



QUARTERLY MARKET REVIEW

DECEMBER 2013



**LIQUOR
DISTRIBUTION
BRANCH**



Table of Contents

Introduction	3
Highlights by Category	4
Charts - Overall Market	5
Charts - Overall Market (Domestic/Import)	6
Total Market (by Volume)	7
Total Market (by Retail Dollars)	8
Charts - Packaged vs Draft Beer	9
Charts - Domestic vs Import Beer	10
Charts - Import Beer Market	11
Domestic Beer Market (by Volume)	12
Domestic Beer Market (by Retail Dollars)	13
Import Beer Market (by Volume)	14
Import Beer Market (by Retail Dollars)	20
Charts - Coolers and Ciders	26
Cider Market (by Volume)	27
Cider Market (by Retail Dollars)	28
Cooler Market (by Volume)	29
Cooler Market (by Retail Dollars)	30
Charts - Spirits	31
Charts - Spirits Sales Breakdown	32
Spirits Market (by Volume)	33
Spirits Market (by Retail Dollars)	35
Spirits Market - Liqueurs (by Volume)	37
Spirits Market - Liqueurs (by Retail Dollars)	42
Spirits Market - Overall (by Volume)	47
Spirits Market - Overall (by Retail Dollars)	48
Charts - Wine (Domestic/Import)	49
Charts - Domestic Wine	50
Charts - Import Wine	51
Domestic Wine Market (by Volume)	52
Domestic Wine Market (by Retail Dollars)	55
Import Wine Market (by Volume)	58
Import Wine Market (by Retail Dollars)	71
Glossary and Explanatory Notes	84
Contact Information	85

Introduction

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

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).

Note: Between July 1, 2010 and March 31, 2013 the harmonized sales tax (HST) was in effect in British Columbia.

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

While every effort has been made to ensure accuracy and completeness of our 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.

HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

All figures in this section compare the current quarter to the same quarter in the previous year.

BEER- DOMESTIC	% Change
Breweries with Annual Production over 160,000HL - Draft	-2.25%
Breweries with Annual Production over 160,000HL - Packaged	-5.70%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	8.98%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	-0.74%
Breweries with Annual Production up to 15,000HL - Draft	22.66%
Breweries with Annual Production up to 15,000HL - Packaged	39.45%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	3.43%
MEXICO	-7.05%
NETHERLANDS	-6.69%
BELGIUM	-5.82%
IRELAND	0.56%
GERMANY	7.44%

CIDER - DOMESTIC	% Change
CIDER	5.04%

CIDER - IMPORTED	% Change
CIDER	16.12%

COOLERS - DOMESTIC	% Change
WINE	-12.07%
SPIRIT	-2.00%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	-16.00%
SPIRIT	-12.25%
BEER	421.07%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-2.78%
VODKA	-5.06%
RUM	-2.13%
LIQUEURS	14.94%
GIN	-3.97%
BRANDY	-13.96%

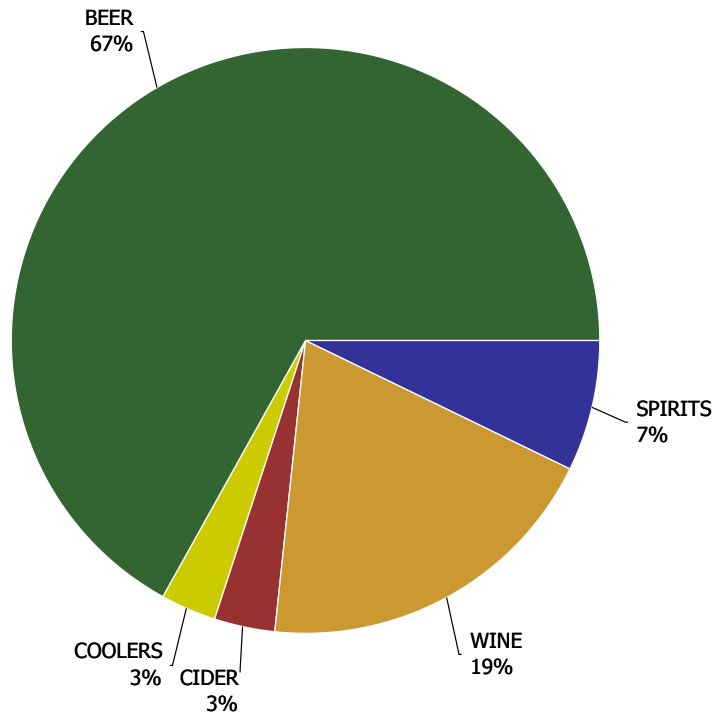
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	1.87%
VODKA	-2.68%
RUM	1.72%
LIQUEURS	-2.35%
GIN	-0.56%
BRANDY	-0.54%

WINE - DOMESTIC	% Change
TABLE WINE RED	3.57%
TABLE WINE ROSE	3.11%
TABLE WINE WHITE	2.47%
SPARKLING WINE	-4.34%
APERITIF, DESSERT AND FORTIFIED WINE	1.21%

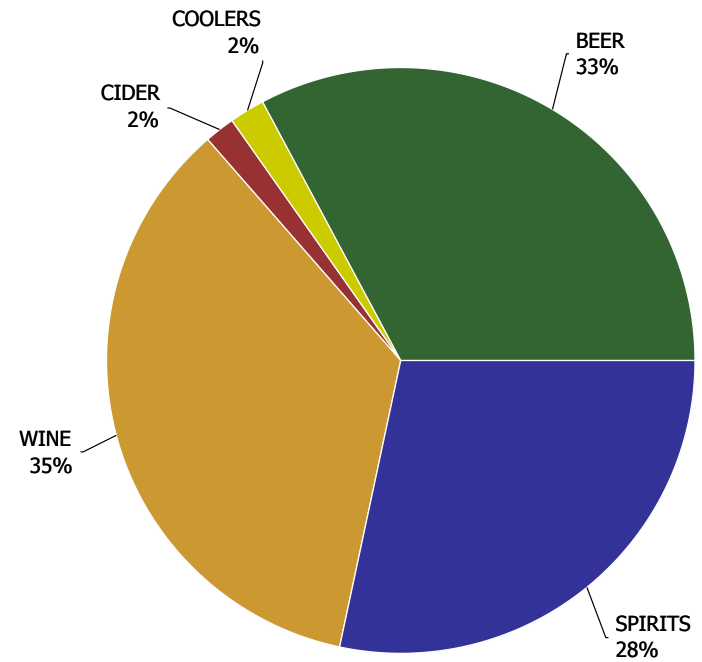
WINE - IMPORTED	% Change
TABLE WINE RED	-0.49%
TABLE WINE ROSE	-2.56%
TABLE WINE WHITE	-0.61%
SPARKLING WINE	1.24%
APERITIF, DESSERT AND FORTIFIED WINE	-1.01%

Total Market Share

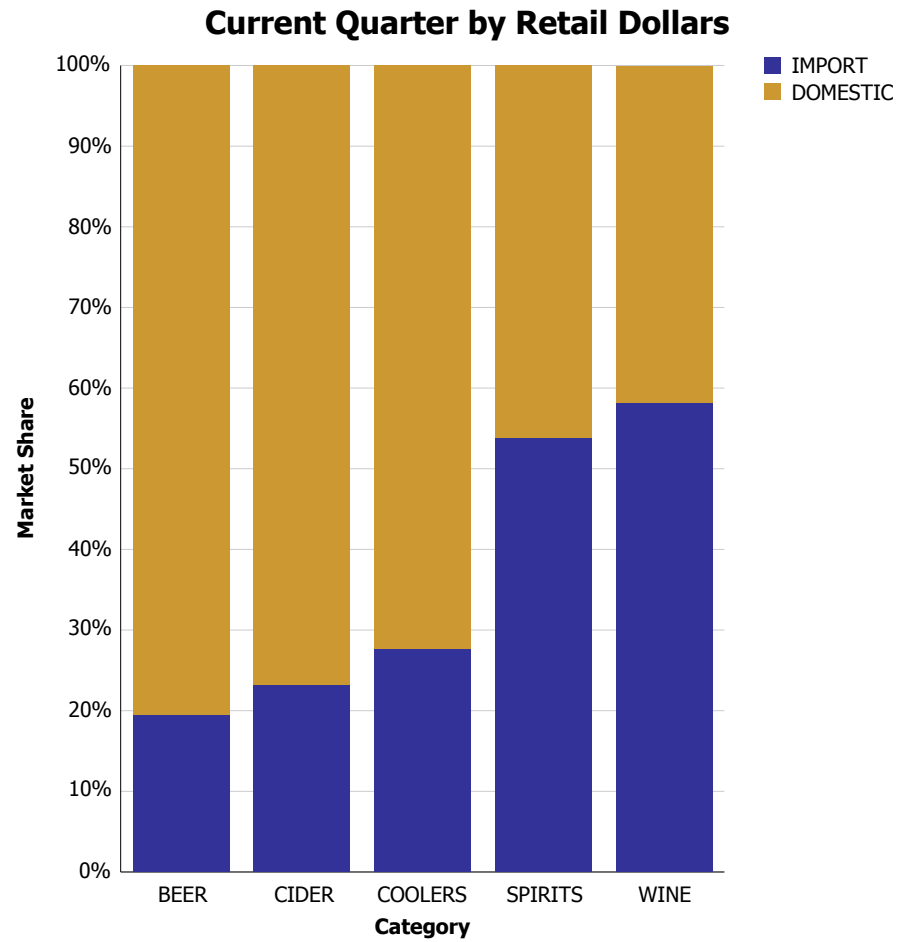
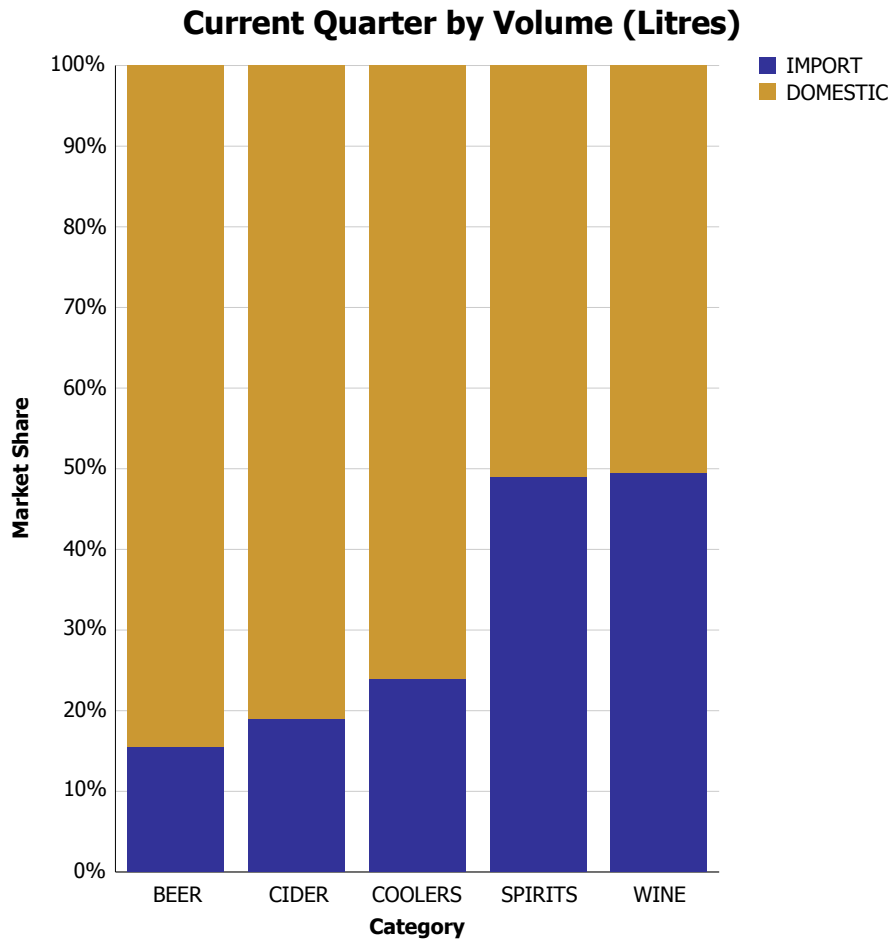
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	239,420,224	228,926,639	226,881,110	225,815,078	229,646,771	57,067,991	0.94%	1.70%	22.18%
	IMPORT	47,754,950	51,069,078	45,226,766	43,063,799	42,774,781	10,481,491	-1.56%	-0.67%	21.77%
	BEER	287,175,174	279,995,717	272,107,876	268,878,877	272,421,552	67,549,482	0.54%	1.32%	22.11%
COOLERS AND CIDERS	DOMESTIC	21,640,093	22,423,171	22,161,949	23,136,273	24,674,233	5,092,103	1.88%	6.65%	6.21%
	IMPORT	3,911,610	3,624,433	3,674,994	3,987,358	6,293,962	1,383,466	42.16%	57.85%	14.85%
	COOLERS AND CIDERS	25,551,703	26,047,604	25,836,943	27,123,631	30,968,195	6,475,569	8.44%	14.17%	7.97%
SPIRITS	DOMESTIC	14,421,090	13,557,891	13,131,978	12,906,667	12,730,978	3,786,867	0.17%	-1.36%	10.90%
	IMPORT	10,481,287	10,641,030	10,875,464	11,215,268	11,371,044	3,626,577	2.23%	1.39%	14.56%
	SPIRITS	24,902,377	24,198,921	24,007,442	24,121,935	24,102,022	7,413,444	1.17%	-0.08%	12.63%
WINE	DOMESTIC	28,215,507	30,120,963	30,734,303	31,604,669	33,602,138	9,904,568	6.06%	6.32%	13.69%
	IMPORT	29,923,552	30,056,014	30,434,733	31,226,988	31,472,405	9,705,323	0.24%	0.79%	11.93%
	WINE	58,139,059	60,176,977	61,169,036	62,831,657	65,074,543	19,609,891	3.10%	3.57%	12.84%
TOTAL LIQUOR MARKET		395,768,313	390,419,219	383,121,297	382,956,100	392,566,312	101,048,386	1.55%	2.51%	18.88%

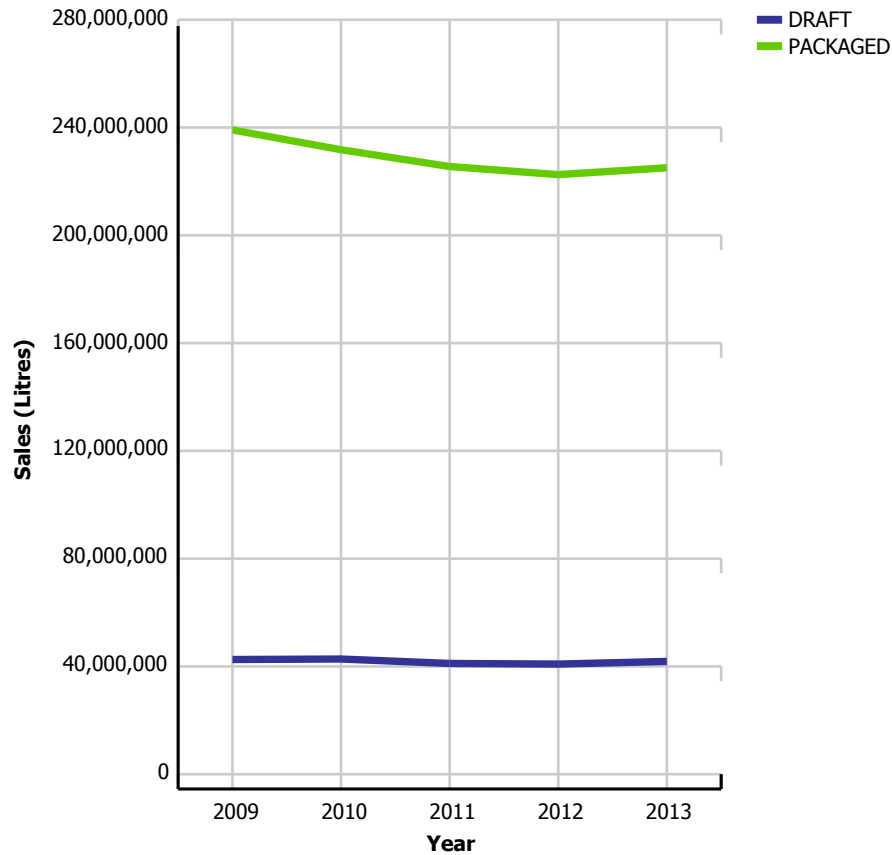
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000's)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	\$926,063	\$897,031	\$901,776	\$899,885	\$889,976	\$219,841	-2.52%	-1.10%	20.03%
	IMPORT	\$227,290	\$240,058	\$221,604	\$215,915	\$215,569	\$53,007	-1.04%	-0.16%	21.92%
	BEER	\$1,153,353	\$1,137,089	\$1,123,379	\$1,115,799	\$1,105,545	\$272,849	-2.23%	-0.92%	20.40%
COOLERS AND CIDERS	DOMESTIC	\$98,815	\$100,473	\$101,595	\$105,734	\$109,377	\$22,758	1.09%	3.45%	6.72%
	IMPORT	\$23,975	\$22,042	\$22,232	\$23,998	\$35,487	\$7,801	30.65%	47.88%	13.62%
	COOLERS AND CIDERS	\$122,790	\$122,515	\$123,828	\$129,732	\$144,863	\$30,559	7.29%	11.66%	8.41%
SPIRITS	DOMESTIC	\$400,126	\$391,607	\$386,795	\$376,781	\$363,476	\$108,380	-2.95%	-3.53%	10.69%
	IMPORT	\$349,780	\$364,019	\$380,600	\$390,046	\$389,519	\$126,496	0.40%	-0.14%	15.16%
	SPIRITS	\$749,905	\$755,626	\$767,395	\$766,827	\$752,995	\$234,877	-1.17%	-1.80%	13.00%
WINE	DOMESTIC	\$352,100	\$381,732	\$396,140	\$409,731	\$428,562	\$123,119	3.29%	4.60%	14.61%
	IMPORT	\$467,498	\$482,060	\$505,591	\$530,438	\$535,249	\$171,532	-0.47%	0.91%	14.28%
	WINE	\$819,597	\$863,792	\$901,731	\$940,169	\$963,811	\$294,651	1.06%	2.51%	14.42%
TOTAL LIQUOR MARKET		\$2,845,646	\$2,879,022	\$2,916,332	\$2,952,527	\$2,967,214	\$832,935	-0.46%	0.50%	15.99%

Beer Market - Packaged vs Draft (Domestic & Imported)

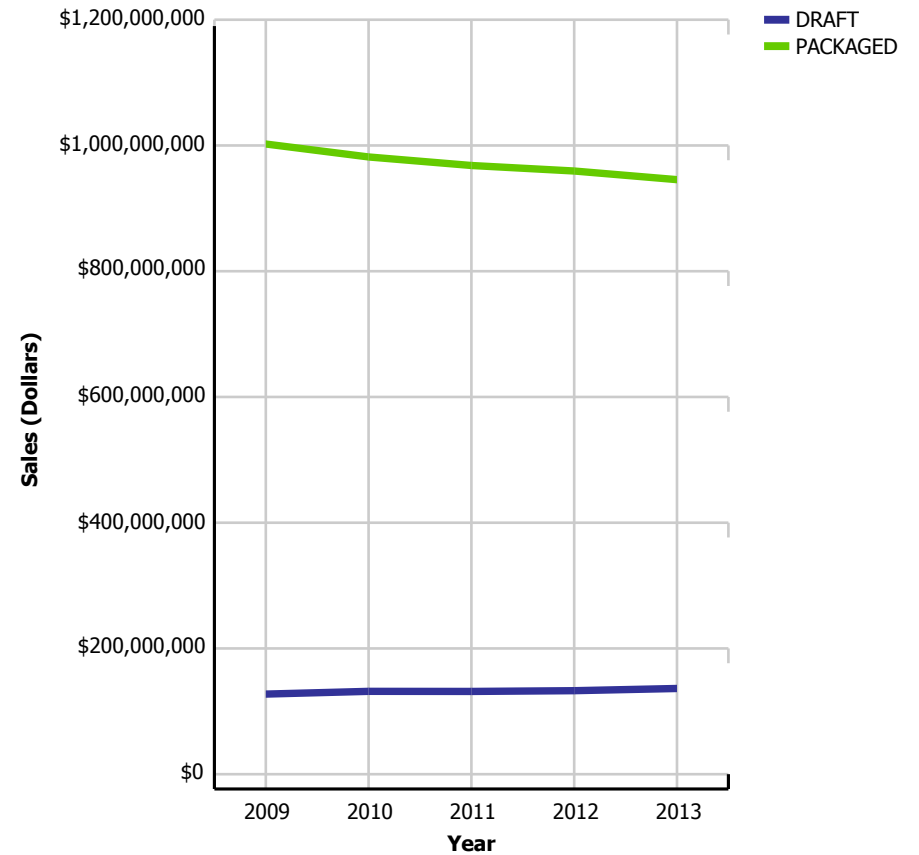
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

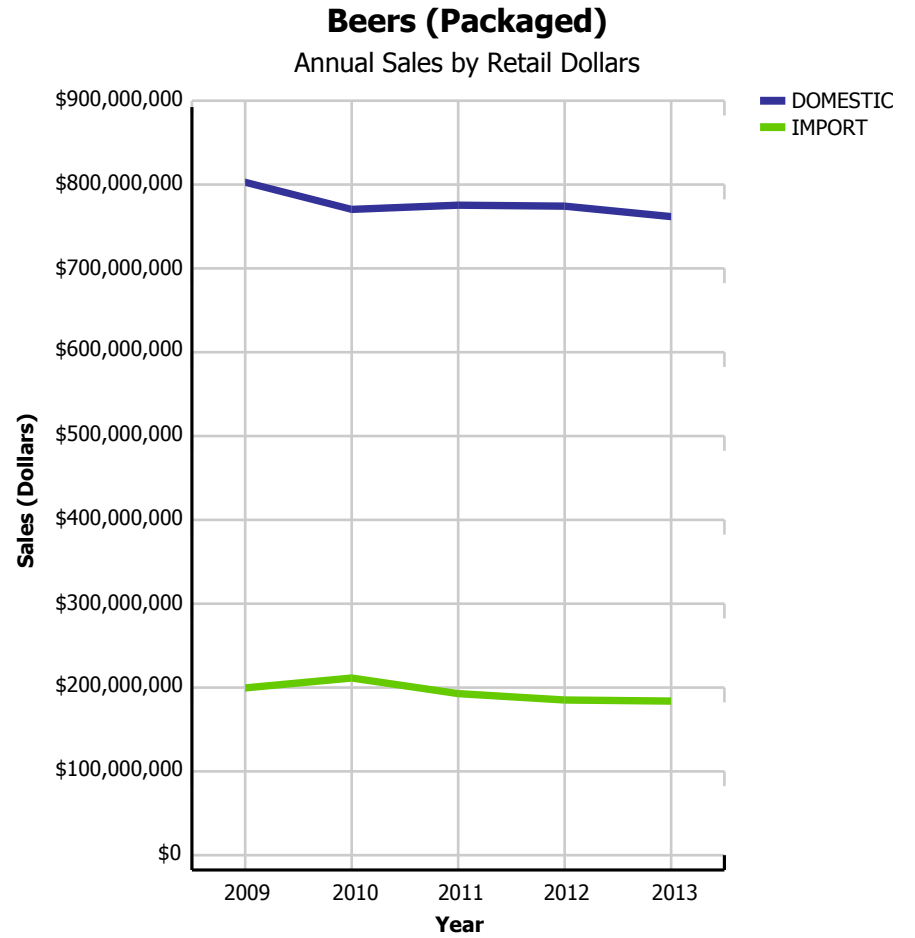
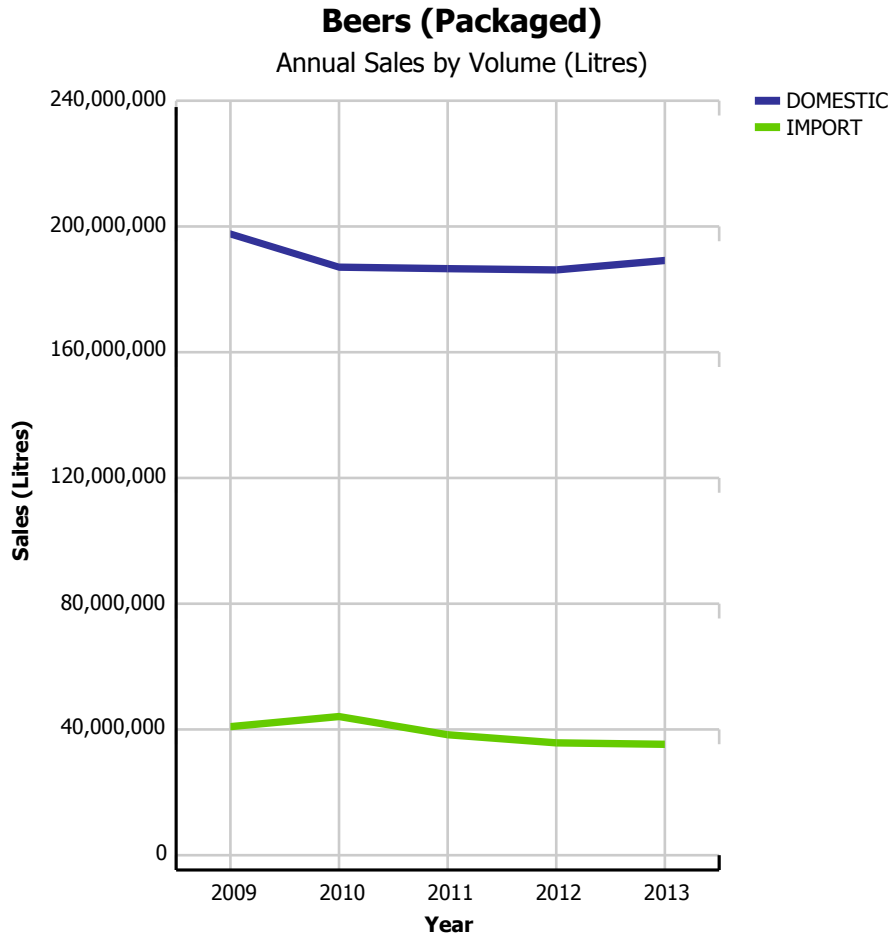


