

Hospitality Liquor Market Review

Fiscal 2020/21 Q2

September 2020



**LIQUOR
DISTRIBUTION
BRANCH**

Table of Contents

Introduction	3
Beer Sales (Net \$)	4
Beer Sales (Litres)	6
Refreshment Beverages Sales (Net \$)	8
Refreshment Beverages Sales (Litres)	10
Spirits Sales (Net \$)	12
Spirits Sales (Litres)	16
Wine Sales (Net \$)	20
Wine Sales (Litres)	26
Glossary	32

Introduction

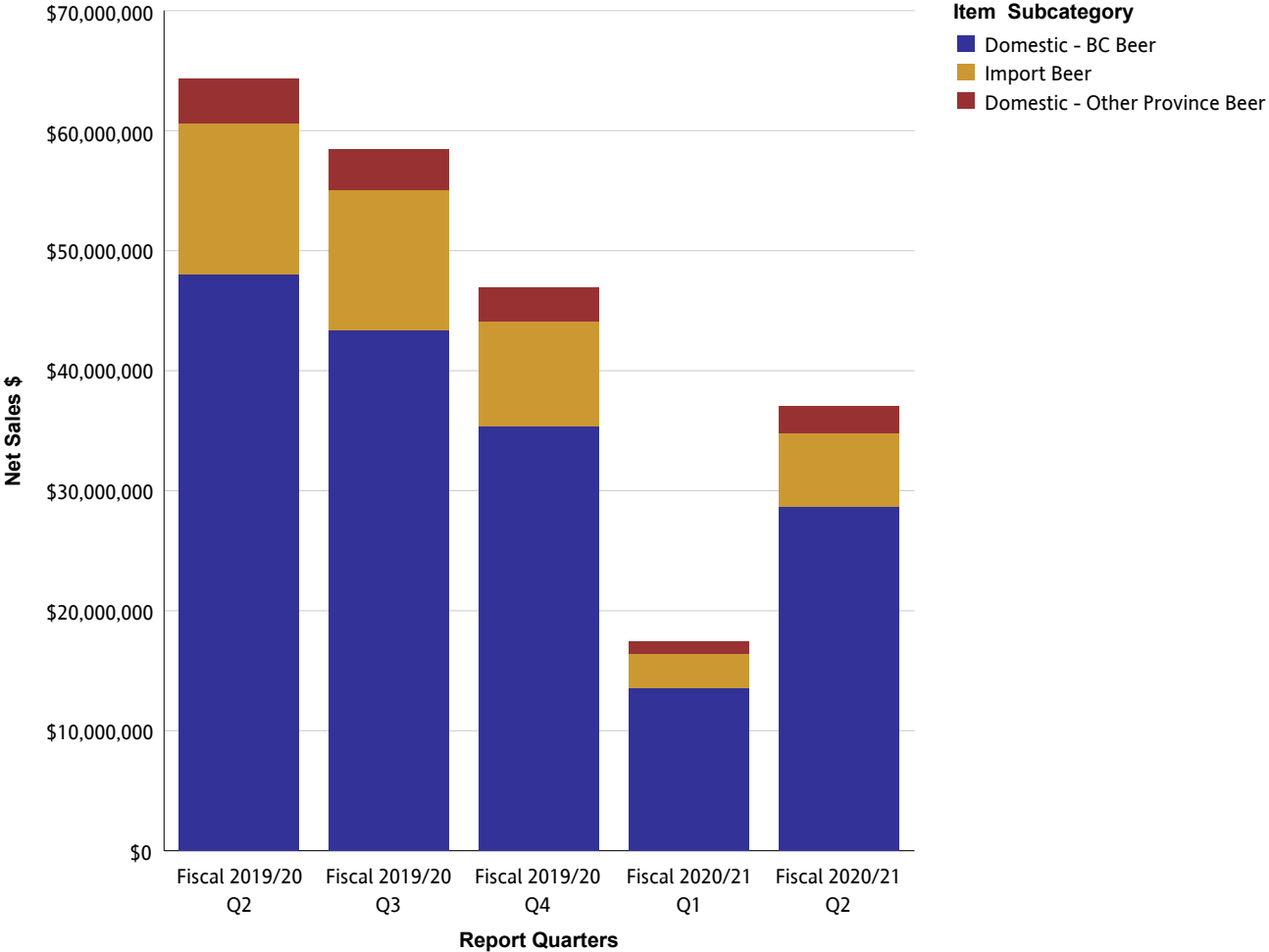
The Hospitality Liquor Market Review provides provincial sales to Hospitality customers (restaurants, pubs, nightclubs, etc.) from all channels for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period, the Hospitality Liquor Market Review provides summarized sales data for the current quarter and previous four quarters.

The Liquor Distribution Branch fiscal calendar begins on April 1st and ends on March 31st and is comprised of 12 periods. A period can vary in length but roughly follows a calendar month. For example, Q1 reflects Periods 1 – 3 (April, May and June).

The Liquor Distribution Branch produces the Hospitality Liquor Market Review four times per year for reporting periods ending in March, June, September and December.

While every effort has been made to ensure accuracy and completeness of figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

Beer Sales (Net \$)

