



NABCA
ANALYTICS

RETAIL PRICE INDEX
THIRD QUARTER 2012

.....
**Distilled Spirits
Retail Price
Index**

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EFFECTIVE DATES OF STATE PRICE LISTS FOR INFORMATION SHOWN IN THIS REPORT

| | | | | | |
|------------------|--------|----------|------------------|----------|----------|
| ALABAMA | AUGUST | 1, 2012. | OREGON | AUGUST | 1, 2012. |
| IDAHO | AUGUST | 1, 2012. | PENNSYLVANIA ... | AUGUST | 1, 2012. |
| MAINE | AUGUST | 1, 2012. | UTAH | AUGUST | 1, 2012. |
| MICHIGAN | AUGUST | 1, 2012. | VERMONT | AUGUST | 1, 2012. |
| MONTANA | AUGUST | 1, 2012. | VIRGINIA | AUGUST | 1, 2012. |
| NEW HAMPSHIRE .. | AUGUST | 1, 2012. | WASHINGTON | MAY | 1, 2012. |
| NORTH CAROLINA . | AUGUST | 1, 2012. | MONTGOMERY CO... | FEBRUARY | 1, 2012. |
| OHIO | AUGUST | 1, 2012. | | | |

ALABAMA Prices shown do not include 3.8% State Sales Tax.

IDAHO Prices shown include 5% State Sales Tax.

MAINE The prices shown are shelf prices.

MICHIGAN On items of 20% alcohol content and over, the 4% sales tax is computed on the Retail price after the 4% excise tax, and 4% specific tax are included. Items bought from package stores also have 1.85% alcoholism tax included.

MONTANA POSTED PRICES include 16% excise tax and 10% license tax.

NEW HAMPSHIRE The prices shown are shelf prices.

NORTH CAROLINA Retail Price includes 30% excise tax, 5 cents local bottle charge to boards, 5 cents per bottle for the purpose of establishing alcoholic rehabilitation centers.

OHIO Prices shown are retail and include the 7% sales tax.

OREGON Prices shown are retail.

PENNSYLVANIA Prices shown include federal tax and 18% emergency state taxes.

VERMONT Prices shown include 25% state tax.

VIRGINIA Prices shown include 20% state tax, but do not include the 4.5% sales tax.

IOWA

WYOMING WHOLESALE ONLY, PRICES NOT SHOWN.

MISSISSIPPI WHOLESALE ONLY, PRICES NOT SHOWN.

WEST VIRGINIA WHOLESALE ONLY, PRICES NOT SHOWN.

WHOLESALE ONLY, PRICES NOT SHOWN.

INDEX SIZE FOR 1.75 LTR

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| DOM WHSKY-STRT-BRBN/TN | 1 | BRNDY/CGNC-IMP | 7 |
| DOM WHSKY-STRT-OTH | 1 | COCKTAILS | 7 |
| DOM WHSKY-STRT-RYE | 1 | CRDL-COFFEE LQR | 8 |
| DOM WHSKY-STRT-SM BTCH | 2 | CRDL-CRM LQR | 8 |
| SCOTCH-BLND-FRGN BTLD | 2 | CRDL-FLVRD BRNDES-APRCT | 8 |
| SCOTCH-BLND-US BTLD | 2 | CRDL-FLVRD BRNDES-BLKBRY | 8 |
| SCOTCH-SNGL MALT | 2 | CRDL-FLVRD BRNDES-COF | 9 |
| CAN-FRGN BLND-FRGN BTLD | 2 | CRDL-FLVRD BRNDES-OTH | 9 |
| CAN-US BLND-US BTLD | 2 | CRDL-LQR&SPC-AMRT | 9 |
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| GIN-CLASSIC-DOM | 3 | CRDL-LQR&SPC-FRT | 9 |
| GIN-CLASSIC-IMP | 3 | CRDL-LQR&SPC-OTH | 9 |
| GIN-FLVRD-DOM | 3 | CRDL-LQR&SPC-SPRT SPCTY | 9 |
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NABCA RETAIL PRICE INDEX

Table with columns: SIZE, AGE PROOF, AL, ID, ME, MI, MT, NH, NC, OH, OR, PA, UT, VT, VA, WA, MC. Rows include various product categories like HOOD RIVER, JACQUIN ROYALE, and various vodka brands.

