23
INVER HOUSE	8	3.70	3.85	44,806	46,698	-4.05	10,423	11,416	-8.70
J AND B	9	3.63	3.89	44,005	47,203	-6.78	10,366	11,705	-11.44
FAMOUS GROUSE	10	2.56	2.52	31,080	30,491	1.93	7,976	7,446	7.12
OLD SMUGGLER	11	2.35	2.40	28,481	29,119	-2.19	7,568	7,774	-2.64
CUTTY SARK	12	2.20	2.23	26,720	27,019	-1.11	6,843	6,213	10.14
GLENFIDDICH 12Y	13	2.14	1.93	25,932	23,434	10.66	5,782	5,390	7.27
GRAND MACNISH	14	2.11	2.27	25,522	27,569	-7.42	6,374	6,638	-3.98
MACALLAN	15	1.90	1.76	23,028	21,347	7.88	5,545	4,599	20.58
GRANTS	16	1.77	1.78	21,406	21,561	-0.72	5,069	5,200	-2.53
MCCLELLAND	17	1.57	1.46	18,980	17,707	7.19	4,268	4,167	2.44
HOUSE OF STUART	18	1.31	1.32	15,918	16,019	-0.63	4,008	4,170	-3.89
GLENMORANGIE	19	1.29	1.02	15,636	12,342	26.69	4,241	2,802	51.33
BALLANTINES	20	1.19	1.30	14,415	15,710	-8.25	3,447	3,846	-10.38
PASSPORT	21	0.98	1.17	11,915	14,169	-15.91	2,773	3,306	-16.14
BALVENIE	22	0.96	0.84	11,673	10,163	14.86	2,625	2,353	11.57
BUCHANAN	23	0.87	0.61	10,544	7,437	41.77	2,510	1,810	38.71
USHER GREEN STR	24	0.76	0.77	9,176	9,357	-1.94	2,240	2,309	-2.97
LAPHROAIG	25	0.74	0.70	8,926	8,545	4.46	2,062	2,048	0.68
VENDOR									
DIAGEO	1	28.57	28.35	346,315	343,704	0.76	81,072	82,683	-1.95
BACARDI USA INC	2	15.56	15.44	188,558	187,175	0.74	46,531	45,103	3.17
SAZERAC N AMRCA	3	11.65	12.24	141,211	148,326	-4.80	33,787	35,890	-5.86
GRANT AND SONS	4	11.39	11.27	138,048	136,605	1.06	33,097	32,885	0.65
PERNOD RCRD USA	5	11.36	11.50	137,670	139,415	-1.25	31,413	31,736	-1.02
REMY COINTREAU	6	7.11	6.82	86,184	82,670	4.25	21,703	19,230	12.86
SHAW-ROSS IMPTS	7	2.36	2.41	28,602	29,195	-2.03	7,597	7,788	-2.45
WALKER M S INC	8	2.19	2.38	26,516	28,881	-8.19	6,642	6,926	-4.10
CAMPARI	9	1.93	1.79	23,398	21,700	7.82	5,366	5,008	7.16
MOET HENNESSY	10	1.49	1.16	18,103	14,117	28.24	4,833	3,183	51.81
HEAVEN HILL DST	11	1.30	1.34	15,713	16,257	-3.35	3,927	4,012	-2.13
WHYTE & MACKAY	12	1.19	1.21	14,369	14,671	-2.06	3,864	3,234	19.48
BEAM INC	13	1.16	1.17	14,079	14,132	-0.37	3,299	3,381	-2.43
DUGGANS DST PRD	14	0.57	0.56	6,898	6,740	2.34	1,694	1,668	1.59
INT BEV HLD LTD	15	0.50	0.46	6,069	5,528	9.77	1,494	1,380	8.28