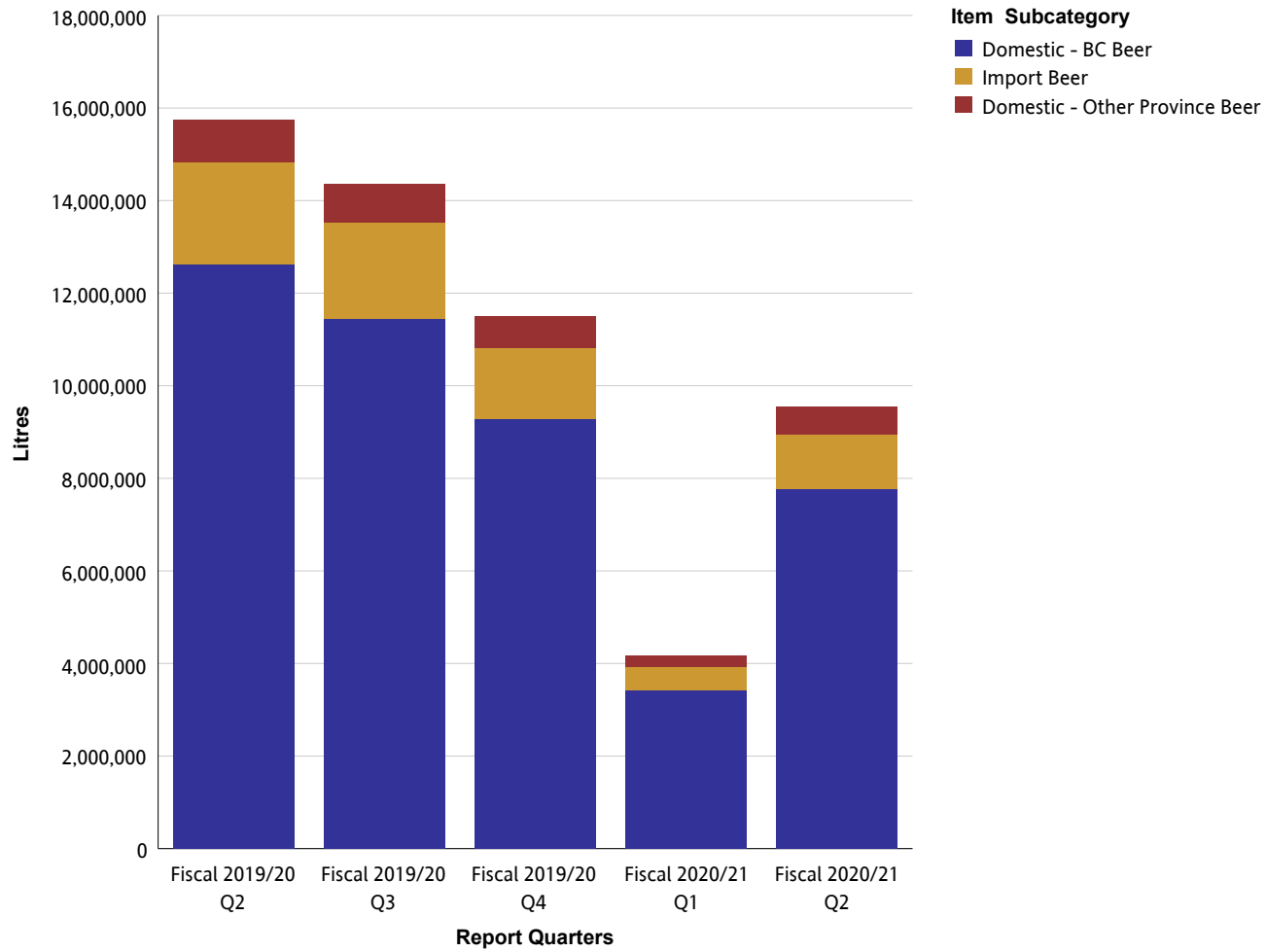


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	\$23,558,117	\$22,940,956	\$17,665,118	\$6,469,696	\$13,524,964
	Domestic - BC Micro Brew Beer	\$12,139,878	\$10,128,225	\$9,273,543	\$3,821,812	\$8,259,547
	Domestic - BC Regional Beer	\$12,322,770	\$10,261,725	\$8,456,433	\$3,274,235	\$6,869,788
	Summary	\$48,020,765	\$43,330,906	\$35,395,094	\$13,565,742	\$28,654,299
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$2,960,570	\$2,728,476	\$2,293,623	\$864,428	\$1,916,622
	Domestic - Other Province Micro Brew Beer	\$71,468	\$52,793	\$45,841	\$8,721	\$14,106
	Domestic - Other Province Regional Beer	\$685,903	\$604,928	\$466,142	\$133,503	\$327,978
	Summary	\$3,717,940	\$3,386,196	\$2,805,606	\$1,006,652	\$2,258,706
Import Beer	Asia And South Pacific Beer	\$1,359,896	\$1,225,342	\$944,524	\$266,076	\$632,657
	Europe Beer	\$6,779,755	\$6,953,671	\$5,282,016	\$1,631,874	\$3,582,973
	Mexico And Caribbean Beer	\$3,483,417	\$2,726,221	\$2,079,345	\$847,321	\$1,662,190
	Other Country Beer	\$15,812	\$10,396	\$9,052	\$2,825	\$4,432
	USA Beer	\$960,272	\$824,024	\$411,539	\$131,666	\$224,473
	Summary	\$12,599,152	\$11,739,653	\$8,726,476	\$2,879,762	\$6,106,724
Summary	\$64,337,857	\$58,456,756	\$46,927,176	\$17,452,157	\$37,019,729	

Beer Sales (Litres)

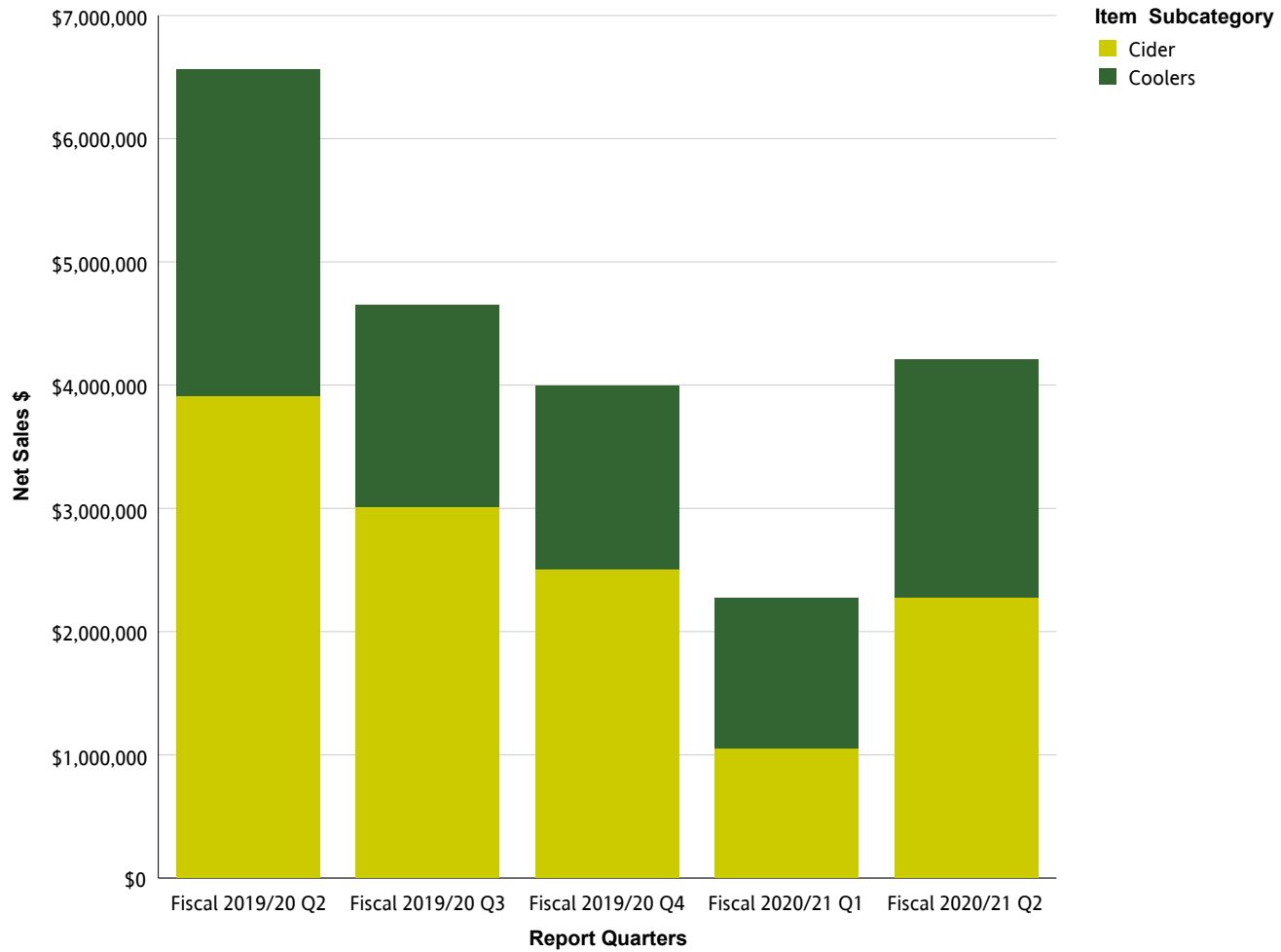


Beer Sales (Litres)

Beer

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	6,007,922	5,873,266	4,500,271	1,610,850	3,668,288
	Domestic - BC Micro Brew Beer	3,051,315	2,554,735	2,312,069	843,577	2,006,374
	Domestic - BC Regional Beer	3,559,758	3,007,371	2,471,813	971,952	2,100,505
	Summary	12,618,995	11,435,371	9,284,153	3,426,379	7,775,168
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	697,708	640,065	540,701	198,809	495,165
	Domestic - Other Province Micro Brew Beer	10,595	9,249	7,735	1,189	2,105
	Domestic - Other Province Regional Beer	208,150	188,894	141,184	41,640	106,121
	Summary	916,454	838,207	689,620	241,638	603,392
Import Beer	Asia And South Pacific Beer	222,736	198,236	152,428	42,427	115,492
	Europe Beer	1,224,965	1,266,314	958,409	291,073	689,416
	Mexico And Caribbean Beer	565,622	441,370	333,268	132,643	317,270
	Other Country Beer	2,491	1,553	1,342	459	886
	USA Beer	195,280	170,964	76,577	24,042	42,055
	Summary	2,211,093	2,078,437	1,522,024	490,644	1,165,119
Summary		15,746,542	14,352,016	11,495,796	4,158,661	9,543,678

Refreshment Beverages Sales (Net \$)