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



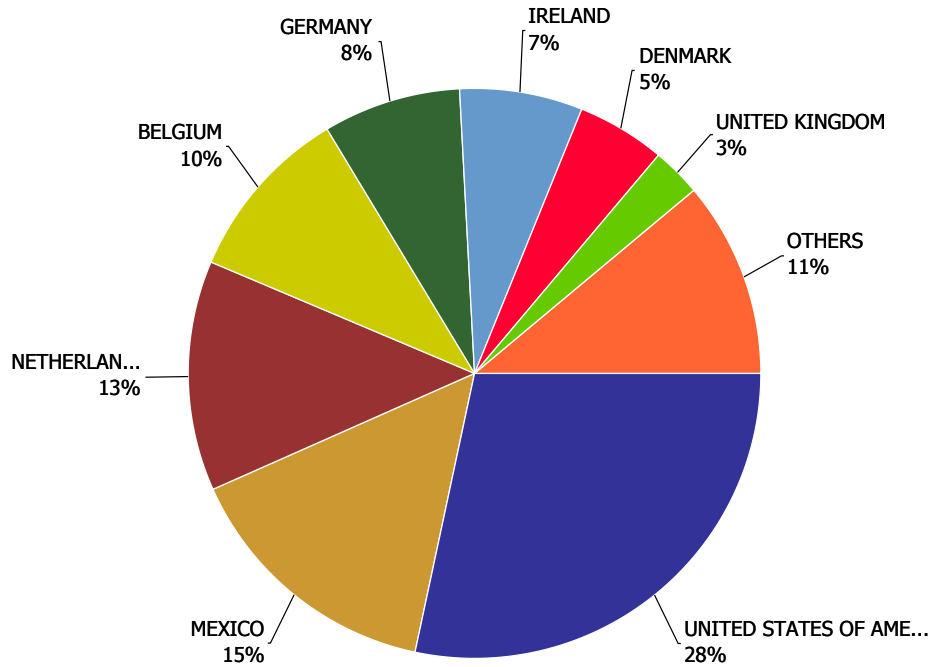
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

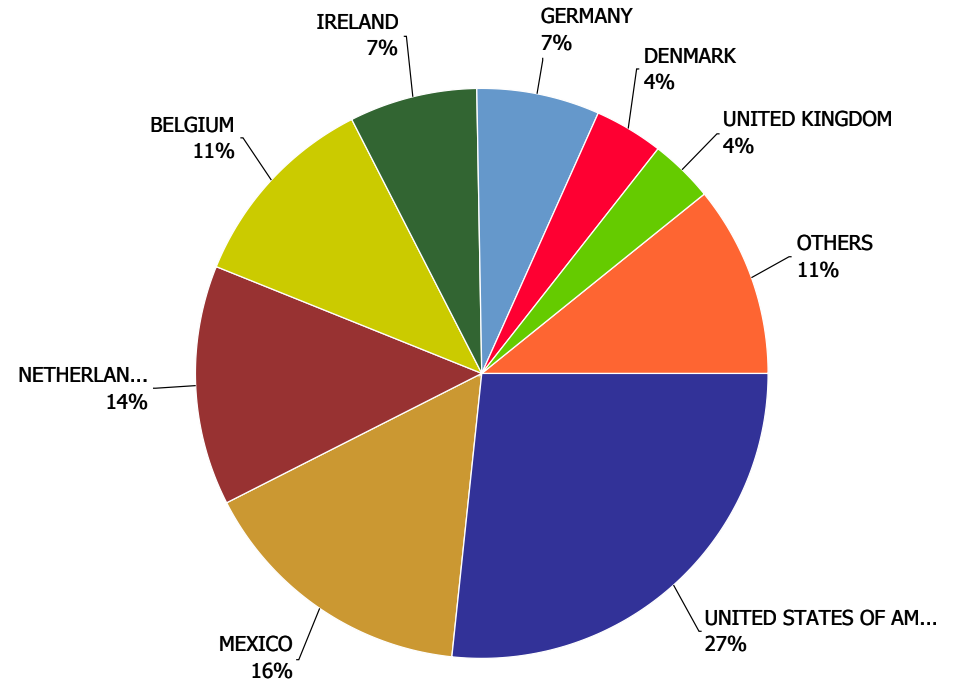
Import Beer Market Share

Current Quarter by Volume (Litres)



Import Beer Market Share

Current Quarter by Retail Dollars



DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	33,227,189	32,398,350	29,621,555	27,492,908	26,460,741	6,926,298	-1.37%	-3.75%	98.43%
	PACKAGED	182,484,672	166,642,091	161,546,663	157,401,292	157,735,638	38,584,382	-0.36%	0.21%	7.51%
	TOTAL	215,711,861	199,040,441	191,168,218	184,894,200	184,196,379	45,510,680	-0.52%	-0.38%	20.57%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	3,345,745	4,002,668	4,900,997	5,726,682	6,378,623	1,552,018	9.99%	11.38%	95.17%
	PACKAGED	13,923,299	18,710,942	23,213,128	25,664,717	26,552,447	6,612,478	-1.11%	3.46%	2.50%
	TOTAL	17,269,044	22,713,610	28,114,125	31,391,399	32,931,070	8,164,496	0.82%	4.90%	20.45%
Breweries with Annual Production up to 15,000HL	DRAFT	4,050,445	4,289,116	4,593,840	5,237,495	6,441,735	1,649,396	17.38%	22.99%	94.03%
	PACKAGED	2,388,879	2,883,478	3,004,934	4,291,964	6,077,571	1,743,424	35.54%	41.60%	4.09%
	TOTAL	6,439,324	7,172,594	7,598,774	9,529,459	12,519,306	3,392,820	26.06%	31.38%	50.37%
DOMESTIC DRAFT - TOTAL		40,623,379	40,690,134	39,116,392	38,457,085	39,281,099	10,127,712	2.94%	2.14%	97.18%
DOMESTIC PACKAGED - TOTAL		198,796,850	188,236,511	187,764,725	187,357,973	190,365,656	46,940,284	0.52%	1.61%	6.70%
DOMESTIC BEER - TOTAL		239,420,229	228,926,645	226,881,117	225,815,058	229,646,755	57,067,996	0.94%	1.70%	22.18%

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	\$96,551	\$96,635	\$91,998	\$86,338	\$82,499	\$21,423	-2.25%	-4.45%	98.38%
	PACKAGED	\$745,228	\$691,475	\$676,881	\$659,428	\$633,366	\$152,789	-5.70%	-3.95%	8.45%
	TOTAL	\$841,780	\$788,110	\$768,878	\$745,766	\$715,865	\$174,212	-5.29%	-4.01%	18.82%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	\$9,571	\$11,802	\$14,830	\$17,667	\$19,492	\$4,730	8.98%	10.33%	95.11%
	PACKAGED	\$49,977	\$68,264	\$86,578	\$96,325	\$99,867	\$25,292	-0.74%	3.68%	3.10%
	TOTAL	\$59,548	\$80,066	\$101,408	\$113,991	\$119,359	\$30,022	0.68%	4.71%	18.13%
Breweries with Annual Production up to 15,000HL	DRAFT	\$12,746	\$13,789	\$15,136	\$17,213	\$21,781	\$5,736	22.38%	26.54%	94.07%
	PACKAGED	\$11,991	\$15,067	\$16,354	\$22,914	\$32,970	\$9,871	39.64%	43.88%	4.29%
	TOTAL	\$24,736	\$28,856	\$31,489	\$40,127	\$54,751	\$15,607	32.76%	36.44%	40.01%
DOMESTIC DRAFT - TOTAL		\$118,868	\$122,226	\$121,964	\$121,218	\$123,773	\$31,890	3.06%	2.11%	97.10%
DOMESTIC PACKAGED - TOTAL		\$807,196	\$774,806	\$779,812	\$778,667	\$766,203	\$187,952	-3.40%	-1.60%	7.58%
DOMESTIC BEER - TOTAL		\$926,063	\$897,031	\$901,776	\$899,885	\$889,976	\$219,841	-2.52%	-1.10%	20.03%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	44	960	2,167	1,206	1,216	327	112.34%	0.91%	32.89%
	ARGENTINA - Total	44	960	2,167	1,206	1,216	327	112.34%	0.91%	32.89%
AUSTRALIA	PACKAGED	42,702	37,817	28,107	31,687	23,317	4,564	-65.30%	-26.41%	19.97%
	AUSTRALIA - Total	42,702	37,817	28,107	31,687	23,317	4,564	-65.30%	-26.41%	19.97%
AUSTRIA	DRAFT	350	8,150	10,800	12,725	17,475	5,550	51.02%	37.33%	97.71%
	PACKAGED	48,538	60,913	59,494	72,576	120,509	32,164	78.33%	66.03%	17.16%
	AUSTRIA - Total	48,888	69,063	70,294	85,301	137,984	37,714	73.71%	61.75%	27.36%
BELGIUM	DRAFT	1,153,210	1,030,840	832,015	763,965	786,890	224,080	15.60%	3.00%	99.21%
	PACKAGED	4,085,020	3,482,242	3,424,667	3,474,976	3,312,598	830,855	-12.90%	-4.67%	17.46%
	BELGIUM - Total	5,238,230	4,513,082	4,256,682	4,238,941	4,099,488	1,054,935	-8.09%	-3.29%	33.15%
BRAZIL	PACKAGED	513,878	157,719	5,758	-56	-17	0	100.00%	69.64%	0.00%
	BRAZIL - Total	513,878	157,719	5,758	-56	-17	0	100.00%	69.64%	0.00%
CHILE	PACKAGED	481	888	439	0	0	0	n/a	n/a	0.00%
	CHILE - Total	481	888	439	0	0	0	n/a	n/a	0.00%
CHINA	PACKAGED	325,248	347,325	302,347	295,981	291,897	68,776	-10.27%	-1.38%	41.78%
	CHINA - Total	325,248	347,325	302,347	295,981	291,897	68,776	-10.27%	-1.38%	41.78%
CROATIA	PACKAGED	60,257	78,150	44,275	32,499	83	0	-100.00%	-99.74%	0.00%
	CROATIA - Total	60,257	78,150	44,275	32,499	83	0	-100.00%	-99.74%	0.00%
CZECH REPUBLIC	DRAFT	18,606	36,655	40,757	44,243	30,149	8,906	-29.64%	-31.86%	89.21%
	PACKAGED	713,594	778,585	800,150	818,737	853,827	227,261	5.23%	4.29%	4.43%
	CZECH REPUBLIC - Total	732,200	815,240	840,907	862,980	883,976	236,167	3.30%	2.43%	7.33%
DENMARK	DRAFT	36,350	59,850	66,450	141,100	129,450	39,700	11.67%	-8.26%	99.88%
	PACKAGED	1,328,896	1,362,237	1,329,832	1,546,084	1,721,071	491,882	-0.27%	11.32%	0.75%
	DENMARK - Total	1,365,246	1,422,087	1,396,282	1,687,184	1,850,521	531,582	0.54%	9.68%	7.69%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ESTONIA	PACKAGED	0	516	0	0	0	0	n/a	n/a	0.00%
	ESTONIA - Total	0	516	0	0	0	0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	0	0	0	0	792	0	n/a	n/a	0.00%
	ETHIOPIA - Total	0	0	0	0	792	0	n/a	n/a	0.00%
FIJI	PACKAGED	0	0	0	0	1,034	1,034	n/a	n/a	0.00%
	FIJI - Total	0	0	0	0	1,034	1,034	n/a	n/a	0.00%
FRANCE	DRAFT	58,340	89,170	218,460	275,400	326,290	81,650	14.31%	18.48%	99.73%
	PACKAGED	200,794	197,614	329,877	442,603	616,032	153,964	34.71%	39.18%	11.64%
	FRANCE - Total	259,134	286,784	548,337	718,003	942,322	235,614	26.87%	31.24%	42.14%
GERMANY	DRAFT	180,620	214,180	134,930	138,290	167,330	51,190	23.11%	21.00%	94.29%
	PACKAGED	3,485,444	3,306,969	3,308,490	2,905,892	2,960,401	755,857	9.42%	1.88%	3.29%
	GERMANY - Total	3,666,064	3,521,149	3,443,420	3,044,182	3,127,731	807,047	10.20%	2.74%	8.16%
GREECE	PACKAGED	9,269	8,296	11,052	12,070	13,300	3,312	4.88%	10.22%	87.82%
	GREECE - Total	9,269	8,296	11,052	12,070	13,300	3,312	4.88%	10.22%	87.82%
GREENLAND	PACKAGED	0	0	0	222	19	0	-100.00%	-91.44%	0.00%
	GREENLAND - Total	0	0	0	222	19	0	-100.00%	-91.44%	0.00%
ICELAND	PACKAGED	0	0	0	0	4,721	4,721	n/a	n/a	0.49%
	ICELAND - Total	0	0	0	0	4,721	4,721	n/a	n/a	0.49%
INDIA	PACKAGED	51,385	48,453	22,890	5,214	3,641	1,561	46.44%	-30.15%	94.53%
	INDIA - Total	51,385	48,453	22,890	5,214	3,641	1,561	46.44%	-30.15%	94.53%
IRELAND	DRAFT	1,328,000	1,270,900	1,249,150	1,262,500	1,208,900	327,300	-1.49%	-4.25%	99.67%
	PACKAGED	1,265,792	1,204,063	1,207,029	1,420,100	1,474,315	398,437	2.67%	3.82%	11.87%
	IRELAND - Total	2,593,792	2,474,963	2,456,179	2,682,600	2,683,215	725,737	0.75%	0.02%	51.43%
ISRAEL	PACKAGED	0	0	0	0	48	47	n/a	n/a	0.00%
	ISRAEL - Total	0	0	0	0	48	47	n/a	n/a	0.00%
ITALY	DRAFT	0	0	10,560	58,320	82,200	21,060	8.50%	40.95%	99.93%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ITALY	PACKAGED	163,077	197,537	265,090	287,219	287,890	77,458	6.64%	0.23%	25.40%
	ITALY - Total	163,077	197,537	275,650	345,539	370,090	98,518	7.03%	7.10%	41.96%
JAMAICA	PACKAGED	222,114	225,003	231,384	232,791	224,564	52,020	-5.29%	-3.54%	20.27%
	JAMAICA - Total	222,114	225,003	231,384	232,791	224,564	52,020	-5.29%	-3.54%	20.27%
JAPAN	DRAFT	0	19,494	58,824	77,007	81,225	21,717	0.09%	5.48%	98.04%
	PACKAGED	512,219	519,227	477,504	453,595	448,119	108,697	-3.62%	-1.21%	65.12%
	JAPAN - Total	512,219	538,721	536,328	530,602	529,344	130,414	-3.02%	-0.24%	70.17%
KENYA	PACKAGED	7,672	10,720	8,170	10,642	11,157	2,931	-2.40%	4.86%	38.52%
	KENYA - Total	7,672	10,720	8,170	10,642	11,157	2,931	-2.40%	4.86%	38.52%
KOREA - SOUTH	PACKAGED	10,215	12,299	21,271	25,950	31,397	7,854	0.08%	20.99%	52.65%
	KOREA - SOUTH - Total	10,215	12,299	21,271	25,950	31,397	7,854	0.08%	20.99%	52.65%
LAOS	PACKAGED	0	48	553	529	329	80	-32.20%	-37.71%	81.76%
	LAOS - Total	0	48	553	529	329	80	-32.20%	-37.71%	81.76%
LATVIA	PACKAGED	180	0	0	0	0	0	n/a	n/a	0.00%
	LATVIA - Total	180	0	0	0	0	0	n/a	n/a	0.00%
LEBANON	PACKAGED	0	0	159	957	1,259	286	13.04%	31.66%	96.82%
	LEBANON - Total	0	0	159	957	1,259	286	13.04%	31.66%	96.82%
LITHUANIA	PACKAGED	60	0	30	0	0	0	n/a	n/a	0.00%
	LITHUANIA - Total	60	0	30	0	0	0	n/a	n/a	0.00%
MEXICO	PACKAGED	11,895,734	10,174,284	8,509,017	8,299,758	8,214,223	1,570,018	-6.87%	-1.03%	22.01%
	MEXICO - Total	11,895,734	10,174,284	8,509,017	8,299,758	8,214,223	1,570,018	-6.87%	-1.03%	22.01%
MONTENEGRO	PACKAGED	1,904	1,518	1,972	214	1,276	231	51.97%	492.59%	3.13%
	MONTENEGRO - Total	1,904	1,518	1,972	214	1,276	231	51.97%	492.59%	3.13%
NETHERLANDS	DRAFT	477,130	597,080	510,710	482,980	445,200	116,140	-11.81%	-7.82%	99.26%
	PACKAGED	6,208,172	5,701,329	5,381,394	5,123,411	4,830,024	1,243,568	-6.68%	-5.73%	15.12%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
NETHERLANDS	NETHERLANDS - Total	6,685,302	6,298,409	5,892,104	5,606,391	5,275,224	1,359,708	-7.15%	-5.91%	22.22%
NEW ZEALAND	DRAFT	0	0	0	0	2,450	1,110	n/a	n/a	100.00%
	PACKAGED	85,341	73,787	74,596	76,183	82,152	18,896	2.99%	7.86%	4.01%
	NEW ZEALAND - Total	85,341	73,787	74,596	76,183	84,602	20,006	2.99%	7.86%	6.79%
NORWAY	PACKAGED	0	636	1,390	762	2,221	470	111.71%	191.35%	0.54%
	NORWAY - Total	0	636	1,390	762	2,221	470	111.71%	191.35%	0.54%
PHILIPPINES	PACKAGED	33,460	64,254	75,118	75,425	74,071	20,418	6.20%	-1.80%	5.84%
	PHILIPPINES - Total	33,460	64,254	75,118	75,425	74,071	20,418	6.20%	-1.80%	5.84%
POLAND	PACKAGED	93,348	117,875	116,185	108,446	116,335	30,506	10.45%	7.27%	4.64%
	POLAND - Total	93,348	117,875	116,185	108,446	116,335	30,506	10.45%	7.27%	4.64%
PORTUGAL	PACKAGED	0	0	8,043	16,153	16,484	4,398	11.40%	2.02%	15.24%
	PORTUGAL - Total	0	0	8,043	16,153	16,484	4,398	11.40%	2.02%	15.24%
RUSSIA (USSR)	PACKAGED	43,575	34,558	32,084	58,358	67,881	15,037	-8.42%	16.32%	3.16%
	RUSSIA (USSR) - Total	43,575	34,558	32,084	58,358	67,881	15,037	-8.42%	16.32%	3.16%
SERBIA	PACKAGED	0	0	1,876	2,200	3,795	659	33.40%	72.34%	1.37%
	SERBIA - Total	0	0	1,876	2,200	3,795	659	33.40%	72.34%	1.37%
SINGAPORE	PACKAGED	59,743	56,876	64,124	67,487	78,433	18,990	13.88%	16.21%	32.01%
	SINGAPORE - Total	59,743	56,876	64,124	67,487	78,433	18,990	13.88%	16.21%	32.01%
SLOVAK REPUBLIC	PACKAGED	3,280	4,038	2,048	1,794	2,710	540	-6.90%	50.97%	0.00%
	SLOVAK REPUBLIC - Total	3,280	4,038	2,048	1,794	2,710	540	-6.90%	50.97%	0.00%
SLOVENIA	PACKAGED	15,283	1,344	719	0	0	0	n/a	n/a	0.00%
	SLOVENIA - Total	15,283	1,344	719	0	0	0	n/a	n/a	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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SOUTH AFRICA	PACKAGED	30,161	29,938	34,537	25,943	26,398	6,483	54.50%	1.75%	4.61%
	SOUTH AFRICA - Total	30,161	29,938	34,537	25,943	26,398	6,483	54.50%	1.75%	4.61%
SPAIN	PACKAGED	153,443	200,357	236,064	309,708	397,988	106,516	17.22%	28.50%	7.78%
	SPAIN - Total	153,443	200,357	236,064	309,708	397,988	106,516	17.22%	28.50%	7.78%
SWITZERLAND	PACKAGED	0	0	0	514	403	23	130.00%	-21.01%	0.99%
	SWITZERLAND - Total	0	0	0	514	403	23	130.00%	-21.01%	0.99%
THAILAND	PACKAGED	77,313	81,381	90,072	86,783	90,823	23,143	3.15%	4.67%	57.03%
	THAILAND - Total	77,313	81,381	90,072	86,783	90,823	23,143	3.15%	4.67%	57.03%
TRINIDAD AND TOBAGO	PACKAGED	18,398	21,579	24,523	20,329	19,185	3,603	-9.65%	-5.60%	12.25%
	TRINIDAD AND TOBAGO - Total	18,398	21,579	24,523	20,329	19,185	3,603	-9.65%	-5.60%	12.25%
TURKEY	PACKAGED	34,458	33,155	46,406	56,078	65,184	14,173	5.27%	16.26%	3.66%
	TURKEY - Total	34,458	33,155	46,406	56,078	65,184	14,173	5.27%	16.26%	3.66%
UKRAINE	PACKAGED	6,010	5,400	50	2,280	280	0	-100.00%	-87.72%	0.00%
	UKRAINE - Total	6,010	5,400	50	2,280	280	0	-100.00%	-87.72%	0.00%
UNITED KINGDOM	DRAFT	54,673	61,650	69,750	89,320	145,930	40,500	30.14%	63.38%	99.55%
	PACKAGED	759,348	737,786	694,879	822,965	882,288	267,505	-4.54%	7.21%	6.80%
	UNITED KINGDOM - Total	814,021	799,436	764,629	912,285	1,028,218	308,005	-1.07%	12.71%	19.96%
UNITED STATES OF AMERICA	DRAFT	20,559	46,443	167,619	445,983	538,868	157,511	5.84%	20.83%	97.20%
	PACKAGED	11,860,708	18,256,646	14,579,458	12,043,295	11,433,758	2,814,934	-0.84%	-5.06%	9.56%
	UNITED STATES OF AMERICA - Total	11,881,267	18,303,089	14,747,077	12,489,278	11,972,626	2,972,445	-0.50%	-4.14%	13.51%
VIETNAM	PACKAGED	562	349	1,464	2,428	2,998	923	8.33%	23.71%	84.96%
	VIETNAM - Total	562	349	1,464	2,428	2,998	923	8.33%	23.71%	84.96%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IMPORT DRAFT - TOTAL	3,327,838	3,434,412	3,370,025	3,791,833	3,962,357	1,096,414	5.05%	4.50%	98.86%
IMPORT PACKAGED - TOTAL	44,427,120	47,634,671	41,856,754	39,271,988	38,812,429	9,385,122	-2.27%	-1.17%	13.90%
IMPORT BEER - TOTAL	47,754,958	51,069,083	45,226,779	43,063,821	42,774,786	10,481,536	-1.56%	-0.67%	21.77%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	\$0	\$6	\$12	\$7	\$7	\$2	109.10%	4.17%	32.91%
	ARGENTINA - Total	\$0	\$6	\$12	\$7	\$7	\$2	109.10%	4.17%	32.91%
AUSTRALIA	PACKAGED	\$226	\$208	\$152	\$205	\$129	\$24	-77.27%	-37.40%	21.67%
	AUSTRALIA - Total	\$226	\$208	\$152	\$205	\$129	\$24	-77.27%	-37.40%	21.67%
AUSTRIA	DRAFT	\$2	\$43	\$57	\$67	\$88	\$27	39.50%	29.95%	97.74%
	PACKAGED	\$209	\$266	\$267	\$326	\$575	\$153	82.20%	76.04%	16.12%
	AUSTRIA - Total	\$211	\$309	\$324	\$394	\$662	\$180	74.16%	68.15%	26.91%
BELGIUM	DRAFT	\$5,079	\$4,736	\$4,008	\$3,758	\$3,879	\$1,102	16.24%	3.23%	99.24%
	PACKAGED	\$22,543	\$20,223	\$19,872	\$20,232	\$19,635	\$4,987	-9.61%	-2.95%	17.95%
	BELGIUM - Total	\$27,623	\$24,959	\$23,880	\$23,989	\$23,514	\$6,089	-5.82%	-1.98%	31.36%
BRAZIL	PACKAGED	\$2,568	\$788	\$31	\$0	\$0	\$0	100.00%	69.36%	0.00%
	BRAZIL - Total	\$2,568	\$788	\$31	\$0	\$0	\$0	100.00%	69.36%	0.00%
CHILE	PACKAGED	\$4	\$6	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE - Total	\$4	\$6	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
CHINA	PACKAGED	\$1,508	\$1,598	\$1,444	\$1,420	\$1,396	\$331	-10.07%	-1.68%	42.69%
	CHINA - Total	\$1,508	\$1,598	\$1,444	\$1,420	\$1,396	\$331	-10.07%	-1.68%	42.69%
CROATIA	PACKAGED	\$225	\$315	\$196	\$145	\$0	\$0	-100.00%	-99.75%	0.00%
	CROATIA - Total	\$225	\$315	\$196	\$145	\$0	\$0	-100.00%	-99.75%	0.00%
CZECH REPUBLIC	DRAFT	\$75	\$150	\$169	\$183	\$122	\$36	-31.46%	-33.26%	89.19%
	PACKAGED	\$3,387	\$3,662	\$3,710	\$3,789	\$3,870	\$1,012	2.04%	2.14%	4.54%
	CZECH REPUBLIC - Total	\$3,462	\$3,812	\$3,879	\$3,972	\$3,992	\$1,048	0.35%	0.50%	7.13%
DENMARK	DRAFT	\$154	\$257	\$289	\$614	\$557	\$172	10.87%	-9.24%	99.88%
	PACKAGED	\$5,475	\$5,780	\$5,737	\$6,551	\$7,022	\$1,966	-2.32%	7.18%	0.88%
	DENMARK - Total	\$5,629	\$6,036	\$6,026	\$7,166	\$7,580	\$2,137	-1.37%	5.78%	8.16%
ESTONIA	PACKAGED	\$0	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

