

Liquor Market Review

Fiscal 2020/21 Q3

December 2020



**LIQUOR
DISTRIBUTION
BRANCH**

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Introduction

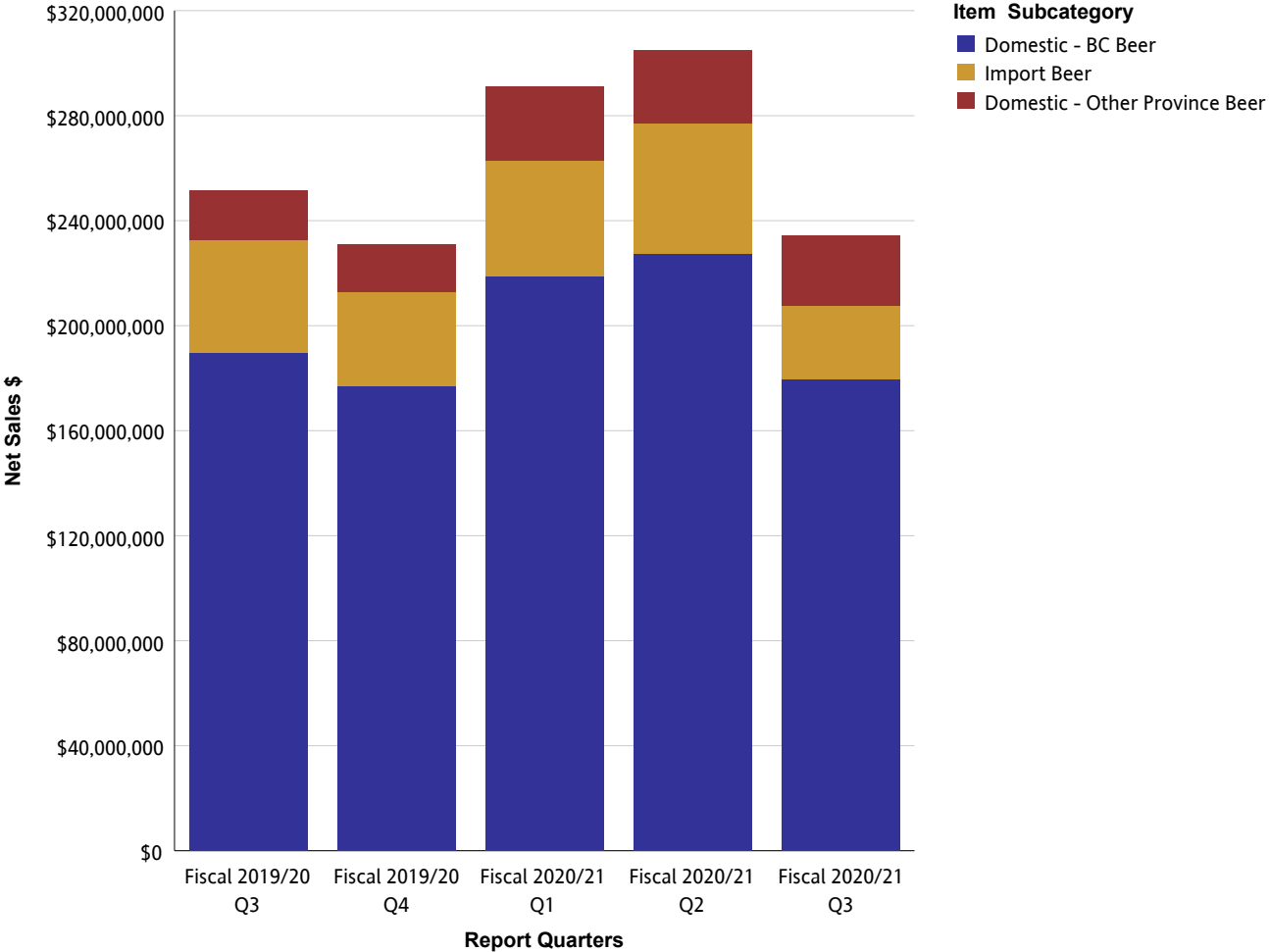
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period, the 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 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 \$)