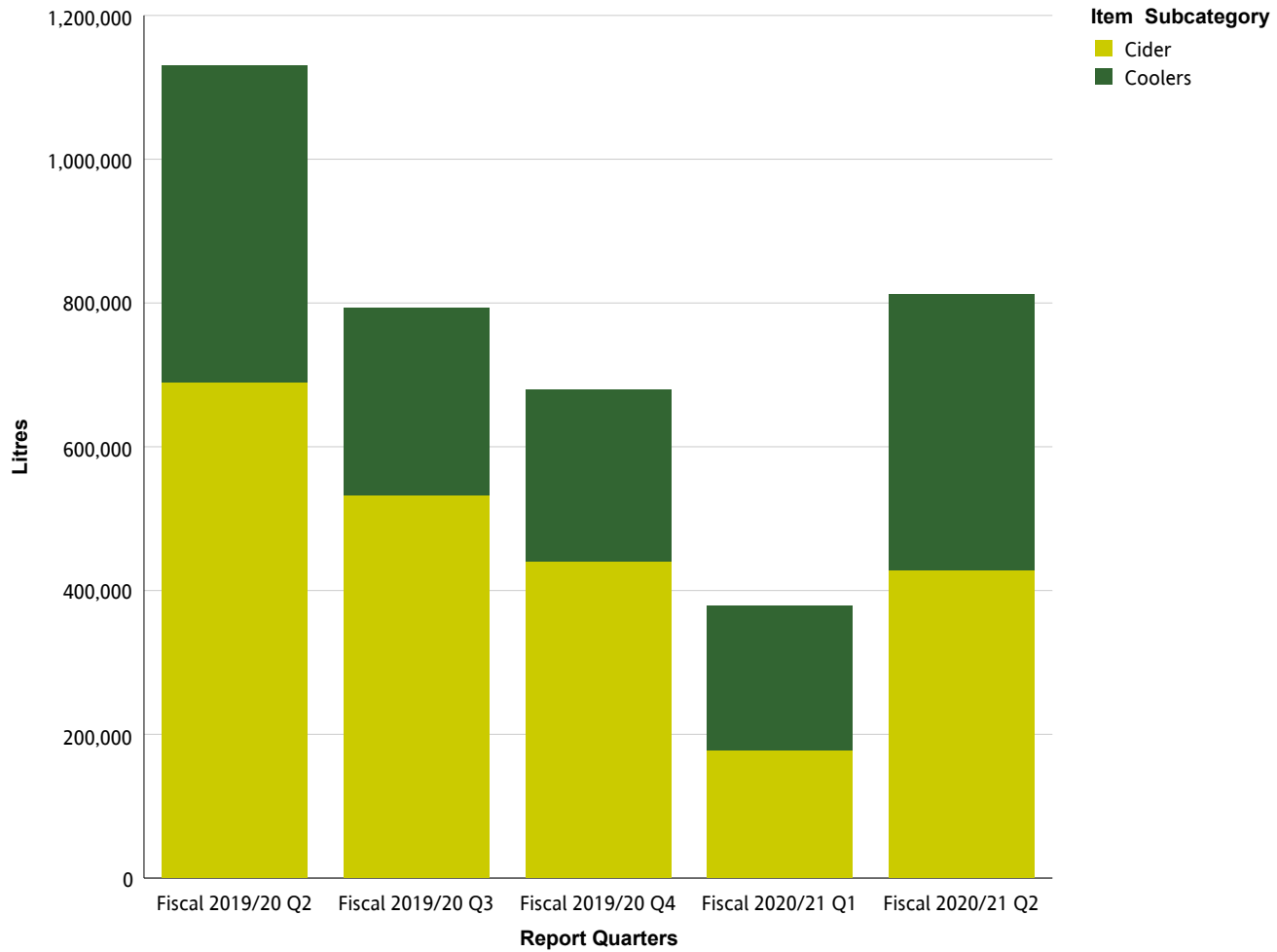


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Cider	Domestic Cider	\$2,664,639	\$1,978,612	\$1,666,128	\$768,091	\$1,745,367
	Import Cider	\$1,246,514	\$1,033,038	\$842,492	\$286,772	\$533,258
	Summary	\$3,911,153	\$3,011,650	\$2,508,620	\$1,054,862	\$2,278,624
Coolers	Malt-Based Coolers	\$49,378	\$28,580	\$20,086	\$15,182	\$48,194
	Spirit Coolers	\$2,528,973	\$1,566,658	\$1,424,776	\$1,175,777	\$1,827,929
	Wine/Fruit Coolers	\$69,901	\$46,758	\$40,413	\$26,991	\$56,362
	Summary	\$2,648,252	\$1,641,996	\$1,485,274	\$1,217,950	\$1,932,485
Summary		\$6,559,405	\$4,653,646	\$3,993,894	\$2,272,812	\$4,211,109

Refreshment Beverages Sales (Litres)

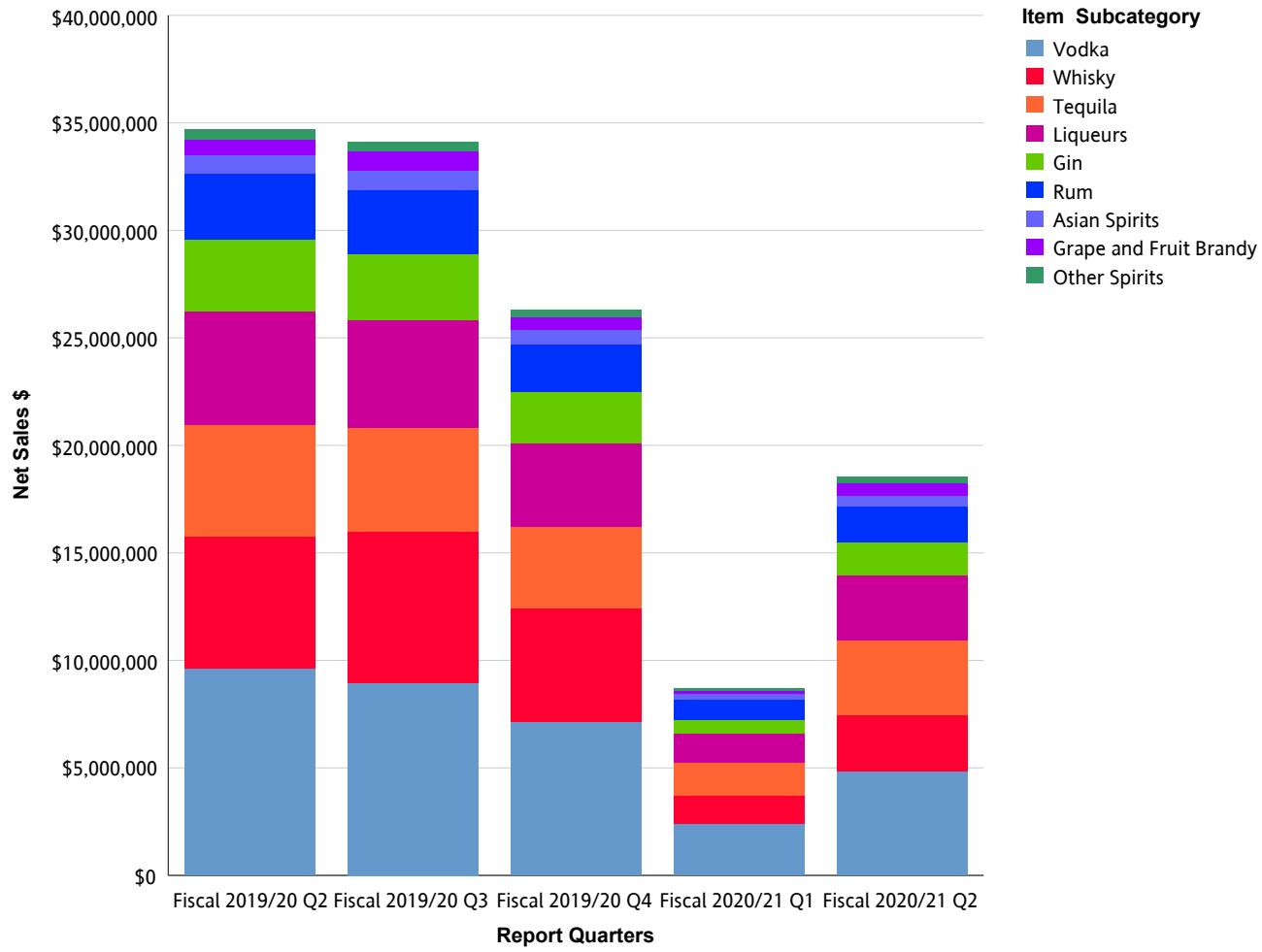


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Cider	Domestic Cider	458,177	339,693	282,711	123,027	312,147
	Import Cider	231,725	193,018	157,766	54,812	116,615
	Summary	689,902	532,711	440,477	177,838	428,762
Coolers	Malt-Based Coolers	8,670	4,792	3,253	2,552	8,962
	Spirit Coolers	423,397	250,510	230,450	195,931	366,251
	Wine/Fruit Coolers	8,652	5,508	4,699	3,171	8,374
	Summary	440,719	260,810	238,401	201,654	383,588
Summary		1,130,620	793,521	678,878	379,492	812,349