IMPORT BEER MARKET
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SALES IN RETAIL DOLLARS (000s)

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ESTONIA	ESTONIA - Total	\$0	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	0.00%
	ETHIOPIA - Total	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$7	\$7	n/a	n/a	0.00%
	FIJI - Total	\$0	\$0	\$0	\$0	\$7	\$7	n/a	n/a	0.00%
FRANCE	DRAFT	\$227	\$396	\$1,025	\$1,320	\$1,555	\$390	13.20%	17.78%	99.73%
	PACKAGED	\$1,090	\$1,113	\$1,910	\$2,634	\$3,575	\$883	30.32%	35.75%	12.12%
	FRANCE - Total	\$1,318	\$1,508	\$2,935	\$3,954	\$5,130	\$1,273	24.54%	29.75%	38.68%
GERMANY	DRAFT	\$731	\$988	\$605	\$624	\$768	\$235	23.93%	23.10%	94.51%
	PACKAGED	\$14,858	\$14,387	\$14,336	\$13,075	\$13,008	\$3,410	6.46%	-0.51%	3.92%
	GERMANY - Total	\$15,590	\$15,376	\$14,941	\$13,699	\$13,776	\$3,645	7.44%	0.56%	8.97%
GREECE	PACKAGED	\$56	\$51	\$69	\$76	\$82	\$20	2.36%	8.26%	87.83%
	GREECE - Total	\$56	\$51	\$69	\$76	\$82	\$20	2.36%	8.26%	87.83%
GREENLAND	PACKAGED	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-91.42%	0.00%
	GREENLAND - Total	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-91.42%	0.00%
ICELAND	PACKAGED	\$0	\$0	\$0	\$0	\$21	\$21	n/a	n/a	0.47%
	ICELAND - Total	\$0	\$0	\$0	\$0	\$21	\$21	n/a	n/a	0.47%
INDIA	PACKAGED	\$332	\$318	\$153	\$31	\$19	\$8	31.19%	-37.33%	94.51%
	INDIA - Total	\$332	\$318	\$153	\$31	\$19	\$8	31.19%	-37.33%	94.51%
IRELAND	DRAFT	\$5,833	\$5,672	\$5,700	\$5,792	\$5,554	\$1,502	-2.38%	-4.10%	99.70%
	PACKAGED	\$6,921	\$6,708	\$6,863	\$7,816	\$8,190	\$2,233	2.65%	4.79%	12.18%
	IRELAND - Total	\$12,754	\$12,380	\$12,563	\$13,608	\$13,744	\$3,735	0.56%	1.00%	47.55%
ISRAEL	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ISRAEL - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
ITALY	DRAFT	\$0	\$0	\$53	\$295	\$407	\$104	5.67%	38.05%	99.93%
	PACKAGED	\$926	\$1,144	\$1,551	\$1,749	\$1,720	\$460	4.00%	-1.65%	26.67%

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ITALY	ITALY - Total	\$926	\$1,144	\$1,605	\$2,044	\$2,127	\$563	4.30%	4.08%	40.69%
JAMAICA	PACKAGED	\$1,153	\$1,185	\$1,233	\$1,242	\$1,202	\$282	-5.64%	-3.25%	20.34%
	JAMAICA - Total	\$1,153	\$1,185	\$1,233	\$1,242	\$1,202	\$282	-5.64%	-3.25%	20.34%
JAPAN	DRAFT	\$0	\$102	\$311	\$407	\$421	\$112	-2.52%	3.35%	98.04%
	PACKAGED	\$2,657	\$2,766	\$2,599	\$2,473	\$2,428	\$587	-4.89%	-1.82%	65.61%
	JAPAN - Total	\$2,657	\$2,868	\$2,910	\$2,880	\$2,849	\$699	-4.52%	-1.09%	70.40%
KENYA	PACKAGED	\$49	\$69	\$53	\$69	\$72	\$19	-3.80%	3.27%	38.53%
	KENYA - Total	\$49	\$69	\$53	\$69	\$72	\$19	-3.80%	3.27%	38.53%
KOREA - SOUTH	PACKAGED	\$48	\$58	\$105	\$128	\$154	\$38	-0.71%	20.15%	52.71%
	KOREA - SOUTH - Total	\$48	\$58	\$105	\$128	\$154	\$38	-0.71%	20.15%	52.71%
LAOS	PACKAGED	\$0	\$0	\$3	\$3	\$2	\$0	-33.06%	-38.54%	81.94%
	LAOS - Total	\$0	\$0	\$3	\$3	\$2	\$0	-33.06%	-38.54%	81.94%
LATVIA	PACKAGED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LATVIA - Total	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
LEBANON	PACKAGED	\$0	\$0	\$1	\$6	\$8	\$2	10.51%	29.67%	96.86%
	LEBANON - Total	\$0	\$0	\$1	\$6	\$8	\$2	10.51%	29.67%	96.86%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
MEXICO	PACKAGED	\$57,112	\$50,337	\$45,682	\$44,353	\$43,997	\$8,417	-7.05%	-0.80%	21.53%
	MEXICO - Total	\$57,112	\$50,337	\$45,682	\$44,353	\$43,997	\$8,417	-7.05%	-0.80%	21.53%
MONTENEGRO	PACKAGED	\$8	\$7	\$8	\$1	\$6	\$1	61.90%	457.66%	3.49%
	MONTENEGRO - Total	\$8	\$7	\$8	\$1	\$6	\$1	61.90%	457.66%	3.49%
NETHERLANDS	DRAFT	\$2,061	\$2,643	\$2,353	\$2,254	\$2,073	\$540	-12.26%	-8.00%	99.31%
	PACKAGED	\$32,001	\$29,803	\$28,563	\$27,406	\$25,933	\$6,670	-6.21%	-5.38%	16.20%
	NETHERLANDS - Total	\$34,062	\$32,445	\$30,916	\$29,660	\$28,006	\$7,210	-6.69%	-5.58%	22.36%

IMPORT BEER MARKET
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NEW ZEALAND	DRAFT	\$0	\$0	\$0	\$0	\$11	\$5	n/a	n/a	100.00%
	PACKAGED	\$406	\$372	\$417	\$451	\$540	\$124	10.98%	19.58%	3.73%
	NEW ZEALAND - Total	\$406	\$372	\$417	\$451	\$551	\$129	10.98%	19.58%	5.70%
NORWAY	PACKAGED	\$0	\$8	\$16	\$10	\$29	\$6	111.00%	208.49%	0.50%
	NORWAY - Total	\$0	\$8	\$16	\$10	\$29	\$6	111.00%	208.49%	0.50%
PHILIPPINES	PACKAGED	\$164	\$296	\$357	\$363	\$357	\$98	5.75%	-1.76%	6.25%
	PHILIPPINES - Total	\$164	\$296	\$357	\$363	\$357	\$98	5.75%	-1.76%	6.25%
POLAND	PACKAGED	\$446	\$549	\$547	\$522	\$544	\$140	6.97%	4.15%	4.67%
	POLAND - Total	\$446	\$549	\$547	\$522	\$544	\$140	6.97%	4.15%	4.67%
PORTUGAL	PACKAGED	\$0	\$0	\$48	\$93	\$93	\$25	7.25%	0.43%	15.40%
	PORTUGAL - Total	\$0	\$0	\$48	\$93	\$93	\$25	7.25%	0.43%	15.40%
RUSSIA (USSR)	PACKAGED	\$178	\$153	\$143	\$266	\$303	\$68	-7.47%	13.90%	3.17%
	RUSSIA (USSR) - Total	\$178	\$153	\$143	\$266	\$303	\$68	-7.47%	13.90%	3.17%
SERBIA	PACKAGED	\$0	\$0	\$7	\$10	\$16	\$3	18.44%	64.06%	1.52%
	SERBIA - Total	\$0	\$0	\$7	\$10	\$16	\$3	18.44%	64.06%	1.52%
SINGAPORE	PACKAGED	\$291	\$272	\$309	\$316	\$355	\$86	8.82%	12.50%	35.23%
	SINGAPORE - Total	\$291	\$272	\$309	\$316	\$355	\$86	8.82%	12.50%	35.23%
SLOVAK REPUBLIC	PACKAGED	\$17	\$20	\$12	\$10	\$16	\$3	-8.77%	48.75%	0.00%
	SLOVAK REPUBLIC - Total	\$17	\$20	\$12	\$10	\$16	\$3	-8.77%	48.75%	0.00%
SLOVENIA	PACKAGED	\$61	\$6	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
	SLOVENIA - Total	\$61	\$6	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	\$119	\$119	\$140	\$105	\$105	\$26	50.47%	-0.35%	4.61%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SOUTH AFRICA	SOUTH AFRICA - Total	\$119	\$119	\$140	\$105	\$105	\$26	50.47%	-0.35%	4.61%
SPAIN	PACKAGED	\$598	\$841	\$1,052	\$1,375	\$1,808	\$477	18.19%	31.45%	9.85%
	SPAIN - Total	\$598	\$841	\$1,052	\$1,375	\$1,808	\$477	18.19%	31.45%	9.85%
SWITZERLAND	PACKAGED	\$0	\$0	\$0	\$7	\$5	\$0	389.06%	-29.13%	0.92%
	SWITZERLAND - Total	\$0	\$0	\$0	\$7	\$5	\$0	389.06%	-29.13%	0.92%
THAILAND	PACKAGED	\$409	\$430	\$464	\$458	\$469	\$117	0.10%	2.42%	57.13%
	THAILAND - Total	\$409	\$430	\$464	\$458	\$469	\$117	0.10%	2.42%	57.13%
TRINIDAD AND TOBAGO	PACKAGED	\$93	\$113	\$128	\$110	\$102	\$19	-12.04%	-7.62%	12.26%
	TRINIDAD AND TOBAGO - Total	\$93	\$113	\$128	\$110	\$102	\$19	-12.04%	-7.62%	12.26%
TURKEY	PACKAGED	\$164	\$160	\$227	\$273	\$289	\$61	-6.65%	5.90%	3.97%
	TURKEY - Total	\$164	\$160	\$227	\$273	\$289	\$61	-6.65%	5.90%	3.97%
UKRAINE	PACKAGED	\$28	\$25	\$0	\$11	\$1	\$0	-100.00%	-87.72%	0.00%
	UKRAINE - Total	\$28	\$25	\$0	\$11	\$1	\$0	-100.00%	-87.72%	0.00%
UNITED KINGDOM	DRAFT	\$230	\$265	\$314	\$419	\$683	\$189	30.11%	62.96%	99.56%
	PACKAGED	\$4,558	\$4,445	\$4,396	\$5,080	\$5,372	\$1,684	-4.63%	5.74%	7.00%
	UNITED KINGDOM - Total	\$4,788	\$4,710	\$4,710	\$5,499	\$6,054	\$1,873	-2.00%	10.10%	17.43%
UNITED STATES OF AMERICA	DRAFT	\$100	\$234	\$727	\$1,805	\$2,353	\$701	14.34%	30.35%	97.73%
	PACKAGED	\$51,906	\$75,962	\$63,166	\$55,162	\$53,616	\$13,419	2.92%	-2.80%	9.87%
	UNITED STATES OF AMERICA - Total	\$52,006	\$76,196	\$63,893	\$56,967	\$55,969	\$14,120	3.43%	-1.75%	13.56%
VIETNAM	PACKAGED	\$3	\$2	\$7	\$12	\$14	\$4	5.35%	21.12%	84.97%
	VIETNAM - Total	\$3	\$2	\$7	\$12	\$14	\$4	5.35%	21.12%	84.97%

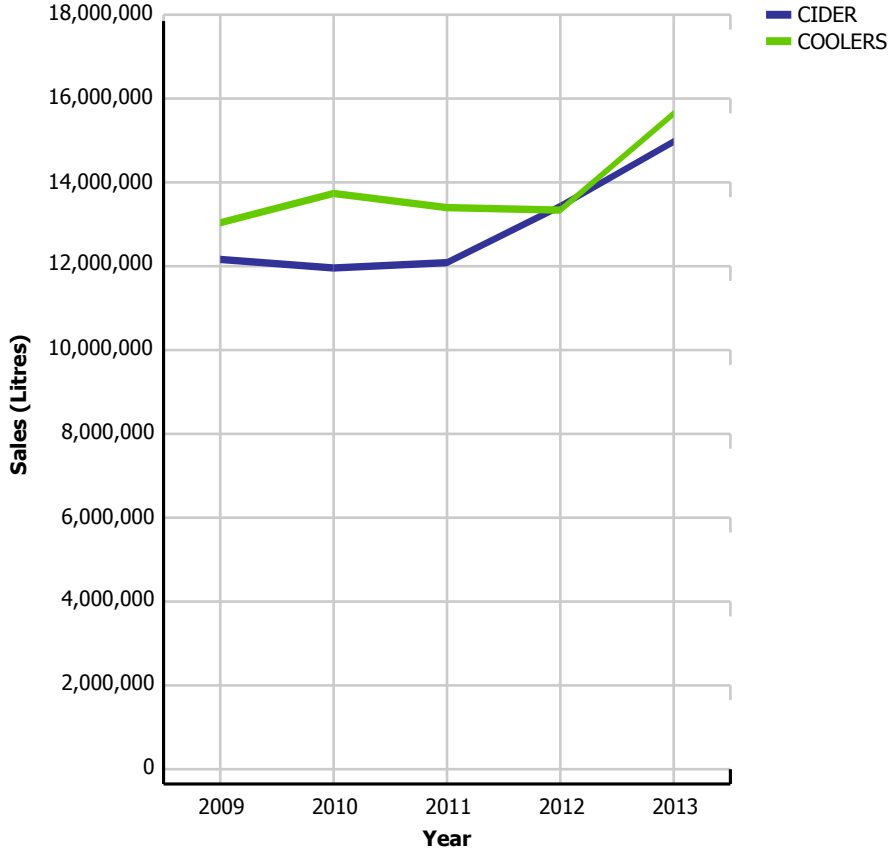
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IMPORT DRAFT - TOTAL	\$14,493	\$15,485	\$15,611	\$17,539	\$18,473	\$5,114	5.79%	5.32%	98.99%
IMPORT PACKAGED - TOTAL	\$212,796	\$224,573	\$205,993	\$198,376	\$197,096	\$47,893	-1.72%	-0.64%	14.70%
IMPORT BEER - TOTAL	\$227,290	\$240,058	\$221,604	\$215,915	\$215,569	\$53,007	-1.04%	-0.16%	21.92%

Cooler and Cider Sales

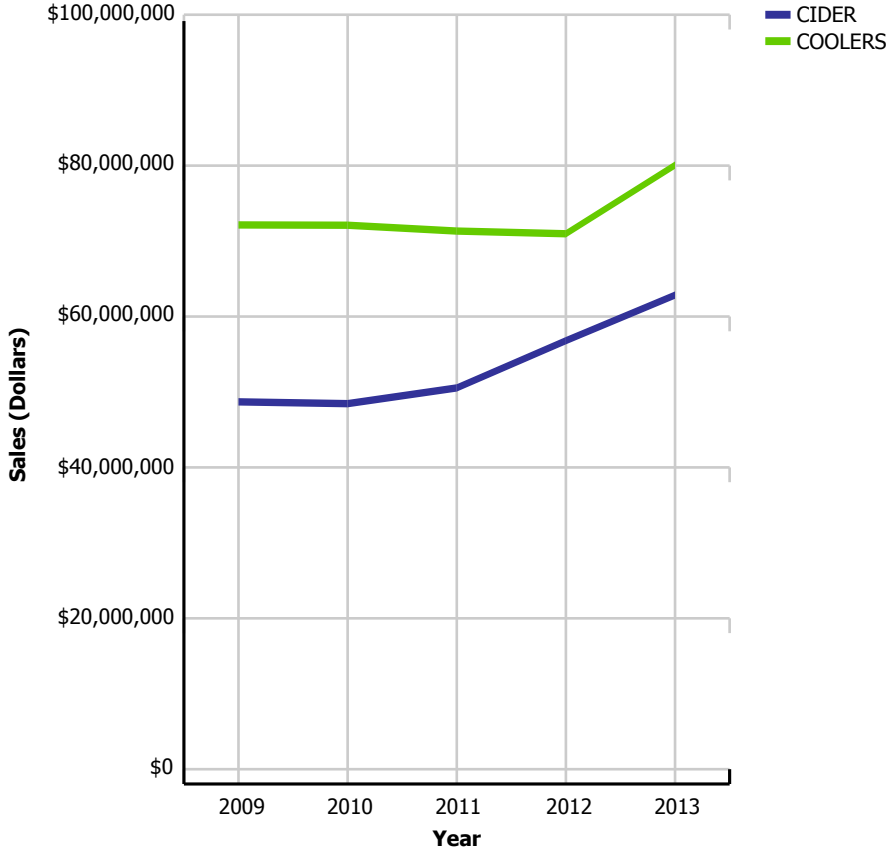
Coolers and Ciders (Domestic & Imported)

Annual Sales by Volume (Litres)



Coolers and Ciders (Domestic & Imported)

Annual Sales by Retail Dollars



CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC DRAFT	67,032	91,503	105,279	146,972	188,632	42,494	23.81%	28.35%	92.69%
PACKAGED	10,253,467	9,979,435	9,902,102	11,042,775	12,064,600	2,709,457	3.77%	9.25%	5.18%
PACKAGED - OTHER	9,053	30,510	32,522	37,859	44,690	12,626	23.66%	18.02%	3.82%
DOMESTIC - TOTAL	10,329,552	10,101,448	10,039,903	11,227,606	12,297,922	2,764,577	4.10%	9.53%	6.52%
IMPORT DRAFT	400,650	380,150	373,250	381,750	463,205	118,104	15.00%	21.34%	98.81%
PACKAGED	1,520,286	1,565,178	1,761,112	1,910,896	2,300,707	531,256	22.77%	20.40%	15.33%
PACKAGED - OTHER	0	0	0	0	58	0	n/a	n/a	0.00%
IMPORT - TOTAL	1,920,936	1,945,328	2,134,362	2,292,646	2,763,970	649,360	21.28%	20.56%	29.32%
CIDER - TOTAL	12,250,488	12,046,776	12,174,265	13,520,252	15,061,892	3,413,937	6.98%	11.40%	10.70%

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC DRAFT	\$258	\$354	\$410	\$588	\$759	\$173	24.04%	29.01%	92.97%
PACKAGED	\$38,580	\$38,015	\$38,798	\$43,803	\$47,227	\$10,804	4.42%	7.82%	5.50%
PACKAGED - OTHER	\$317	\$590	\$552	\$633	\$747	\$214	26.85%	18.01%	4.09%
DOMESTIC - TOTAL	\$39,155	\$38,960	\$39,761	\$45,025	\$48,733	\$11,191	5.04%	8.24%	6.84%
IMPORT DRAFT	\$1,906	\$1,765	\$1,701	\$1,743	\$2,089	\$533	13.08%	19.87%	98.93%
PACKAGED	\$8,120	\$8,220	\$9,569	\$10,523	\$12,507	\$2,837	16.71%	18.85%	16.22%
PACKAGED - OTHER	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
IMPORT - TOTAL	\$10,026	\$9,985	\$11,270	\$12,266	\$14,596	\$3,370	16.12%	19.00%	28.05%
CIDER - TOTAL	\$49,182	\$48,945	\$51,030	\$57,291	\$63,330	\$14,561	7.41%	10.54%	11.73%