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NABCA RETAIL PRICE INDEX

| PAGE | SIZE | | AGE PROOF | AL | ID | ME | MI | MT | NH | NC | OH | OR | PA | UT | VT | VA | WA | MC |
|-------------|-----------|--------|-----------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| | 31 | 750 M | | | | | | | | | | | | | | | | |
| MILAGRO | SBR | RPS | 80 | | 54.95 | | 59.95 | | 59.99 | | | 58.95 | | | | 54.90 | | 50.25 |
| MIRAMONTES | | | 80 | | 36.65 | | | | | | | | | | | | | |
| MONTE ALBAN | RPS | | 80 | | | | 14.98 | | | | | 17.95 | | | | | | |
| PARTIDA | REPOS | DD | 80 | | 55.65 | | 50.09 | | | | | 57.45 | | | | | | |
| PATRN | GD/SLV | BX | 80 | | | | | | | | | | | | | 158.70 | | |
| PATRN | REP/POKER | | 80 | | | | | | | | | | | | | 55.30 | | |
| PATRN | RP/CTRONG | | 80 | 56.99 | 49.95 | | | | 56.99 | 51.95 | | 52.95 | | | | 55.95 | | |
| PATRN | RPS/SSHOT | | 80 | | | | | | | | | | | | | 55.20 | | |
| PATRON | REPOS | ADD | 80 | 57.99 | 49.80 | 57.99 | 53.98 | 50.35 | 56.99 | 51.95 | 52.00 | 54.95 | 49.99 | 53.99 | 63.99 | 55.95 | 54.95 | 55.55 |
| RGR | CLYN | MSH | RP | 80 | 44.65 | | | | | | | | | | | | | |
| SAUZA | BL | RP/MRC | 80 | | | | 16.99 | | | | | | | | | | | |
| SAUZA | BLUE | RPS | DD | 80 | 18.99 | 15.95 | 19.99 | 16.99 | 16.99 | | | 16.95 | | | | | 18.95 | |
| SAUZA | C | ANOS | RP | 80 | 19.99 | 17.95 | 19.99 | 17.95 | 19.99 | 19.95 | | 17.95 | | 18.99 | | 19.95 | 18.95 | |
| SAUZA | HORN | GLSS | 80 | | | | | | | | | | | | | 32.25 | | |
| SAUZA | HRN | FLASK | 80 | | | | | | | | | | | | | 32.95 | | 28.95 |
| SAUZA | HRN | SH | GL | 80 | | | | 27.00 | | | | | | | | 32.95 | | 28.95 |
| SAUZA | REPOS | ADD | 80 | 26.99 | 24.95 | 24.99 | 22.95 | 27.00 | 21.99 | 25.95 | 24.05 | 27.95 | 24.99 | 26.99 | 29.99 | 24.90 | | 22.25 |
| SAUZA | T | GEN | RPS | 80 | 44.99 | 39.99 | 39.95 | | 39.99 | | | 34.95 | | | | 19.95 | | 31.95 |
| SAUZA | ANS | RP/CL | 80 | | | | | | | | | | | | | 31.95 | | |
| SAUZA | HRN | RP/DEK | TS | 80 | | | 24.99 | | | | | | | | | | | |
| SAUZA | HRN | RP/IG | LS | 80 | | | 22.95 | | 21.99 | | | | | | | | | |
| SAUZA | HRN | RP/SH | GL | 80 | | | 20.95 | | 16.99 | | | | | | | | | |
| TARANTULA | REPS | DD | 80 | | 16.45 | | 20.95 | | | | | 17.95 | | 15.99 | | | | |
| TEO | 30-30 | RPS | DD | 80 | | | 20.95 | | | 19.95 | | 47.95 | | | | | | |
| TEO | STE | LS | RPS | 80 | | | | | | | | | | | | | | |
| TEQUILA | DEHO | RP | 80 | | | | | | | | 54.00 | | | | | | | |
| TEQUILA | DEHO | RP | 80 | | | | | | | | 37.10 | | | | | | | |
| TEQUILLADOR | RPS | DD | 80 | | | | 52.95 | | | | | 9.45 | | | | | | |
| TORADA | REPOS | ADD | 80 | | 8.55 | | 52.95 | | | | | | | | | | | |
| TRES | AGAVES | RPS | DD | 80 | 44.99 | 39.85 | 49.99 | 52.95 | 49.99 | | | | | | | 37.95 | | |
| WILD | SHOT | RP | DD | 80 | | | | | | | | | | | | | | |
| ZIRCON | AZUL | | 80 | | | | | | | | | 36.00 | | | | | | |
| MEZCAL | | | | | | | | | | | | | | | | | | |
| DEL | MAGUEY | CHIC | 958 | | 69.65 | | 187.85 | | | | | | | | | | | |
| DEL | MAGUEY | PECH | 888 | | | | | | | | | | | | | | | |
| DEL | MAGUEY | VIDA | 84 | | 33.10 | | | | 49.99 | | | | | | | | | |
| DEL | RITO | DOMEN | 84 | | | | | | | | | | | | | | | |
| DOS | GUSANOS | MEZ | 80 | | | | 19.97 | | | | | | | | | | | |
| MONTE | ALBAN | MEZ | 80 | 22.99 | 25.95 | 24.99 | 22.95 | 24.00 | 22.99 | 19.95 | 22.15 | 26.95 | 19.99 | 23.99 | 24.99 | 26.95 | 23.95 | 19.15 |
| SCORPIAN | ANJ | 7Y | 80 | | | | 22.95 | | | | | | | | | | | |
| SCORPN | MEZ | SLVR | 80 | | | | 39.85 | | | | | | | | | | | |
| SOMBRA | MEZCAL | | 90 | | | | 26.99 | | | | | | | | | | | |
| VIDA | MEZCAL | | 84 | | | | | | | | | 37.45 | | | | | | 40.45 |