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Asian Spirits	China Spirits	\$106,923	\$97,880	\$91,726	\$34,222	\$114,265
	Korea Spirits	\$704,570	\$762,999	\$520,950	\$223,412	\$372,336
	Other Country Asian Spirits	\$46,352	\$47,406	\$41,757	\$4,953	\$24,588
	Summary	\$857,845	\$908,285	\$654,433	\$262,587	\$511,189
Gin	Dry Gin	\$3,141,976	\$2,931,026	\$2,271,328	\$609,729	\$1,462,064
	Flavoured Gin	\$100,011	\$71,358	\$59,940	\$24,987	\$62,346
	Other Gin	\$53,163	\$49,923	\$46,397	\$10,115	\$32,458
	Summary	\$3,295,150	\$3,052,307	\$2,377,665	\$644,831	\$1,556,869
Grape and Fruit Brandy	Armagnac	\$4,311	\$4,491	\$3,524	\$353	\$3,691
	Brandy	\$158,458	\$156,838	\$119,301	\$46,155	\$99,026
	Cognac	\$442,448	\$628,207	\$416,141	\$95,824	\$379,759
	Eau de Vie	\$36,796	\$39,546	\$28,810	\$7,945	\$23,442
	Grappa And Marc	\$22,660	\$18,902	\$16,847	\$1,657	\$10,652
	Pisco	\$57,478	\$48,222	\$46,506	\$8,243	\$31,330
	Summary	\$722,151	\$896,206	\$631,129	\$160,176	\$547,901
Liqueurs	Anise And Herbal/Spice Liqueurs	\$2,006,985	\$1,925,662	\$1,519,107	\$466,830	\$992,707
	Coffee And Cocoa Liqueurs	\$334,989	\$389,602	\$274,911	\$98,734	\$233,362
	Cream/Dairy Liqueurs	\$553,034	\$585,356	\$415,779	\$130,635	\$267,670
	Fruit Liqueurs	\$1,734,142	\$1,447,337	\$1,153,902	\$472,217	\$1,129,724
	Nut Liqueurs	\$262,104	\$259,216	\$208,018	\$68,547	\$164,694
	Other Liqueurs	\$267,517	\$272,772	\$214,951	\$61,637	\$158,835
	Whiskey Liqueurs	\$157,629	\$160,182	\$116,720	\$36,862	\$73,313
	Summary	\$5,316,401	\$5,040,127	\$3,903,389	\$1,335,462	\$3,020,304
Other Spirits	Cachaca	\$24,684	\$21,739	\$17,371	\$4,779	\$17,978
	Flavoured Spirits	\$13,217	\$9,250	\$9,137	\$3,298	\$7,068
	Miscellaneous/Other Spirits	\$29,240	\$41,307	\$26,403	\$8,497	\$24,486

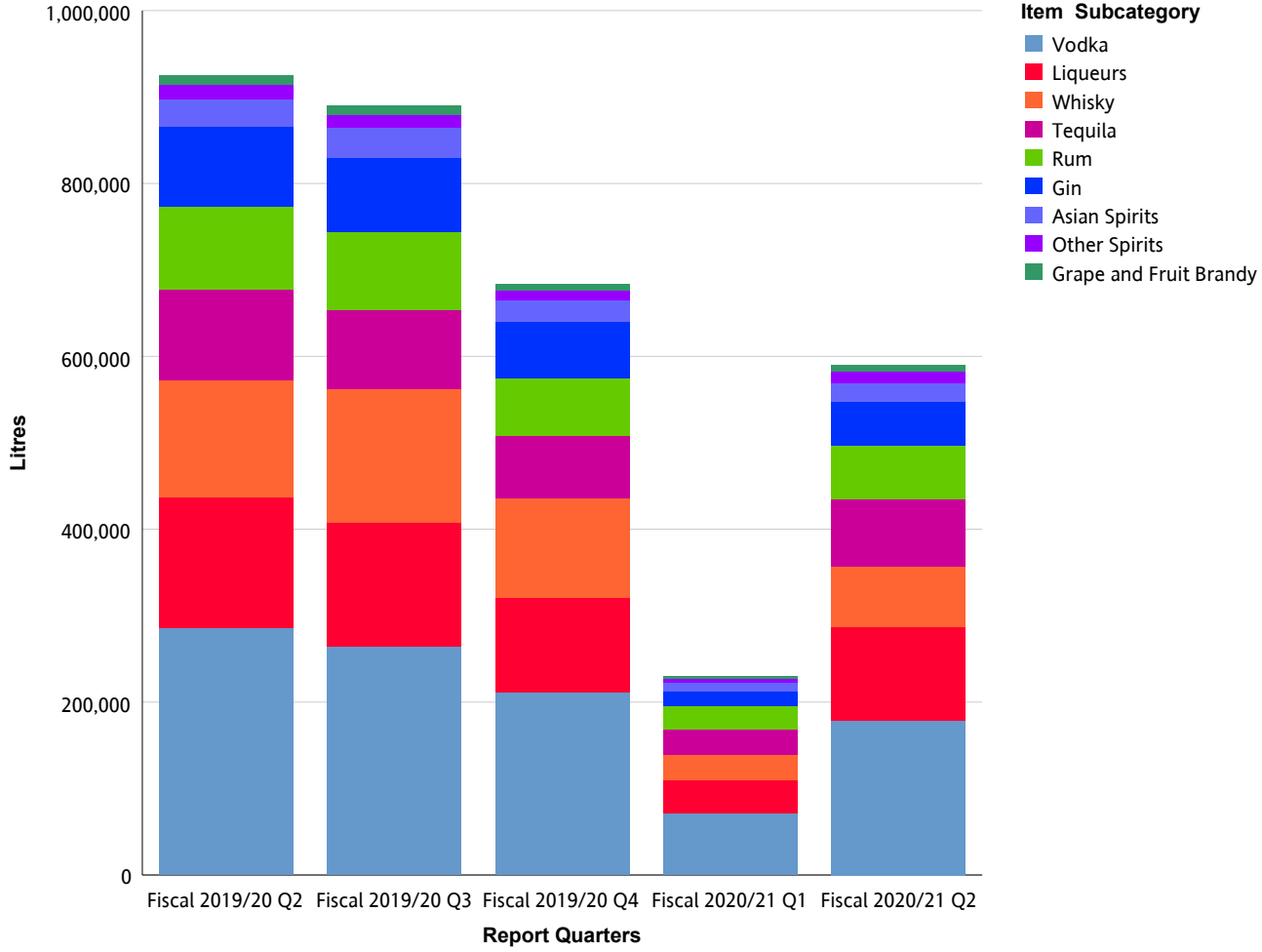
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Other Spirits	Moonshine Spirits	\$4,601	\$2,978	\$2,966	\$2,850	\$4,367
	Ready to Mix Cocktails	\$385,364	\$327,194	\$264,553	\$101,215	\$237,624
	Ready to Serve Cocktails	\$7,179	\$9,005	\$3,496	\$4,043	\$8,831
	Schnapps and Akvavit	\$10,404	\$7,409	\$5,664	\$2,382	\$6,619
	Summary	\$474,689	\$418,883	\$329,590	\$127,065	\$306,974
Rum	Amber Rum	\$370,177	\$334,744	\$264,769	\$85,082	\$200,446
	Dark Rum	\$392,799	\$447,487	\$306,205	\$71,498	\$167,581
	Flavoured Rum	\$18,047	\$18,305	\$11,227	\$5,368	\$11,474
	Spiced Rum	\$843,401	\$994,968	\$737,197	\$187,021	\$406,925
	White Rum	\$1,475,175	\$1,176,260	\$882,667	\$585,710	\$869,296
	Summary	\$3,099,598	\$2,971,765	\$2,202,066	\$934,680	\$1,655,723
Tequila	Blanco/Silver Tequila	\$2,230,948	\$1,958,898	\$1,693,947	\$757,472	\$1,530,261
	Flavoured Tequila	\$29,678	\$23,400	\$21,276	\$11,547	\$39,400
	Gold Tequila	\$2,662,606	\$2,556,505	\$1,817,413	\$706,723	\$1,713,651
	Mezcal	\$262,456	\$250,844	\$231,845	\$73,305	\$183,336
	Summary	\$5,185,688	\$4,789,647	\$3,764,481	\$1,549,047	\$3,466,648
Vodka	Flavoured Vodka	\$1,138,595	\$1,032,617	\$862,436	\$428,989	\$816,398
	Straight Vodka	\$8,489,624	\$7,907,403	\$6,281,445	\$1,997,968	\$4,026,390
	Summary	\$9,628,220	\$8,940,020	\$7,143,882	\$2,426,957	\$4,842,788
Whisky	American Whiskey	\$479,677	\$528,264	\$373,780	\$92,893	\$176,149
	Blended Malt Scotch Whisky	\$11,682	\$14,386	\$8,466	\$2,402	\$4,893
	Blended Scotch Whisky	\$341,365	\$361,792	\$251,663	\$62,322	\$123,931
	Bourbon Whiskey	\$1,265,246	\$1,473,127	\$1,139,433	\$256,127	\$557,338
	Canadian Whisky	\$1,819,950	\$2,094,911	\$1,541,360	\$413,621	\$812,253
	Flavoured Whisky	\$6,907	\$8,630	\$5,900	\$2,062	\$2,201
	Irish Whiskey	\$1,307,357	\$1,420,098	\$1,176,115	\$295,176	\$608,960
	Other Country Whisky	\$110,446	\$144,450	\$109,993	\$20,521	\$63,210
	Single Malt Scotch Whisky	\$786,879	\$1,030,754	\$697,205	\$142,387	\$274,682