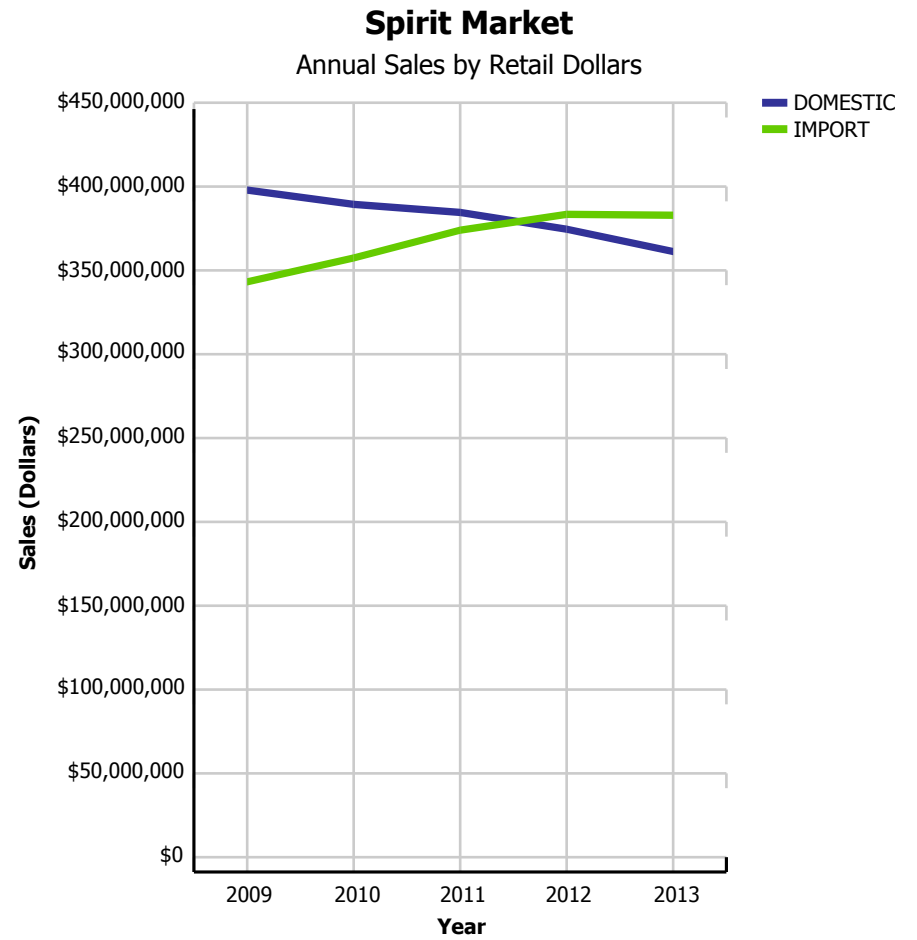
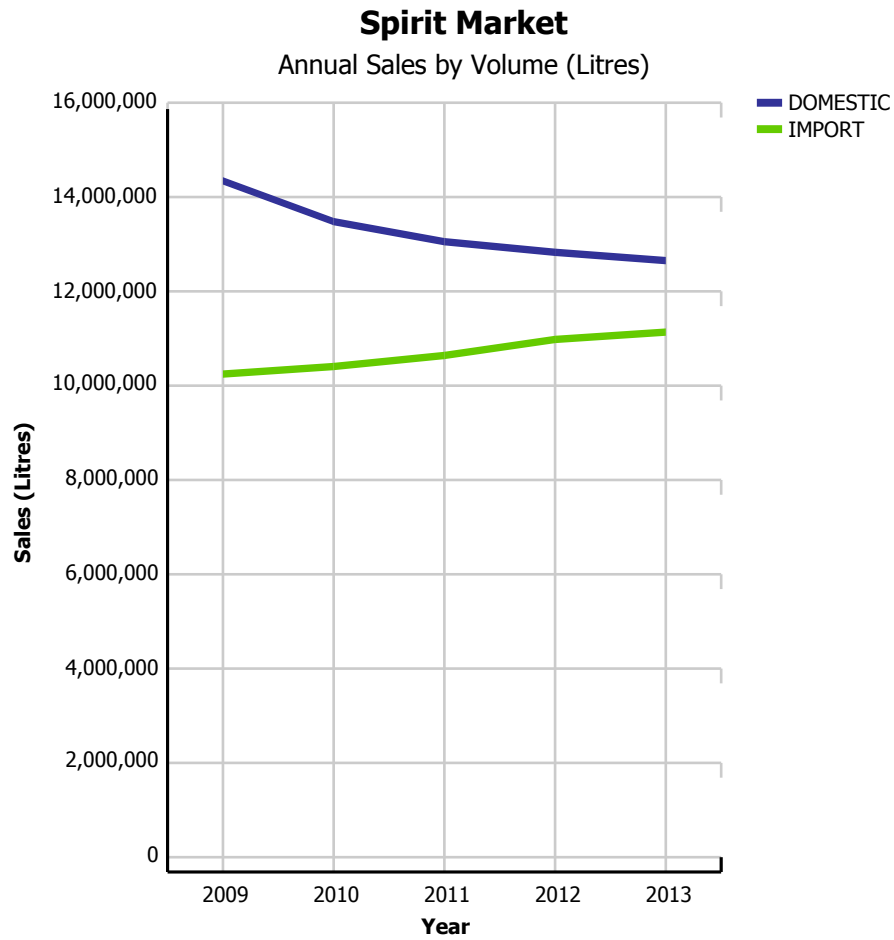
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	427	-2	-3	-2	0	0	n/a	100.00%	0.00%
OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
SPIRIT	10,267,963	11,444,156	11,425,430	11,288,431	11,843,594	2,200,997	-0.20%	4.92%	6.13%
WINE	1,042,169	877,561	696,643	620,258	532,731	126,595	-7.74%	-14.11%	1.06%
DOMESTIC - TOTAL	11,310,559	12,321,715	12,122,070	11,908,687	12,376,325	2,327,592	-0.64%	3.93%	5.92%
IMPORT BEER	739	1,165	3,795	152,166	1,961,933	395,165	435.52%	1,189.30%	2.52%
OTHER	0	0	-153	-51	0	0	n/a	100.00%	0.00%
SPIRIT	1,562,688	1,339,982	1,247,820	1,255,067	1,292,872	273,961	-6.08%	3.01%	4.15%
WINE	427,255	337,970	289,177	287,542	275,184	64,976	-10.08%	-4.30%	7.71%
IMPORT - TOTAL	1,990,682	1,679,117	1,540,639	1,694,724	3,529,989	734,102	67.70%	108.29%	3.52%
COOLERS - TOTAL	13,301,241	14,000,832	13,662,709	13,603,411	15,906,314	3,061,694	10.12%	16.93%	5.38%

COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

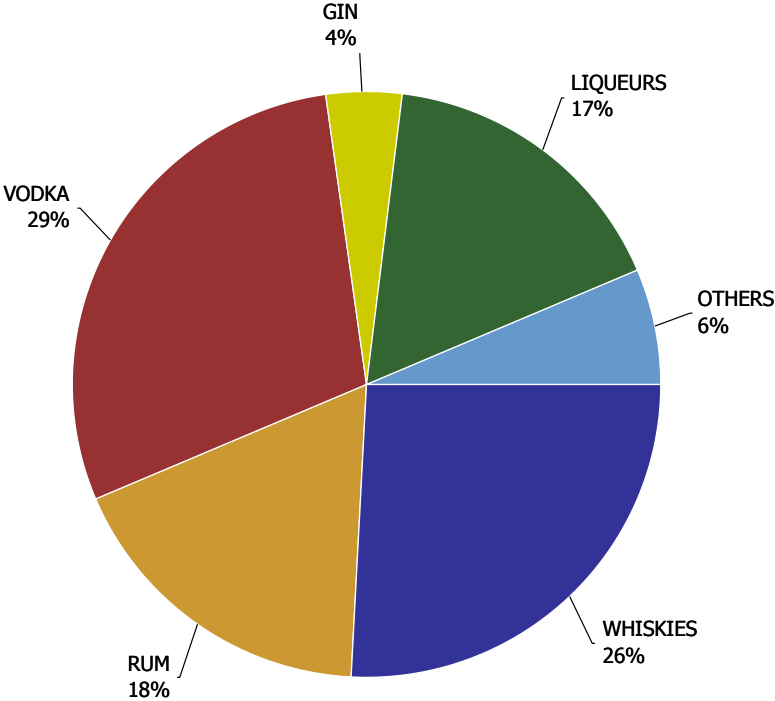
	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	\$4	\$0	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$54,968	\$57,510	\$58,805	\$58,162	\$58,621	\$11,091	-2.00%	0.79%	6.82%
WINE	\$4,688	\$4,004	\$3,030	\$2,547	\$2,022	\$476	-12.07%	-20.60%	1.14%
DOMESTIC - TOTAL	\$59,660	\$61,513	\$61,835	\$60,709	\$60,644	\$11,567	-2.46%	-0.11%	6.63%
IMPORT BEER	\$3	\$7	\$21	\$836	\$10,230	\$2,116	421.07%	1,123.11%	2.53%
OTHER	\$0	\$0	(\$1)	\$0	\$0	\$0	n/a	100.00%	0.00%
SPIRIT	\$11,029	\$9,607	\$8,833	\$8,780	\$8,644	\$1,840	-12.25%	-1.54%	3.91%
WINE	\$2,916	\$2,443	\$2,110	\$2,116	\$2,016	\$476	-16.00%	-4.70%	7.08%
IMPORT - TOTAL	\$13,948	\$12,057	\$10,962	\$11,732	\$20,890	\$4,432	44.39%	78.07%	3.54%
COOLERS - TOTAL	\$73,608	\$73,570	\$72,797	\$72,441	\$81,534	\$15,999	7.18%	12.55%	5.84%

Spirit Sales

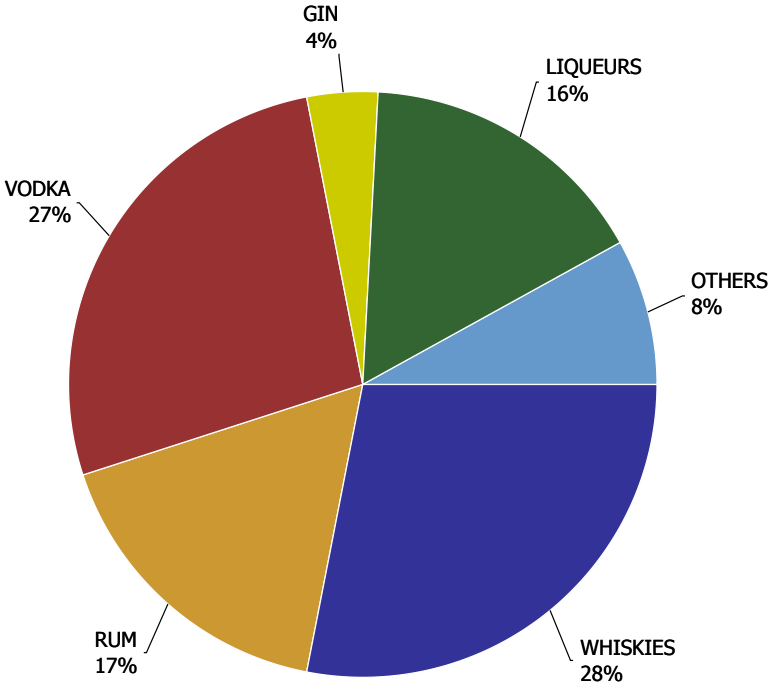


Spirit Market

Spirit Market Share
Current Quarter by Volume (Litres)



Spirit Market Share
Current Quarter by Retail Dollars



SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
ARMAGNAC		1,468	1,269	1,896	2,083	1,960	756	-1.31%	-6.08%	8.47%	
ASIAN SPIRITS		129,939	130,631	139,489	147,802	141,931	40,999	-7.08%	-3.94%	47.46%	
BRANDY	DOMESTIC	84,765	75,770	68,913	66,729	59,502	19,393	-12.05%	-10.83%	6.19%	
	IMPORT	410,993	392,532	382,189	373,808	371,217	127,825	1.36%	-0.70%	4.14%	
BRANDY		495,758	468,302	451,102	440,537	430,719	147,218	-0.64%	-2.23%	4.43%	
CACHACA		4,627	4,605	4,148	4,231	4,242	807	-6.16%	0.33%	36.89%	
COGNAC		40,168	40,567	45,450	47,784	49,751	18,402	3.30%	4.16%	12.57%	
EAUX DE VIE	DOMESTIC	792	719	664	1,208	1,887	464	20.21%	57.87%	5.09%	
	IMPORT	16,977	16,088	15,065	15,353	18,118	6,939	16.52%	18.04%	8.20%	
EAUX DE VIE		17,769	16,807	15,729	16,561	20,005	7,403	16.75%	20.91%	7.91%	
GIN	DOMESTIC	379,273	328,817	304,781	298,020	289,589	72,643	-4.15%	-2.82%	17.65%	
	IMPORT	834,084	827,887	842,344	905,416	938,599	235,688	0.67%	3.67%	16.19%	
GIN		1,213,357	1,156,704	1,147,125	1,203,436	1,228,188	308,331	-0.51%	2.06%	16.54%	
RUM	AMBER	DOMESTIC	1,140,288	1,165,798	1,146,760	1,111,854	1,100,256	385,726	3.92%	-1.04%	8.44%
		IMPORT	652,077	700,829	735,302	809,764	809,755	291,224	-0.61%	0.00%	7.41%
AMBER		1,792,365	1,866,627	1,882,062	1,921,618	1,910,011	676,950	1.92%	-0.60%	8.00%	
DARK	DOMESTIC	480,538	429,794	396,433	373,886	358,384	125,594	-3.23%	-4.15%	9.90%	
	IMPORT	188,730	189,268	197,957	233,275	277,095	101,609	13.47%	18.78%	4.20%	
DARK		669,268	619,062	594,390	607,161	635,479	227,203	3.59%	4.66%	7.41%	
WHITE	DOMESTIC	1,817,938	1,656,747	1,546,917	1,475,255	1,412,852	409,645	1.58%	-4.23%	12.21%	
	IMPORT	114,345	105,696	107,433	93,043	80,844	18,940	-11.31%	-13.11%	19.59%	
WHITE		1,932,283	1,762,443	1,654,350	1,568,298	1,493,696	428,585	0.93%	-4.76%	12.61%	
RUM	DOMESTIC	3,438,764	3,252,339	3,090,110	2,960,995	2,871,492	920,965	1.85%	-3.02%	10.47%	
	IMPORT	955,152	995,793	1,040,692	1,136,082	1,167,694	411,773	1.95%	2.78%	7.49%	
RUM		4,393,916	4,248,132	4,130,802	4,097,077	4,039,186	1,332,738	1.88%	-1.41%	9.61%	
TEQUILA	DOMESTIC	0	0	0	130	0	0	n/a	-100.00%	0.00%	
	IMPORT	508,148	515,990	541,607	592,730	615,566	147,856	0.74%	3.87%	33.62%	
TEQUILA		508,148	515,990	541,607	592,860	615,566	147,856	0.74%	3.85%	33.62%	

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	5,255,757	4,896,719	4,722,635	4,661,172	4,599,348	1,249,035	-1.91%	-1.33%	12.81%
	IMPORT	2,790,748	3,040,858	3,167,245	3,242,201	3,261,108	896,958	0.90%	0.58%	12.54%
VODKA		8,046,505	7,937,577	7,889,880	7,903,373	7,860,456	2,145,993	-0.75%	-0.54%	12.69%
WHISKY	AMERICAN WHISKY	319,806	346,306	389,187	426,792	458,349	143,346	7.20%	7.41%	26.22%
	CANADIAN WHISKY	4,319,196	4,098,325	4,045,608	4,018,876	4,027,979	1,261,150	0.93%	0.23%	6.46%
	IRISH WHISKY	106,743	121,154	138,135	161,860	185,252	63,169	19.96%	14.44%	25.58%
	JAPANESE WHISKY	562	504	764	1,659	1,823	676	-6.11%	9.45%	7.46%
	SCOTCH - BLEND	1,050,107	1,036,936	1,031,519	992,766	976,314	297,397	-0.54%	-1.66%	2.87%
	SCOTCH - MALT	319,771	323,664	338,862	358,234	378,901	140,982	5.62%	5.77%	7.72%
	OTHER WHISKY	1,120	2,039	7,609	6,453	7,436	2,726	-2.01%	15.35%	1.67%
WHISKY		6,117,305	5,928,984	5,951,684	5,966,644	6,036,054	1,909,446	2.01%	1.17%	8.04%
OTHER SPIRITS	RESTRICTED	1,426	1,445	1,330	1,399	1,385	382	29.49%	-1.00%	0.00%
	APERITIF	14,101	13,487	14,974	16,809	18,535	4,307	-3.78%	10.26%	23.95%
	FLAVOURED	2,585	3,074	2,345	1,820	35,457	28,142	5,965.09%	1,842.58%	4.33%
	READY TO MIX COCKTAILS	163,950	156,768	149,745	143,387	129,615	28,028	-15.74%	-9.61%	54.52%
	READY TO SERVE COCKTAILS	230,984	168,675	177,756	213,561	131,666	24,319	-37.27%	-38.34%	0.39%
	SCHNAPPS	6,530	6,476	5,726	5,206	5,489	2,204	9.38%	5.27%	5.88%
OTHER SPIRITS		419,576	349,925	351,876	382,182	322,147	87,382	10.22%	-15.71%	24.05%
SPIRIT - GIFT PACKS	DOMESTIC	12,613	10,043	25,469	23,272	10,735	5,821	-52.93%	-53.81%	0.60%
	IMPORT	22,734	18,659	17,442	24,671	26,498	16,618	19.23%	7.29%	1.59%
SPIRIT - GIFT PACKS		35,347	28,702	42,911	47,943	37,233	22,439	-14.69%	-22.33%	1.31%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
ARMAGNAC		\$189	\$142	\$198	\$272	\$254	\$76	-10.60%	-6.69%	6.01%	
ASIAN SPIRITS		\$3,415	\$4,388	\$6,810	\$9,293	\$5,200	\$1,464	-44.01%	-44.04%	33.08%	
BRANDY	DOMESTIC	\$2,249	\$2,117	\$1,972	\$1,894	\$1,662	\$539	-13.96%	-12.27%	6.19%	
	IMPORT	\$11,274	\$11,278	\$11,228	\$10,806	\$10,586	\$3,657	-0.54%	-2.03%	4.65%	
BRANDY		\$13,523	\$13,395	\$13,199	\$12,700	\$12,248	\$4,195	-2.49%	-3.56%	4.86%	
CACHACA		\$173	\$186	\$174	\$165	\$152	\$29	-16.76%	-7.85%	39.22%	
COGNAC		\$4,065	\$4,248	\$5,444	\$6,090	\$7,057	\$2,476	19.64%	15.89%	10.26%	
EAUX DE VIE	DOMESTIC	\$84	\$77	\$70	\$114	\$165	\$44	17.24%	44.23%	6.01%	
	IMPORT	\$842	\$787	\$722	\$706	\$773	\$297	6.58%	9.46%	11.23%	
EAUX DE VIE		\$926	\$863	\$792	\$821	\$938	\$341	7.85%	14.30%	10.31%	
GIN	DOMESTIC	\$10,404	\$9,393	\$8,997	\$8,762	\$8,503	\$2,157	-3.97%	-2.95%	17.27%	
	IMPORT	\$24,996	\$25,249	\$26,094	\$27,457	\$28,254	\$7,198	-0.56%	2.90%	16.69%	
GIN		\$35,400	\$34,642	\$35,091	\$36,219	\$36,757	\$9,355	-1.37%	1.49%	16.83%	
RUM	AMBER	DOMESTIC	\$33,132	\$35,286	\$35,720	\$34,501	\$33,366	\$11,652	0.27%	-3.29%	8.66%
		IMPORT	\$20,078	\$22,773	\$24,433	\$26,350	\$25,926	\$9,332	-1.24%	-1.61%	7.88%
AMBER		\$53,210	\$58,059	\$60,153	\$60,852	\$59,291	\$20,984	-0.41%	-2.56%	8.32%	
DARK	DOMESTIC	\$12,860	\$12,313	\$11,618	\$10,769	\$10,060	\$3,517	-6.32%	-6.58%	9.97%	
	IMPORT	\$5,512	\$5,843	\$6,526	\$7,925	\$9,531	\$3,532	13.82%	20.27%	4.47%	
DARK		\$18,372	\$18,157	\$18,144	\$18,694	\$19,591	\$7,049	2.79%	4.80%	7.30%	
WHITE	DOMESTIC	\$48,847	\$46,599	\$44,513	\$41,826	\$38,892	\$11,259	-3.18%	-7.02%	12.28%	
	IMPORT	\$3,261	\$3,085	\$3,229	\$2,769	\$2,368	\$551	-13.32%	-14.49%	20.31%	
WHITE		\$52,108	\$49,684	\$47,743	\$44,595	\$41,260	\$11,810	-3.70%	-7.48%	12.74%	
RUM	DOMESTIC	\$94,839	\$94,198	\$91,852	\$87,096	\$82,318	\$26,427	-2.13%	-5.49%	10.53%	
	IMPORT	\$28,851	\$31,701	\$34,187	\$37,044	\$37,825	\$13,416	1.72%	2.11%	7.80%	
RUM		\$123,690	\$125,899	\$126,039	\$124,141	\$120,142	\$39,843	-0.87%	-3.22%	9.67%	
TEQUILA	DOMESTIC	\$0	\$0	\$0	\$5	\$0	\$0	n/a	-100.00%	0.00%	
	IMPORT	\$22,349	\$21,976	\$22,242	\$23,939	\$24,513	\$6,127	0.87%	2.40%	32.58%	
TEQUILA		\$22,349	\$21,976	\$22,242	\$23,944	\$24,513	\$6,127	0.87%	2.38%	32.58%	

