



NABCA
ANALYTICS

**VINE CONNECTIONS
PENNSYLVANIA SPECIAL
OCTOBER 2012**

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Beverage Alcohol Case Sales Report

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PENNSYLVANIA

SALES DATA INCLUDED IN THIS REPORT

DISTILLED SPIRITS

Retail Sales: ALL
 Wholesale & Licensee Sales: ALL
 Military Sales: NONE
 Special Orders: NOT COMPLETE

WINES (ALL TYPES)

Retail Sales: ALL
 Wholesale & Licensee Sales: ALL
 Military Sales: NONE
 Special Orders: NOT COMPLETE

COCKTAILS AND MIXES (of less than 48 proof) All

NOTE: NABCA has been asked by the Industry Statistics Committee, to convert all products to the "STANDARD" case pack. The following is the table we are using to convert bottle sales to cases.

SIZE	BOTTLES PER CASE	OUNCES PER CASE
12 LITERS OR MORE	1	N/A
5.0	4	676.0
4.0	4	540.8
3.0	4	405.6
1.75	6	355.2
1.5	6	304.2
1.0	12	405.6
.750	12	304.2
.500	24	405.6
.375	24	304.2
.200	48	326.4
.187	48	302.4
.100	48	163.2
.050	120	204.0

THIS REPORT CONTAINS:

- SECTION ONE** - DISTILLED SPIRITS BRAND LEADERS
 - WINE AND VERMOUTH BRAND LEADERS
- SECTION TWO** - CASE SALES BY CLASSES, TYPES AND SIZES - CURRENT MONTH
 - CASE SALES BY CLASSES, TYPES AND SIZES - YEAR TO DATE
 - CASE SALES BY CLASSES, TYPES AND SIZES - 12 MONTHS MOVING
- SECTION THREE** - CASE SALES BY VENDOR - DISTILLED SPIRITS
- SECTION FOUR** - CASE SALES BY VENDOR - WINES AND VERMOUTHS
- SECTION FIVE** - CASE SALES BY CLASS AND TYPE, BY BRAND AND BOTTLE SIZE
- SECTION SIX** - CASE SALES BY VENDOR AND BRAND

PLEASE NOTE: Products with an asterisk (*) in the last space of their brand name are improperly categorized. The suppliers have requested they be placed in the category to reflect their market perception.

SALES DATA OCTOBER 2012
4 WEEK PERIOD 2012 10/1/12 - 10/28/12 28 SELLING DAYS 4 FRIDAYS, 4 SATURDAYS
4 WEEK PERIOD 2011 9/26/11 - 10/23/11 28 SELLING DAYS 4 FRIDAYS, 4 SATURDAYS