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Whisky	Summary	\$6,129,509	\$7,076,414	\$5,303,914	\$1,287,511	\$2,623,619
Summary		\$34,709,250	\$34,093,655	\$26,310,549	\$8,728,317	\$18,532,015

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Asian Spirits	China Spirits	1,085	1,070	777	228	701
	Korea Spirits	29,515	32,734	22,786	9,875	20,807
	Other Country Asian Spirits	991	991	885	109	602
	Summary	31,591	34,795	24,447	10,212	22,109
Gin	Dry Gin	88,203	82,866	63,186	16,778	47,621
	Flavoured Gin	2,481	1,706	1,405	619	1,804
	Other Gin	917	882	783	170	656
	Summary	91,600	85,454	65,374	17,568	50,080
Grape and Fruit Brandy	Armagnac	31	37	30	2	32
	Brandy	4,853	4,682	3,565	1,407	3,697
	Cognac	3,245	4,232	2,694	681	2,602
	Eau de Vie	557	579	386	123	380
	Grappa And Marc	352	296	223	25	163
	Pisco	1,155	967	898	167	779
	Summary	10,192	10,793	7,796	2,405	7,653
Liqueurs	Anise And Herbal/Spice Liqueurs	50,851	48,803	37,886	12,143	31,864
	Coffee And Cocoa Liqueurs	10,694	12,437	8,763	3,156	9,248
	Cream/Dairy Liqueurs	15,906	17,628	12,115	3,787	9,755
	Fruit Liqueurs	54,357	44,539	35,149	14,751	43,399
	Nut Liqueurs	8,374	7,928	6,142	2,100	6,271
	Other Liqueurs	7,814	8,397	6,340	1,773	5,407
	Whiskey Liqueurs	3,798	3,832	2,759	924	2,210
	Summary	151,795	143,565	109,153	38,635	108,155
Other Spirits	Cachaca	564	460	394	114	457
	Flavoured Spirits	193	141	147	45	117
	Miscellaneous/Other Spirits	614	841	513	153	557

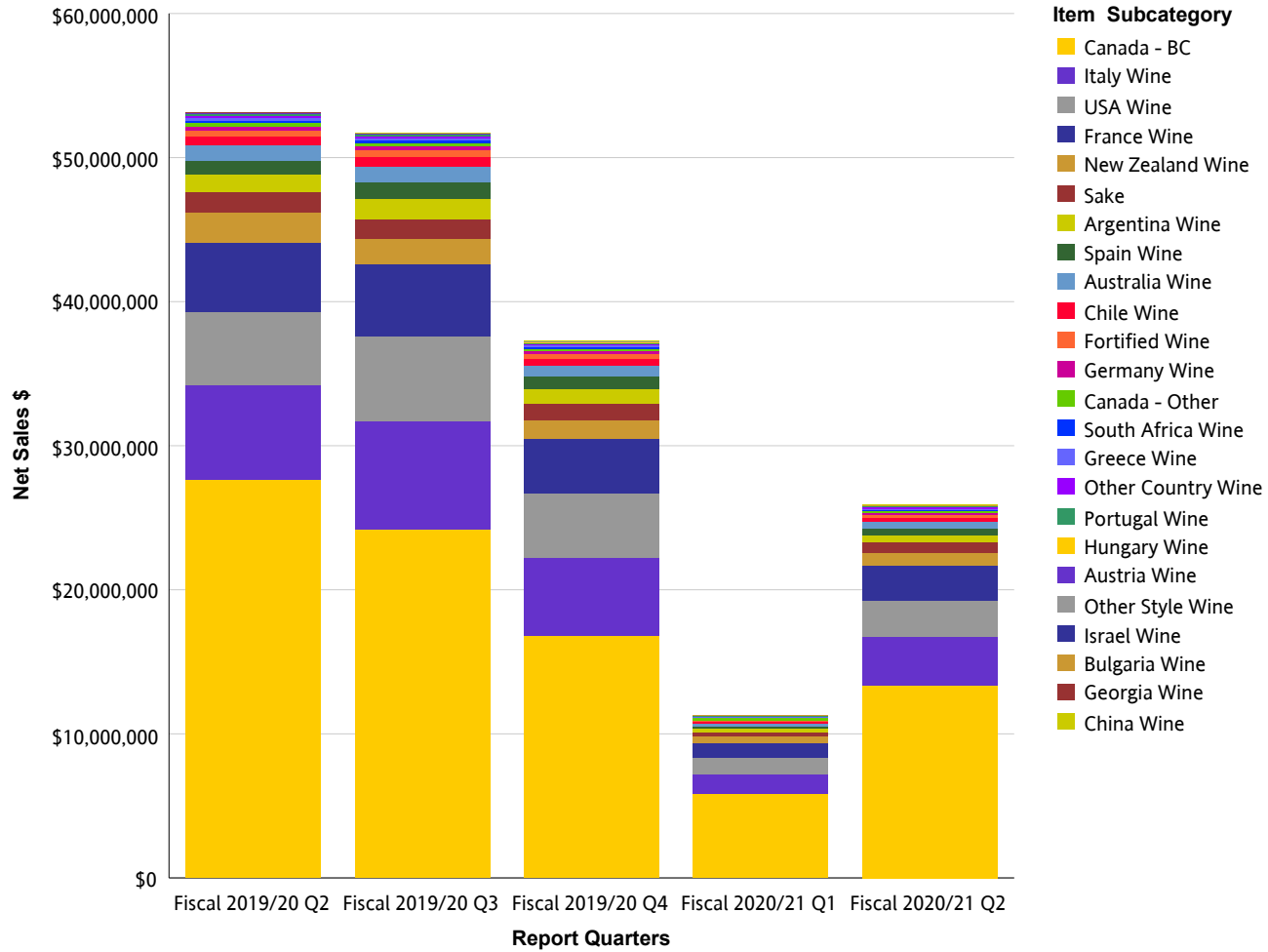
Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Other Spirits	Moonshine Spirits	103	61	65	43	106
	Ready to Mix Cocktails	15,218	12,805	10,398	3,975	11,659
	Ready to Serve Cocktails	258	290	103	129	331
	Schnapps and Akvavit	230	163	119	53	168
	Summary	17,179	14,761	11,739	4,513	13,394
Rum	Amber Rum	10,064	8,948	6,791	2,431	6,688
	Dark Rum	11,569	13,447	8,910	2,124	5,983
	Flavoured Rum	566	506	300	162	365
	Spiced Rum	24,627	28,977	21,053	5,346	14,370
	White Rum	49,301	39,296	29,454	17,507	35,338
	Summary	96,126	91,174	66,508	27,570	62,745
Tequila	Blanco/Silver Tequila	45,897	37,982	32,875	15,039	36,792
	Flavoured Tequila	592	450	434	233	1,000
	Gold Tequila	55,688	49,137	36,423	13,132	36,309
	Mezcal	3,324	3,178	2,783	907	2,738
	Summary	105,502	90,748	72,515	29,310	76,839
Vodka	Flavoured Vodka	30,392	27,407	23,001	12,178	27,990
	Straight Vodka	255,097	236,970	188,328	59,265	150,375
	Summary	285,489	264,377	211,328	71,442	178,366
Whisky	American Whiskey	11,166	12,013	8,484	2,096	4,773
	Blended Malt Scotch Whisky	112	158	95	34	61
	Blended Scotch Whisky	6,089	6,637	4,634	1,142	2,621
	Bourbon Whiskey	25,394	29,996	22,888	5,239	14,218
	Canadian Whisky	54,961	63,771	46,009	12,196	29,145
	Flavoured Whisky	209	251	170	41	50
	Irish Whiskey	29,168	31,801	26,282	6,532	16,523
	Other Country Whisky	1,090	1,217	1,054	180	713
	Single Malt Scotch Whisky	6,919	8,616	5,817	1,175	2,948

Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Whisky	Summary	135,109	154,460	115,431	28,636	71,051
Summary		924,583	890,127	684,292	230,292	590,391