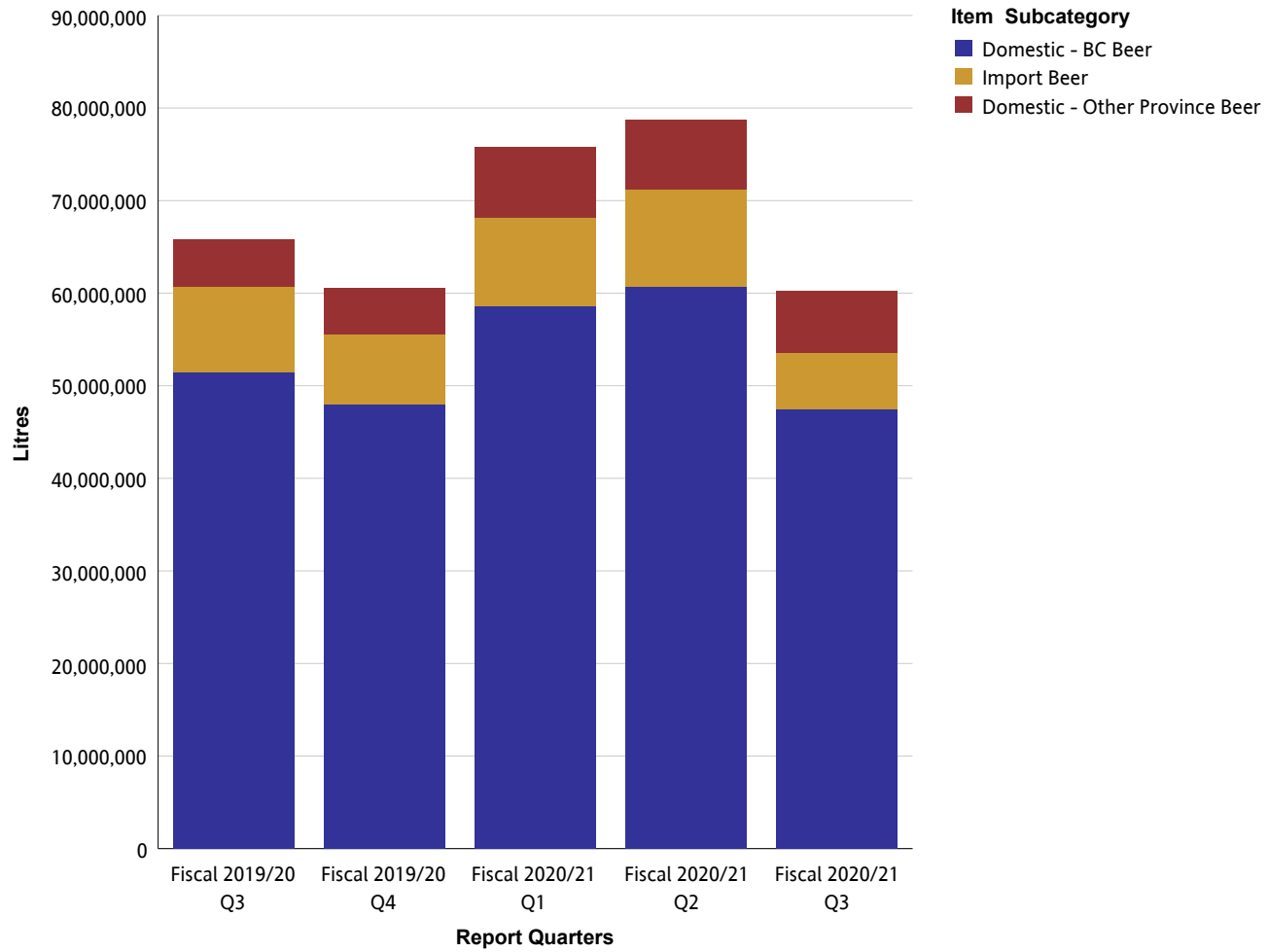


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Domestic - BC Beer	Domestic - BC Commercial Beer	\$116,201,396	\$106,814,179	\$136,255,648	\$136,113,050	\$104,828,373
	Domestic - BC Micro Brew Beer	\$31,269,752	\$30,717,644	\$36,404,117	\$41,957,089	\$33,890,159
	Domestic - BC Regional Beer	\$42,297,742	\$39,565,581	\$46,101,431	\$49,349,886	\$40,890,858
	Summary	\$189,768,891	\$177,097,405	\$218,761,196	\$227,420,025	\$179,609,390
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$17,324,389	\$16,974,456	\$27,027,582	\$26,521,224	\$25,535,401
	Domestic - Other Province Micro Brew Beer	\$132,437	\$133,827	\$98,562	\$155,193	\$138,039
	Domestic - Other Province Regional Beer	\$1,351,037	\$1,124,009	\$933,641	\$1,204,364	\$851,843
	Summary	\$18,807,863	\$18,232,293	\$28,059,786	\$27,880,781	\$26,525,283
Import Beer	Asia And South Pacific Beer	\$1,594,334	\$1,452,735	\$1,060,200	\$1,355,234	\$1,141,080
	Europe Beer	\$26,669,843	\$22,627,505	\$25,283,291	\$27,521,617	\$19,165,533
	Mexico And Caribbean Beer	\$9,559,267	\$9,178,503	\$15,496,050	\$18,748,064	\$6,183,229
	Other Country Beer	\$80,217	\$72,405	\$54,429	\$61,143	\$80,740
	USA Beer	\$5,069,858	\$2,346,370	\$2,364,120	\$2,035,606	\$1,561,471
	Summary	\$42,973,518	\$35,677,519	\$44,258,091	\$49,721,663	\$28,132,051
Summary		\$251,550,272	\$231,007,217	\$291,079,072	\$305,022,470	\$234,266,724

Beer Sales (Litres)

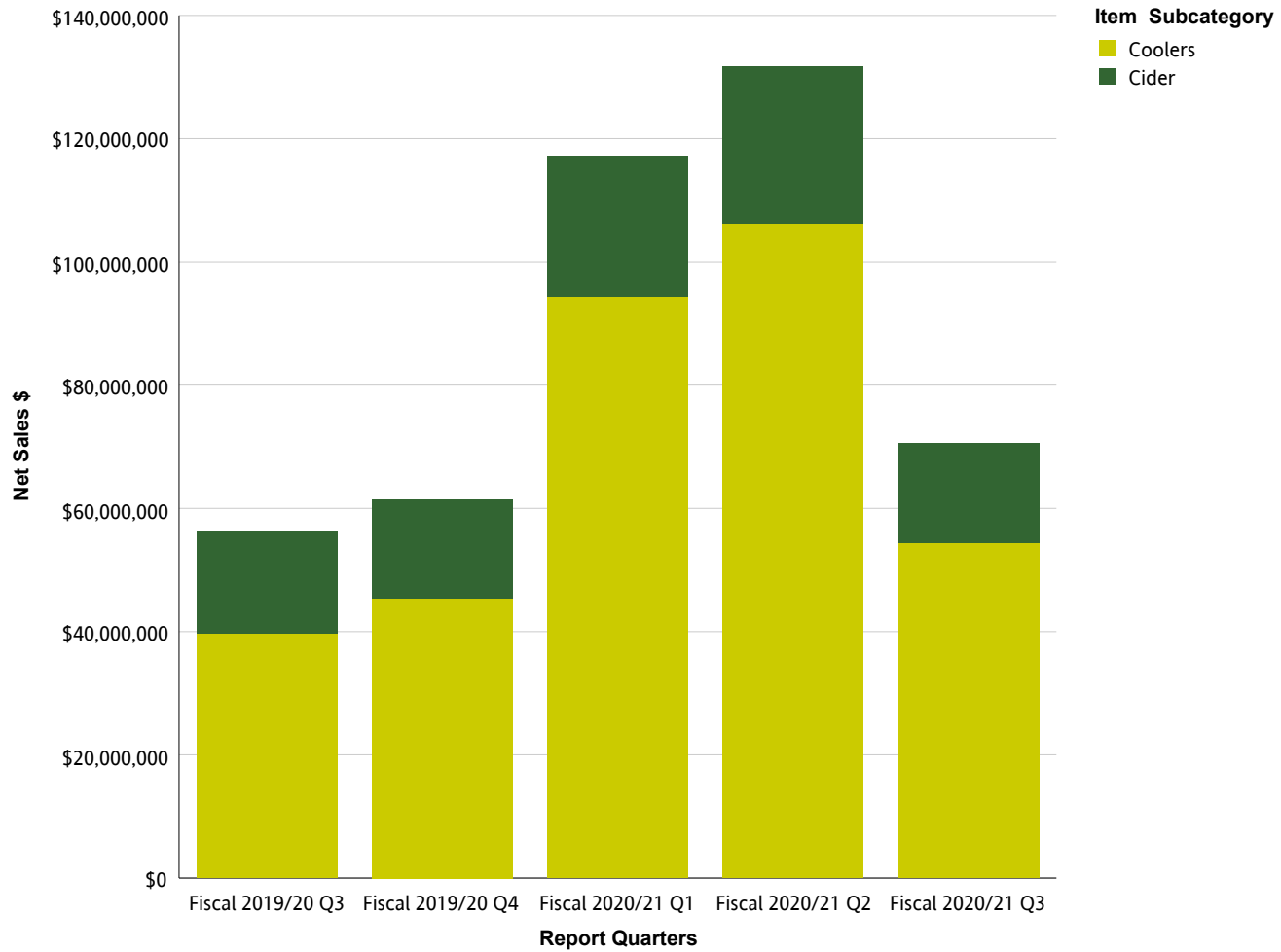


Beer Sales (Litres)

Beer

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Domestic - BC Beer	Domestic - BC Commercial Beer	33,130,408	30,550,013	39,287,022	38,930,641	29,764,750
	Domestic - BC Micro Brew Beer	6,646,124	6,454,893	6,920,398	8,422,536	6,591,706
	Domestic - BC Regional Beer	11,678,288	10,939,478	12,449,257	13,376,825	11,056,950
	Summary	51,454,821	47,944,384	58,656,677	60,730,001	47,413,406
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	4,737,004	4,636,631	7,434,208	7,185,562	6,477,133
	Domestic - Other Province Micro Brew Beer	21,558	20,421	14,995	23,541	19,792
	Domestic - Other Province Regional Beer	345,003	282,988	216,742	299,369	219,850
	Summary	5,103,565	4,940,041	7,665,945	7,508,471	6,716,775
Import Beer	Asia And South Pacific Beer	315,818	288,995	214,868	265,847	227,092
	Europe Beer	5,937,360	5,085,380	5,727,369	6,129,746	4,427,032
	Mexico And Caribbean Beer	1,820,336	1,736,574	3,004,661	3,657,518	1,174,173
	Other Country Beer	19,513	16,286	11,450	13,026	19,838
	USA Beer	1,203,504	515,160	512,563	410,192	328,579
	Summary	9,296,531	7,642,395	9,470,912	10,476,330	6,176,714
Summary		65,854,917	60,526,819	75,793,534	78,714,802	60,306,895

Refreshment Beverages Sales (Net \$)