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		Current 12 Months	Prior 12 Months						
TOTAL CANADIAN				4,114,872	4,104,513	0.25	999,668	995,067	0.46
BRAND									
SEAGRAM CRN RYL	1	21.43	21.22	881,944	870,965	1.26	210,568	207,203	1.62
BLACK VELVET	2	18.01	17.49	740,919	717,709	3.23	179,882	170,636	5.42
CANADIAN MIST	3	10.68	11.04	439,319	452,996	-3.02	107,024	110,259	-2.93
CANDN CLUB 1858	4	7.49	7.68	308,036	315,368	-2.32	75,437	76,973	-2.00
CANDN RICH&RARE	5	5.84	5.62	240,494	230,654	4.27	59,764	57,801	3.40
SEAGRAMS V O	6	4.75	5.04	195,378	206,983	-5.61	45,379	48,781	-6.97
CANADIAN LTD	7	4.55	4.54	187,113	186,200	0.49	45,909	46,015	-0.23
WINDSOR CNADIAN	8	4.54	4.73	186,795	194,147	-3.79	44,177	46,737	-5.48
CANADA HOUSE	9	2.58	2.60	106,080	106,777	-0.65	26,478	26,912	-1.61
CANADIAN HUNTER	10	2.47	2.33	101,592	95,705	6.15	25,043	22,333	12.13
LORD CALVERT	11	2.42	2.58	99,530	105,813	-5.94	25,448	27,956	-8.97
NORTHERN LIGHT	12	1.66	1.69	68,198	69,385	-1.71	16,837	16,996	-0.94
PENDLETON	13	1.54	1.29	63,446	52,818	20.12	16,588	14,034	18.20
MACNAUGHTONS	14	1.49	1.48	61,302	60,731	0.94	15,417	14,950	3.13
ROYAL CANADIAN	15	1.40	1.48	57,666	60,907	-5.32	13,757	14,344	-4.09
MCMASTERS	16	1.37	1.41	56,173	57,752	-2.73	14,578	14,545	0.23
CANADIAN GOLD	17	1.01	0.94	41,448	38,659	7.22	10,348	9,745	6.19
CANADIAN HOST	18	0.96	0.94	39,696	38,605	2.83	10,168	9,932	2.37
POTTERS	19	0.96	0.92	39,455	37,720	4.60	9,917	9,758	1.63
HARWOOD	20	0.92	0.94	37,699	38,777	-2.78	8,628	9,648	-10.57
MONARCH	21	0.89	0.88	36,533	36,025	1.41	9,049	9,456	-4.31
JAMES FOXE	22	0.33	0.35	13,605	14,177	-4.04	3,183	3,410	-6.67
CANADIAN LEAF	23	0.31	0.34	12,919	14,152	-8.71	3,088	3,291	-6.18
BARTONS	24	0.28	0.30	11,470	12,111	-5.29	2,713	2,894	-6.27
IDAHO GLD BRAND	25	0.27	0.29	11,307	12,011	-5.85	2,932	2,919	0.44
VENDOR									
DIAGED	1	26.61	26.65	1,095,088	1,093,653	0.13	259,006	258,945	0.02
CONSTELLATION	2	20.86	20.37	858,416	836,240	2.65	209,882	200,139	4.87
BEAM INC	3	17.05	17.63	701,786	723,602	-3.01	171,869	178,910	-3.94
SAZERAC COMPANY	4	10.81	10.57	444,977	433,718	2.60	109,438	105,495	3.74
BROWN FORMAN	5	10.69	11.04	440,033	453,074	-2.88	107,167	110,313	-2.85
SAZERAC N AMRCA	6	7.48	7.50	307,934	307,661	0.09	76,020	76,232	-0.28
HOOD RIVER DIST	7	2.74	2.49	112,710	102,193	10.29	28,947	26,758	8.18
HEAVEN HILL DST	8	1.10	1.16	45,188	47,463	-4.79	10,361	11,904	-12.96
FRANK-LIN DSTLR	9	1.07	1.02	43,851	41,841	4.81	11,045	10,758	2.66
LAIRD AND CO	10	1.01	0.94	41,449	38,659	7.22	10,348	9,745	6.19
LUXCO INC	11	0.25	0.27	10,404	11,226	-7.33	2,321	2,684	-13.51
PERNOD RCRD USA	12	0.17	0.17	6,923	7,011	-1.25	1,613	1,741	-7.37
MCCORMICK DIST	13	0.05	0.05	1,864	2,174	-14.26	412	477	-13.62
INDIO SPIRITS	14	0.04	0.04	1,809	1,791	1.02	450	451	-0.11
PARAMOUNT DIST	15	0.03	0.04	1,400	1,792	-21.86	356	391	-9.03