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Argentina Wine	Argentina Red Wine	\$1,114,584	\$1,336,202	\$1,007,129	\$218,764	\$464,997
	Argentina Rose Wine	\$11,133	\$7,213	\$5,118	\$1,969	\$3,677
	Argentina Sparkling Wine	\$4,269	\$2,282	\$1,880	\$407	\$4,488
	Argentina White Wine	\$79,358	\$68,934	\$58,991	\$7,515	\$26,227
	Summary	\$1,209,344	\$1,414,631	\$1,073,117	\$228,656	\$499,390
Australia Wine	Australia Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Australia Red Wine	\$654,147	\$733,038	\$535,867	\$109,156	\$267,022
	Australia Rose Wine	\$28,071	\$18,308	\$15,291	\$7,123	\$17,559
	Australia Sparkling Wine	\$69,376	\$74,254	\$56,929	\$18,579	\$45,689
	Australia White Wine	\$313,353	\$261,555	\$159,051	\$41,941	\$112,158
	Summary	\$1,064,947	\$1,087,155	\$767,138	\$176,799	\$442,428
Austria Wine	Austria Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Austria Red Wine	\$7,509	\$10,142	\$13,079	\$3,569	\$5,299
	Austria Rose Wine	\$1,991	\$0	\$0	\$0	\$1,884
	Austria Sparkling Wine	\$1,699	\$648	\$0	\$0	\$1,023
	Austria White Wine	\$26,338	\$21,980	\$20,140	\$5,239	\$16,619
	Summary	\$37,538	\$32,770	\$33,220	\$8,808	\$24,825
Bulgaria Wine	Bulgaria Red Wine	\$764	\$683	\$560	\$19	\$165
	Bulgaria Rose Wine	\$1,039	\$592	\$288	\$96	\$262
	Bulgaria White Wine	\$0	\$0	\$0	\$0	\$171
	Summary	\$1,804	\$1,275	\$847	\$115	\$598
Canada - BC	Canada - BC Dessert Wine	\$18,479	\$16,230	\$10,909	\$3,802	\$10,165
	Canada - BC Fruit Wine	\$49,332	\$28,010	\$17,808	\$12,670	\$41,117
	Canada - BC Ice Wine	\$60,337	\$33,243	\$23,036	\$5,833	\$18,132
	Canada - BC Red Wine	\$11,525,223	\$12,270,965	\$8,564,017	\$2,380,830	\$5,321,972
	Canada - BC Rose Wine	\$1,819,192	\$664,807	\$474,329	\$494,156	\$1,094,263

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Canada - BC	Canada - BC Sparkling Wine	\$1,039,981	\$767,267	\$495,074	\$262,599	\$571,721
	Canada - BC White Wine	\$13,121,665	\$10,406,506	\$7,205,791	\$2,695,396	\$6,283,938
	Summary	\$27,634,208	\$24,187,029	\$16,790,964	\$5,855,286	\$13,341,309
Canada - Other	Canada - Other Dessert Wine	\$0	\$702	\$1,404	\$0	\$632
	Canada - Other Fruit Wine	\$0	\$0	\$56	\$0	\$0
	Canada - Other Ice Wine	\$1,794	\$679	\$4,096	\$245	\$148
	Canada - Other Red Wine	\$9,019	\$20,054	\$13,792	\$28,784	\$16,057
	Canada - Other Rose Wine	\$120,943	\$6,155	\$253	\$68,691	\$42,624
	Canada - Other Sparkling Wine	\$130,847	\$139,867	\$101,655	\$35,009	\$77,945
	Canada - Other White Wine	\$6,792	\$13,448	\$9,320	\$11,899	\$7,249
	Summary	\$269,396	\$180,906	\$130,576	\$144,628	\$144,656
Chile Wine	Chile Fruit and Dessert Wine	\$166	\$594	\$594	\$0	\$143
	Chile Red Wine	\$323,960	\$371,010	\$274,774	\$67,557	\$133,794
	Chile Rose Wine	\$10,781	\$5,769	\$4,391	\$4,683	\$4,978
	Chile Sparkling Wine	\$2,627	\$2,652	\$2,379	\$2,112	\$1,357
	Chile White Wine	\$290,449	\$259,158	\$169,838	\$64,525	\$133,135
	Summary	\$627,983	\$639,183	\$451,974	\$138,876	\$273,408
China Wine	China Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	China Red Wine	\$0	\$189	\$93	\$0	\$27
	China White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$0	\$189	\$93	\$0	\$27
Fortified Wine	Other Fortified Domestic Wine	\$36,267	\$36,686	\$34,046	\$8,574	\$27,024
	Other Fortified Import Wine	\$87,686	\$94,195	\$76,132	\$20,630	\$49,062
	Port Wine	\$99,098	\$115,530	\$74,740	\$11,133	\$45,065
	Sherry Wine	\$40,915	\$46,891	\$31,752	\$5,295	\$19,517
	Vermouth Wine	\$136,303	\$157,294	\$122,720	\$25,054	\$73,250
	Summary	\$400,269	\$450,596	\$339,389	\$70,686	\$213,918
France Wine	France Champagne Wine	\$1,420,889	\$1,983,310	\$1,161,611	\$221,375	\$575,340

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
France Wine	France Fruit and Dessert Wine	\$2,239	\$4,891	\$338	\$111	\$1,364
	France Red Wine	\$1,412,270	\$1,536,692	\$1,487,344	\$291,129	\$683,037
	France Rose Wine	\$632,282	\$214,233	\$187,102	\$290,777	\$485,555
	France Sparkling Wine	\$228,611	\$234,102	\$209,801	\$40,423	\$112,384
	France White Wine	\$1,100,584	\$983,712	\$758,619	\$225,277	\$580,624
	Summary	\$4,796,876	\$4,956,940	\$3,804,815	\$1,069,093	\$2,438,304
Georgia Wine	Georgia Red Wine	\$612	\$34	\$94	\$0	\$68
	Georgia White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$612	\$34	\$94	\$0	\$68
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$7,822	\$13,170	\$11,585	\$881	\$6,776
	Germany Rose Wine	\$5,038	\$1,732	\$1,451	\$876	\$2,698
	Germany Sparkling Wine	\$181,241	\$211,623	\$130,754	\$36,085	\$96,147
	Germany White Wine	\$73,647	\$87,892	\$50,915	\$9,042	\$35,863
	Summary	\$267,748	\$314,417	\$194,705	\$46,883	\$141,485
Greece Wine	Greece Fruit and Dessert Wine	\$102	\$0	\$204	\$0	\$0
	Greece Red Wine	\$75,263	\$85,407	\$66,681	\$16,133	\$40,439
	Greece Rose Wine	\$1,631	\$1,343	\$288	\$0	\$3,784
	Greece White Wine	\$79,098	\$58,533	\$47,121	\$16,512	\$38,491
	Summary	\$156,095	\$145,283	\$114,294	\$32,645	\$82,715
Hungary Wine	Hungary Fruit and Dessert Wine	\$3,649	\$3,172	\$2,683	\$762	\$897
	Hungary Red Wine	\$1,078	\$659	\$638	\$448	\$721
	Hungary Sparkling Wine	\$36,253	\$27,197	\$23,538	\$6,676	\$20,086
	Hungary White Wine	\$8,573	\$9,364	\$4,498	\$2,334	\$4,364
	Summary	\$49,554	\$40,393	\$31,357	\$10,219	\$26,067
Israel Wine	Israel Red Wine	\$1,817	\$4,398	\$3,130	\$240	\$148
	Israel Rose Wine	\$0	\$0	\$0	\$0	\$0
	Israel White Wine	\$2,157	\$3,572	\$662	\$260	\$695