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	\$141,957	\$138,235	\$136,231	\$134,831	\$129,664	\$35,068	-5.06%	-3.83%	12.76%
	IMPORT	\$87,156	\$97,396	\$103,071	\$103,867	\$102,172	\$28,228	-2.68%	-1.63%	14.06%
VODKA		\$229,112	\$235,631	\$239,302	\$238,698	\$231,836	\$63,295	-4.01%	-2.87%	13.33%
WHISKY	AMERICAN WHISKY	\$11,318	\$12,537	\$14,431	\$15,805	\$17,036	\$5,393	6.01%	7.79%	27.26%
	CANADIAN WHISKY	\$125,067	\$122,563	\$122,832	\$119,236	\$116,637	\$36,577	-2.12%	-2.18%	6.52%
	IRISH WHISKY	\$4,132	\$4,801	\$5,556	\$6,268	\$7,199	\$2,504	19.84%	14.85%	25.30%
	JAPANESE WHISKY	\$58	\$65	\$97	\$197	\$206	\$76	-11.01%	4.58%	7.19%
	SCOTCH - BLEND	\$35,230	\$35,325	\$35,422	\$33,425	\$32,177	\$9,917	-3.56%	-3.73%	4.04%
	SCOTCH - MALT	\$22,388	\$23,543	\$25,359	\$26,806	\$28,817	\$11,253	7.19%	7.50%	9.07%
	OTHER WHISKY	\$114	\$208	\$397	\$339	\$349	\$128	-11.10%	3.07%	2.55%
WHISKY		\$198,308	\$199,043	\$204,095	\$202,076	\$202,421	\$65,849	0.44%	0.17%	8.90%
OTHER SPIRITS	RESTRICTED	\$66	\$66	\$61	\$64	\$64	\$18	30.10%	-0.94%	0.00%
	APERITIF	\$415	\$403	\$466	\$516	\$557	\$131	-7.79%	7.99%	24.76%
	FLAVOURED	\$98	\$107	\$91	\$70	\$1,716	\$1,346	7,354.56%	2,346.56%	4.79%
	READY TO MIX COCKTAILS	\$3,807	\$3,709	\$3,594	\$3,391	\$3,023	\$648	-17.72%	-10.86%	54.06%
	READY TO SERVE COCKTAILS	\$5,048	\$3,883	\$3,983	\$4,628	\$3,201	\$654	-30.42%	-30.84%	0.33%
	SCHNAPPS	\$245	\$248	\$223	\$206	\$226	\$95	17.45%	9.86%	6.04%
OTHER SPIRITS		\$9,679	\$8,417	\$8,417	\$8,875	\$8,786	\$2,891	45.91%	-1.01%	21.38%
SPIRIT - GIFT PACKS	DOMESTIC	\$506	\$490	\$894	\$996	\$553	\$353	-47.15%	-44.44%	0.44%
	IMPORT	\$997	\$929	\$893	\$1,106	\$1,107	\$737	10.47%	0.10%	1.94%
SPIRIT - GIFT PACKS		\$1,503	\$1,419	\$1,787	\$2,102	\$1,660	\$1,090	-18.35%	-21.02%	1.44%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	18,248	14,289	12,072	6,371	813	2	-99.60%	-87.20%	0.00%
	IMPORT	110,162	106,413	103,161	101,026	103,442	40,616	2.00%	2.39%	16.84%
	ALMOND - TOTAL	128,410	120,702	115,233	107,397	104,255	40,618	0.73%	-2.93%	17.39%
ANISE / LICORICE	DOMESTIC	2,202	1,571	1,221	1,290	896	339	37.25%	-30.50%	29.13%
	IMPORT	147,502	141,709	134,664	127,637	124,355	38,569	-3.45%	-2.56%	18.62%
	ANISE / LICORICE - TOTAL	149,704	143,280	135,885	128,927	125,251	38,908	-3.20%	-2.84%	18.70%
APPLE	DOMESTIC	0	103	452	447	208	4	-96.88%	-53.79%	89.90%
	IMPORT	51,743	44,149	38,524	33,056	28,002	8,114	-13.63%	-15.26%	42.70%
	APPLE - TOTAL	51,743	44,252	38,976	33,503	28,210	8,118	-14.75%	-15.78%	43.05%
APRICOT	DOMESTIC	8,591	8,604	8,013	8,122	6,693	2,407	-14.40%	-17.66%	9.34%
	IMPORT	18,965	20,048	19,956	19,556	20,029	6,242	-6.05%	2.38%	30.73%
	APRICOT - TOTAL	27,556	28,652	27,969	27,678	26,722	8,649	-8.53%	-3.50%	25.37%
BANANA	DOMESTIC	9,272	4,047	3,299	2,721	1,595	281	-41.09%	-41.40%	20.44%
	IMPORT	33,627	33,156	31,506	28,943	25,697	7,157	-11.90%	-11.21%	62.23%
	BANANA - TOTAL	42,899	37,203	34,805	31,664	27,292	7,438	-13.52%	-13.82%	59.79%
BERRY - OTHER	DOMESTIC	135	403	733	763	1,073	128	23.08%	40.39%	0.00%
	IMPORT	1,319	841	628	520	756	134	7.20%	44.83%	30.16%
	BERRY - OTHER - TOTAL	1,454	1,244	1,361	1,283	1,829	262	14.41%	42.19%	12.47%
BLACK CURRANT / CASSIS	DOMESTIC	384	280	173	262	909	534	631.51%	245.63%	1.32%
	IMPORT	7,418	6,990	6,548	6,290	5,905	1,704	-12.21%	-6.24%	37.43%
	BLACK CURRANT / CASSIS - TOTAL	7,802	7,270	6,721	6,552	6,814	2,238	11.12%	3.83%	32.61%
BLACKBERRY	DOMESTIC	73	31	21	52	77	31	93.75%	46.15%	0.00%
	IMPORT	2,902	3,142	2,553	2,311	2,299	680	5.92%	-0.30%	32.45%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	BLACKBERRY - TOTAL	2,975	3,173	2,574	2,363	2,376	711	8.05%	0.72%	31.40%
BUTTERSCOTCH	DOMESTIC	343	475	565	791	404	0	-100.00%	-48.80%	0.00%
	IMPORT	49,119	51,031	57,231	63,794	65,185	19,747	-0.60%	2.18%	56.14%
	BUTTERSCOTCH - TOTAL	49,462	51,506	57,796	64,585	65,589	19,747	-1.53%	1.56%	56.40%
CACAO / CHOCOLATE	DOMESTIC	6,110	6,164	5,573	5,577	5,598	3,448	56.51%	0.48%	11.33%
	IMPORT	-2	0	1	0	702	149	n/a	n/a	1.57%
	CACAO / CHOCOLATE - TOTAL	6,108	6,164	5,574	5,577	6,300	3,597	63.28%	13.11%	10.24%
CACAO / WHITE	DOMESTIC	27,596	24,036	23,059	22,134	22,845	7,980	1.69%	3.19%	51.51%
	IMPORT	29	10	8	1	253	178	n/a	25,400.00%	0.00%
	CACAO / WHITE - TOTAL	27,625	24,046	23,067	22,135	23,098	8,158	3.96%	4.34%	50.94%
CHERRY	DOMESTIC	50	252	181	769	2,038	721	128.16%	166.15%	2.80%
	IMPORT	9,113	8,575	8,662	8,751	10,048	3,634	19.97%	14.94%	26.88%
	CHERRY - TOTAL	9,163	8,827	8,843	9,520	12,086	4,355	30.19%	27.13%	22.82%
CHESTNUT	IMPORT	4	34	9	0	158	77	n/a	n/a	0.00%
	CHESTNUT - TOTAL	4	34	9	0	158	77	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	21	0	486	721	1,037	366	124.54%	44.11%	2.22%
	CITRUS OTHER THAN ORANGE - TOTAL	21	0	486	721	1,037	366	124.54%	44.11%	2.22%
COCONUT	DOMESTIC	123,891	119,926	118,775	114,348	116,308	24,041	-3.41%	1.71%	11.50%
	IMPORT	15,293	14,956	13,313	12,674	10,880	2,229	-25.63%	-14.18%	21.32%
	COCONUT - TOTAL	139,184	134,882	132,088	127,022	127,188	26,270	-5.80%	0.12%	12.34%
COFFEE	DOMESTIC	7,947	2,390	1,946	546	135	54	-69.49%	-75.27%	40.00%
	IMPORT	323,154	302,338	288,438	281,692	277,807	115,615	0.33%	-1.38%	12.52%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	COFFEE - TOTAL	331,101	304,728	290,384	282,238	277,942	115,669	0.22%	-1.53%	12.53%
CRANBERRY	DOMESTIC	35	30	31	95	183	93	132.50%	95.70%	0.00%
	IMPORT	0	0	0	0	9	9	n/a	n/a	0.00%
	CRANBERRY - TOTAL	35	30	31	95	192	102	155.00%	105.38%	0.00%
CREAM	DOMESTIC	2,615	1,888	1,383	4,896	17,462	14,345	557.73%	256.36%	0.91%
	IMPORT	1,031,622	1,040,361	1,022,418	1,014,290	1,036,302	490,332	2.76%	2.17%	4.95%
	CREAM - TOTAL	1,034,237	1,042,249	1,023,801	1,019,186	1,053,764	504,677	5.28%	3.39%	4.88%
EGG	IMPORT	5,977	5,738	5,266	4,920	5,040	2,726	0.07%	2.39%	1.67%
	EGG - TOTAL	5,977	5,738	5,266	4,920	5,040	2,726	0.07%	2.39%	1.67%
FRUIT - OTHER	DOMESTIC	19,925	8,631	3,914	3,034	1,889	265	-25.14%	-37.65%	9.95%
	IMPORT	89,418	71,278	59,868	55,112	46,750	12,261	-15.61%	-15.17%	39.88%
	FRUIT - OTHER - TOTAL	109,343	79,909	63,782	58,146	48,639	12,526	-15.84%	-16.34%	38.72%
GRAPE	DOMESTIC	46	45	9	2,121	1,618	81	-79.55%	-23.71%	4.88%
	IMPORT	6,239	3,049	2,005	1,614	1,482	319	-10.64%	-8.11%	14.10%
	GRAPE - TOTAL	6,285	3,094	2,014	3,735	3,100	400	-46.88%	-16.97%	9.29%
GRAPE FRUIT	IMPORT	927	724	668	518	634	136	9.68%	22.07%	40.06%
	GRAPE FRUIT - TOTAL	927	724	668	518	634	136	9.68%	22.07%	40.06%
HAZELNUT	IMPORT	20,801	20,805	19,166	18,735	19,379	7,912	4.78%	3.45%	34.54%
	HAZELNUT - TOTAL	20,801	20,805	19,166	18,735	19,379	7,912	4.78%	3.45%	34.54%
HERBAL	DOMESTIC	1,558	1,320	1,266	1,561	1,793	508	-1.36%	14.59%	9.76%
	IMPORT	331,897	323,898	311,426	301,489	292,614	84,771	-3.86%	-2.95%	43.71%
	HERBAL - TOTAL	333,455	325,218	312,692	303,050	294,407	85,279	-3.84%	-2.85%	43.50%
HONEY	IMPORT	0	0	0	18	0	0	n/a	-100.00%	0.00%
	HONEY - TOTAL	0	0	0	18	0	0	n/a	-100.00%	0.00%
LEMON	IMPORT	18,725	21,838	23,505	22,617	20,767	6,077	-7.14%	-8.20%	17.84%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	LEMON - TOTAL	18,725	21,838	23,505	22,617	20,767	6,077	-7.14%	-8.20%	17.84%
LOGANBERRY	IMPORT	300	275	198	288	311	107	197.22%	7.99%	2.89%
	LOGANBERRY - TOTAL	300	275	198	288	311	107	197.22%	7.99%	2.89%
MACADAMIA	IMPORT	3,510	3,596	3,470	3,196	3,231	1,491	-0.20%	1.15%	2.57%
	MACADAMIA - TOTAL	3,510	3,596	3,470	3,196	3,231	1,491	-0.20%	1.15%	2.57%
MELON	DOMESTIC	14,220	4,989	1,800	1,651	969	91	-65.00%	-41.28%	23.43%
	IMPORT	11,048	14,727	14,667	13,531	13,590	3,515	1.06%	0.46%	51.49%
	MELON - TOTAL	25,268	19,716	16,467	15,182	14,559	3,606	-3.53%	-4.10%	49.62%
MINT	DOMESTIC	23,815	23,051	22,040	21,369	21,205	11,214	7.58%	-0.80%	19.92%
	IMPORT	113	197	175	131	113	17	325.00%	-13.39%	19.47%
	MINT - TOTAL	23,928	23,248	22,215	21,500	21,318	11,231	7.70%	-0.87%	19.92%
ORANGE	DOMESTIC	111,259	106,571	103,941	104,497	108,603	29,276	4.82%	3.93%	25.35%
	IMPORT	160,980	159,245	155,969	153,770	152,717	56,686	-3.14%	-0.69%	26.91%
	ORANGE - TOTAL	272,239	265,816	259,910	258,267	261,320	85,962	-0.57%	1.17%	26.27%
OTHER	DOMESTIC	2,203	946	1,186	2,141	3,809	706	50.21%	77.89%	11.29%
	IMPORT	8,333	6,746	6,709	5,566	7,060	2,361	22.84%	27.01%	27.12%
	OTHER - TOTAL	10,536	7,692	7,895	7,707	10,869	3,067	28.22%	41.16%	21.58%
OTHER NUT	IMPORT	92	12	14	329	340	110	-66.05%	3.65%	0.00%
	OTHER NUT - TOTAL	92	12	14	329	340	110	-66.05%	3.65%	0.00%
PEACH	DOMESTIC	47,992	46,274	45,640	48,624	50,910	12,591	3.63%	4.70%	51.65%
	IMPORT	3,352	2,277	1,382	1,021	645	97	-52.45%	-36.85%	91.32%
	PEACH - TOTAL	51,344	48,551	47,022	49,645	51,555	12,688	2.70%	3.85%	52.15%
PEAR	DOMESTIC	41	9	12	16	46	13	225.00%	187.50%	6.52%
	IMPORT	4,204	3,547	3,165	2,776	2,826	1,140	4.01%	2.01%	19.18%
	PEAR - TOTAL	4,245	3,556	3,177	2,792	2,872	1,153	4.82%	3.08%	18.98%
PINEAPPLE	DOMESTIC	9,440	5,695	2,455	2,043	491	7	-98.06%	-75.89%	2.65%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	0	0	495	305	252	27	-69.66%	-17.38%	0.00%
	PINEAPPLE - TOTAL	9,440	5,695	2,950	2,348	743	34	-92.44%	-68.30%	1.75%
PLUM	DOMESTIC	0	0	0	0	8	0	n/a	n/a	0.00%
	IMPORT	811	775	688	807	752	283	-4.39%	-6.93%	2.66%
	PLUM - TOTAL	811	775	688	807	760	283	-4.39%	-6.06%	2.63%
RASPBERRY	DOMESTIC	2,494	2,913	2,782	4,051	2,450	551	-43.66%	-39.38%	41.22%
	IMPORT	106,534	100,058	97,921	92,127	82,902	22,476	-9.02%	-10.01%	44.95%
	RASPBERRY - TOTAL	109,028	102,971	100,703	96,178	85,352	23,027	-10.34%	-11.24%	44.85%
SPICE	DOMESTIC	300,842	325,508	345,936	356,172	379,009	124,477	10.82%	6.41%	6.42%
	IMPORT	12,088	11,909	9,846	10,575	9,708	3,216	-12.42%	-8.17%	35.63%
	SPICE - TOTAL	312,930	337,417	355,782	366,747	388,717	127,693	10.09%	5.99%	7.15%
STRAWBERRY	DOMESTIC	5	0	7	0	14,837	5,914	n/a	n/a	4.37%
	IMPORT	1,593	885	1,853	4,293	2,856	925	-31.28%	-33.29%	7.56%
	STRAWBERRY - TOTAL	1,598	885	1,860	4,293	17,693	6,839	408.10%	311.37%	4.89%
TANGERINE	IMPORT	1,119	822	789	830	672	108	-45.45%	-18.65%	50.60%
	TANGERINE - TOTAL	1,119	822	789	830	672	108	-45.45%	-18.65%	50.60%
WALNUT	IMPORT	83	62	33	54	43	26	-21.21%	-20.75%	0.00%
	WALNUT - TOTAL	83	62	33	54	43	26	-21.21%	-20.75%	0.00%
WHISKY	DOMESTIC	12,308	10,789	7,552	7,605	10,812	4,193	41.99%	41.92%	3.31%
	IMPORT	135,323	123,915	130,924	150,098	162,168	58,434	11.02%	8.04%	11.41%
	WHISKY - TOTAL	147,631	134,704	138,476	157,703	172,980	62,627	12.67%	9.68%	10.90%
LIQUEURS - TOTAL		3,479,098	3,371,361	3,294,345	3,270,051	3,315,404	1,245,068	3.20%	1.39%	17.74%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	\$430	\$345	\$298	\$156	\$18	\$0	-99.70%	-88.34%	0.00%
	IMPORT	\$3,074	\$3,020	\$3,013	\$2,879	\$2,909	\$1,137	0.83%	1.04%	16.12%
	ALMOND - TOTAL	\$3,504	\$3,366	\$3,311	\$3,035	\$2,927	\$1,137	-0.20%	-3.55%	16.56%
ANISE / LICORICE	DOMESTIC	\$52	\$37	\$30	\$34	\$25	\$11	63.99%	-26.57%	25.02%
	IMPORT	\$4,199	\$4,116	\$3,939	\$3,671	\$3,536	\$1,097	-4.98%	-3.70%	18.28%
	ANISE / LICORICE - TOTAL	\$4,251	\$4,153	\$3,969	\$3,705	\$3,560	\$1,108	-4.59%	-3.91%	18.32%
APPLE	DOMESTIC	\$0	\$2	\$10	\$9	\$4	\$0	-96.59%	-54.32%	90.02%
	IMPORT	\$1,228	\$1,070	\$947	\$840	\$700	\$201	-13.78%	-16.74%	42.37%
	APPLE - TOTAL	\$1,228	\$1,072	\$957	\$850	\$704	\$202	-14.73%	-17.16%	42.66%
APRICOT	DOMESTIC	\$207	\$211	\$199	\$200	\$162	\$59	-16.72%	-18.82%	8.73%
	IMPORT	\$397	\$426	\$431	\$428	\$430	\$130	-8.84%	0.58%	32.18%
	APRICOT - TOTAL	\$605	\$637	\$630	\$628	\$593	\$188	-11.44%	-5.59%	25.76%
BANANA	DOMESTIC	\$242	\$106	\$81	\$67	\$40	\$7	-39.13%	-39.40%	16.27%
	IMPORT	\$694	\$695	\$669	\$608	\$524	\$141	-16.43%	-13.83%	63.24%
	BANANA - TOTAL	\$936	\$800	\$750	\$675	\$564	\$148	-17.90%	-16.36%	59.87%
BERRY - OTHER	DOMESTIC	\$4	\$16	\$25	\$38	\$49	\$9	17.55%	28.97%	0.00%
	IMPORT	\$37	\$25	\$20	\$17	\$22	\$4	1.17%	24.21%	34.63%
	BERRY - OTHER - TOTAL	\$41	\$42	\$45	\$56	\$71	\$14	11.87%	27.48%	10.55%
BLACK CURRANT / CASSIS	DOMESTIC	\$24	\$18	\$12	\$22	\$66	\$36	493.68%	203.67%	0.93%
	IMPORT	\$280	\$270	\$254	\$246	\$240	\$72	-5.05%	-2.74%	38.06%
	BLACK CURRANT / CASSIS - TOTAL	\$304	\$288	\$266	\$268	\$306	\$108	31.50%	14.00%	30.04%
BLACKBERRY	DOMESTIC	\$6	\$3	\$2	\$4	\$6	\$2	89.88%	43.25%	0.00%
	IMPORT	\$97	\$102	\$87	\$81	\$82	\$25	7.97%	1.60%	32.69%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	BLACKBERRY - TOTAL	\$103	\$104	\$89	\$85	\$88	\$28	12.35%	3.72%	30.39%
BUTTERSCOTCH	DOMESTIC	\$7	\$10	\$12	\$16	\$8	\$0	-100.00%	-49.14%	0.00%
	IMPORT	\$1,239	\$1,279	\$1,480	\$1,616	\$1,607	\$479	-5.16%	-0.55%	56.66%
	BUTTERSCOTCH - TOTAL	\$1,246	\$1,289	\$1,491	\$1,632	\$1,615	\$479	-5.88%	-1.04%	56.88%
CACAO / CHOCOLATE	DOMESTIC	\$149	\$152	\$139	\$139	\$179	\$131	138.41%	28.62%	8.33%
	IMPORT	\$0	\$0	\$0	\$0	\$25	\$6	n/a	n/a	1.99%
	CACAO / CHOCOLATE - TOTAL	\$148	\$152	\$139	\$139	\$205	\$137	148.45%	46.83%	7.54%
CACAO / WHITE	DOMESTIC	\$646	\$551	\$532	\$510	\$524	\$185	2.19%	2.67%	51.43%
	IMPORT	\$1	\$0	\$0	\$0	\$9	\$7	n/a	55,276.47%	0.00%
	CACAO / WHITE - TOTAL	\$647	\$551	\$532	\$510	\$533	\$192	5.82%	4.51%	50.52%
CHERRY	DOMESTIC	\$2	\$21	\$14	\$46	\$80	\$26	48.06%	71.42%	3.51%
	IMPORT	\$238	\$233	\$242	\$248	\$288	\$107	26.28%	16.04%	29.94%
	CHERRY - TOTAL	\$240	\$254	\$256	\$294	\$367	\$132	29.97%	24.79%	24.20%
CHESTNUT	IMPORT	\$0	\$1	\$0	\$0	\$6	\$3	n/a	n/a	0.00%
	CHESTNUT - TOTAL	\$0	\$1	\$0	\$0	\$6	\$3	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$1	\$0	\$14	\$26	\$34	\$12	46.55%	34.56%	2.24%
	CITRUS OTHER THAN ORANGE - TOTAL	\$1	\$0	\$14	\$26	\$34	\$12	46.55%	34.56%	2.24%
COCONUT	DOMESTIC	\$3,418	\$3,320	\$3,095	\$2,898	\$2,944	\$617	-5.85%	1.58%	11.89%
	IMPORT	\$371	\$369	\$334	\$320	\$280	\$57	-27.02%	-12.62%	21.26%
	COCONUT - TOTAL	\$3,789	\$3,689	\$3,428	\$3,219	\$3,224	\$674	-8.11%	0.17%	12.70%
COFFEE	DOMESTIC	\$178	\$55	\$44	\$11	\$3	\$1	-69.70%	-75.46%	39.99%
	IMPORT	\$9,590	\$8,954	\$8,445	\$8,154	\$7,886	\$3,291	-1.55%	-3.29%	12.46%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	COFFEE - TOTAL	\$9,768	\$9,009	\$8,490	\$8,165	\$7,889	\$3,292	-1.62%	-3.39%	12.47%
CRANBERRY	DOMESTIC	\$3	\$2	\$3	\$8	\$15	\$8	124.40%	89.11%	0.00%
	IMPORT	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	CRANBERRY - TOTAL	\$3	\$2	\$3	\$8	\$15	\$8	143.50%	97.32%	0.00%
CREAM	DOMESTIC	\$62	\$45	\$38	\$159	\$532	\$431	504.13%	234.01%	0.98%
	IMPORT	\$31,158	\$31,575	\$31,255	\$30,030	\$29,930	\$14,182	-0.24%	-0.33%	5.22%
	CREAM - TOTAL	\$31,220	\$31,620	\$31,293	\$30,190	\$30,462	\$14,613	2.28%	0.90%	5.15%
EGG	IMPORT	\$187	\$183	\$169	\$157	\$157	\$84	-2.80%	-0.26%	1.69%
	EGG - TOTAL	\$187	\$183	\$169	\$157	\$157	\$84	-2.80%	-0.26%	1.69%
FRUIT - OTHER	DOMESTIC	\$609	\$246	\$102	\$74	\$47	\$6	-27.72%	-37.34%	10.80%
	IMPORT	\$3,274	\$2,579	\$2,163	\$1,914	\$1,583	\$417	-17.26%	-17.30%	41.30%
	FRUIT - OTHER - TOTAL	\$3,883	\$2,825	\$2,265	\$1,988	\$1,629	\$423	-17.43%	-18.05%	40.42%
GRAPE	DOMESTIC	\$1	\$1	\$0	\$54	\$33	\$2	-84.34%	-39.06%	4.86%
	IMPORT	\$155	\$77	\$50	\$41	\$35	\$8	-14.07%	-13.76%	14.40%
	GRAPE - TOTAL	\$156	\$78	\$50	\$95	\$68	\$9	-51.48%	-28.14%	9.80%
GRAPE FRUIT	IMPORT	\$28	\$23	\$21	\$18	\$21	\$4	-2.26%	15.74%	40.02%
	GRAPE FRUIT - TOTAL	\$28	\$23	\$21	\$18	\$21	\$4	-2.26%	15.74%	40.02%
HAZELNUT	IMPORT	\$702	\$707	\$616	\$600	\$603	\$241	-1.06%	0.48%	35.51%
	HAZELNUT - TOTAL	\$702	\$707	\$616	\$600	\$603	\$241	-1.06%	0.48%	35.51%
HERBAL	DOMESTIC	\$149	\$128	\$124	\$145	\$157	\$43	-7.92%	8.44%	9.01%
	IMPORT	\$13,375	\$13,346	\$13,107	\$12,587	\$11,765	\$3,389	-8.18%	-6.53%	42.36%
	HERBAL - TOTAL	\$13,524	\$13,474	\$13,231	\$12,732	\$11,922	\$3,432	-8.18%	-6.36%	41.92%
HONEY	IMPORT	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
	HONEY - TOTAL	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
LEMON	IMPORT	\$636	\$751	\$812	\$775	\$708	\$210	-7.55%	-8.67%	18.42%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	LEMON - TOTAL	\$636	\$751	\$812	\$775	\$708	\$210	-7.55%	-8.67%	18.42%
LOGANBERRY	IMPORT	\$9	\$8	\$6	\$2	\$4	\$1	289.77%	49.98%	9.21%
	LOGANBERRY - TOTAL	\$9	\$8	\$6	\$2	\$4	\$1	289.77%	49.98%	9.21%
MACADAMIA	IMPORT	\$133	\$138	\$135	\$118	\$116	\$53	-3.14%	-1.63%	2.71%
	MACADAMIA - TOTAL	\$133	\$138	\$135	\$118	\$116	\$53	-3.14%	-1.63%	2.71%
MELON	DOMESTIC	\$358	\$129	\$45	\$40	\$24	\$2	-65.40%	-39.75%	19.84%
	IMPORT	\$260	\$346	\$355	\$327	\$328	\$87	3.88%	0.41%	49.84%
	MELON - TOTAL	\$618	\$475	\$399	\$367	\$352	\$89	-1.01%	-3.97%	47.79%
MINT	DOMESTIC	\$598	\$590	\$568	\$546	\$514	\$265	0.45%	-5.83%	20.21%
	IMPORT	\$4	\$9	\$9	\$7	\$5	\$1	319.70%	-18.52%	20.69%
	MINT - TOTAL	\$602	\$599	\$577	\$552	\$519	\$266	0.69%	-5.98%	20.22%
ORANGE	DOMESTIC	\$2,995	\$2,933	\$2,896	\$2,867	\$2,903	\$792	2.51%	1.27%	23.24%
	IMPORT	\$6,772	\$6,739	\$6,694	\$6,303	\$6,147	\$2,385	-4.81%	-2.47%	23.94%
	ORANGE - TOTAL	\$9,767	\$9,672	\$9,589	\$9,170	\$9,051	\$3,177	-3.08%	-1.30%	23.72%
OTHER	DOMESTIC	\$57	\$24	\$34	\$50	\$92	\$17	68.87%	82.51%	10.24%
	IMPORT	\$348	\$282	\$337	\$341	\$454	\$132	-2.48%	33.21%	23.99%
	OTHER - TOTAL	\$404	\$306	\$370	\$392	\$546	\$149	2.52%	39.57%	21.67%
OTHER NUT	IMPORT	\$4	\$1	\$1	\$11	\$11	\$3	-67.09%	-0.37%	0.00%
	OTHER NUT - TOTAL	\$4	\$1	\$1	\$11	\$11	\$3	-67.09%	-0.37%	0.00%
PEACH	DOMESTIC	\$1,114	\$1,089	\$1,090	\$1,157	\$1,178	\$288	0.07%	1.79%	51.95%
	IMPORT	\$90	\$61	\$40	\$31	\$20	\$3	-54.94%	-36.47%	91.14%
	PEACH - TOTAL	\$1,205	\$1,150	\$1,129	\$1,188	\$1,197	\$292	-1.23%	0.79%	52.60%
PEAR	DOMESTIC	\$4	\$1	\$1	\$1	\$4	\$1	168.06%	176.56%	5.75%
	IMPORT	\$116	\$104	\$95	\$82	\$88	\$38	16.28%	8.12%	18.86%
	PEAR - TOTAL	\$120	\$105	\$96	\$83	\$93	\$39	18.17%	11.07%	18.29%
PINEAPPLE	DOMESTIC	\$261	\$158	\$64	\$53	\$13	\$0	-98.17%	-74.87%	2.60%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	\$0	\$0	\$14	\$9	\$7	\$1	-70.61%	-19.13%	0.00%
	PINEAPPLE - TOTAL	\$261	\$158	\$78	\$62	\$20	\$1	-92.53%	-67.05%	1.71%
PLUM	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$23	\$23	\$20	\$24	\$22	\$8	-6.80%	-8.77%	2.58%
	PLUM - TOTAL	\$23	\$23	\$20	\$24	\$22	\$8	-6.80%	-6.74%	2.52%
RASPBERRY	DOMESTIC	\$76	\$93	\$98	\$145	\$124	\$38	-10.44%	-14.06%	20.63%
	IMPORT	\$2,800	\$2,678	\$2,629	\$2,493	\$2,195	\$590	-12.25%	-11.96%	45.52%
	RASPBERRY - TOTAL	\$2,876	\$2,770	\$2,727	\$2,638	\$2,319	\$627	-12.15%	-12.08%	44.18%
SPICE	DOMESTIC	\$8,836	\$9,675	\$10,387	\$10,669	\$11,467	\$3,717	9.53%	7.48%	5.86%
	IMPORT	\$418	\$425	\$363	\$396	\$361	\$119	-14.49%	-8.86%	35.63%
	SPICE - TOTAL	\$9,254	\$10,100	\$10,751	\$11,065	\$11,828	\$3,836	8.58%	6.89%	6.77%
STRAWBERRY	DOMESTIC	\$0	\$0	\$0	\$0	\$443	\$172	n/a	n/a	4.37%
	IMPORT	\$43	\$25	\$78	\$200	\$133	\$41	-36.49%	-33.59%	7.12%
	STRAWBERRY - TOTAL	\$43	\$25	\$78	\$200	\$576	\$213	229.22%	188.33%	5.01%
TANGERINE	IMPORT	\$28	\$21	\$20	\$22	\$17	\$3	-47.20%	-21.83%	50.08%
	TANGERINE - TOTAL	\$28	\$21	\$20	\$22	\$17	\$3	-47.20%	-21.83%	50.08%
WALNUT	IMPORT	\$4	\$3	\$2	\$3	\$2	\$1	-34.03%	-28.96%	0.00%
	WALNUT - TOTAL	\$4	\$3	\$2	\$3	\$2	\$1	-34.03%	-28.96%	0.00%
WHISKY	DOMESTIC	\$392	\$393	\$323	\$330	\$379	\$143	4.91%	15.09%	3.83%
	IMPORT	\$4,679	\$4,361	\$4,673	\$5,354	\$5,702	\$2,067	7.38%	6.51%	11.69%
	WHISKY - TOTAL	\$5,071	\$4,755	\$4,996	\$5,683	\$6,081	\$2,209	7.22%	7.01%	11.20%
LIQUEURS - TOTAL		\$107,573	\$105,377	\$103,805	\$101,431	\$101,029	\$37,846	0.45%	-0.40%	17.88%