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		Current 12 Months	Prior 12 Months						
TOTAL GIN				2,349,266	2,375,462	-1.10	619,043	627,760	-1.39
BRAND									
SEAGRAM EXT DRY	1	26.15	27.54	614,446	654,201	-6.08	144,342	154,942	-6.84
TANQUERAY	2	12.71	12.37	298,624	293,875	1.62	85,163	85,182	-0.02
BOMBAY	3	7.37	6.76	173,189	160,512	7.90	50,861	46,591	9.17
GORDONS	4	6.81	7.08	160,017	168,200	-4.87	44,879	49,686	-9.68
GILBEYS	5	6.04	6.02	141,872	143,000	-0.79	39,916	39,253	1.69
NEW AMSTERDAM	6	5.36	4.98	125,975	118,370	6.42	32,559	30,870	5.47
BEEFEATER	7	4.47	4.32	104,983	102,537	2.38	30,581	29,184	4.79
BURNETT'S GIN	8	3.96	3.86	92,928	91,656	1.39	24,971	25,716	-2.90
ARISTOCRAT	9	3.19	3.28	74,859	77,796	-3.78	18,309	19,294	-5.10
BARTON	10	3.15	3.07	73,921	72,882	1.43	18,253	18,401	-0.80
FIVE OCLOCK	11	2.65	2.76	62,267	65,467	-4.89	15,553	16,498	-5.73
BANKERS CLUB	12	1.88	1.84	44,145	43,593	1.27	11,014	11,059	-0.41
CRYSTAL PALACE	13	1.78	1.71	41,861	40,606	3.09	10,811	10,413	3.82
FLEISCHMANN'S	14	1.52	1.57	35,696	37,353	-4.44	9,811	9,668	1.48
HENDRICKS	15	1.19	0.88	27,926	20,959	33.24	8,849	6,631	33.44
MONARCH	16	0.89	0.92	20,991	21,888	-4.10	5,507	6,185	-10.96
PARAMOUNT	17	0.82	0.86	19,360	20,417	-5.18	5,149	5,459	-5.67
MCCORMICK	18	0.74	0.80	17,491	19,082	-8.34	4,554	4,870	-6.50
BOOTH'S	19	0.71	0.86	16,572	20,367	-18.63	4,264	5,226	-18.41
COUNTRY GENTLMN	20	0.52	0.51	12,293	12,161	1.09	2,885	2,900	-0.52
POTTERS	21	0.50	0.50	11,638	11,804	-1.41	3,343	3,069	8.91
LONDON TOWER	22	0.47	0.49	10,925	11,708	-6.69	2,551	3,098	-17.66
BOWMAN'S	23	0.43	0.44	10,014	10,443	-4.10	2,536	2,680	-5.36
LORD BALTIMORE	24	0.39	0.42	9,159	9,987	-8.30	2,037	2,299	-11.41
CALVERTS	25	0.37	0.40	8,671	9,469	-8.42	2,363	2,526	-6.47
VENDOR									
PERNOD RCRD USA	1	30.80	32.01	723,611	760,380	-4.84	176,119	185,120	-4.86
DIAGEO	2	20.24	20.31	475,396	482,446	-1.46	134,355	140,098	-4.10
HEAVEN HILL DST	3	8.19	8.18	192,318	194,342	-1.04	49,355	51,250	-3.70
BACARDI USA INC	4	7.37	6.76	173,212	160,538	7.89	50,869	46,599	9.16
BEAM INC	5	6.76	6.80	158,879	161,588	-1.68	44,443	43,966	1.09
SAZERAC N AMRCA	6	6.64	6.51	155,977	154,712	0.82	40,143	39,554	1.49
GALLO E J WINE	7	4.71	4.45	110,668	105,788	4.61	28,486	27,594	3.23
LAIRD AND CO	8	4.69	4.78	110,177	113,635	-3.04	27,505	28,585	-3.78
SAZERAC COMPANY	9	2.33	2.39	54,772	56,800	-3.57	13,248	14,001	-5.38
HOOD RIVER DIST	10	1.40	1.38	32,891	32,857	0.10	9,028	9,342	-3.35
GRANT AND SONS	11	1.19	0.88	27,926	20,959	33.24	8,849	6,631	33.44
PARAMOUNT DIST	12	0.87	0.90	20,479	21,292	-3.82	5,387	5,685	-5.25
MCCORMICK DIST	13	0.77	0.83	18,088	19,753	-8.43	4,700	5,040	-6.74
LUXCO INC	14	0.75	0.79	17,671	18,719	-5.60	4,724	4,857	-2.73
CHARMER SUNBELT	15	0.65	0.53	15,306	12,582	21.65	4,073	3,276	24.33

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		Current 12 Months	Prior 12 Months						
TOTAL VODKA				14,675,745	14,118,751	3.95	3,822,572	3,740,605	2.19
BRAND									
SMIRNOFF	1	13.50	14.15	1,981,239	1,997,490	-0.81	507,512	533,908	-4.94
ABSOLUT	2	7.61	7.66	1,116,840	1,081,105	3.31	296,652	288,283	2.90
PINNACLE	3	5.92	5.24	868,372	740,483	17.27	221,207	219,418	0.82
ARISTOCRAT	4	4.75	4.83	697,314	682,456	2.18	171,608	173,547	-1.12
BURNETT'S VODKA	5	4.37	4.18	642,058	590,550	8.72	170,775	159,459	7.10
GREY GOOSE	6	3.59	3.77	526,497	531,976	-1.03	131,703	133,889	-1.63
SVEDKA	7	3.15	2.98	462,511	420,086	10.10	130,511	119,728	9.01
NIKOLAI 80 PRF	8	2.99	2.98	438,818	420,082	4.46	110,620	107,664	2.75
TAAKA	9	2.95	2.78	433,394	392,158	10.52	115,671	101,354	14.13
THREE OLIVES	10	2.63	2.57	385,662	362,478	6.40	105,237	96,881	8.62
SKYY	11	2.62	2.72	384,904	383,534	0.36	105,506	104,218	1.24
POPOV	12	2.52	2.94	370,468	414,470	-10.62	94,106	101,771	-7.53
STOLICHNAYA 80	13	2.47	2.64	362,730	372,095	-2.52	97,947	99,070	-1.13
KAMCHATKA	14	2.15	2.36	315,094	333,433	-5.50	70,667	87,307	-19.06
KETEL ONE	15	1.98	1.90	291,227	268,414	8.50	78,547	74,711	5.13
FIVE OCLOCK	16	1.82	1.91	266,855	269,000	-0.80	69,604	69,533	0.10
CROWN RUSSE	17	1.80	1.71	264,340	241,301	9.55	68,522	62,997	8.77
VLADIMIR	18	1.70	1.71	249,802	241,638	3.38	62,053	61,693	0.58
BARTON	19	1.63	1.57	238,552	221,825	7.54	63,146	58,510	7.92
SGRMS EX SMOOTH	20	1.59	1.60	233,702	225,610	3.59	58,784	59,022	-0.40
JACQUIN ROYALE	21	1.36	1.47	199,559	207,036	-3.61	47,679	51,027	-6.56
GORDONS	22	1.20	1.40	175,496	196,959	-10.90	45,134	52,699	-14.35
MCCORMICK	23	1.19	1.25	174,643	176,006	-0.77	45,458	45,733	-0.60
POTTERS	24	1.12	1.14	165,025	160,463	2.84	44,821	40,714	10.09
SOBIESKI	25	1.10	0.98	160,909	138,140	16.48	46,743	39,706	17.72
VENDOR									
DIAGED	1	21.61	22.75	3,188,942	3,215,363	-0.82	819,777	843,664	-2.83
HEAVEN HILL DST	2	10.95	10.89	1,615,535	1,539,118	4.96	413,131	401,964	2.78
SAZERAC COMPANY	3	9.34	9.12	1,378,139	1,288,315	6.97	356,603	331,273	7.65
BEAM INC	4	9.28	8.93	1,369,360	1,261,639	8.54	340,534	356,170	-4.39
PERNOD RCRD USA	5	8.34	8.44	1,231,159	1,192,144	3.27	323,867	316,988	2.17
SAZERAC N AMRCA	6	4.27	4.08	630,360	576,267	9.39	166,205	153,840	8.04
BACARDI USA INC	7	3.62	3.81	533,489	538,516	-0.93	133,228	135,828	-1.91
CONSTELLATION	8	3.13	2.97	462,533	420,086	10.10	130,533	119,728	9.02
LAIRD AND CO	9	2.76	2.91	407,890	410,630	-0.67	104,561	104,165	0.38
PROXIMO SPIRITS	10	2.62	2.57	386,845	363,447	6.44	105,537	97,137	8.65
CAMPARI	11	2.61	2.72	385,049	383,762	0.34	105,536	104,272	1.21
GRANT AND SONS	12	2.47	2.64	364,919	373,667	-2.34	98,534	99,515	-0.99
HOOD RIVER DIST	13	1.83	2.03	270,212	287,558	-6.03	69,268	77,139	-10.20
MONTEBELLO BRND	14	1.69	1.71	249,906	241,782	3.36	62,075	61,733	0.55
WILSON DANIELS	15	1.69	1.69	248,800	239,413	3.92	61,928	62,344	-0.67