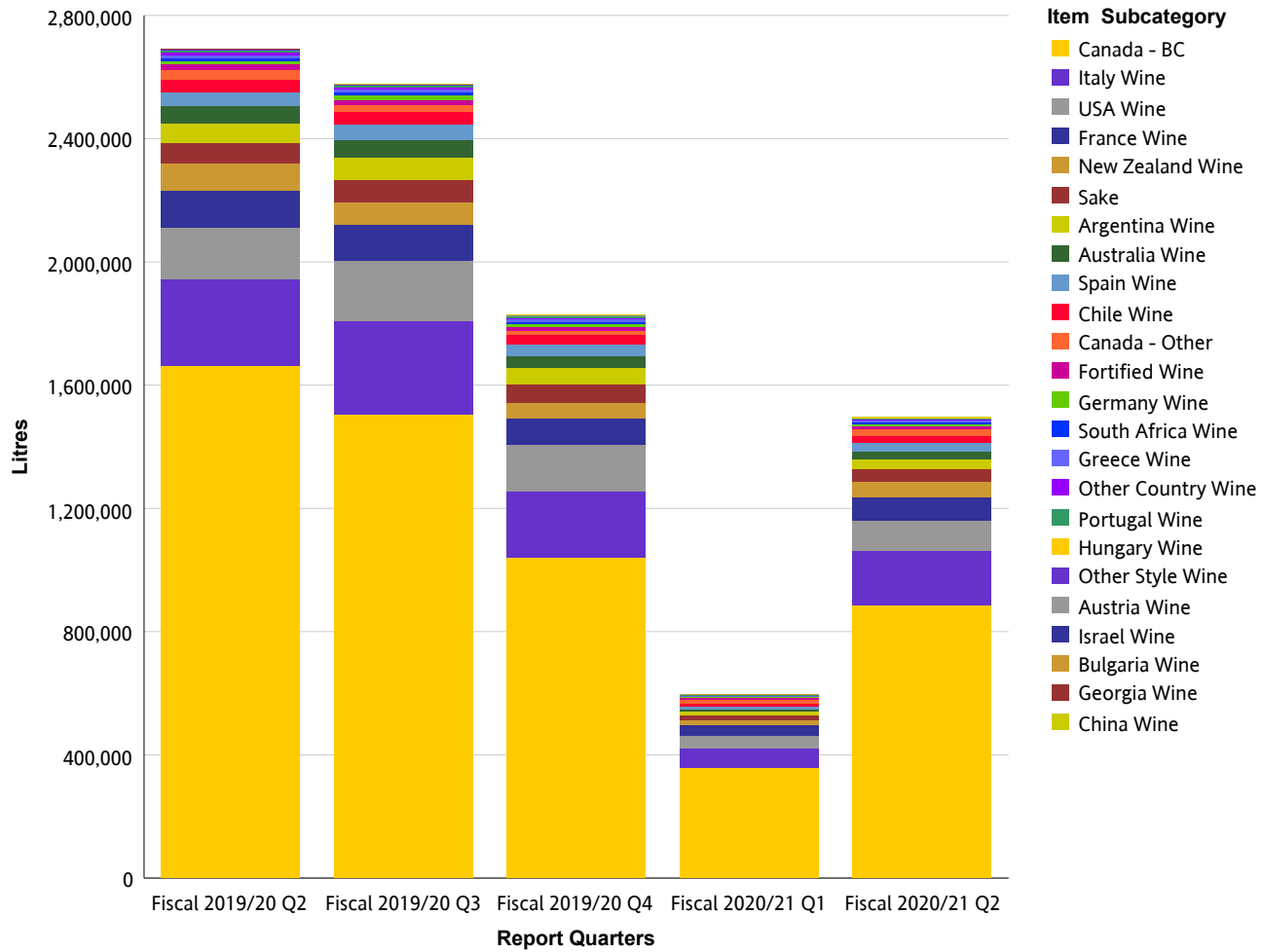
Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Israel Wine	Summary	\$3,974	\$7,970	\$3,792	\$500	\$843
Italy Wine	Italy Fruit and Dessert Wine	\$3,568	\$5,072	\$2,404	\$336	\$2,912
	Italy Red Wine	\$3,180,204	\$4,260,305	\$3,102,429	\$590,259	\$1,581,179
	Italy Rose Wine	\$135,419	\$64,661	\$69,748	\$24,818	\$69,768
	Italy Sparkling Wine	\$618,243	\$606,852	\$430,659	\$164,604	\$400,730
	Italy White Wine	\$1,716,427	\$1,629,734	\$1,191,331	\$367,986	\$877,065
	Prosecco Wine	\$951,418	\$925,632	\$645,885	\$209,891	\$498,290
	Summary	\$6,605,280	\$7,492,256	\$5,442,456	\$1,357,894	\$3,429,943
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	New Zealand Red Wine	\$58,580	\$70,594	\$46,899	\$22,653	\$25,016
	New Zealand Rose Wine	\$68,212	\$28,066	\$20,208	\$6,223	\$22,017
	New Zealand Sparkling Wine	\$5,659	\$8,605	\$4,939	\$827	\$1,567
	New Zealand White Wine	\$1,950,304	\$1,705,822	\$1,189,745	\$413,983	\$883,822
	Summary	\$2,082,756	\$1,813,086	\$1,261,791	\$443,686	\$932,423
Other Country Wine	Other Country Fruit and Dessert Wine	\$96,386	\$95,815	\$83,243	\$26,709	\$51,344
	Other Country Red Wine	\$21,442	\$23,164	\$15,258	\$7,153	\$12,723
	Other Country Rose Wine	\$1,096	\$117	\$0	\$903	\$2,270
	Other Country Sparkling Wine	\$5,512	\$8,571	\$2,414	\$1,907	\$1,288
	Other Country White Wine	\$11,607	\$16,615	\$5,304	\$1,870	\$8,359
	Summary	\$136,043	\$144,282	\$106,219	\$38,542	\$75,984
Other Style Wine	Aperitif And Flavoured Wine	\$14,520	\$11,142	\$14,394	\$5,319	\$17,825
	Mead	\$498	\$484	\$299	\$144	\$1,079
	Rice Wine	\$13,081	\$13,398	\$7,335	\$3,165	\$4,982
	Summary	\$28,099	\$25,025	\$22,029	\$8,629	\$23,886
Portugal Wine	Portugal Fruit and Dessert Wine	\$2,687	\$3,298	\$285	\$0	\$568
	Portugal Red Wine	\$50,619	\$69,392	\$44,050	\$11,308	\$27,377
	Portugal Rose Wine	\$6,939	\$4,276	\$2,624	\$1,707	\$7,707
	Portugal Sparkling Wine	\$376	\$1,392	\$750	\$0	\$661

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Portugal Wine	Portugal White Wine	\$54,398	\$44,885	\$39,115	\$16,094	\$28,515
	Summary	\$115,019	\$123,242	\$86,824	\$29,109	\$64,828
Sake	Japan Sake	\$946,313	\$847,047	\$703,172	\$184,094	\$477,672
	Other Country Sake	\$41,538	\$36,203	\$30,583	\$9,917	\$26,873
	USA Sake	\$432,894	\$460,181	\$387,553	\$82,148	\$200,152
	Summary	\$1,420,746	\$1,343,432	\$1,121,307	\$276,159	\$704,698
South Africa Wine	South Africa Fruit and Dessert Wine	\$65	\$0	\$0	\$0	\$0
	South Africa Red Wine	\$86,321	\$121,567	\$86,997	\$22,308	\$38,433
	South Africa Rose Wine	\$502	\$44	\$9	\$1,096	\$638
	South Africa Sparkling Wine	\$558	\$282	\$636	\$0	\$0
	South Africa White Wine	\$83,044	\$73,020	\$50,395	\$13,372	\$27,675
	Summary	\$170,490	\$194,912	\$138,036	\$36,776	\$66,746
Spain Wine	Spain Fruit and Dessert Wine	\$4,605	\$1,996	\$1,583	\$318	\$1,109
	Spain Red Wine	\$428,993	\$684,859	\$467,884	\$87,887	\$222,865
	Spain Rose Wine	\$68,988	\$28,300	\$23,817	\$16,919	\$30,548
	Spain Sparkling Wine	\$386,928	\$363,908	\$293,411	\$76,249	\$184,704
	Spain White Wine	\$96,796	\$108,658	\$75,171	\$18,161	\$56,929
	Summary	\$986,310	\$1,187,722	\$861,866	\$199,533	\$496,154
USA Wine	USA Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	USA Red Wine	\$3,859,040	\$4,903,249	\$3,636,111	\$865,583	\$1,906,227
	USA Rose Wine	\$68,336	\$28,784	\$25,322	\$8,808	\$29,010
	USA Sparkling Wine	\$99,007	\$84,842	\$80,714	\$12,049	\$43,751
	USA White Wine	\$1,025,239	\$913,187	\$728,022	\$214,249	\$463,351
	Summary	\$5,051,623	\$5,930,061	\$4,470,169	\$1,100,689	\$2,442,339
Summary		\$53,116,711	\$51,712,789	\$37,247,073	\$11,274,211	\$25,867,043