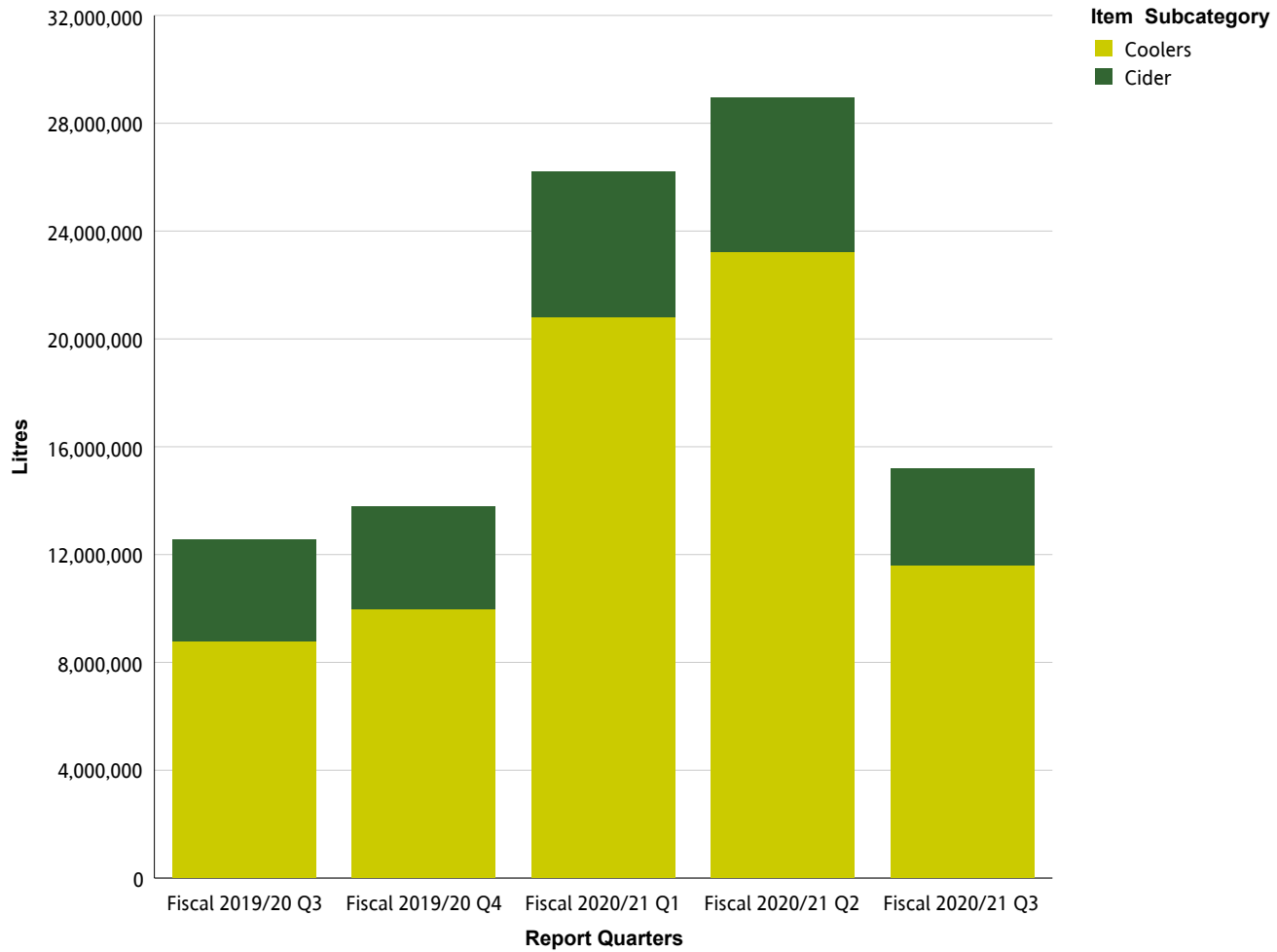


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Cider	Domestic Cider	\$13,235,570	\$12,916,795	\$19,119,561	\$22,260,596	\$14,080,413
	Import Cider	\$3,311,288	\$3,107,379	\$3,673,577	\$3,226,034	\$2,175,650
	Summary	\$16,546,858	\$16,024,174	\$22,793,137	\$25,486,630	\$16,256,063
Coolers	Malt-Based Coolers	\$170,031	\$191,575	\$462,601	\$536,419	\$217,733
	Spirit Coolers	\$38,815,379	\$44,452,441	\$92,477,389	\$104,134,626	\$53,169,720
	Wine/Fruit Coolers	\$658,202	\$710,733	\$1,398,378	\$1,537,390	\$960,123
	Summary	\$39,643,612	\$45,354,749	\$94,338,369	\$106,208,435	\$54,347,576
Summary		\$56,190,469	\$61,378,923	\$117,131,506	\$131,695,065	\$70,603,639

Refreshment Beverages Sales (Litres)

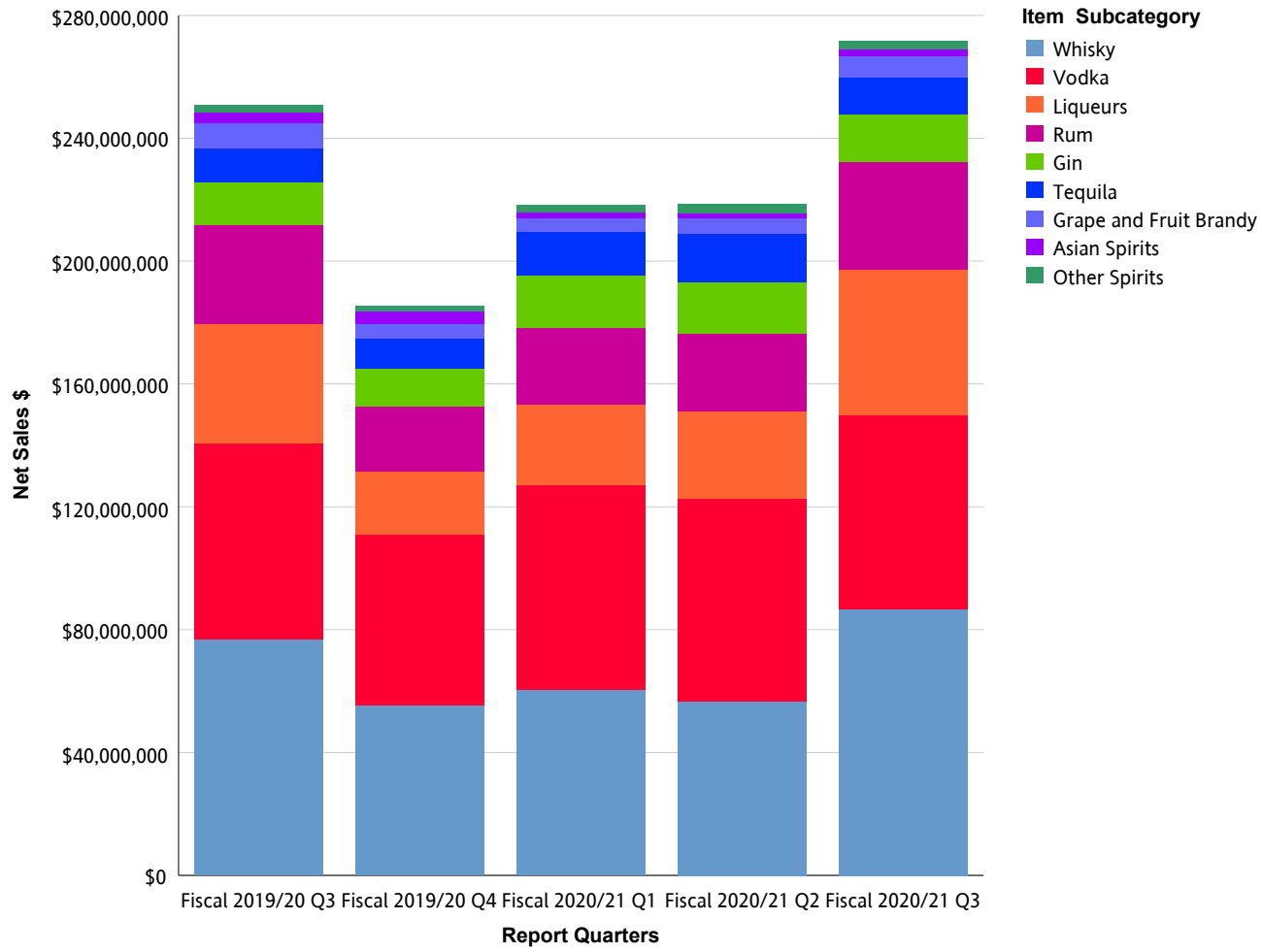


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Cider	Domestic Cider	3,044,491	3,073,857	4,511,187	4,969,453	3,117,747
	Import Cider	738,590	723,849	872,614	760,452	483,225
	Summary	3,783,080	3,797,706	5,383,801	5,729,905	3,600,972
Coolers	Malt-Based Coolers	33,618	38,312	94,755	108,755	41,885
	Spirit Coolers	8,637,393	9,813,857	20,515,535	22,884,011	11,425,145
	Wine/Fruit Coolers	108,038	123,136	223,814	245,143	136,761
	Summary	8,779,048	9,975,305	20,834,105	23,237,908	11,603,790
Summary		12,562,129	13,773,011	26,217,905	28,967,813	15,204,762