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

RUM

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL RUM				5,658,418	5,554,204	1.88	1,472,945	1,478,667	-0.39
BRAND									
BACARDI	1	29.40	30.02	1,663,739	1,667,532	-0.23	434,347	440,723	-1.45
CAPTAIN MORGAN*	2	28.07	28.21	1,588,272	1,566,931	1.36	394,804	403,568	-2.17
MALIBU NATURAL*	3	5.51	5.09	311,538	282,564	10.25	92,511	85,580	8.10
CASTILLO	4	4.84	5.16	273,967	286,599	-4.41	69,255	73,275	-5.49
ADMIRAL NELSON	5	3.58	3.45	202,624	191,747	5.67	51,357	45,893	11.91
CRUZAN	6	2.53	2.30	143,116	127,526	12.23	42,419	38,514	10.14
SAILOR JRRY SP*	7	2.08	1.94	117,940	107,859	9.35	32,362	28,945	11.81
ARISTOCRAT	8	1.85	1.94	104,924	107,887	-2.75	26,252	27,712	-5.27
MONARCH	9	1.64	1.69	92,603	93,805	-1.28	22,917	24,154	-5.12
JQ WORLD FAMOUS	10	1.55	1.65	87,803	91,566	-4.11	21,355	23,850	-10.46
RONRICO	11	1.35	1.37	76,652	76,268	0.50	20,886	21,030	-0.69
CALICO JACK	12	1.30	1.16	73,467	64,292	14.27	19,260	17,402	10.67
PARAMOUNT	13	1.16	1.20	65,780	66,714	-1.40	16,311	17,249	-5.44
MONTEGO BAY	14	1.06	1.19	60,151	66,176	-9.10	15,497	16,420	-5.62
MYERS	15	0.90	0.91	51,201	50,557	1.27	13,776	13,776	0.00
LADY BLIGH SPC*	16	0.84	0.76	47,340	42,198	12.19	12,793	10,872	17.67
MT GAY	17	0.79	0.79	44,524	44,053	1.07	13,298	14,314	-7.10
MR BOSTON	18	0.76	0.77	43,075	42,828	0.58	10,568	10,931	-3.33
CALICO JCK CCNT	19	0.71	0.78	40,152	43,303	-7.28	11,453	14,709	-22.13
KRAKEN BLACK SP	20	0.69	0.36	38,898	20,127	93.26	10,848	6,658	62.93
HEAVEN HILL	21	0.67	0.67	38,047	37,013	2.79	9,711	9,810	-1.01
BARBAROSSA	22	0.67	0.72	38,021	40,035	-5.03	9,122	10,025	-9.01
BARTON	23	0.54	0.56	30,767	30,905	-0.45	8,097	8,279	-2.19
GOSLING'S	24	0.44	0.40	25,031	22,345	12.02	8,339	7,438	12.11
APPLETON	25	0.41	0.40	23,275	22,019	5.70	6,249	6,119	2.12
VENDOR									
BACARDI USA INC	1	34.03	34.96	1,939,276	1,955,738	-0.84	503,861	514,706	-2.11
DIAGED	2	28.83	28.96	1,642,871	1,620,375	1.39	409,442	418,122	-2.08
HEAVEN HILL DST	3	7.10	6.96	404,589	389,482	3.88	102,477	98,005	4.56
BEAM INC	4	6.75	6.30	384,791	352,374	9.20	108,419	108,040	0.35
PERNOD RCRD USA	5	5.47	5.08	311,715	284,255	9.66	92,536	85,794	7.86
PARAMOUNT DIST	6	2.22	2.20	126,673	122,900	3.07	32,525	31,734	2.49
GRANT AND SONS	7	2.07	1.93	117,940	107,859	9.35	32,362	28,945	11.81
HOOD RIVER DIST	8	1.75	1.81	99,773	101,179	-1.39	24,867	26,087	-4.68
JACQUIN ET CIE	9	1.61	1.73	91,850	96,817	-5.13	22,356	25,203	-11.30
SAZERAC N AMRCA	10	1.45	1.40	82,853	78,128	6.05	21,661	20,515	5.59
MCCORMICK DIST	11	1.36	1.52	77,544	84,912	-8.68	20,054	21,227	-5.53
SAZERAC COMPANY	12	1.18	1.25	67,463	70,111	-3.78	16,547	17,692	-6.47
LAIRD AND CO	13	0.91	0.94	51,594	52,720	-2.13	12,504	13,596	-8.03
REMY COINTREAU	14	0.84	0.85	47,653	47,293	0.76	14,158	15,138	-6.47
WALKER M S INC	15	0.81	0.83	46,337	46,631	-0.63	12,268	12,304	-0.29