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| DOM WHSKY-STRT-OTH | 1 | CRDL-COFFEE LQR | 5 |
| DOM WHSKY-STRT-RYE | 1 | CRDL-CRM LQR | 5 |
| DOM WHSKY-STRT-SM BTCH | 1 | CRDL-FLVRD BRNDES-APRCT | 5 |
| SCOTCH-BLND-FRGN BTLD | 1 | CRDL-FLVRD BRNDES-BLKBRY | 5 |
| SCOTCH-BLND-US BTLD | 1 | CRDL-FLVRD BRNDES-COF | 5 |
| SCOTCH-SNGL MALT | 1 | CRDL-FLVRD BRNDES-OTH | 5 |
| CAN-FRGN BLND-FRGN BTLD | 1 | CRDL-FLVRD BRNDES-PEACH | 5 |
| CAN-US BLND-US BTLD | 1 | CRDL-LQR&SPC-AMRT | 5 |
| IRISH | 2 | CRDL-LQR&SPC-CRM | 5 |
| OTH IMP WHSKY | 2 | CRDL-LQR&SPC-FRT | 5 |
| GIN-CLASSIC-DOM | 2 | CRDL-LQR&SPC-HZLNT | 6 |
| GIN-CLASSIC-IMP | 2 | CRDL-LQR&SPC-OTH | 6 |
| GIN-FLVRD-DOM | 2 | CRDL-LQR&SPC-SPRT SPCTY | 6 |
| GIN-FLVRD-IMP | 2 | CRDL-LQR&SPC-TRIPLE SEC | 6 |
| VODKA-CLASSIC-DOM | 2 | CRDL-LQR&SPC-WHISKY SPCTY | 6 |
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| VODKA-FLVRD-DOM | 3 | CRDL-SNPS-BTRSCTCH | 7 |
| VODKA-FLVRD-IMP | 3 | CRDL-SNPS-CNNMN | 7 |
| RUM-AGED/DARK | 3 | CRDL-SNPS-OTH | 7 |
| RUM-FLVRD | 4 | CRDL-SNPS-PEACH | 7 |
| RUM-GOLD | 4 | CRDL-SNPS-PPRMNT | 7 |
| RUM-LIGHT | 4 | TEQUILA-ANEJO | 7 |
| BRNDY/CGNC-CGNC-OTH | 4 | TEQUILA-BLANCO | 7 |
| BRNDY/CGNC-CGNC-VS | 4 | TEQUILA-GOLD | 7 |
| BRNDY/CGNC-CGNC-VSOP | 4 | TEQUILA-REPOSADO | 7 |
| BRNDY/CGNC-CGNC-XO | 4 | MEZCAL | 7 |

INDEX SIZE FOR 200 ML

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| DOM WHSKY-STRT-BRBN/TN | 1 | COCKTAILS | 2 |
| DOM WHSKY-STRT-OTH | 1 | CRDL-COFFEE LQR | 3 |
| DOM WHSKY-STRT-SM BTCH | 1 | CRDL-CRM LQR | 3 |
| SCOTCH-BLND-FRGN BTLD | 1 | CRDL-FLVRD BRNDES-APRCT | 3 |
| SCOTCH-BLND-US BTLD | 1 | CRDL-FLVRD BRNDES-BLKBRY | 3 |
| SCOTCH-SNGL MALT | 1 | CRDL-FLVRD BRNDES-OTH | 3 |
| CAN-FRGN BLND-FRGN BTLD | 1 | CRDL-FLVRD BRNDES-PEACH | 3 |
| CAN-US BLND-US BTLD | 1 | CRDL-LQR&SPC-AMRT | 3 |
| IRISH | 1 | CRDL-LQR&SPC-CRM | 3 |
| GIN-CLASSIC-DOM | 1 | CRDL-LQR&SPC-FRT | 3 |
| GIN-CLASSIC-IMP | 1 | CRDL-LQR&SPC-OTH | 3 |
| GIN-FLVRD-DOM | 1 | CRDL-LQR&SPC-SPRT SPCTY | 3 |
| GIN-FLVRD-IMP | 1 | CRDL-LQR&SPC-TRIPLE SEC | 3 |
| VODKA-CLASSIC-DOM | 1 | CRDL-LQR&SPC-WHISKY SPCTY | 3 |
| VODKA-CLASSIC-IMP | 1 | CRDL-SNPS-APPL | 3 |
| VODKA-FLVRD-DOM | 2 | CRDL-SNPS-BTRSCTCH | 3 |
| VODKA-FLVRD-IMP | 2 | CRDL-SNPS-CNNMN | 3 |
| RUM-FLVRD | 2 | CRDL-SNPS-OTH | 3 |
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| BRNDY/CGNC-DOM | 2 | TEQUILA-REPOSADO | 3 |