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Asian Spirits	China Spirits	\$2,299,742	\$3,136,860	\$894,781	\$691,059	\$1,011,494
	Korea Spirits	\$1,070,059	\$918,701	\$751,696	\$993,600	\$853,344
	Other Country Asian Spirits	\$114,470	\$89,230	\$66,865	\$133,795	\$116,240
	Summary	\$3,484,271	\$4,144,791	\$1,713,342	\$1,818,453	\$1,981,078
Gin	Dry Gin	\$12,737,335	\$11,162,371	\$15,332,467	\$14,996,262	\$13,620,680
	Flavoured Gin	\$721,022	\$842,458	\$1,255,432	\$1,423,678	\$1,318,302
	Other Gin	\$389,456	\$405,167	\$498,362	\$514,465	\$537,877
	Summary	\$13,847,813	\$12,409,996	\$17,086,260	\$16,934,405	\$15,476,859
Grape and Fruit Brandy	Armagnac	\$68,913	\$82,033	\$25,584	\$44,220	\$162,210
	Brandy	\$3,188,540	\$2,282,675	\$2,457,773	\$2,276,193	\$3,488,198
	Cognac	\$4,588,132	\$2,012,659	\$1,744,991	\$2,054,414	\$3,002,202
	Eau de Vie	\$336,875	\$239,119	\$286,804	\$251,055	\$408,567
	Grappa And Marc	\$78,059	\$65,210	\$46,176	\$57,768	\$101,828
	Pisco	\$76,151	\$79,134	\$58,743	\$94,232	\$72,394
	Summary	\$8,336,670	\$4,760,831	\$4,620,072	\$4,777,882	\$7,235,400
Liqueurs	Anise And Herbal/Spice Liqueurs	\$8,654,801	\$6,723,041	\$7,191,020	\$7,563,111	\$8,753,814
	Coffee And Cocoa Liqueurs	\$2,702,270	\$1,236,426	\$1,863,623	\$1,894,215	\$3,453,981
	Cream/Dairy Liqueurs	\$18,295,798	\$6,284,015	\$9,186,789	\$9,481,329	\$23,888,370
	Fruit Liqueurs	\$4,644,770	\$3,142,122	\$3,962,673	\$5,333,022	\$5,270,450
	Nut Liqueurs	\$1,682,733	\$1,128,965	\$1,695,746	\$1,719,925	\$2,026,521
	Other Liqueurs	\$955,990	\$580,160	\$660,090	\$875,875	\$1,150,200
	Whiskey Liqueurs	\$2,112,209	\$1,376,358	\$1,626,013	\$1,706,932	\$2,860,936
	Summary	\$39,048,570	\$20,471,087	\$26,185,954	\$28,574,408	\$47,404,270
Other Spirits	Cachaca	\$34,492	\$33,593	\$33,022	\$51,214	\$35,576
	Flavoured Spirits	\$178,477	\$113,372	\$81,952	\$171,169	\$165,363
	Miscellaneous/Other Spirits	\$403,676	\$285,852	\$403,806	\$343,341	\$473,135

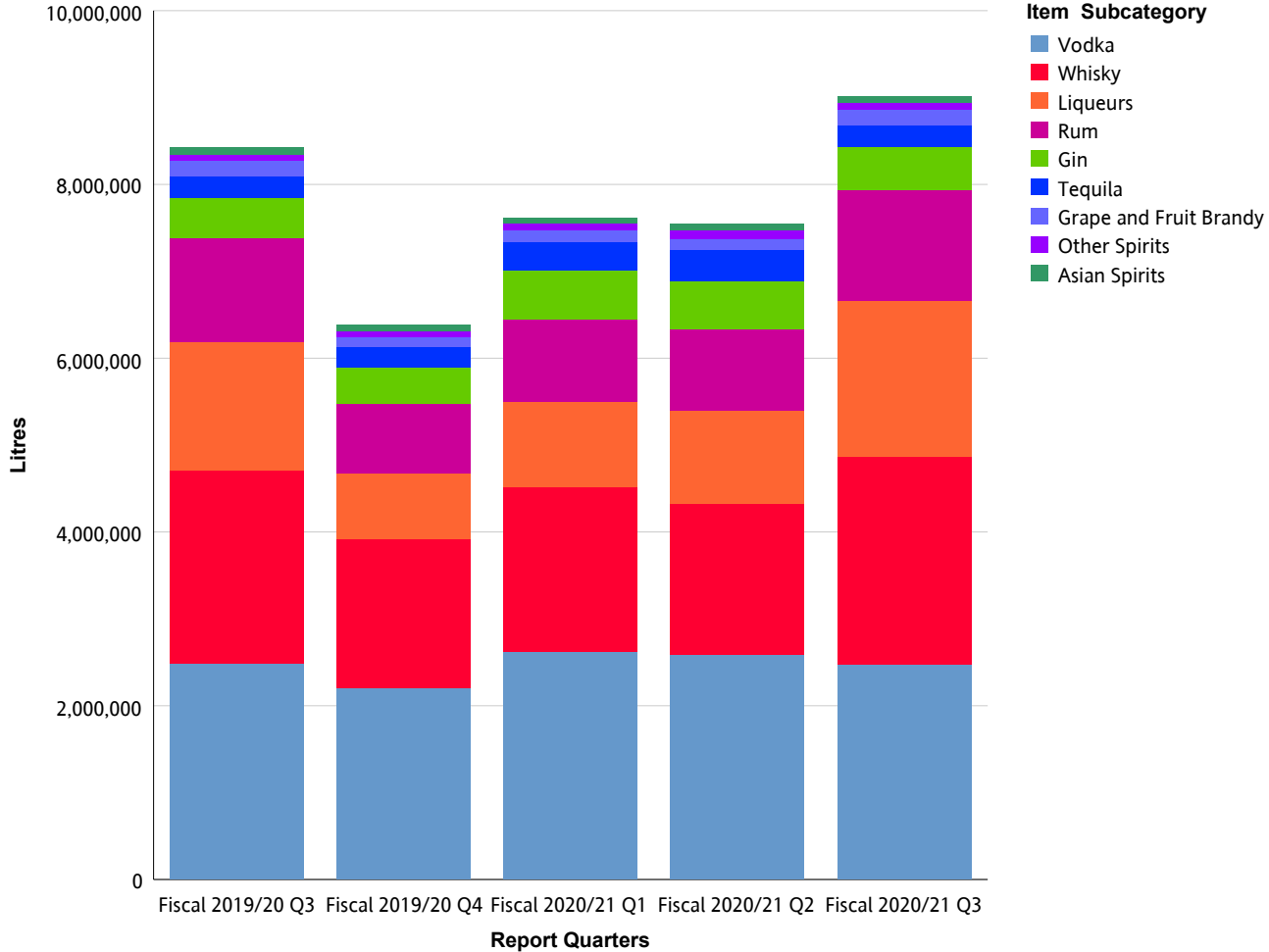
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Other Spirits	Moonshine Spirits	\$400,459	\$220,391	\$386,964	\$444,380	\$411,662
	Ready to Mix Cocktails	\$455,267	\$438,254	\$397,969	\$514,595	\$380,780
	Ready to Serve Cocktails	\$875,285	\$551,880	\$1,049,488	\$1,386,001	\$1,129,056
	Schnapps and Akvavit	\$77,936	\$58,270	\$53,130	\$66,444	\$87,797
	Summary	\$2,425,592	\$1,701,612	\$2,406,330	\$2,977,145	\$2,683,369
Rum	Amber Rum	\$7,618,934	\$5,175,936	\$6,139,899	\$6,234,195	\$8,797,398
	Dark Rum	\$4,081,241	\$2,845,892	\$2,826,254	\$2,771,603	\$4,261,026
	Flavoured Rum	\$241,962	\$242,708	\$818,329	\$601,362	\$838,093
	Spiced Rum	\$12,280,914	\$6,678,254	\$7,742,164	\$7,953,711	\$13,632,534
	White Rum	\$7,815,262	\$6,232,424	\$7,537,031	\$7,585,746	\$7,503,046
	Summary	\$32,038,313	\$21,175,214	\$25,063,677	\$25,146,617	\$35,032,097
Tequila	Blanco/Silver Tequila	\$3,806,631	\$3,632,968	\$5,043,109	\$5,652,830	\$4,160,969
	Flavoured Tequila	\$133,560	\$137,741	\$237,141	\$277,547	\$205,423
	Gold Tequila	\$6,568,897	\$5,477,409	\$8,088,854	\$9,353,952	\$6,983,836
	Mezcal	\$513,936	\$445,504	\$587,008	\$634,364	\$617,929
	Summary	\$11,023,024	\$9,693,622	\$13,956,112	\$15,918,692	\$11,968,157
Vodka	Flavoured Vodka	\$6,342,966	\$4,699,419	\$9,141,332	\$7,357,098	\$5,524,741
	Straight Vodka	\$57,374,983	\$51,104,744	\$57,446,398	\$58,611,470	\$57,688,624
	Summary	\$63,717,949	\$55,804,163	\$66,587,730	\$65,968,568	\$63,213,365
Whisky	American Whiskey	\$2,860,535	\$2,082,319	\$2,402,183	\$2,284,602	\$3,096,197
	Blended Malt Scotch Whisky	\$392,390	\$182,639	\$228,830	\$163,772	\$297,439
	Blended Scotch Whisky	\$9,667,547	\$7,488,015	\$7,916,476	\$6,972,812	\$10,350,671
	Bourbon Whiskey	\$5,366,838	\$4,092,620	\$4,396,686	\$4,249,826	\$6,623,323
	Canadian Whisky	\$34,648,372	\$26,169,842	\$30,794,521	\$28,221,535	\$36,699,362
	Flavoured Whisky	\$360,617	\$58,451	\$50,787	\$271,651	\$460,659
	Irish Whiskey	\$5,910,416	\$5,168,852	\$3,831,866	\$4,289,107	\$6,826,775
	Other Country Whisky	\$1,399,644	\$1,230,819	\$980,632	\$1,210,872	\$1,985,335
	Single Malt Scotch Whisky	\$16,331,884	\$8,749,041	\$9,921,108	\$8,913,831	\$20,265,769