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BRANDY

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL BRANDY				1,855,301	1,826,767	1.56	423,467	414,805	2.09
BRAND									
E & J	1	26.82	27.27	497,624	498,215	-0.12	114,177	114,250	-0.06
HENNESSY	2	21.32	20.42	395,494	373,103	6.00	93,552	85,299	9.68
PAUL MASSON	3	15.72	16.21	291,620	296,039	-1.49	65,556	65,985	-0.65
C BROS VS	4	13.10	13.30	243,042	242,886	0.06	55,319	54,837	0.88
REMY MARTIN	5	7.42	6.43	137,641	117,499	17.14	31,503	27,957	12.68
COURVOISIER	6	4.90	5.00	91,002	91,388	-0.42	19,772	20,567	-3.86
ST REMY	7	1.47	1.49	27,280	27,141	0.51	5,836	6,369	-8.36
SALIGNAC	8	1.18	1.10	21,838	20,113	8.58	4,983	4,730	5.36
CORONET VSQ	9	1.14	1.31	21,234	23,867	-11.03	4,901	5,178	-5.34
MARTELL	10	0.85	0.95	15,858	17,365	-8.67	3,470	3,881	-10.61
KORBEL	11	0.85	0.88	15,791	16,017	-1.41	3,320	3,518	-5.63
ANSAC	12	0.70	0.81	13,061	14,726	-11.31	2,789	3,147	-11.37
JACQUES CARDIN	13	0.53	0.55	9,791	10,071	-2.78	2,314	2,326	-0.52
MEUKOW	14	0.45	0.40	8,440	7,304	15.55	1,888	1,690	11.72
P DOMEQ	15	0.40	0.45	7,414	8,135	-8.86	1,571	1,628	-3.47
RAYNAL	16	0.36	0.45	6,695	8,292	-19.25	1,226	1,649	-25.62
MONARCH	17	0.32	0.35	5,972	6,321	-5.52	1,350	1,386	-2.61
HARTLEY	18	0.32	0.35	5,849	6,443	-9.22	1,526	1,477	3.37
CONJURE	19	0.29	0.40	5,338	7,357	-27.44	1,068	1,362	-21.59
BANKERS CLUB	20	0.17	0.18	3,081	3,213	-4.11	692	771	-10.21
JENKINS VSOP	21	0.16	0.17	2,928	3,015	-2.86	737	720	2.43
STOCK	22	0.13	0.15	2,359	2,767	-14.72	463	452	2.51
LEJON	23	0.09	0.10	1,731	1,857	-6.79	395	417	-5.36
POTTERS	24	0.07	0.08	1,374	1,538	-10.67	319	325	-1.75
JACQUES BONET	25	0.07	0.08	1,360	1,469	-7.40	323	353	-8.45
VENDOR									
GALLO E J WINE	1	21.80	22.68	404,383	414,325	-2.40	93,349	95,266	-2.01
MOET HENNESSY	2	21.32	20.42	395,494	373,103	6.00	93,552	85,299	9.68
CONSTELLATION	3	15.72	16.21	291,620	296,039	-1.49	65,556	65,985	-0.65
HEAVEN HILL DST	4	14.96	15.43	277,647	281,853	-1.49	63,089	63,243	-0.24
REMY COINTREAU	5	8.89	7.92	164,922	144,673	14.00	37,339	34,327	8.77
BEAM INC	6	6.16	6.19	114,262	113,018	1.10	25,085	25,651	-2.21
CHARMER SUNBELT	7	5.03	4.59	93,241	83,891	11.15	20,828	18,984	9.71
PERNOD RCRD USA	8	1.24	1.38	22,978	25,235	-8.95	4,975	5,458	-8.86
KORBEL F & BROS	9	0.85	0.88	15,791	16,017	-1.41	3,320	3,518	-5.63
SAZERAC N AMRCA	10	0.53	0.48	9,865	8,824	11.80	2,224	2,052	8.38
SIDNEY FRANK	11	0.53	0.55	9,827	10,099	-2.70	2,321	2,332	-0.48
SAZERAC COMPANY	12	0.44	0.50	8,207	9,209	-10.88	1,989	1,928	3.17
GRANT AND SONS	13	0.36	0.46	6,725	8,317	-19.14	1,231	1,656	-25.63
HOOD RIVER DIST	14	0.32	0.35	5,972	6,321	-5.52	1,350	1,386	-2.61
LAIRD AND CO	15	0.29	0.30	5,405	5,539	-2.42	1,061	1,182	-10.21