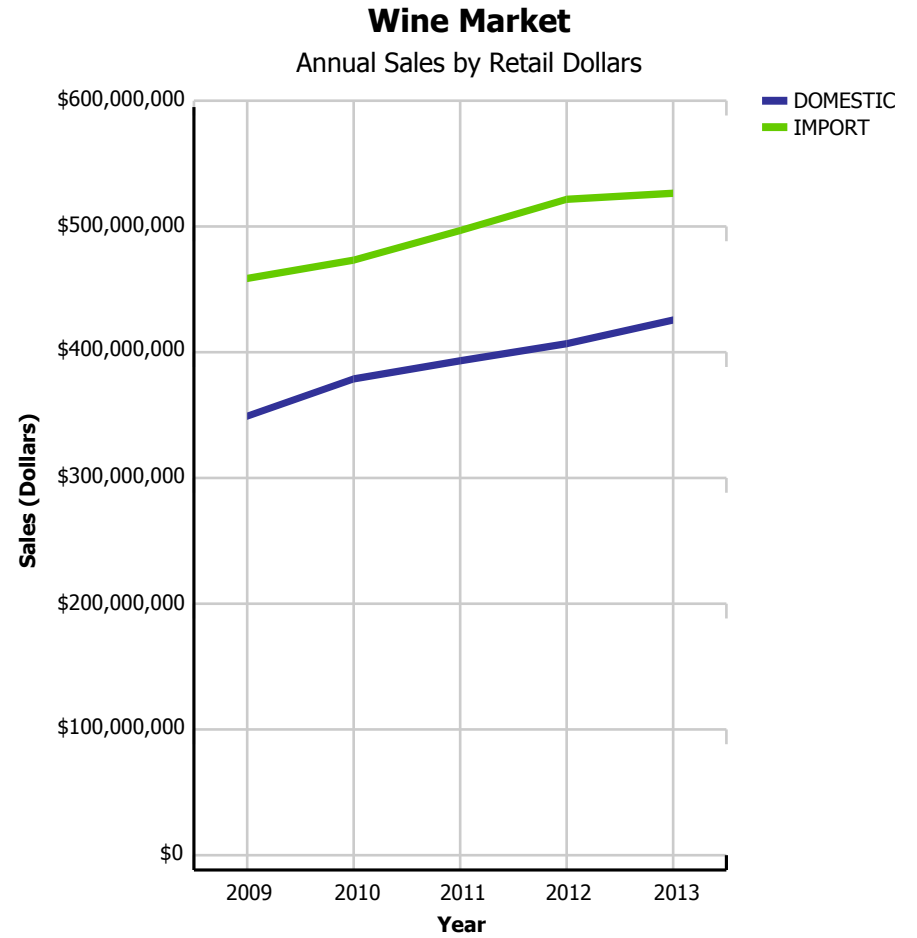
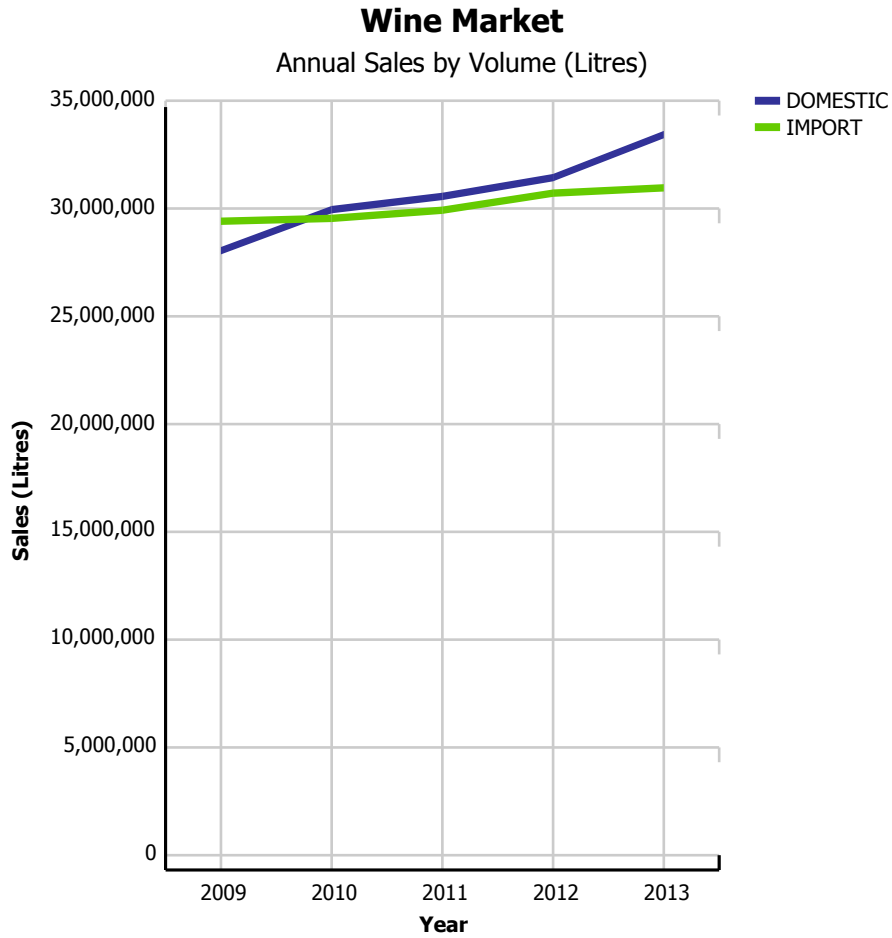
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	14,421,106	13,557,920	13,132,012	12,906,695	12,731,012	3,786,940	0.17%	-1.36%	10.90%
IMPORT	10,481,321	10,641,055	10,875,499	11,215,299	11,371,097	3,626,662	2.23%	1.39%	14.56%
SPIRITS	24,902,427	24,198,975	24,007,511	24,121,994	24,102,109	7,413,602	1.17%	-0.08%	12.63%

SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

	2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	\$400,126	\$391,607	\$386,795	\$376,781	\$363,476	\$108,381	-2.95%	-3.53%	10.69%
IMPORT	\$349,780	\$364,019	\$380,600	\$390,046	\$389,519	\$126,496	0.40%	-0.14%	15.16%
SPIRITS	\$749,905	\$755,626	\$767,395	\$766,827	\$752,995	\$234,877	-1.17%	-1.80%	13.00%

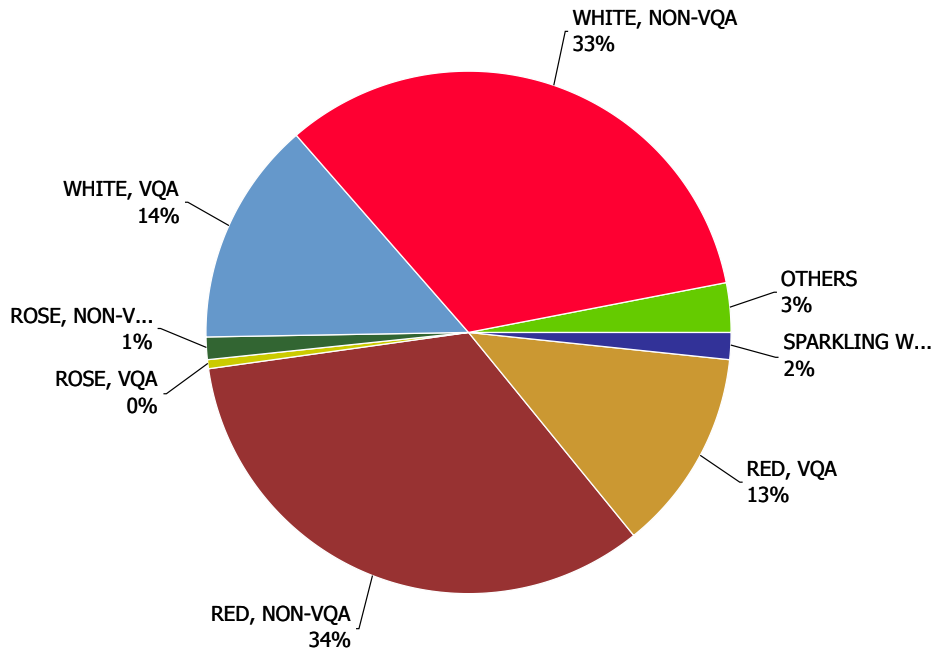
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

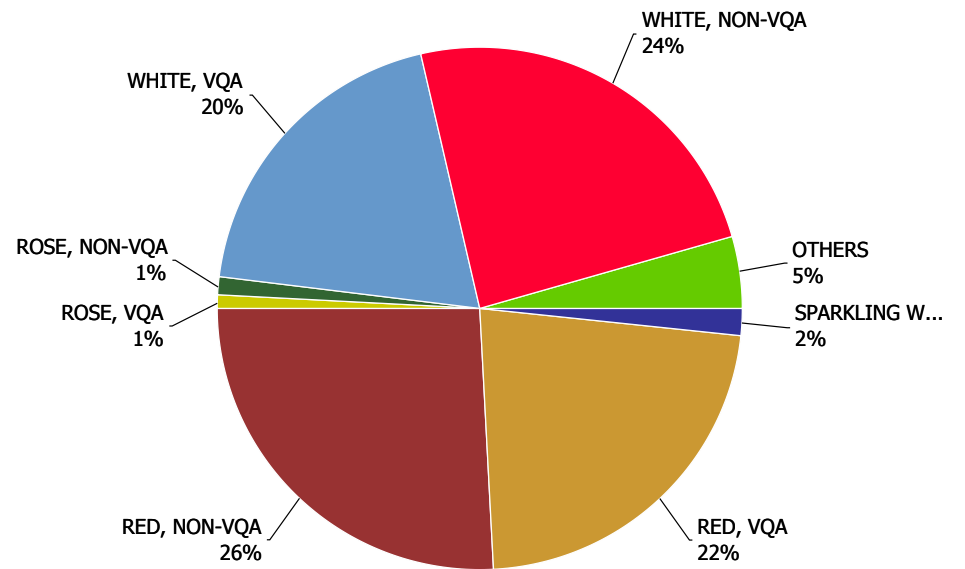
Domestic Wine Market Share

Current Quarter by Volume (Litres)



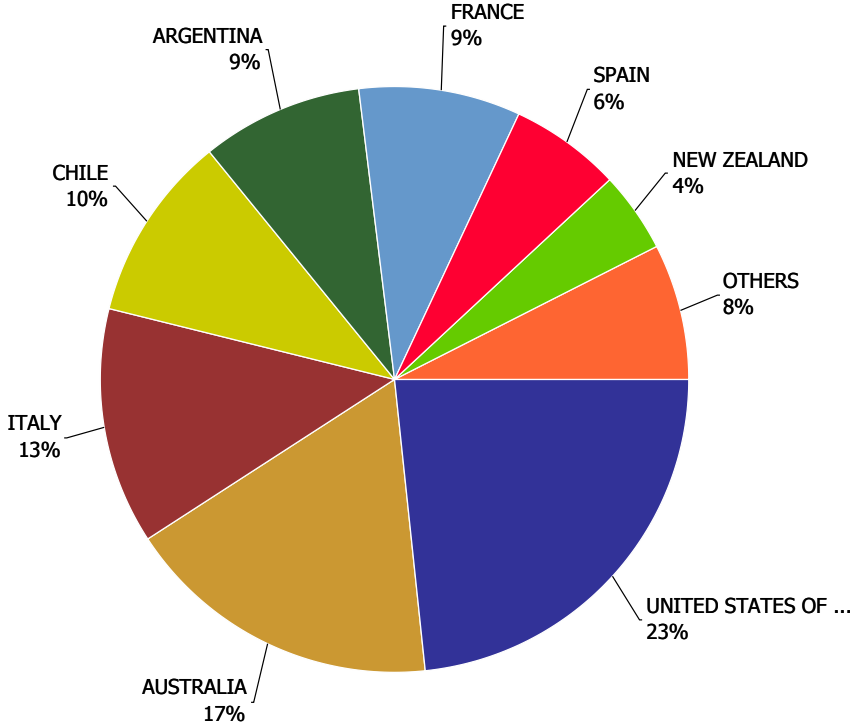
Domestic Wine Market Share

Current Quarter by Retail Dollars

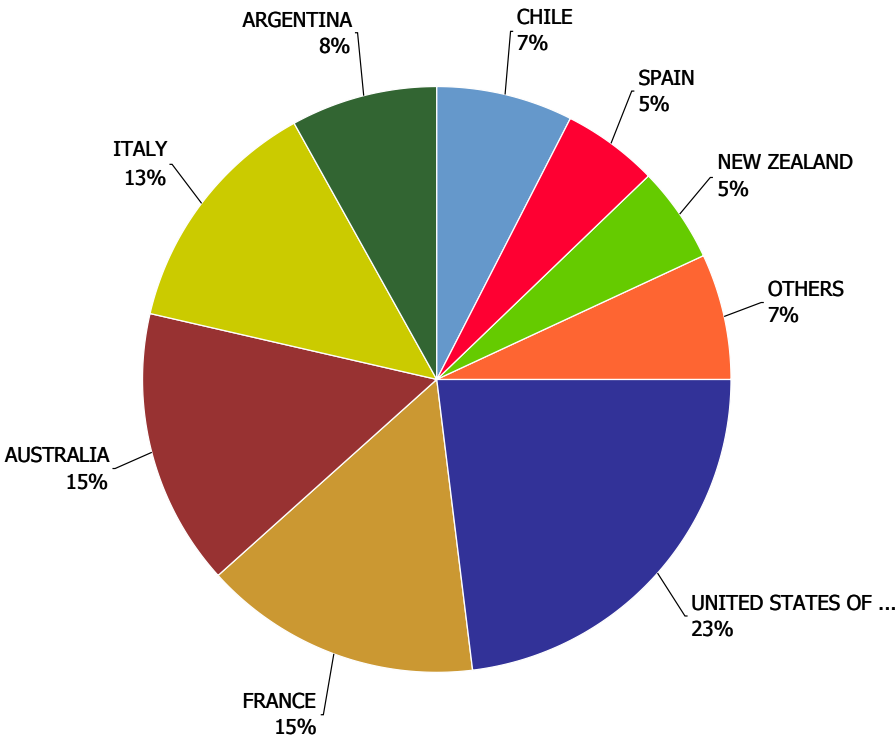


Wine Market - Import Wine

Import Wine Market Share
Current Quarter by Volume (Litres)



Import Wine Market Share
Current Quarter by Retail Dollars



DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER NON-VQA	6,290	6,226	6,816	6,818	7,601	3,027	8.85%	11.51%	1.86%
		BC NON-VQA	824	684	825	716	544	130	-27.78%	-23.48%	11.40%
FLAVOURED			7,114	6,910	7,641	7,534	8,145	3,157	6.62%	8.16%	2.49%
FRUIT	FRUIT	OTHER NON-VQA	1,285	2,390	3,926	2,266	2,940	956	44.41%	29.94%	0.88%
		BC NON-VQA	146,493	147,068	146,656	144,604	152,437	39,473	2.76%	5.42%	1.65%
		FRUIT	147,778	149,458	150,582	146,870	155,377	40,429	3.47%	5.80%	1.63%
OTHER	OTHER	BC NON-VQA	5,336	6,559	13,761	13,327	15,207	5,002	41.26%	14.16%	2.04%
		VQA	0	9	33	20	33	3	-72.73%	57.14%	0.00%
		OTHER	5,336	6,568	13,794	13,347	15,240	5,005	40.91%	14.23%	2.03%
OTHER FORTIFIED	OTHER	NON-VQA	992	766	568	445	123	2	-98.18%	-72.77%	43.09%
		VQA	0	0	0	0	9	0	n/a	n/a	0.00%
	BC	NON-VQA	792,966	797,095	810,005	752,433	729,277	210,461	-1.14%	-3.07%	1.55%
		VQA	7,171	9,567	9,911	11,998	12,853	3,542	23.11%	7.14%	4.28%
	OTHER FORTIFIED	801,129	807,428	820,484	764,876	742,262	214,005	-0.87%	-2.95%	1.61%	
PORT	OTHER	NON-VQA	429	0	0	8	9	0	n/a	12.50%	0.00%
		BC NON-VQA	1,682	1,877	1,365	1,760	1,574	387	242.48%	-10.49%	0.00%
	VQA	530	1,429	1,672	2,592	2,308	773	-20.14%	-11.15%	4.72%	
	PORT	2,641	3,306	3,037	4,360	3,891	1,160	7.31%	-10.84%	3.70%	
SAKE	BC	NON-VQA	9,370	10,769	11,044	7,962	5,819	1,570	-5.42%	-26.88%	12.44%
		SAKE	9,370	10,769	11,044	7,962	5,819	1,570	-5.42%	-26.88%	12.44%
SHERRY	BC	NON-VQA	65,311	36,342	4,462	2,183	0	0	n/a	-100.00%	0.00%
		SHERRY	65,311	36,342	4,462	2,183	0	0	n/a	-100.00%	0.00%
APERITIF, DESSERT AND FORTIFIED WINE			1,038,594	1,020,707	1,010,958	947,036	930,642	265,149	0.42%	-1.73%	1.70%
SPARKLING WINE	SPARKLING ICE WINE	OTHER VQA	0	9	0	0	0	0	n/a	n/a	0.00%
		BC VQA	97	32	12	183	4,771	1,050	483.33%	2,482.70%	12.70%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	97	41	12	183	4,771	1,050	483.33%	2,482.70%	12.70%
	RED	OTHER NON-VQA	50,057	50,258	48,060	43,452	43,840	16,338	-2.47%	0.89%	1.48%
		BC NON-VQA	529	515	3,605	3,544	3,779	1,318	27.71%	6.58%	0.61%
		VQA	1,354	3	0	0	79	78	n/a	n/a	0.00%
		SPARKLING WINE RED	51,940	50,776	51,665	46,996	47,698	17,734	-0.28%	1.49%	1.41%
	ROSE	OTHER NON-VQA	0	0	0	90	0	0	n/a	-100.00%	0.00%
		VQA	0	0	18	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	2,545	3,488	8,081	9,938	6,848	2,476	-40.78%	-31.08%	22.98%
		VQA	3,585	6,161	5,859	7,781	8,134	2,244	8.67%	4.54%	5.63%
		SPARKLING WINE ROSE	6,130	9,649	13,958	17,809	14,982	4,720	-24.43%	-15.87%	13.56%
	WHITE	OTHER NON-VQA	271,022	265,104	259,808	214,931	218,171	81,773	-5.08%	1.50%	17.39%
		VQA	140	153	81	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	46,555	42,619	42,768	45,262	50,738	15,064	1.64%	12.07%	33.68%
		VQA	73,675	94,012	89,742	90,347	103,017	32,101	-4.20%	14.05%	25.56%
		SPARKLING WINE WHITE	391,392	401,888	392,399	350,540	371,926	128,938	-4.12%	6.11%	21.88%
		SPARKLING WINE	449,536	462,337	458,009	415,493	439,355	152,404	-3.93%	5.74%	19.27%
TABLE WINE	ICE WINE RED	OTHER NON-VQA	0	25	6	3,382	1,083	207	2.99%	-67.99%	0.00%
		VQA	321	320	57	54	121	0	-100.00%	125.93%	0.00%
		BC NON-VQA	91	120	10	8	12	1	n/a	100.00%	0.00%
		VQA	3,925	4,309	7,300	7,506	5,949	1,818	-6.67%	-20.70%	0.49%
		ICE WINE RED	4,337	4,774	7,373	10,950	7,165	2,026	-7.23%	-34.52%	0.40%
	ICE WINE ROSE	BC VQA	24	0	2	0	0	0	n/a	n/a	0.00%
		ICE WINE ROSE	24	0	2	0	0	0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER NON-VQA	160	117	3	14,321	15,285	3,333	26.15%	6.74%	0.00%
		VQA	8,327	14,078	16,238	15,962	13,777	4,316	71.61%	-13.61%	0.46%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