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Whisky	Summary	\$76,938,243	\$55,222,597	\$60,523,089	\$56,578,009	\$86,605,530
Summary		\$250,860,444	\$185,383,913	\$218,142,565	\$218,694,180	\$271,600,125

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Asian Spirits	China Spirits	15,735	19,643	14,426	14,948	17,983
	Korea Spirits	60,740	53,105	43,683	57,726	49,682
	Other Country Asian Spirits	2,907	2,517	1,992	3,133	2,996
	Summary	79,382	75,265	60,101	75,808	70,662
Gin	Dry Gin	429,840	380,875	518,852	500,133	442,904
	Flavoured Gin	21,040	25,564	38,740	44,074	37,286
	Other Gin	8,483	8,321	9,701	10,531	10,615
	Summary	459,363	414,759	567,293	554,738	490,804
Grape and Fruit Brandy	Armagnac	827	574	264	392	1,470
	Brandy	128,013	91,970	97,010	88,454	137,411
	Cognac	34,748	20,493	18,967	20,577	28,111
	Eau de Vie	7,241	5,654	6,605	5,885	8,951
	Grappa And Marc	1,684	1,316	1,031	1,159	1,826
	Pisco	1,993	1,998	1,556	2,536	1,848
	Summary	174,507	122,003	125,433	119,004	179,616
Liqueurs	Anise And Herbal/Spice Liqueurs	306,823	233,804	258,551	266,558	315,385
	Coffee And Cocoa Liqueurs	110,367	50,120	74,465	75,451	141,028
	Cream/Dairy Liqueurs	733,540	251,445	372,009	372,326	952,024
	Fruit Liqueurs	154,420	113,514	137,930	199,053	169,277
	Nut Liqueurs	64,696	42,796	69,882	69,323	77,612
	Other Liqueurs	32,770	19,969	20,246	28,100	37,799
	Whiskey Liqueurs	69,175	45,294	54,321	57,010	93,832
	Summary	1,471,792	756,943	987,404	1,067,821	1,786,956
Other Spirits	Cachaca	922	956	987	1,442	999
	Flavoured Spirits	3,684	2,384	1,614	3,250	3,390
	Miscellaneous/Other Spirits	6,796	5,386	8,323	6,236	7,879

Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Other Spirits	Moonshine Spirits	9,057	5,331	10,394	11,225	10,241
	Ready to Mix Cocktails	22,110	21,536	20,196	26,389	18,947
	Ready to Serve Cocktails	30,754	20,616	44,756	58,303	41,115
	Schnapps and Akvavit	1,913	1,316	1,260	1,613	2,166
	Summary	75,236	57,524	87,530	108,459	84,737
Rum	Amber Rum	271,960	188,051	221,706	216,062	298,619
	Dark Rum	151,629	108,609	103,203	101,235	156,239
	Flavoured Rum	9,329	9,618	29,455	21,623	29,264
	Spiced Rum	435,824	233,022	271,417	279,900	482,858
	White Rum	329,249	263,905	316,082	321,881	318,180
	Summary	1,197,991	803,205	941,863	940,702	1,285,161
Tequila	Blanco/Silver Tequila	88,620	87,649	121,166	132,349	90,751
	Flavoured Tequila	3,466	3,479	6,028	7,325	5,160
	Gold Tequila	156,412	133,455	194,402	211,872	146,089
	Mezcal	7,521	6,351	8,896	9,512	8,908
	Summary	256,019	230,934	330,493	361,058	250,908
Vodka	Flavoured Vodka	218,125	162,196	327,517	257,397	189,645
	Straight Vodka	2,260,711	2,044,007	2,297,496	2,330,347	2,287,896
	Summary	2,478,836	2,206,202	2,625,013	2,587,743	2,477,541
Whisky	American Whiskey	79,884	60,407	68,165	64,234	79,581
	Blended Malt Scotch Whisky	4,430	2,770	3,104	2,455	4,258
	Blended Scotch Whisky	296,607	253,533	264,215	228,528	315,250
	Bourbon Whiskey	133,299	105,811	114,315	110,203	158,453
	Canadian Whisky	1,338,466	1,022,988	1,195,118	1,080,517	1,388,222
	Flavoured Whisky	12,408	1,996	1,791	9,570	15,887
	Irish Whiskey	159,335	141,076	99,621	115,395	173,446
	Other Country Whisky	16,166	14,352	13,020	14,287	23,103
	Single Malt Scotch Whisky	192,675	110,898	131,796	112,743	231,565

Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Whisky	Summary	2,233,271	1,713,831	1,891,145	1,737,932	2,389,765
Summary		8,426,396	6,380,669	7,616,276	7,553,264	9,016,151

Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Argentina Wine	Argentina Red Wine	\$9,004,285	\$7,347,225	\$6,527,365	\$6,728,099	\$8,902,625
	Argentina Rose Wine	\$79,790	\$118,008	\$263,768	\$223,838	\$79,843
	Argentina Sparkling Wine	\$8,382	\$8,239	\$3,154	\$5,707	\$12,922
	Argentina White Wine	\$553,431	\$612,195	\$595,728	\$625,539	\$536,169
	Summary	\$9,645,887	\$8,085,667	\$7,390,015	\$7,583,183	\$9,531,559
Australia Wine	Australia Fruit and Dessert Wine	\$480	\$0	\$0	\$0	\$720
	Australia Red Wine	\$9,953,309	\$8,192,953	\$7,447,302	\$7,751,953	\$10,098,009
	Australia Rose Wine	\$200,392	\$207,497	\$393,408	\$398,287	\$311,574
	Australia Sparkling Wine	\$1,231,839	\$631,776	\$874,016	\$803,613	\$1,333,311
	Australia White Wine	\$4,606,191	\$4,150,298	\$5,010,074	\$4,587,940	\$4,952,902
	Summary	\$15,992,210	\$13,182,524	\$13,724,799	\$13,541,794	\$16,696,517
Austria Wine	Austria Fruit and Dessert Wine	\$149	\$0	\$598	\$149	\$0
	Austria Red Wine	\$39,969	\$31,098	\$14,292	\$16,696	\$39,693
	Austria Rose Wine	\$1,451	\$0	\$0	\$3,728	\$2,661
	Austria Sparkling Wine	\$1,326	\$221	\$221	\$2,493	\$6,525
	Austria White Wine	\$72,445	\$50,060	\$46,017	\$57,921	\$91,204
	Summary	\$115,340	\$81,380	\$61,128	\$80,987	\$140,083
Bulgaria Wine	Bulgaria Red Wine	\$24,263	\$13,705	\$8,064	\$5,669	\$4,187
	Bulgaria Rose Wine	\$3,576	\$2,755	\$3,198	\$6,520	\$0
	Bulgaria White Wine	\$1,366	\$342	\$342	\$342	\$0
	Summary	\$29,205	\$16,802	\$11,603	\$12,530	\$4,187
Canada - BC	Canada - BC Dessert Wine	\$306,461	\$164,047	\$162,036	\$576,459	\$290,695
	Canada - BC Fruit Wine	\$1,222,801	\$795,859	\$1,035,373	\$1,931,069	\$1,335,379
	Canada - BC Ice Wine	\$3,391,041	\$659,458	\$278,001	\$590,771	\$483,822
	Canada - BC Red Wine	\$75,502,564	\$56,099,087	\$61,900,183	\$78,146,934	\$77,578,692
	Canada - BC Rose Wine	\$4,083,029	\$4,363,355	\$10,942,181	\$12,964,536	\$4,460,224