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COCKTAILS

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL COCKTAILS				1, 102, 329	1, 150, 450	-4.18	288, 314	334, 845	-13.90
BRAND									
CUERVO	1	22.04	20.98	242,941	241,356	0.66	66,602	77,141	-13.66
BACARDI	2	9.03	9.74	99,571	112,082	-11.16	29,508	34,296	-13.96
CHI-CHI'S	3	8.11	7.05	89,441	81,066	10.33	26,678	27,745	-3.84
T.G.I. FRIDAY'S	4	7.42	7.67	81,773	88,276	-7.37	22,174	28,261	-21.54
SKINNYGIRL	5	6.70	5.39	73,893	62,016	19.15	22,342	26,550	-15.85
MONTEBELLO	6	4.62	4.53	50,975	52,168	-2.29	12,264	13,566	-9.60
KAHLUA COCKTAIL	7	4.34	5.05	47,787	58,155	-17.83	11,242	12,764	-11.92
CP MGN IC T RTD	8	3.77	3.73	41,542	42,944	-3.26	11,399	13,642	-16.44
SMIRNOFF	9	2.92	4.03	32,206	46,343	-30.50	7,999	14,001	-42.87
DESERT ISLAND	10	2.63	2.53	28,949	29,109	-0.55	7,320	7,828	-6.49
MALIBU	11	2.51	2.81	27,695	32,361	-14.42	9,413	12,695	-25.85
JACQUIN'S	12	2.26	2.51	24,950	28,863	-13.56	381	279	36.51
EVN WMS EGG NOG	13	2.24	2.07	24,723	23,816	3.81	1,339	1,165	14.92
BARTON LI I TEA	14	2.17	1.97	23,872	22,650	5.40	5,952	5,871	1.37
SA ORGNL MRGRTA	15	1.97	2.11	21,661	24,309	-10.89	5,477	6,427	-14.78
1800 ULTMT MRGT	16	1.88	1.67	20,767	19,169	8.34	6,062	5,312	14.13
SGRMS GIN&JUICE	17	1.62	2.12	17,835	24,357	-26.78	3,613	5,165	-30.06
FEDERAL ICE BOX	18	1.38	2.22	15,262	25,564	-40.30	4,376	5,603	-21.90
CLUB COCKTAILS	19	1.13	1.03	12,471	11,861	5.14	3,214	3,309	-2.88
FIREFY SOU LMND	20	1.00	1.04	11,055	11,998	-7.86	3,442	4,192	-17.89
O ENGLAND EG NG	21	0.95	0.76	10,509	8,701	20.78	74	17	341.59
BARTENDER	22	0.81	0.79	8,932	9,100	-1.85	2,500	2,536	-1.42
JACK DANIELS	23	0.78	0.54	8,561	6,207	37.92	2,896	4,347	-33.38
PRMT L IS ICE T	24	0.68	0.66	7,550	7,621	-0.92	1,868	2,044	-8.63
SKINNYGIRL PCH	25	0.64	0.00	7,035	0		4,242	0	
VENDOR									
DIAGED	1	37.58	38.36	414,277	441,313	-6.13	111,920	139,076	-19.53
SAZERAC N AMRCA	2	10.90	9.66	120,123	111,083	8.14	33,174	34,159	-2.88
BACARDI USA INC	3	9.03	9.74	99,571	112,082	-11.16	29,508	34,296	-13.96
PERNOD RCRD USA	4	8.48	9.99	93,449	114,873	-18.65	24,399	30,625	-20.33
BEAM INC	5	7.75	6.38	85,453	73,359	16.49	27,426	29,437	-6.83
SAZERAC COMPANY	6	5.98	6.59	65,867	75,777	-13.08	17,435	20,096	-13.24
MONTEBELLO BRND	7	4.62	4.53	50,975	52,168	-2.29	12,264	13,566	-9.60
HEAVEN HILL DST	8	3.16	3.00	34,860	34,489	1.07	2,382	2,948	-19.20
JACQUIN ET CIE	9	3.07	3.30	33,881	37,963	-10.75	2,881	2,815	2.34
LUXCO INC	10	2.41	2.68	26,605	30,804	-13.63	6,689	8,032	-16.72
PROXIMO SPIRITS	11	1.95	1.67	21,497	19,169	12.14	6,733	5,312	26.76
BROWN FORMAN	12	1.39	1.04	15,275	11,915	28.20	4,643	7,151	-35.08
WALKER M S INC	13	0.96	0.76	10,529	8,756	20.25	80	32	150.52
PARAMOUNT DIST	14	0.68	0.66	7,550	7,621	-0.92	1,868	2,044	-8.63
PHILLIPS DST CO	15	0.60	0.59	6,572	6,757	-2.74	1,566	1,869	-16.23