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Argentina Wine	Argentina Red Wine	56,347	69,090	50,342	10,756	28,633
	Argentina Rose Wine	844	523	374	174	372
	Argentina Sparkling Wine	226	130	110	23	302
	Argentina White Wine	4,710	4,174	3,546	472	1,970
	Summary	62,128	73,917	54,371	11,425	31,277
Australia Wine	Australia Fruit and Dessert Wine	0	0	0	0	0
	Australia Red Wine	29,852	34,282	25,304	5,127	14,659
	Australia Rose Wine	1,775	1,118	888	452	1,264
	Australia Sparkling Wine	4,060	4,396	3,088	999	3,039
	Australia White Wine	19,888	16,550	10,016	2,746	8,819
	Summary	55,577	56,345	39,296	9,325	27,781
Austria Wine	Austria Fruit and Dessert Wine	0	0	0	0	0
	Austria Red Wine	224	288	376	92	188
	Austria Rose Wine	62	0	0	0	68
	Austria Sparkling Wine	45	18	0	0	27
	Austria White Wine	790	579	514	152	522
	Summary	1,121	885	890	244	804
Bulgaria Wine	Bulgaria Red Wine	45	40	36	2	9
	Bulgaria Rose Wine	49	28	14	4	16
	Bulgaria White Wine	0	0	0	0	4
	Summary	94	68	50	6	29
Canada - BC	Canada - BC Dessert Wine	220	241	175	36	153
	Canada - BC Fruit Wine	2,276	1,294	813	604	1,932
	Canada - BC Ice Wine	556	289	177	66	274
	Canada - BC Red Wine	654,040	721,742	497,274	139,234	327,554
	Canada - BC Rose Wine	88,836	33,234	23,974	24,460	59,437

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Canada - BC	Canada - BC Sparkling Wine	37,209	27,962	18,337	10,203	23,655
	Canada - BC White Wine	880,017	719,706	498,317	182,154	471,392
	Summary	1,663,153	1,504,468	1,039,068	356,758	884,396
Canada - Other	Canada - Other Dessert Wine	0	6	12	0	6
	Canada - Other Fruit Wine	0	0	1	0	0
	Canada - Other Ice Wine	14	6	33	2	2
	Canada - Other Red Wine	723	1,642	1,109	2,044	1,229
	Canada - Other Rose Wine	16,976	864	17	6,465	6,558
	Canada - Other Sparkling Wine	14,820	16,039	11,393	4,046	11,284
	Canada - Other White Wine	537	1,034	737	829	755
	Summary	33,071	19,590	13,302	13,385	19,834
Chile Wine	Chile Fruit and Dessert Wine	4	14	14	0	4
	Chile Red Wine	20,233	23,663	16,798	4,757	11,031
	Chile Rose Wine	866	460	319	397	598
	Chile Sparkling Wine	104	116	108	88	68
	Chile White Wine	20,114	18,101	12,052	4,342	11,674
	Summary	41,322	42,354	29,291	9,584	23,375
China Wine	China Fruit and Dessert Wine	0	0	0	0	0
	China Red Wine	0	2	2	0	1
	China White Wine	0	0	0	0	0
	Summary	0	2	2	0	1
Fortified Wine	Other Fortified Domestic Wine	1,678	1,733	1,390	606	1,224
	Other Fortified Import Wine	3,518	3,458	2,786	827	2,312
	Port Wine	1,929	2,108	1,487	244	1,019
	Sherry Wine	1,134	1,318	902	161	712
	Vermouth Wine	8,102	9,212	7,125	1,740	5,454
	Summary	16,361	17,828	13,690	3,578	10,721
France Wine	France Champagne Wine	11,778	16,104	9,576	1,561	5,256

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
France Wine	France Fruit and Dessert Wine	31	34	4	1	23
	France Red Wine	36,616	46,906	34,219	9,121	22,120
	France Rose Wine	28,674	9,742	8,554	12,530	23,575
	France Sparkling Wine	9,851	10,593	8,216	1,852	6,144
	France White Wine	34,892	32,178	23,885	8,398	21,609
	Summary	121,842	115,558	84,454	33,462	78,727
Georgia Wine	Georgia Red Wine	18	2	4	0	4
	Georgia White Wine	0	0	0	0	0
	Summary	18	2	4	0	4
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	223	314	265	29	190
	Germany Rose Wine	171	62	45	27	108
	Germany Sparkling Wine	8,312	9,869	5,954	1,566	5,432
	Germany White Wine	2,949	3,112	1,842	368	1,660
	Summary	11,655	13,357	8,106	1,989	7,390
Greece Wine	Greece Fruit and Dessert Wine	3	0	6	0	0
	Greece Red Wine	4,718	5,069	4,031	994	2,808
	Greece Rose Wine	76	58	14	0	144
	Greece White Wine	4,995	3,575	2,963	1,068	2,790
	Summary	9,793	8,702	7,014	2,063	5,742
Hungary Wine	Hungary Fruit and Dessert Wine	42	37	31	9	17
	Hungary Red Wine	62	40	35	24	47
	Hungary Sparkling Wine	2,129	1,638	1,359	387	1,509
	Hungary White Wine	539	503	310	154	325
	Summary	2,772	2,218	1,735	574	1,898
Israel Wine	Israel Red Wine	70	172	122	9	6
	Israel Rose Wine	0	0	0	0	0
	Israel White Wine	88	146	26	10	32

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Israel Wine	Summary	158	317	148	19	38
Italy Wine	Italy Fruit and Dessert Wine	34	64	24	3	51
	Italy Red Wine	108,304	139,527	102,061	24,102	64,232
	Italy Rose Wine	5,486	2,600	2,837	1,047	3,351
	Italy Sparkling Wine	31,134	30,177	21,067	8,633	24,801
	Italy White Wine	95,335	91,363	63,786	22,592	58,914
	Prosecco Wine	40,388	40,158	27,315	9,282	26,751
	Summary	280,680	303,889	217,090	65,659	178,100
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	0
	New Zealand Red Wine	1,698	2,248	1,262	614	870
	New Zealand Rose Wine	2,802	1,206	838	270	1,109
	New Zealand Sparkling Wine	195	335	175	20	56
	New Zealand White Wine	81,071	71,575	48,497	17,828	46,660
	Summary	85,766	75,364	50,772	18,733	48,694
Other Country Wine	Other Country Fruit and Dessert Wine	5,075	5,152	4,223	1,724	3,453
	Other Country Red Wine	670	798	472	188	470
	Other Country Rose Wine	52	4	0	32	100
	Other Country Sparkling Wine	175	228	56	45	28
	Other Country White Wine	357	484	161	62	345
	Summary	6,330	6,666	4,912	2,050	4,396
Other Style Wine	Aperitif And Flavoured Wine	951	513	586	301	771
	Mead	33	34	16	12	48
	Rice Wine	924	990	569	145	347
	Summary	1,907	1,537	1,172	458	1,167
Portugal Wine	Portugal Fruit and Dessert Wine	37	46	9	0	18
	Portugal Red Wine	2,286	3,001	2,126	589	1,582
	Portugal Rose Wine	495	272	185	115	622
	Portugal Sparkling Wine	10	36	18	0	22

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2
Portugal Wine	Portugal White Wine	3,035	2,050	1,765	966	1,773
	Summary	5,864	5,406	4,104	1,670	4,017
Sake	Japan Sake	20,420	19,068	15,735	4,160	12,280
	Other Country Sake	2,246	2,210	1,742	784	2,070
	USA Sake	46,245	50,157	41,625	8,555	26,550
	Summary	68,911	71,435	59,102	13,499	40,900
South Africa Wine	South Africa Fruit and Dessert Wine	1	0	0	0	0
	South Africa Red Wine	4,694	6,621	4,842	1,230	2,516
	South Africa Rose Wine	31	3	1	72	60
	South Africa Sparkling Wine	14	4	9	0	0
	South Africa White Wine	5,126	4,592	3,120	892	2,268
	Summary	9,866	11,220	7,971	2,194	4,844
Spain Wine	Spain Fruit and Dessert Wine	133	58	50	12	30
	Spain Red Wine	18,575	26,271	19,498	4,016	11,013
	Spain Rose Wine	3,920	1,291	1,358	1,149	2,386
	Spain Sparkling Wine	18,787	17,947	14,373	3,687	11,094
	Spain White Wine	4,238	4,615	3,048	696	2,716
	Summary	45,654	50,182	38,326	9,560	27,238
USA Wine	USA Fruit and Dessert Wine	0	0	0	0	0
	USA Red Wine	117,475	152,275	117,648	29,452	68,028
	USA Rose Wine	4,466	2,295	1,892	702	2,536
	USA Sparkling Wine	3,451	2,962	2,608	476	2,020
	USA White Wine	41,949	37,936	29,649	9,240	23,663
	Summary	167,340	195,467	151,797	39,870	96,248
Summary		2,691,381	2,576,776	1,826,665	596,104	1,497,621

GLOSSARY AND EXPLANATORY NOTES

Domestic Beer – the domestic beer classification is defined as follows:

Commercial Beer – Breweries with Annual Production over 350,000HL

Regional Beer – Breweries with Annual Production over 15,000HL and up to 350,000HL

Micro Brew Beer – Breweries with Annual Production up to 15,000HL

Negative Sales

Occasionally, negative sales are reported. This is usually due to adjustments or product returns.