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Canada - BC	Canada - BC Sparkling Wine	\$3,627,061	\$2,027,458	\$3,037,851	\$5,590,980	\$4,202,518
	Canada - BC White Wine	\$58,014,517	\$47,223,612	\$60,945,271	\$71,169,858	\$56,074,530
	Summary	\$146,147,474	\$111,332,876	\$138,300,897	\$170,970,608	\$144,425,861
Canada - Other	Canada - Other Dessert Wine	\$11,168	\$4,355	\$2,807	\$13,003	\$4,282
	Canada - Other Fruit Wine	\$0	\$0	\$0	\$0	\$0
	Canada - Other Ice Wine	\$994,689	\$572,981	\$31,751	\$32,690	\$110,378
	Canada - Other Red Wine	\$923,033	\$834,212	\$1,083,015	\$844,801	\$1,047,616
	Canada - Other Rose Wine	\$9,530	\$40,826	\$107,421	\$94,819	\$10,479
	Canada - Other Sparkling Wine	\$752,824	\$367,244	\$385,235	\$427,485	\$741,162
	Canada - Other White Wine	\$595,219	\$571,003	\$797,826	\$726,713	\$736,483
	Summary	\$3,286,463	\$2,390,622	\$2,408,055	\$2,139,511	\$2,650,401
Chile Wine	Chile Fruit and Dessert Wine	\$1,826	\$1,667	\$477	\$639	\$958
	Chile Red Wine	\$8,540,060	\$7,512,937	\$6,952,666	\$6,542,573	\$8,708,393
	Chile Rose Wine	\$290,501	\$386,721	\$709,315	\$664,563	\$441,892
	Chile Sparkling Wine	\$99,192	\$93,222	\$114,834	\$68,084	\$110,524
	Chile White Wine	\$3,334,350	\$3,436,855	\$3,285,334	\$3,710,828	\$2,863,153
	Summary	\$12,265,928	\$11,431,403	\$11,062,626	\$10,986,688	\$12,124,921
China Wine	China Fruit and Dessert Wine	\$0	\$12,373	\$0	\$0	\$13,083
	China Red Wine	\$5,517	\$0	\$48	\$9,244	\$24,480
	China White Wine	\$0	\$1,105	\$0	\$0	\$0
	Summary	\$5,517	\$13,478	\$48	\$9,244	\$37,563
Fortified Wine	Other Fortified Domestic Wine	\$1,183,374	\$755,178	\$786,243	\$1,244,098	\$1,049,344
	Other Fortified Import Wine	\$528,797	\$409,347	\$391,819	\$375,107	\$524,572
	Port Wine	\$1,259,184	\$558,596	\$515,848	\$610,864	\$1,427,051
	Sherry Wine	\$509,369	\$283,249	\$258,239	\$269,012	\$613,107
	Vermouth Wine	\$700,799	\$643,404	\$729,894	\$565,344	\$880,284
	Summary	\$4,181,523	\$2,649,773	\$2,682,044	\$3,064,425	\$4,494,358
France Wine	France Champagne Wine	\$7,022,097	\$2,804,630	\$2,690,204	\$3,016,380	\$7,720,944

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
France Wine	France Fruit and Dessert Wine	\$4,161	\$3,941	\$3,537	\$14,124	\$11,941
	France Red Wine	\$9,864,746	\$8,392,955	\$6,359,606	\$11,830,112	\$10,759,329
	France Rose Wine	\$1,356,835	\$1,744,423	\$4,618,897	\$4,705,489	\$1,778,217
	France Sparkling Wine	\$1,127,650	\$595,047	\$603,590	\$760,396	\$1,096,132
	France White Wine	\$3,492,588	\$3,136,511	\$3,089,054	\$3,966,988	\$3,802,640
	Summary	\$22,868,077	\$16,677,507	\$17,364,888	\$24,293,489	\$25,169,204
Georgia Wine	Georgia Red Wine	\$61,085	\$13,827	\$59,607	\$45,360	\$73,559
	Georgia White Wine	\$0	\$490	\$490	\$1,205	\$2,676
	Summary	\$61,085	\$14,317	\$60,098	\$46,565	\$76,235
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$84,343	\$42,530	\$44,523	\$56,295	\$50,897
	Germany Rose Wine	\$3,468	\$3,774	\$10,927	\$12,191	\$2,843
	Germany Sparkling Wine	\$1,218,970	\$465,446	\$680,840	\$674,106	\$1,320,650
	Germany White Wine	\$1,290,184	\$936,183	\$1,021,249	\$1,004,272	\$1,298,322
	Summary	\$2,596,965	\$1,447,933	\$1,757,539	\$1,746,864	\$2,672,712
Greece Wine	Greece Fruit and Dessert Wine	\$0	\$165	\$0	\$165	\$0
	Greece Red Wine	\$93,992	\$86,690	\$35,005	\$59,303	\$62,640
	Greece Rose Wine	\$549	\$314	\$3,604	\$393	\$550
	Greece White Wine	\$72,954	\$79,421	\$77,387	\$80,946	\$57,515
	Summary	\$167,495	\$166,589	\$115,995	\$140,807	\$120,705
Hungary Wine	Hungary Fruit and Dessert Wine	\$36,803	\$19,250	\$13,671	\$15,196	\$29,480
	Hungary Red Wine	\$40,788	\$30,215	\$33,317	\$24,672	\$33,617
	Hungary Sparkling Wine	\$120,868	\$58,521	\$77,881	\$81,036	\$121,215
	Hungary White Wine	\$88,988	\$89,767	\$92,070	\$103,269	\$94,907
	Summary	\$287,446	\$197,753	\$216,939	\$224,173	\$279,220
Israel Wine	Israel Red Wine	\$43,281	\$34,998	\$33,027	\$24,261	\$27,177
	Israel Rose Wine	\$3,490	\$2,960	\$2,218	\$3,023	\$2,228
	Israel White Wine	\$17,371	\$7,641	\$13,443	\$13,440	\$10,017