NABCA EXECUTIVE ANALYSIS

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CORDIALS

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL CORDIALS				6,658,321	6,165,029	8.00	1,656,660	1,552,430	6.71
BRAND									
JAGERMEISTER IM OTH	1	9.62	10.69	640,857	659,216	-2.78	155,813	163,975	-4.98
SOUTHRN COMFORT WHISKY	2	4.40	4.83	292,954	297,651	-1.58	70,216	69,052	1.69
BAILEYS ORIG IR IM CRE	3	3.43	3.69	228,680	227,516	0.51	39,048	39,184	-0.35
KAHLUA MEX LIQ IM COF	4	3.26	3.70	216,867	228,205	-4.97	44,221	47,301	-6.51
FIREBALL CINNMN IM OTH	5	2.41	0.97	160,325	59,754	168.31	51,213	19,826	158.31
ALLENS COFFE	6	1.89	2.12	126,159	130,573	-3.38	31,953	33,334	-4.14
DEK PEACHTREE OTHER	7	1.87	2.05	124,646	126,161	-1.20	32,067	32,994	-2.81
CIROC PEACH IM OTH	8	1.75	0.00	116,238	0		29,547	0	
DEKUYPER 48 TRIPLE	9	1.51	1.56	100,602	96,325	4.44	27,820	28,173	-1.25
CIROC RED BERRY IM OTH	10	1.50	1.25	99,840	77,134	29.44	23,204	21,907	5.92
ARROW PPMNT	11	1.28	1.45	85,322	89,311	-4.47	18,831	19,627	-4.06
DEK SOUR APPLE OTHER	12	1.20	1.39	79,787	85,933	-7.15	18,425	20,617	-10.63
GRAND MARNIER IM PRO	13	1.16	1.25	77,553	77,257	0.38	18,167	18,377	-1.15
CAROLANS IRISH IM CRE	14	1.14	1.21	76,134	74,536	2.14	14,992	14,745	1.67
J DANL TENN HNY WHISKY	15	1.13	0.46	74,991	28,650	161.75	20,707	16,212	27.73
WILD TURKEY LIQ SPECIA	16	1.11	0.97	74,011	60,012	23.33	17,807	15,064	18.21
KAMCHATKA SPECIA	17	1.11	1.07	73,699	66,238	11.26	19,255	17,420	10.54
MONTEZUMA TRIPLE	18	1.08	1.15	72,056	70,851	1.70	18,660	18,976	-1.67
RMPL MNZ PEP SC IM OTH	19	1.03	1.02	68,610	63,022	8.87	16,017	14,917	7.38
DI SARONNO AMRT IM OTH	20	0.99	1.07	65,948	66,172	-0.34	14,297	14,030	1.90
UV BLUE RASPBRY OTHER	21	0.97	1.00	64,653	61,591	4.97	17,834	18,099	-1.46
TORTILLA GOLD SPECIA	22	0.92	0.98	61,092	60,514	0.95	16,437	16,418	0.11
YUKON JACK IM OTH	23	0.90	0.99	59,949	61,090	-1.87	14,073	14,334	-1.82
SGRM TWSTD LIME OTHER	24	0.88	0.92	58,335	56,533	3.19	15,926	15,526	2.58
CIROC COCONUT IM OTH	25	0.80	0.65	53,134	39,773	33.59	11,746	12,575	-6.59
VENDOR									
DIAGED	1	12.55	11.29	835,594	696,195	20.02	180,576	159,670	13.09
BEAM INC	2	12.03	12.72	801,207	784,111	2.18	199,389	200,855	-0.73
HEAVEN HILL DST	3	10.28	10.23	684,356	630,478	8.55	181,022	175,161	3.35
SIDNEY FRANK	4	9.70	10.76	646,040	663,456	-2.62	157,097	165,064	-4.83
SAZERAC COMPANY	5	8.69	7.90	578,420	487,323	18.69	160,220	136,302	17.55
BROWN FORMAN	6	6.25	6.12	416,241	377,312	10.32	102,211	97,575	4.75
LUXCO INC	7	5.30	5.78	353,210	356,429	-0.90	83,898	85,514	-1.89
SAZERAC N AMRCA	8	5.04	5.13	335,256	316,353	5.98	83,377	79,852	4.41
PERNOD RCRD USA	9	4.86	5.44	323,366	335,579	-3.64	72,482	74,293	-2.44
CAMPARI	10	4.05	4.03	269,536	248,727	8.37	62,745	59,192	6.00
WALKER M S INC	11	2.46	2.74	163,955	169,058	-3.02	42,699	43,114	-0.96
JACQUIN ET CIE	12	2.34	2.41	155,867	148,269	5.12	33,418	32,530	2.73
PHILLIPS DST CO	13	2.03	1.89	134,885	116,581	15.70	34,792	36,684	-5.16
PARAMOUNT DIST	14	1.80	2.03	119,981	124,883	-3.93	27,644	29,840	-7.36
BACARDI USA INC	15	1.46	1.58	97,130	97,682	-0.56	20,793	20,782	0.05