				2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	ICE WINE WHITE	BC	NON-VQA	1,088	1,225	528	13	34	3	-50.00%	190.91%	0.00%
			VQA	28,256	29,664	28,038	20,664	27,161	7,681	26.69%	31.41%	3.80%
ICE WINE WHITE				37,831	45,084	44,807	50,960	56,257	15,333	36.58%	10.41%	1.95%
RED	OTHER		NON-VQA	2,393	2,211	2,802	5,692	4,963	1,407	-11.57%	-12.76%	21.78%
			VQA	16,759	18,534	12,099	8,623	7,803	2,428	-4.63%	-9.56%	2.58%
	BC		NON-VQA	8,857,948	9,429,680	9,798,575	9,936,044	10,589,710	3,347,637	7.82%	6.58%	10.53%
			VQA	3,046,090	3,543,817	3,565,062	3,665,667	3,914,494	1,237,231	6.70%	6.79%	22.85%
TABLE WINE RED				11,923,190	12,994,242	13,378,538	13,616,026	14,516,970	4,588,703	7.50%	6.62%	13.85%
ROSE	BC		NON-VQA	510,470	528,407	546,672	559,086	554,090	145,245	-6.36%	-0.89%	5.14%
			VQA	175,473	200,329	209,407	221,461	280,128	47,748	25.26%	26.48%	6.96%
TABLE WINE ROSE				685,943	728,736	756,079	780,547	834,218	192,993	-0.12%	6.88%	5.75%
WHITE	OTHER		NON-VQA	2,689	2,330	3,858	10,013	8,398	2,130	-1.62%	-16.13%	10.76%
			VQA	10,267	11,442	7,989	6,029	10,614	3,027	73.77%	75.79%	6.39%
	BC		NON-VQA	9,891,129	10,138,630	10,699,359	11,311,068	11,873,778	3,299,008	2.11%	4.97%	10.73%
			VQA	4,137,824	4,652,302	4,341,418	4,451,130	4,902,505	1,362,242	12.92%	10.14%	23.78%
TABLE WINE WHITE				14,041,909	14,804,704	15,052,624	15,778,240	16,795,295	4,666,407	5.07%	6.45%	14.53%
TABLE WINE				26,693,234	28,577,540	29,239,423	30,236,723	32,209,905	9,465,462	6.16%	6.53%	13.97%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	3,384	6,388	3,604	2,474	1,498	890	449.38%	-39.39%	0.00%
			VQA	5	5	1,008	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	3	0	0	0	0	0	n/a	n/a	0.00%
			VQA	30,813	54,070	21,369	3,048	20,822	20,825	46,177.78%	582.12%	0.19%
WINE - GIFT PACKS ALL				34,205	60,463	25,981	5,522	22,320	21,715	10,390.34%	303.98%	0.17%
WINE - GIFT PACKS				34,205	60,463	25,981	5,522	22,320	21,715	10,390.34%	303.98%	0.17%
DOMESTIC WINE - TOTAL				28,215,569	30,121,047	30,733,984	31,588,685	33,579,994	9,899,886	6.11%	6.30%	13.66%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

				2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$95	\$95	\$105	\$105	\$115	\$46	5.93%	9.28%	1.85%	
		BC	NON-VQA	\$34	\$21	\$26	\$22	\$16	\$4	-32.38%	-25.92%	13.27%	
	FLAVOURED				\$129	\$116	\$132	\$127	\$132	\$49	1.50%	3.18%	3.27%
	FRUIT	OTHER	NON-VQA	\$50	\$89	\$231	\$79	\$119	\$39	65.04%	51.01%	1.17%	
		BC	NON-VQA	\$3,922	\$3,957	\$4,073	\$3,963	\$4,087	\$1,078	-0.21%	3.13%	1.78%	
		FRUIT				\$3,972	\$4,046	\$4,304	\$4,042	\$4,206	\$1,118	1.20%	4.06%
	OTHER	BC	NON-VQA	\$151	\$196	\$406	\$385	\$434	\$135	31.39%	12.79%	2.00%	
			VQA	\$0	\$0	\$1	\$1	\$1	\$0	-77.22%	62.19%	0.00%	
		OTHER				\$151	\$196	\$407	\$385	\$435	\$135	31.01%	12.88%
	OTHER FORTIFIED	OTHER	NON-VQA	\$46	\$36	\$27	\$21	\$4	\$0	-98.50%	-81.45%	34.44%	
			VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	NON-VQA	\$6,331	\$6,370	\$6,611	\$6,474	\$6,348	\$1,827	-1.35%	-1.94%	2.02%	
			VQA	\$315	\$418	\$443	\$463	\$495	\$137	21.60%	6.85%	4.97%	
		OTHER FORTIFIED				\$6,692	\$6,825	\$7,081	\$6,958	\$6,847	\$1,964	-0.29%	-1.59%
	PORT	OTHER	NON-VQA	\$5	\$0	\$0	\$1	\$1	\$0	n/a	24.36%	0.00%	
BC			NON-VQA	\$80	\$86	\$62	\$95	\$72	\$17	147.06%	-24.69%	0.00%	
PORT		VQA	\$24	\$72	\$82	\$124	\$113	\$39	-14.66%	-8.95%	4.75%		
						\$110	\$158	\$144	\$220	\$185	\$56	7.01%	-15.69%
SAKE	BC	NON-VQA	\$214	\$255	\$269	\$254	\$231	\$63	-5.48%	-9.27%	10.84%		
		SAKE				\$214	\$255	\$269	\$254	\$231	\$63	-5.48%	-9.27%
SHERRY	BC	NON-VQA	\$575	\$321	\$40	\$20	\$0	\$0	n/a	-100.00%	0.00%		
		SHERRY				\$575	\$321	\$40	\$20	\$0	\$0	n/a	-100.00%
APERITIF, DESSERT AND FORTIFIED WINE				\$11,844	\$11,917	\$12,376	\$12,006	\$12,035	\$3,386	1.21%	0.25%	2.27%	
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	VQA	\$13	\$4	\$2	\$9	\$160	\$38	343.62%	1,628.59%	10.26%	
	SPARKLING ICE WINE				\$13	\$6	\$2	\$9	\$160	\$38	343.62%	1,628.59%	10.26%
RED	OTHER	NON-VQA	\$390	\$388	\$384	\$347	\$343	\$127	-4.85%	-1.06%	1.49%		

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
SPARKLING WINE	RED	BC	NON-VQA	\$18	\$20	\$86	\$84	\$87	\$30	27.07%	4.60%	0.73%
			VQA	\$40	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%
SPARKLING WINE RED			\$448	\$409	\$470	\$430	\$433	\$160	1.32%	0.52%	1.33%	
ROSE	OTHER	NON-VQA	\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%	
		VQA	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	BC	NON-VQA	\$78	\$127	\$207	\$251	\$211	\$86	-26.25%	-16.11%	25.27%	
		VQA	\$117	\$192	\$170	\$212	\$214	\$59	4.08%	0.76%	5.77%	
SPARKLING WINE ROSE			\$195	\$319	\$378	\$467	\$425	\$146	-16.34%	-9.01%	15.44%	
WHITE	OTHER	NON-VQA	\$2,018	\$2,004	\$1,970	\$1,706	\$1,698	\$620	-7.48%	-0.47%	17.78%	
		VQA	\$4	\$5	\$3	\$0	\$0	\$0	n/a	n/a	0.00%	
	BC	NON-VQA	\$795	\$896	\$962	\$1,055	\$1,146	\$362	7.07%	8.69%	36.79%	
		VQA	\$2,239	\$2,813	\$2,599	\$2,542	\$2,857	\$862	-8.09%	12.37%	23.14%	
SPARKLING WINE WHITE			\$5,057	\$5,719	\$5,533	\$5,303	\$5,701	\$1,845	-5.25%	7.51%	24.29%	
SPARKLING WINE			\$5,714	\$6,453	\$6,383	\$6,209	\$6,718	\$2,188	-4.34%	8.20%	21.92%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$4	\$1	\$251	\$101	\$19	8.92%	-59.93%	0.00%
			VQA	\$46	\$44	\$7	\$7	\$14	\$0	-98.34%	110.65%	0.00%
	BC	NON-VQA	\$17	\$17	\$2	\$2	\$1	\$0	n/a	-14.94%	0.00%	
		VQA	\$577	\$658	\$1,396	\$1,453	\$899	\$250	-30.48%	-38.10%	0.40%	
ICE WINE RED			\$640	\$724	\$1,406	\$1,712	\$1,015	\$269	-29.35%	-40.71%	0.36%	
ICE WINE ROSE	BC	VQA	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ICE WINE ROSE			\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a
ICE WINE WHITE	OTHER	NON-VQA	\$16	\$10	\$0	\$1,000	\$1,072	\$233	28.67%	7.17%	0.00%	
		VQA	\$962	\$1,421	\$1,694	\$1,327	\$1,182	\$361	40.03%	-10.88%	0.58%	
	BC	NON-VQA	\$94	\$117	\$70	\$4	\$4	\$0	-82.05%	-2.70%	0.00%	
		VQA	\$3,637	\$3,967	\$3,836	\$2,798	\$3,301	\$876	8.50%	17.97%	3.72%	
ICE WINE WHITE			\$4,709	\$5,515	\$5,600	\$5,129	\$5,559	\$1,470	17.78%	8.38%	2.33%	

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

				2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	RED	OTHER	NON-VQA	\$37	\$68	\$79	\$121	\$97	\$24	-45.74%	-19.89%	16.00%
			VQA	\$312	\$358	\$235	\$152	\$124	\$37	-16.15%	-18.34%	2.92%
		BC	NON-VQA	\$86,400	\$90,444	\$95,604	\$98,637	\$102,946	\$31,684	3.64%	4.37%	10.97%
			VQA	\$69,309	\$81,921	\$84,210	\$85,347	\$88,628	\$27,533	3.61%	3.84%	19.23%
	TABLE WINE RED			\$156,059	\$172,791	\$180,128	\$184,257	\$191,796	\$59,278	3.57%	4.09%	14.79%
	ROSE	BC	NON-VQA	\$5,018	\$5,166	\$5,682	\$6,275	\$6,208	\$1,490	-8.18%	-1.06%	8.10%
			VQA	\$3,130	\$3,668	\$3,999	\$4,429	\$5,579	\$956	27.52%	25.97%	6.90%
		TABLE WINE ROSE			\$8,148	\$8,835	\$9,681	\$10,704	\$11,788	\$2,446	3.11%	10.12%
	WHITE	OTHER	NON-VQA	\$106	\$89	\$276	\$501	\$385	\$92	-6.77%	-23.06%	3.40%
			VQA	\$216	\$257	\$219	\$133	\$236	\$62	79.81%	78.20%	6.62%
BC		NON-VQA	\$89,660	\$91,415	\$98,498	\$105,300	\$109,257	\$29,438	-0.62%	3.76%	11.03%	
		VQA	\$74,117	\$81,928	\$80,540	\$83,554	\$89,121	\$24,017	6.45%	6.66%	21.78%	
TABLE WINE WHITE			\$164,099	\$173,689	\$179,532	\$189,488	\$199,000	\$53,610	2.47%	5.02%	15.82%	
TABLE WINE			\$333,658	\$361,553	\$376,347	\$391,290	\$409,158	\$117,073	3.10%	4.57%	14.88%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$329	\$606	\$352	\$178	\$321	\$143	1,009.09%	80.19%	0.00%
			VQA	\$1	\$1	\$162	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			VQA	\$555	\$1,203	\$519	\$49	\$329	\$329	48,274.41%	576.45%	0.21%
		WINE - GIFT PACKS ALL			\$884	\$1,810	\$1,033	\$227	\$650	\$472	3,369.58%	186.58%
WINE - GIFT PACKS			\$884	\$1,810	\$1,033	\$227	\$650	\$472	3,369.58%	186.58%	0.10%	
DOMESTIC WINE - TOTAL				\$352,100	\$381,732	\$396,126	\$409,476	\$428,203	\$123,044	3.36%	4.57%	14.58%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,571	2,669	2,350	1,924	1,682	647	-14.64%	-12.60%	2.91%
		FRANCE	0	0	0	509	92	10	-94.71%	-81.47%	0.00%
		ITALY	24	2,490	15,936	16,328	11,307	3,772	-22.94%	-30.69%	19.55%
		SLOVAK REPUBLIC	0	0	0	58	0	0	-100.00%	-100.00%	0.00%
		SOUTH AFRICA	0	0	0	3,024	1,431	45	n/a	-52.68%	0.00%
		UNITED KINGDOM	0	0	0	0	826	99	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	6,277	3,527	3,392	15,268	22,902	7,691	-5.41%	50.05%	1.79%
		FLAVOURED	8,872	8,686	21,678	37,111	38,240	12,264	-13.62%	0.85%	7.44%
FRUIT	FRANCE	0	17	9	9	0	0	n/a	-100.00%	0.00%	
	JAPAN	11,194	10,601	10,410	10,725	10,478	2,880	-13.77%	-2.39%	25.98%	
	KOREA - SOUTH	134	186	188	174	1,297	352	324.10%	639.77%	35.47%	
	TURKEY	21	3	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	2,042	3,227	3,802	5,633	8,320	2,738	10.81%	47.59%	24.28%	
FRUIT	13,391	14,034	14,409	16,541	20,095	5,970	1.29%	21.39%	25.89%		
MADEIRA	PORTUGAL	5,167	5,396	5,126	4,982	4,798	1,949	-6.70%	-3.72%	29.03%	
	MADEIRA	5,167	5,396	5,126	4,982	4,798	1,949	-6.70%	-3.72%	29.03%	
MONTILLA	SPAIN	10,245	9,438	11,141	10,615	12,463	4,214	7.80%	17.39%	5.92%	
	MONTILLA	10,245	9,438	11,141	10,615	12,463	4,214	7.80%	17.39%	5.92%	
OTHER	AUSTRALIA	8	0	107	225	287	72	-27.27%	27.56%	0.00%	
	OTHER	8	0	107	225	287	72	-27.27%	27.56%	0.00%	
OTHER FORTIFIED	ARGENTINA	0	0	36	0	3	3	n/a	n/a	0.00%	
	AUSTRALIA	51,182	52,071	54,389	49,861	47,039	15,273	-3.18%	-5.66%	4.69%	
	CHINA	6,192	8,016	9,298	8,698	7,991	2,429	-8.37%	-7.99%	14.00%	
	FRANCE	34,162	32,923	32,913	34,945	33,420	10,734	-6.03%	-4.37%	9.04%	
	ITALY	15,366	14,727	14,855	14,042	14,307	4,902	2.55%	1.92%	32.17%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	96	289	817	1,314	1,584	400	-0.25%	20.45%	83.33%
		KOREA - SOUTH	8,340	8,064	14,157	13,580	24,192	10,593	134.98%	78.12%	35.14%
		SOUTH AFRICA	41,472	44,208	41,648	40,308	23,966	10,974	-20.62%	-40.54%	4.09%
		SPAIN	39	5	0	0	0	0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	1,879	1,742	1,617	1,519	1,286	363	-26.67%	-15.08%	30.02%
		URUGUAY	0	14	0	0	0	0	n/a	n/a	0.00%
		OTHER FORTIFIED	158,791	162,163	169,779	164,267	153,788	55,671	3.36%	-6.37%	14.39%
PORT	AUSTRALIA	2,645	365	297	131	0	0	-100.00%	-100.00%	0.00%	
	PORTUGAL	85,045	85,711	81,544	80,602	80,997	35,236	-0.02%	0.49%	10.17%	
	SOUTH AFRICA	0	12	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	27	37	0	0	0	0	n/a	n/a	0.00%	
PORT	87,717	86,125	81,841	80,733	80,997	35,236	-0.05%	0.33%	10.17%		
SAKE	JAPAN	66,573	71,969	73,035	78,713	91,764	25,948	8.50%	16.57%	41.74%	
	KOREA - SOUTH	2,317	1,982	2,063	1,854	1,572	382	-35.25%	-15.20%	62.72%	
	UNITED STATES OF AMERICA	314,652	314,444	314,078	310,127	312,728	90,354	3.15%	0.84%	65.66%	
SAKE	383,542	388,395	389,176	390,694	406,064	116,684	4.09%	3.94%	60.24%		
SHERRY	NEW ZEALAND	24,376	8,780	7	-9	0	0	n/a	100.00%	0.00%	
	SPAIN	69,586	66,307	63,830	59,882	59,604	25,082	-0.47%	-0.43%	2.80%	
SHERRY	93,962	75,087	63,837	59,873	59,604	25,082	-0.47%	-0.42%	2.80%		
VERMOUTH	FRANCE	20,465	20,356	18,075	13,981	6,207	32	-99.01%	-55.57%	17.17%	
	ITALY	212,879	202,117	191,951	186,636	190,141	59,895	4.54%	1.88%	6.96%	
	SLOVAK REPUBLIC	0	0	0	58	0	0	-100.00%	-100.00%	0.00%	
	UNITED STATES OF AMERICA	230	213	284	270	349	96	37.14%	27.37%	38.40%	
VERMOUTH	233,574	222,686	210,310	200,945	196,697	60,023	-1.02%	-2.11%	7.34%		
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL		995,195	971,919	967,324	965,886	972,931	317,013	1.30%	0.73%	30.95%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	2,134,082	2,433,319	2,560,913	2,573,271	2,499,688	778,630	-3.67%	-2.86%	13.77%
		RED - TOTAL	2,134,082	2,433,319	2,560,913	2,573,271	2,499,688	778,630	-3.67%	-2.86%	13.77%	
	ROSE	IMPORT BOTTLED	3,608	7,621	8,257	6,662	8,667	2,241	116.31%	29.94%	1.45%	
		ROSE - TOTAL	3,608	7,621	8,257	6,662	8,667	2,241	116.31%	29.94%	1.45%	
	WHITE	IMPORT BOTTLED	324,853	335,252	352,972	377,349	351,613	94,592	-4.10%	-6.81%	7.51%	
WHITE - TOTAL		324,853	335,252	352,972	377,349	351,613	94,592	-4.10%	-6.81%	7.51%		
TOTAL			2,462,543	2,776,192	2,922,142	2,957,282	2,859,968	875,463	-3.58%	-3.29%	12.96%	
ARMENIA	WHITE	IMPORT BOTTLED	24	0	14	0	5	5	n/a	n/a	0.00%	
		WHITE - TOTAL	24	0	14	0	5	5	n/a	n/a	0.00%	
	TOTAL	24	0	14	0	5	5	n/a	n/a	0.00%		
AUSTRALIA	RED	CANADA BOTTLED	8,921	10,737	479	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	4,725,928	4,287,243	4,110,920	3,846,457	3,352,099	1,033,161	-12.02%	-12.85%	9.99%	
		RED - TOTAL	4,734,849	4,297,980	4,111,399	3,846,457	3,352,099	1,033,161	-12.02%	-12.85%	9.99%	
	ROSE	IMPORT BOTTLED	20,585	17,068	12,724	13,058	15,630	3,780	29.36%	19.66%	4.59%	
		ROSE - TOTAL	20,585	17,068	12,724	13,058	15,630	3,780	29.36%	19.66%	4.59%	
WHITE	CANADA BOTTLED	8,338	5,208	0	16	0	0	-100.00%	-100.00%	0.00%		
	IMPORT BOTTLED	2,155,764	1,978,582	1,911,345	1,978,408	1,922,751	560,475	-2.32%	-2.81%	6.53%		
	WHITE - TOTAL	2,164,102	1,983,790	1,911,345	1,978,424	1,922,751	560,475	-2.32%	-2.82%	6.53%		
TOTAL			6,919,536	6,298,838	6,035,468	5,837,939	5,290,480	1,597,416	-8.77%	-9.38%	8.71%	
AUSTRIA	RED	IMPORT BOTTLED	1,290	655	963	1,441	1,509	262	-41.91%	4.57%	8.48%	
		RED - TOTAL	1,290	655	963	1,441	1,509	262	-41.91%	4.57%	8.48%	
	ROSE	IMPORT BOTTLED	476	126	0	0	9	0	n/a	n/a	0.00%	
		ROSE - TOTAL	476	126	0	0	9	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	6,232	12,602	8,966	8,417	7,223	1,987	-4.79%	-14.06%	22.21%	
WHITE - TOTAL		6,232	12,602	8,966	8,417	7,223	1,987	-4.79%	-14.06%	22.21%		
TOTAL			7,998	13,383	9,929	9,858	8,741	2,249	-11.39%	-11.34%	19.84%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	BULGARIA	RED	IMPORT BOTTLED	162	-2	575	569	1,592	1,012	270.70%	180.35%	4.71%
		RED - TOTAL	162	-2	575	569	1,592	1,012	270.70%	180.35%	4.71%	
		WHITE	IMPORT BOTTLED	0	0	900	450	36	0	-100.00%	-92.00%	0.00%
		WHITE - TOTAL	0	0	900	450	36	0	-100.00%	-92.00%	0.00%	
	TOTAL		162	-2	1,475	1,019	1,628	1,012	247.77%	60.20%	4.71%	
	CANADA	RED	IMPORT BOTTLED	0	0	0	0	216	216	n/a	n/a	0.00%
RED - TOTAL		0	0	0	0	216	216	216	n/a	n/a	0.00%	
TOTAL		0	0	0	0	216	216	n/a	n/a	0.00%		
CHILE	RED	CANADA BOTTLED	254,746	197,170	145,809	112,804	95,425	23,145	-11.31%	-15.41%	28.52%	
		IMPORT BOTTLED	2,116,912	2,218,574	2,181,715	2,134,913	2,103,361	675,577	7.90%	-1.48%	5.54%	
		RED - TOTAL	2,371,658	2,415,744	2,327,524	2,247,717	2,198,786	698,722	7.13%	-2.18%	6.54%	
	ROSE	IMPORT BOTTLED	7,951	7,615	6,407	5,302	5,891	1,267	40.47%	11.11%	4.18%	
		ROSE - TOTAL	7,951	7,615	6,407	5,302	5,891	1,267	40.47%	11.11%	4.18%	
	WHITE	CANADA BOTTLED	203,354	150,239	107,004	83,776	77,455	16,822	-12.15%	-7.55%	29.52%	
IMPORT BOTTLED		894,790	975,814	987,610	1,048,211	992,481	260,556	-5.72%	-5.32%	8.40%		
WHITE - TOTAL		1,098,144	1,126,053	1,094,614	1,131,987	1,069,936	277,378	-6.14%	-5.48%	9.93%		
TOTAL		3,477,753	3,549,412	3,428,545	3,385,006	3,274,613	977,367	3.03%	-3.26%	7.64%		
CHINA	RED	IMPORT BOTTLED	3,819	2,943	1,575	658	274	53	-70.39%	-58.89%	0.00%	
		RED - TOTAL	3,819	2,943	1,575	658	274	53	-70.39%	-58.89%	0.00%	
	WHITE	IMPORT BOTTLED	266	188	610	1,355	470	9	-97.77%	-65.25%	19.15%	
		WHITE - TOTAL	266	188	610	1,355	470	9	-97.77%	-65.25%	19.15%	
	TOTAL		4,085	3,131	2,185	2,013	744	62	-89.35%	-63.15%	19.15%	
CROATIA	RED	IMPORT BOTTLED	4,372	2,868	2,025	140	27	0	-100.00%	-80.85%	0.00%	
		RED - TOTAL	4,372	2,868	2,025	140	27	0	-100.00%	-80.85%	0.00%	
	WHITE	IMPORT BOTTLED	45	198	45	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	45	198	45	0	0	0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	CROATIA	TOTAL	4,417	3,066	2,070	140	27	0	-100.00%	-80.85%	0.00%
	CZECH REPUBLIC	RED	IMPORT BOTTLED	836	28	1	0	0	n/a	n/a	0.00%
		RED - TOTAL	836	28	1	0	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	973	6	9	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	973	6	9	0	0	0	n/a	n/a	0.00%
	TOTAL	1,809	34	10	0	0	0	n/a	n/a	0.00%	
FRANCE	RED	CANADA BOTTLED	174,800	162,248	160,799	204,647	235,830	67,497	20.63%	15.24%	1.50%
		IMPORT BOTTLED	1,392,906	1,410,062	1,404,458	1,417,786	1,402,189	481,782	-3.79%	-1.10%	8.95%
		RED - TOTAL	1,567,706	1,572,310	1,565,257	1,622,433	1,638,019	549,279	-1.33%	0.96%	7.88%
	ROSE	IMPORT BOTTLED	64,351	64,171	64,458	75,609	93,836	13,708	9.18%	24.11%	9.61%
		ROSE - TOTAL	64,351	64,171	64,458	75,609	93,836	13,708	9.18%	24.11%	9.61%
	WHITE	CANADA BOTTLED	74,864	56,816	53,600	72,648	80,716	20,160	25.91%	11.11%	1.69%
		IMPORT BOTTLED	636,619	616,016	560,982	576,029	564,551	157,735	-4.87%	-1.99%	15.67%
		WHITE - TOTAL	711,483	672,832	614,582	648,677	645,267	177,895	-2.16%	-0.53%	13.92%
	TOTAL	2,343,540	2,309,313	2,244,297	2,346,719	2,377,122	740,882	-1.36%	1.30%	9.59%	
	GEORGIA	RED	IMPORT BOTTLED	0	4,241	9,217	9,572	11,046	3,029	-23.86%	15.45%
RED - TOTAL			0	4,241	9,217	9,572	11,046	3,029	-23.86%	15.45%	1.29%
WHITE		IMPORT BOTTLED	0	126	432	2,187	2,466	705	-43.69%	12.84%	4.42%
		WHITE - TOTAL	0	126	432	2,187	2,466	705	-43.69%	12.84%	4.42%
TOTAL		0	4,367	9,649	11,759	13,512	3,734	-28.60%	14.97%	1.87%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	0	0	0	11	3	2	0.00%	-70.00%	0.00%
		ICE WINE WHITE - TOTAL	0	0	0	11	3	2	0.00%	-70.00%	0.00%
	RED	IMPORT BOTTLED	19,422	17,727	13,582	10,502	11,784	3,935	-0.03%	12.27%	2.63%
		RED - TOTAL	19,422	17,727	13,582	10,502	11,784	3,935	-0.03%	12.27%	2.63%
	WHITE	IMPORT BOTTLED	481,385	478,339	473,444	469,658	453,170	140,654	-7.12%	-3.51%	7.06%
WHITE - TOTAL		481,385	478,339	473,444	469,658	453,170	140,654	-7.12%	-3.51%	7.06%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	GERMANY	TOTAL	500,807	496,066	487,026	480,171	464,957	144,591	-6.94%	-3.17%	6.95%	
	GREECE	RED	IMPORT BOTTLED	63,579	58,040	50,986	46,907	44,804	12,970	-4.63%	-4.48%	65.02%
		RED - TOTAL	63,579	58,040	50,986	46,907	44,804	12,970	-4.63%	-4.48%	65.02%	
	ROSE	IMPORT BOTTLED	59	0	0	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	59	0	0	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	57,099	55,770	51,248	46,658	46,837	11,431	-5.48%	0.39%	53.29%	
		WHITE - TOTAL	57,099	55,770	51,248	46,658	46,837	11,431	-5.48%	0.39%	53.29%	
	TOTAL	120,737	113,810	102,234	93,565	91,641	24,401	-5.03%	-2.05%	59.02%		
	HUNGARY	RED	IMPORT BOTTLED	24,758	24,177	21,882	27,216	24,489	7,761	-33.74%	-10.00%	1.87%
		RED - TOTAL	24,758	24,177	21,882	27,216	24,489	7,761	-33.74%	-10.00%	1.87%	
		WHITE	IMPORT BOTTLED	77,305	86,019	89,003	79,572	66,968	17,324	-16.22%	-15.84%	7.43%
		WHITE - TOTAL	77,305	86,019	89,003	79,572	66,968	17,324	-16.22%	-15.84%	7.43%	
	TOTAL	102,063	110,196	110,885	106,788	91,457	25,085	-22.56%	-14.35%	5.95%		
	INDIA	RED	IMPORT BOTTLED	-1	0	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	-1	0	0	0	0	0	0	n/a	n/a	0.00%
ROSE		IMPORT BOTTLED	140	0	0	0	0	0	n/a	n/a	0.00%	
ROSE - TOTAL		140	0	0	0	0	0	0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	2	0	0	545	1,415	239	-56.31%	159.41%	43.39%	
WHITE - TOTAL		2	0	0	545	1,415	239	-56.31%	159.41%	43.39%		
TOTAL	141	0	0	545	1,415	239	-56.31%	159.41%	43.39%			
ISRAEL	RED	IMPORT BOTTLED	8,882	6,764	6,616	6,394	6,213	1,441	-19.32%	-2.92%	1.59%	
	RED - TOTAL	8,882	6,764	6,616	6,394	6,213	1,441	-19.32%	-2.92%	1.59%		
	ROSE	IMPORT BOTTLED	0	45	592	714	554	108	-27.52%	-22.18%	5.96%	
	ROSE - TOTAL	0	45	592	714	554	108	-27.52%	-22.18%	5.96%		
	WHITE	IMPORT BOTTLED	3,408	3,588	3,498	3,074	3,096	670	-18.19%	0.49%	1.23%	
	WHITE - TOTAL	3,408	3,588	3,498	3,074	3,096	670	-18.19%	0.49%	1.23%		