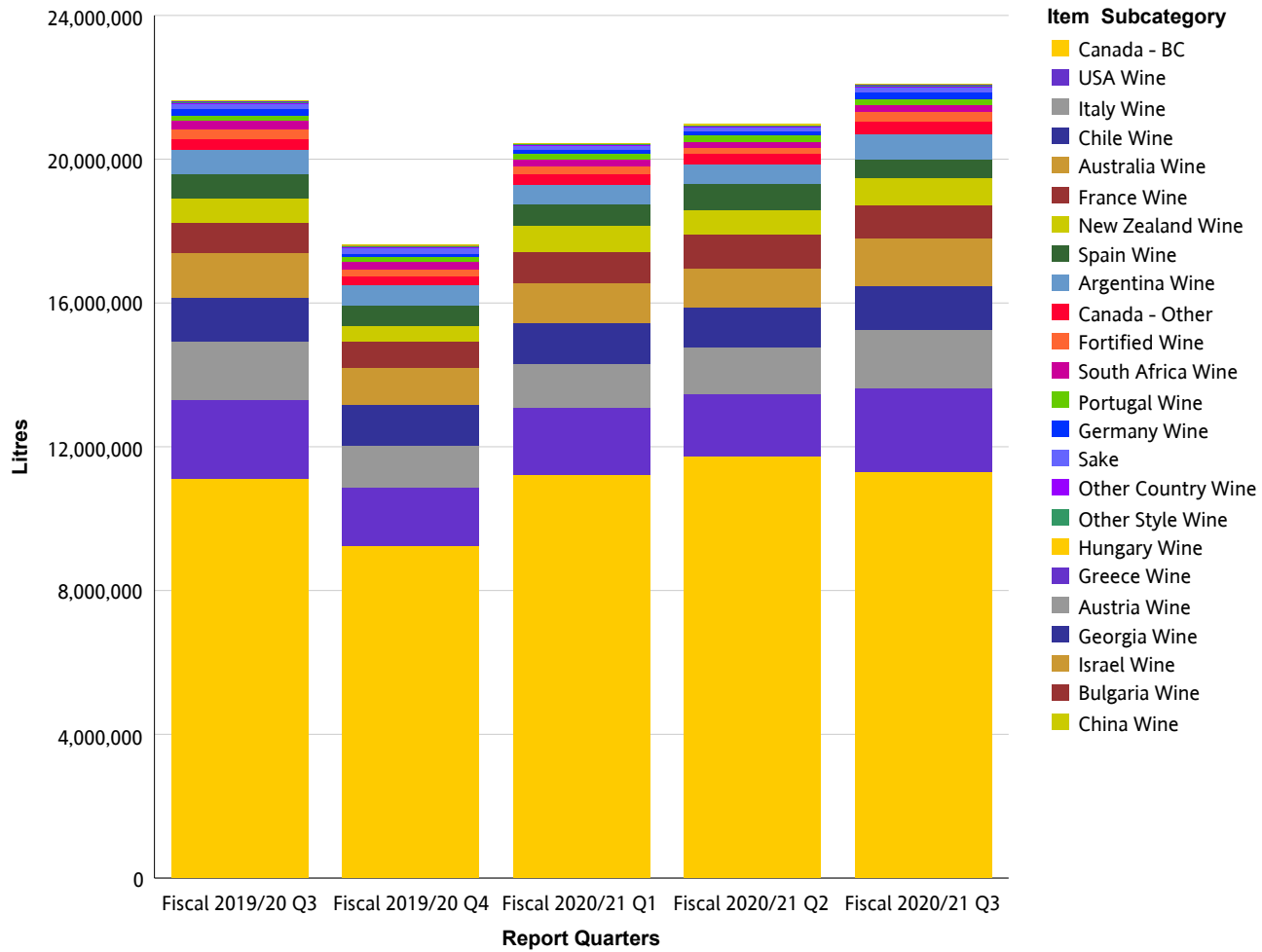
Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Israel Wine	Summary	\$64,142	\$45,600	\$48,687	\$40,724	\$39,422
Italy Wine	Italy Fruit and Dessert Wine	\$14,138	\$8,606	\$7,401	\$12,848	\$16,180
	Italy Red Wine	\$16,003,017	\$11,238,086	\$9,586,740	\$9,772,135	\$15,883,517
	Italy Rose Wine	\$157,886	\$202,077	\$270,455	\$299,003	\$169,557
	Italy Sparkling Wine	\$2,308,905	\$1,554,661	\$1,762,196	\$2,175,887	\$2,578,000
	Italy White Wine	\$5,142,093	\$4,130,251	\$4,337,180	\$4,892,165	\$4,587,560
	Prosecco Wine	\$6,724,471	\$2,914,324	\$4,518,822	\$4,940,290	\$7,374,114
	Summary	\$30,350,510	\$20,048,005	\$20,482,794	\$22,092,327	\$30,608,928
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$293
	New Zealand Red Wine	\$857,121	\$492,793	\$632,189	\$588,577	\$1,005,924
	New Zealand Rose Wine	\$284,722	\$229,618	\$804,420	\$609,152	\$315,525
	New Zealand Sparkling Wine	\$197,333	\$73,742	\$89,678	\$96,556	\$196,095
	New Zealand White Wine	\$11,354,557	\$7,464,684	\$11,358,411	\$10,790,898	\$11,741,514
	Summary	\$12,693,733	\$8,260,837	\$12,884,698	\$12,085,183	\$13,259,352
Other Country Wine	Other Country Fruit and Dessert Wine	\$268,228	\$287,259	\$278,881	\$293,744	\$309,886
	Other Country Red Wine	\$203,537	\$205,131	\$142,623	\$156,740	\$220,398
	Other Country Rose Wine	\$2,378	\$9,546	\$5,557	\$8,159	\$4,532
	Other Country Sparkling Wine	\$35,323	\$12,809	\$14,162	\$9,142	\$45,904
	Other Country White Wine	\$55,621	\$48,379	\$34,812	\$53,444	\$47,489
	Summary	\$565,087	\$563,125	\$476,035	\$521,229	\$628,209
Other Style Wine	Aperitif And Flavoured Wine	\$176,297	\$166,711	\$184,990	\$163,583	\$236,820
	Mead	\$79,510	\$58,794	\$68,043	\$181,380	\$75,814
	Rice Wine	\$62,945	\$63,393	\$50,972	\$53,465	\$89,465
	Summary	\$318,752	\$288,898	\$304,006	\$398,427	\$402,098
Portugal Wine	Portugal Fruit and Dessert Wine	\$34,549	\$2,041	\$2,563	\$4,782	\$63,057
	Portugal Red Wine	\$1,287,086	\$1,130,989	\$1,022,074	\$1,041,794	\$1,393,208
	Portugal Rose Wine	\$153,382	\$161,074	\$246,686	\$263,631	\$182,671
	Portugal Sparkling Wine	\$12,768	\$12,275	\$4,340	\$8,177	\$3,734

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Portugal Wine	Portugal White Wine	\$429,220	\$428,011	\$642,663	\$631,556	\$438,023
	Summary	\$1,917,005	\$1,734,390	\$1,918,326	\$1,949,940	\$2,080,693
Sake	Japan Sake	\$1,577,970	\$1,565,558	\$1,114,793	\$1,629,973	\$1,721,885
	Other Country Sake	\$77,154	\$70,396	\$55,112	\$79,045	\$68,894
	USA Sake	\$785,341	\$789,081	\$532,065	\$597,273	\$723,242
	Summary	\$2,440,464	\$2,425,036	\$1,701,971	\$2,306,291	\$2,514,021
South Africa Wine	South Africa Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$3,239
	South Africa Red Wine	\$1,616,418	\$1,517,649	\$1,232,982	\$1,055,302	\$1,401,413
	South Africa Rose Wine	\$16,409	\$5,813	\$102,750	\$104,831	\$29,733
	South Africa Sparkling Wine	\$5,841	\$6,315	\$5,280	\$4,763	\$4,536
	South Africa White Wine	\$997,174	\$929,089	\$942,671	\$796,226	\$912,745
	Summary	\$2,635,843	\$2,458,866	\$2,283,682	\$1,961,121	\$2,351,666
Spain Wine	Spain Fruit and Dessert Wine	\$10,971	\$5,944	\$6,542	\$6,083	\$6,391
	Spain Red Wine	\$5,661,312	\$4,748,261	\$4,680,129	\$5,116,636	\$4,807,732
	Spain Rose Wine	\$204,800	\$298,931	\$438,121	\$556,178	\$187,952
	Spain Sparkling Wine	\$1,913,333	\$889,053	\$936,605	\$1,106,640	\$1,806,530
	Spain White Wine	\$644,781	\$598,335	\$619,713	\$857,034	\$426,949
	Summary	\$8,435,196	\$6,540,523	\$6,681,110	\$7,642,571	\$7,235,554
USA Wine	USA Fruit and Dessert Wine	\$1,178	\$888	\$530	\$2,373	\$1,451
	USA Red Wine	\$32,134,998	\$21,257,991	\$22,388,968	\$22,586,564	\$35,574,725
	USA Rose Wine	\$1,181,252	\$1,068,972	\$1,919,131	\$1,506,179	\$1,263,805
	USA Sparkling Wine	\$447,538	\$248,295	\$232,437	\$275,146	\$392,209
	USA White Wine	\$6,663,190	\$5,873,458	\$6,770,335	\$7,036,706	\$6,972,599
	Summary	\$40,428,155	\$28,449,604	\$31,311,401	\$31,406,967	\$44,204,790
Summary	\$317,499,504	\$238,503,507	\$273,249,383	\$315,245,651	\$321,748,258	

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Argentina Wine	Argentina Red Wine	622,752	519,664	464,864	479,912	621,005
	Argentina Rose Wine	6,854	11,120	22,254	24,319	8,502
	Argentina Sparkling Wine	455	436	189	382	842
	Argentina White Wine	43,870	56,899	52,895	60,315	50,846
	Summary	673,932	588,119	540,202	564,928	681,195
Australia Wine	Australia Fruit and Dessert Wine	12	0	0	0	18
	Australia Red Wine	706,264	588,776	552,405	562,856	719,297
	Australia Rose Wine	16,251	16,498	31,472	31,670	25,062
	Australia Sparkling Wine	98,137	46,191	64,155	59,231	100,439
	Australia White Wine	429,497	379,635	469,331	423,052	472,331
	Summary	1,250,161	1,031,101	1,117,363	1,076,809	1,317,147
Austria Wine	Austria Fruit and Dessert Wine	2	0	9	2	0
	Austria Red Wine	1,340	1,015	458	564	1,282
	Austria Rose Wine	50	0	0	135	86
	Austria Sparkling Wine	45	9	9	68	243
	Austria White Wine	2,618	1,730	1,672	2,192	3,304
	Summary	4,054	2,754	2,148	2,960	4,914
Bulgaria Wine	Bulgaria Red Wine	2,128	1,036	648	315	219
	Bulgaria Rose Wine	225	173	198	439	0
	Bulgaria White Wine	36	9	9	9	0
	Summary	2,389	1,219	855	763	219
Canada - BC	Canada - BC Dessert Wine	6,570	3,476	3,294	12,160	6,736
	Canada - BC Fruit Wine	58,683	39,232	54,516	90,030	64,554
	Canada - BC Ice Wine	11,892	6,194	2,878	5,257	5,638
	Canada - BC Red Wine	5,463,526	4,377,750	4,804,459	4,884,680	5,607,340
	Canada - BC Rose Wine	287,971	303,409	673,526	766,590	331,023