NABCA EXECUTIVE ANALYSIS

NINE LITER EQUIVALENT CASES

TEQUILA

THIRD QUARTER 2012

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	Rank	Market Share		Last Twelve Months This Year	Last Twelve Months Prior Year	% Change	Last Three Months This Year	Last Three Months Prior Year	% Change
		Current 12 Months	Prior 12 Months						
TOTAL TEQUILA				2,071,298	2,011,225	2.99	547,404	558,215	-1.94
BRAND									
CUERVO	1	30.75	32.27	636,986	649,072	-1.86	168,870	182,087	-7.26
SAUZA	2	10.78	10.21	223,240	205,248	8.77	62,497	58,375	7.06
1800 REPOSADO	3	10.03	10.49	207,691	210,939	-1.54	46,586	51,967	-10.35
PATRON	4	9.16	8.94	189,676	179,806	5.49	48,183	47,976	0.43
MONTEZUMA	5	5.32	5.54	110,123	111,376	-1.13	29,139	29,691	-1.86
JUAREZ	6	3.44	3.40	71,187	68,324	4.19	19,387	19,371	0.08
LA PRIMA	7	2.82	3.11	58,419	62,627	-6.72	15,204	17,078	-10.97
ARISTOCRAT	8	1.90	2.08	39,326	41,744	-5.79	10,054	11,001	-8.60
EL JIMADOR	9	1.71	1.49	35,470	29,900	18.63	9,330	8,146	14.53
EL TORO	10	1.68	1.71	34,733	34,406	0.95	9,607	9,858	-2.55
MARGARITAVILLE	11	1.66	1.47	34,447	29,640	16.22	10,237	10,043	1.93
LUNAZUL	12	1.49	1.35	30,829	27,249	13.14	9,367	8,331	12.43
MATADOR	13	1.28	1.40	26,530	28,206	-5.94	6,554	7,369	-11.05
PEPE LOPEZ	14	1.20	1.08	24,844	21,638	14.81	6,972	6,637	5.05
FAMILIA CAMARNA	15	0.95	0.48	19,757	9,741	102.84	6,272	4,146	51.27
PANCHO VILLA	16	0.94	0.97	19,393	19,559	-0.85	5,319	5,455	-2.48
TORADA	17	0.91	0.93	18,857	18,700	0.83	5,545	5,390	2.87
TWO FINGERS	18	0.89	0.94	18,520	18,997	-2.51	5,241	5,228	0.24
DON JULIO	19	0.86	0.76	17,862	15,252	17.12	4,643	4,133	12.35
CAZADORES	20	0.79	0.78	16,377	15,613	4.89	4,130	3,659	12.88
MONARCH	21	0.75	0.68	15,508	13,765	12.66	4,761	4,348	9.51
CABO WABO	22	0.71	0.68	14,729	13,625	8.11	3,924	4,105	-4.41
AZTECA	23	0.68	0.64	14,138	12,842	10.09	3,788	3,783	0.15
MILAGRO	24	0.64	0.60	13,192	11,996	9.97	3,769	3,588	5.05
ARANDAS	25	0.62	0.63	12,889	12,721	1.32	3,526	3,954	-10.83
VENDOR									
DIAGED	1	32.83	34.43	681,551	694,019	-1.80	180,067	195,058	-7.69
BEAM INC	2	10.79	10.21	223,998	205,871	8.81	62,694	58,573	7.04
PROXIMO SPIRITS	3	10.46	10.77	217,179	217,005	0.08	47,976	53,443	-10.23
PATRON SPIRITS	4	9.15	8.92	189,980	179,831	5.64	48,207	47,981	0.47
SAZERAC N AMRCA	5	7.35	7.62	152,705	153,652	-0.62	40,641	41,636	-2.39
HEAVEN HILL DST	6	5.19	5.29	107,735	106,721	0.95	29,998	30,220	-0.73
LUXCO INC	7	4.22	4.12	87,640	82,946	5.66	23,774	23,623	0.64
SAZERAC COMPANY	8	3.98	3.70	82,694	74,507	10.99	24,375	22,846	6.69
BROWN FORMAN	9	3.47	3.04	72,114	61,290	17.66	19,483	17,466	11.55
PARAMOUNT DIST	10	2.91	3.19	60,339	64,346	-6.23	15,656	17,587	-10.98
MCCORMICK DIST	11	1.96	2.10	40,601	42,419	-4.29	10,575	11,321	-6.59
CAMPARI	12	1.13	0.89	23,443	17,869	31.19	6,753	5,882	14.81
BACARDI USA INC	13	0.86	0.85	17,951	17,123	4.84	4,529	4,066	11.40
GALLO E J WINE	14	0.80	0.42	16,615	8,505	95.37	5,221	3,483	49.90
HOOD RIVER DIST	15	0.75	0.69	15,616	13,979	11.71	4,784	4,422	8.17