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Canada - BC	Canada - BC Sparkling Wine	143,661	78,063	123,275	222,982	168,751
	Canada - BC White Wine	5,134,779	4,433,462	5,566,788	5,772,015	5,128,682
	Summary	11,107,082	9,241,587	11,228,737	11,753,713	11,312,724
Canada - Other	Canada - Other Dessert Wine	152	91	30	136	45
	Canada - Other Fruit Wine	0	0	0	0	0
	Canada - Other Ice Wine	12,014	7,114	369	367	1,266
	Canada - Other Red Wine	115,048	99,120	143,536	112,392	149,702
	Canada - Other Rose Wine	1,119	3,600	9,940	11,146	909
	Canada - Other Sparkling Wine	112,226	53,540	54,902	60,581	112,420
	Canada - Other White Wine	70,290	65,804	98,977	88,630	93,752
	Summary	310,848	229,269	307,754	273,253	358,093
Chile Wine	Chile Fruit and Dessert Wine	50	45	14	18	27
	Chile Red Wine	820,286	742,240	691,481	632,286	834,688
	Chile Rose Wine	35,204	47,130	82,784	82,750	54,924
	Chile Sparkling Wine	6,034	5,655	6,970	3,938	6,398
	Chile White Wine	345,596	361,036	344,997	404,253	307,247
	Summary	1,207,169	1,156,107	1,126,246	1,123,244	1,203,284
China Wine	China Fruit and Dessert Wine	0	500	0	0	510
	China Red Wine	14	0	9	32	27
	China White Wine	0	18	0	0	0
	Summary	14	518	9	32	537
Fortified Wine	Other Fortified Domestic Wine	100,148	77,310	77,178	82,986	84,518
	Other Fortified Import Wine	33,915	26,028	26,550	23,130	30,862
	Port Wine	37,529	18,023	17,314	17,663	43,854
	Sherry Wine	26,690	14,043	12,879	13,753	32,109
	Vermouth Wine	62,884	57,793	64,885	48,517	77,985
	Summary	261,166	193,197	198,805	186,049	269,329
France Wine	France Champagne Wine	75,565	28,789	27,504	30,056	82,777

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
France Wine	France Fruit and Dessert Wine	84	69	72	364	237
	France Red Wine	438,734	412,647	362,655	391,688	506,970
	France Rose Wine	90,144	106,385	286,219	298,599	118,988
	France Sparkling Wine	64,335	29,134	34,876	43,198	56,813
	France White Wine	155,911	151,521	161,645	175,589	177,428
	Summary	824,774	728,545	872,972	939,495	943,213
Georgia Wine	Georgia Red Wine	3,344	814	3,272	2,475	4,004
	Georgia White Wine	0	18	18	44	98
	Summary	3,344	832	3,290	2,519	4,102
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	3,676	2,116	2,871	2,736	3,158
	Germany Rose Wine	176	184	585	566	162
	Germany Sparkling Wine	80,260	28,123	43,663	43,462	88,766
	Germany White Wine	88,095	61,167	67,826	69,666	86,838
	Summary	172,206	91,591	114,945	116,430	178,924
Greece Wine	Greece Fruit and Dessert Wine	0	6	0	6	0
	Greece Red Wine	7,031	6,745	2,372	4,482	4,479
	Greece Rose Wine	32	18	135	22	32
	Greece White Wine	5,682	6,562	5,332	6,564	4,624
	Summary	12,744	13,331	7,840	11,074	9,134
Hungary Wine	Hungary Fruit and Dessert Wine	566	353	316	360	571
	Hungary Red Wine	3,010	2,150	2,448	1,774	2,486
	Hungary Sparkling Wine	9,674	4,419	6,300	6,471	10,192
	Hungary White Wine	7,246	8,558	8,311	9,155	7,894
	Summary	20,496	15,480	17,375	17,761	21,144
Israel Wine	Israel Red Wine	2,130	1,679	1,611	1,170	1,304
	Israel Rose Wine	200	169	126	171	126
	Israel White Wine	890	381	666	648	483

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Israel Wine	Summary	3,219	2,229	2,403	1,989	1,913
Italy Wine	Italy Fruit and Dessert Wine	234	108	299	418	554
	Italy Red Wine	775,967	589,693	556,125	526,926	747,358
	Italy Rose Wine	8,734	11,658	16,336	17,063	8,646
	Italy Sparkling Wine	129,268	86,502	100,518	123,913	143,606
	Italy White Wine	375,370	302,437	332,114	369,711	339,953
	Prosecco Wine	357,888	151,397	238,981	262,346	395,726
	Summary	1,647,461	1,141,796	1,244,372	1,300,377	1,635,843
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	4
	New Zealand Red Wine	41,036	20,971	28,688	27,200	46,482
	New Zealand Rose Wine	16,364	12,541	45,724	34,816	17,704
	New Zealand Sparkling Wine	10,533	3,531	4,108	4,578	9,852
	New Zealand White Wine	630,155	399,187	632,792	615,316	666,398
	Summary	698,088	436,229	711,313	681,910	740,440
Other Country Wine	Other Country Fruit and Dessert Wine	16,903	17,621	17,592	18,603	19,298
	Other Country Red Wine	9,208	8,572	6,595	7,262	10,012
	Other Country Rose Wine	112	320	225	346	194
	Other Country Sparkling Wine	1,357	407	533	302	1,840
	Other Country White Wine	2,106	1,770	1,393	2,232	1,958
	Summary	29,686	28,690	26,337	28,745	33,301
Other Style Wine	Aperitif And Flavoured Wine	11,124	11,002	13,046	9,384	13,815
	Mead	3,608	2,680	3,069	7,919	3,282
	Rice Wine	4,825	4,707	3,398	3,355	5,542
	Summary	19,557	18,389	19,513	20,658	22,639
Portugal Wine	Portugal Fruit and Dessert Wine	661	44	58	104	1,398
	Portugal Red Wine	99,599	95,529	86,036	87,788	113,922
	Portugal Rose Wine	14,749	16,085	24,204	26,608	17,707
	Portugal Sparkling Wine	440	519	166	302	158

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3
Portugal Wine	Portugal White Wine	32,985	31,765	55,768	52,170	34,410
	Summary	148,434	143,942	166,232	166,971	167,595
Sake	Japan Sake	47,426	48,863	36,919	47,865	52,479
	Other Country Sake	3,994	3,497	3,109	4,171	3,559
	USA Sake	91,112	88,246	51,422	63,481	75,611
	Summary	142,532	140,606	91,450	115,517	131,649
South Africa Wine	South Africa Fruit and Dessert Wine	0	0	0	0	14
	South Africa Red Wine	138,668	127,665	98,249	82,302	112,706
	South Africa Rose Wine	1,404	459	8,817	9,759	2,693
	South Africa Sparkling Wine	225	364	342	261	180
	South Africa White Wine	97,239	83,222	86,636	73,686	80,880
	Summary	237,536	211,711	194,044	166,008	196,472
Spain Wine	Spain Fruit and Dessert Wine	434	171	216	171	160
	Spain Red Wine	454,970	397,218	428,196	478,876	365,282
	Spain Rose Wine	22,232	38,117	53,306	72,780	21,238
	Spain Sparkling Wine	119,411	54,127	56,728	69,401	114,261
	Spain White Wine	71,543	65,032	69,413	102,884	39,288
	Summary	668,589	554,666	607,859	724,113	540,229
USA Wine	USA Fruit and Dessert Wine	40	41	19	130	68
	USA Red Wine	1,567,241	1,099,413	1,168,106	1,066,034	1,716,754
	USA Rose Wine	126,483	116,366	188,720	146,290	128,826
	USA Sparkling Wine	24,955	13,438	13,898	14,560	20,342
	USA White Wine	467,519	406,236	474,612	481,152	450,023
	Summary	2,186,238	1,635,494	1,845,354	1,708,167	2,316,012
Summary		21,631,718	17,607,403	20,447,419	20,983,485	22,090,054

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.