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	ISRAEL	TOTAL	12,290	10,397	10,706	10,182	9,863	2,219	-19.43%	-3.24%	1.72%	
	ITALY	RED	CANADA BOTTLED	0	0	0	0	800	352	n/a	n/a	100.00%
		IMPORT BOTTLED	2,134,603	2,148,353	2,151,763	2,152,066	2,221,240	690,308	-2.30%	3.21%	16.18%	
		RED - TOTAL	2,134,603	2,148,353	2,151,763	2,152,066	2,222,040	690,660	-2.25%	3.25%	16.21%	
	ROSE	IMPORT BOTTLED	5,075	27,288	41,919	41,938	41,727	9,626	-10.15%	-0.52%	3.99%	
		ROSE - TOTAL	5,075	27,288	41,919	41,938	41,727	9,626	-10.15%	-0.52%	3.99%	
	WHITE	CANADA BOTTLED	0	0	0	0	1,190	450	n/a	n/a	100.00%	
		IMPORT BOTTLED	1,153,030	1,195,805	1,239,807	1,347,795	1,424,702	395,742	-0.05%	5.71%	20.49%	
		WHITE - TOTAL	1,153,030	1,195,805	1,239,807	1,347,795	1,425,892	396,192	0.06%	5.80%	20.55%	
	TOTAL			3,292,708	3,371,446	3,433,489	3,541,799	3,689,659	1,096,478	-1.51%	4.17%	17.75%
	LEBANON	RED	IMPORT BOTTLED	428	363	441	361	506	198	37.50%	40.77%	45.45%
			RED - TOTAL	428	363	441	361	506	198	37.50%	40.77%	45.45%
		ROSE	IMPORT BOTTLED	7	92	146	111	197	24	1,300.00%	77.48%	84.26%
			ROSE - TOTAL	7	92	146	111	197	24	1,300.00%	77.48%	84.26%
		WHITE	IMPORT BOTTLED	124	183	161	53	39	20	100.00%	-27.78%	89.74%
WHITE - TOTAL			124	183	161	53	39	20	100.00%	-27.78%	89.74%	
TOTAL			559	638	748	525	742	242	59.21%	41.48%	58.09%	
MEXICO	RED	IMPORT BOTTLED	918	1,083	797	621	518	113	71.21%	-16.91%	12.93%	
		RED - TOTAL	918	1,083	797	621	518	113	71.21%	-16.91%	12.93%	
	WHITE	IMPORT BOTTLED	171	351	135	99	36	0	-100.00%	-64.36%	0.00%	
		WHITE - TOTAL	171	351	135	99	36	0	-100.00%	-64.36%	0.00%	
TOTAL			1,089	1,434	932	720	554	113	44.87%	-23.49%	12.93%	
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	18	0	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	18	0	0	0	0	0	n/a	n/a	0.00%	
	TOTAL			18	0	0	0	0	n/a	n/a	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED	3,384	4,186	3,836	4,614	3,534	1,118	-34.70%	-23.36%	0.62%	

IMPORT WINE MARKET
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SALES IN LITRES

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TABLE WINE	MONTENEGRO	RED	RED - TOTAL	3,384	4,186	3,836	4,614	3,534	1,118	-34.70%	-23.36%	0.62%
		TOTAL		3,384	4,186	3,836	4,614	3,534	1,118	-34.70%	-23.36%	0.62%
MOROCCO	RED	IMPORT BOTTLED		13	3	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		13	3	0	0	0	0	n/a	n/a	0.00%
		TOTAL		13	3	0	0	0	0	n/a	n/a	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED		65,379	85,851	93,424	117,125	103,605	34,882	-5.08%	-11.56%	16.37%
		RED - TOTAL		65,379	85,851	93,424	117,125	103,605	34,882	-5.08%	-11.56%	16.37%
	ROSE	IMPORT BOTTLED		770	1,431	922	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL		770	1,431	922	0	0	0	n/a	n/a	0.00%
	WHITE	CANADA BOTTLED		0	0	0	5,294	14,229	3,031	-17.95%	168.63%	60.66%
		IMPORT BOTTLED		587,460	764,191	922,133	1,118,995	1,308,861	384,980	19.32%	16.96%	18.70%
WHITE - TOTAL			587,460	764,191	922,133	1,124,289	1,323,090	388,011	18.90%	17.67%	19.15%	
TOTAL			653,609	851,473	1,016,479	1,241,414	1,426,695	422,893	16.47%	14.91%	18.95%	
PORTUGAL	RED	CANADA BOTTLED		0	0	0	18	0	0	-100.00%	-100.00%	0.00%
		IMPORT BOTTLED		111,955	118,192	139,517	109,883	128,083	44,534	23.24%	16.57%	3.71%
	RED - TOTAL			111,955	118,192	139,517	109,901	128,083	44,534	23.18%	16.55%	3.71%
	ROSE	IMPORT BOTTLED		61,579	75,580	69,967	72,011	65,204	18,731	-24.48%	-9.45%	1.67%
		ROSE - TOTAL			61,579	75,580	69,967	72,011	65,204	18,731	-24.48%	-9.45%
	WHITE	IMPORT BOTTLED		91,306	103,322	106,400	118,530	112,905	24,496	-5.37%	-4.72%	5.02%
WHITE - TOTAL			91,306	103,322	106,400	118,530	112,905	24,496	-5.37%	-4.72%	5.02%	
TOTAL			264,840	297,094	315,884	300,442	306,192	87,761	1.06%	1.93%	3.76%	
ROMANIA	WHITE	IMPORT BOTTLED		0	0	1	18	0	0	n/a	-100.00%	0.00%
		WHITE - TOTAL		0	0	1	18	0	0	n/a	-100.00%	0.00%
	TOTAL			0	0	1	18	0	0	n/a	-100.00%	0.00%
SERBIA	RED	IMPORT BOTTLED		0	0	0	0	18	9	n/a	n/a	0.00%
		RED - TOTAL		0	0	0	0	18	9	n/a	n/a	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	SERBIA	TOTAL	0	0	0	0	18	9	n/a	n/a	0.00%	
	SLOVENIA	RED	IMPORT BOTTLED	0	18	41	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	0	18	41	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	352	27	37	17	171	90	2,150.00%	850.00%	73.68%	
		WHITE - TOTAL	352	27	37	17	171	90	2,150.00%	850.00%	73.68%	
	TOTAL	352	45	78	17	171	90	2,150.00%	850.00%	73.68%		
	SOUTH AFRICA	RED	CANADA BOTTLED	743	336	0	0	0	0	n/a	n/a	0.00%
			IMPORT BOTTLED	665,838	608,054	582,872	536,661	512,091	160,251	-2.68%	-4.57%	3.72%
		RED - TOTAL	666,581	608,390	582,872	536,661	512,091	160,251	-2.68%	-4.57%	3.72%	
		ROSE	IMPORT BOTTLED	206	1,205	1,548	154	490	-1	n/a	218.18%	0.00%
ROSE - TOTAL			206	1,205	1,548	154	490	-1	n/a	218.18%	0.00%	
WHITE		CANADA BOTTLED	648	228	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	385,480	380,896	424,602	412,654	404,627	105,315	0.20%	-1.95%	4.85%	
WHITE - TOTAL		386,128	381,124	424,602	412,654	404,627	105,315	0.20%	-1.95%	4.85%		
TOTAL		1,052,915	990,719	1,009,022	949,469	917,208	265,565	-1.56%	-3.39%	4.22%		
SPAIN		RED	IMPORT BOTTLED	714,341	784,844	968,804	1,071,666	1,263,145	424,106	19.23%	17.87%	6.01%
	RED - TOTAL		714,341	784,844	968,804	1,071,666	1,263,145	424,106	19.23%	17.87%	6.01%	
	ROSE	IMPORT BOTTLED	12,197	14,119	10,979	11,396	13,717	1,842	-31.75%	20.40%	15.85%	
		ROSE - TOTAL	12,197	14,119	10,979	11,396	13,717	1,842	-31.75%	20.40%	15.85%	
	WHITE	IMPORT BOTTLED	48,937	54,182	73,884	73,287	115,887	37,167	41.50%	58.07%	13.70%	
		WHITE - TOTAL	48,937	54,182	73,884	73,287	115,887	37,167	41.50%	58.07%	13.70%	
	TOTAL	775,475	853,145	1,053,667	1,156,349	1,392,749	463,115	20.40%	20.44%	6.75%		
	SWITZERLAND	WHITE	IMPORT BOTTLED	0	240	78	1	0	0	n/a	-100.00%	0.00%
			WHITE - TOTAL	0	240	78	1	0	0	n/a	-100.00%	0.00%
		TOTAL	0	240	78	1	0	0	n/a	-100.00%	0.00%	
TURKEY	RED	IMPORT BOTTLED	180	0	514	296	458	198	465.71%	55.25%	1.97%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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TABLE WINE	TURKEY	RED	RED - TOTAL	180	0	514	296	458	198	465.71%	55.25%	1.97%
		TOTAL	180	0	514	296	458	198	465.71%	55.25%	1.97%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		0	0	14	0	0	n/a	-100.00%	0.00%	
		ICE WINE WHITE - TOTAL	0	0	0	14	0	0	n/a	-100.00%	0.00%	
	RED	CANADA BOTTLED		508,891	469,363	388,285	333,902	298,838	85,656	-0.09%	-10.50%	1.58%
		IMPORT BOTTLED		2,757,128	2,881,302	3,180,678	3,755,132	4,086,398	1,364,445	6.71%	8.82%	12.84%
		RED - TOTAL	3,266,019	3,350,665	3,568,963	4,089,034	4,385,236	1,450,101	6.29%	7.24%	12.07%	
	ROSE	CANADA BOTTLED		11,260	6,080	1,127	682	2	0	-100.00%	-99.71%	0.00%
		IMPORT BOTTLED		501,082	484,688	464,175	462,031	465,124	126,792	-1.03%	0.67%	5.11%
		ROSE - TOTAL	512,342	490,768	465,302	462,713	465,126	126,792	-1.07%	0.52%	5.11%	
	WHITE	CANADA BOTTLED		271,295	233,757	199,105	141,358	112,766	31,805	-2.37%	-20.23%	2.36%
		IMPORT BOTTLED		1,661,563	1,696,157	1,784,752	1,875,139	1,897,971	523,209	-2.48%	1.22%	10.65%
WHITE - TOTAL		1,932,858	1,929,914	1,983,857	2,016,497	2,010,737	555,014	-2.47%	-0.29%	10.18%		
TOTAL	5,711,219	5,771,347	6,018,122	6,568,258	6,861,099	2,131,907	3.41%	4.46%	11.04%			
URUGUAY	RED	IMPORT BOTTLED		829	2,913	1,149	944	263	0	-100.00%	-72.18%	0.00%
		RED - TOTAL	829	2,913	1,149	944	263	0	-100.00%	-72.18%	0.00%	
	WHITE	IMPORT BOTTLED		0	36	52	-1	0	0	n/a	100.00%	0.00%
		WHITE - TOTAL	0	36	52	-1	0	0	n/a	100.00%	0.00%	
TOTAL	829	2,949	1,201	943	263	0	-100.00%	-72.15%	0.00%			
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED		1,517,860	1,292,182	1,056,208	955,145	917,251	248,918	4.02%	-3.97%	7.96%	
	IMPORT BOTTLED		26,197,235	26,540,740	27,164,478	28,052,706	28,168,480	8,615,512	-0.13%	0.41%	11.22%	
IMPORT TABLE WINE - TOTAL		27,715,095	27,832,922	28,220,686	29,007,851	29,085,731	8,864,430	-0.01%	0.27%	11.11%		
SPARKLING WINE	ARGENTINA	RED		0	36	54	36	0	0	n/a	-100.00%	0.00%
		ROSE		0	126	204	101	451	28	-56.25%	351.49%	51.88%
		WHITE		1,952	2,876	2,544	4,913	5,651	2,247	10.26%	14.96%	8.60%
		TOTAL	1,952	3,038	2,802	5,050	6,102	2,275	8.23%	20.85%	11.80%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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SPARKLING WINE	AUSTRALIA	RED	12,573	10,622	10,057	7,783	7,693	2,314	-4.34%	-1.09%	0.43%
		ROSE	79,083	79,487	72,555	74,806	84,012	26,275	3.37%	12.29%	4.08%
		WHITE	120,410	98,991	91,965	95,731	99,538	36,654	-14.64%	3.98%	5.09%
		TOTAL	212,066	189,100	174,577	178,320	191,243	65,243	-7.82%	7.24%	4.46%
AUSTRIA	ROSE	0	0	0	9	9	0	n/a	0.00%	0.00%	
	TOTAL	0	0	0	9	9	0	n/a	0.00%	0.00%	
BRAZIL	WHITE	0	0	0	0	387	371	n/a	n/a	9.30%	
	TOTAL	0	0	0	0	387	371	n/a	n/a	9.30%	
CHILE	ROSE	14,800	15,108	19,538	17,130	12,008	3,355	-33.41%	-29.85%	2.50%	
	WHITE	153	92	122	25	82	0	n/a	228.00%	0.00%	
	TOTAL	14,953	15,200	19,660	17,155	12,090	3,355	-33.41%	-29.47%	2.50%	
CHINA	WHITE	0	0	115	183	15	5	-88.37%	-91.35%	0.00%	
	TOTAL	0	0	115	183	15	5	-88.37%	-91.35%	0.00%	
CZECH REPUBLIC	WHITE	225	4	0	0	0	0	n/a	n/a	0.00%	
	TOTAL	225	4	0	0	0	0	n/a	n/a	0.00%	
FRANCE	RED	0	0	1,979	0	0	0	n/a	n/a	0.00%	
	ROSE	30,597	35,523	42,702	46,732	44,322	13,720	-9.84%	-5.13%	9.13%	
	ROSE TABLE WINE	0	1,395	2,708	3,892	4,760	1,664	2.91%	22.45%	4.71%	
	WHITE	173,933	172,935	169,223	174,257	193,553	77,228	9.26%	11.06%	25.87%	
	WHITE TABLE WINE	4,413	6,534	5,979	4,941	5,889	2,102	-0.05%	19.27%	14.98%	
	TOTAL	208,943	216,387	222,591	229,822	248,524	94,714	5.68%	8.14%	22.22%	
GERMANY	ROSE	8,928	16,600	17,497	19,553	18,718	7,259	-19.27%	-4.27%	4.78%	
	WHITE	154,012	164,924	159,711	146,932	154,946	65,844	-0.66%	5.46%	11.96%	
	TOTAL	162,940	181,524	177,208	166,485	173,664	73,103	-2.88%	4.31%	11.18%	
HUNGARY	ROSE	0	0	0	0	120	9	n/a	n/a	0.00%	
	WHITE	19,701	19,926	17,343	12,479	13,816	5,700	21.38%	10.70%	2.62%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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SPARKLING WINE	HUNGARY	TOTAL	19,701	19,926	17,343	12,479	13,936	5,709	21.38%	10.70%	2.66%
	ITALY	RED	36	5	0	115	24	5	150.00%	-78.81%	20.83%
		ROSE	8,897	12,464	11,763	12,167	14,572	6,116	7.66%	19.74%	8.81%
		WHITE	152,648	169,233	197,816	237,656	327,768	117,900	23.42%	37.92%	21.82%
		TOTAL	161,581	181,702	209,579	249,938	342,364	124,021	22.53%	36.97%	21.27%
	NEW ZEALAND	ROSE	36	54	1,877	4,854	4,977	1,590	-11.81%	2.49%	10.35%
		WHITE	3,746	4,460	13,138	13,115	11,855	4,092	-10.62%	-9.62%	5.06%
		TOTAL	3,782	4,514	15,015	17,969	16,832	5,682	-10.95%	-6.34%	6.62%
	PORTUGAL	ROSE	717	589	35	0	0	0	n/a	n/a	0.00%
		WHITE	229	501	110	236	671	361	387.84%	180.42%	2.53%
		TOTAL	946	1,090	145	236	671	361	387.84%	180.42%	2.53%
	SLOVENIA	ROSE TABLE WINE	0	0	0	0	41	14	n/a	n/a	0.00%
		TOTAL	0	0	0	0	41	14	n/a	n/a	0.00%
	SOUTH AFRICA	ROSE	269	0	135	90	252	135	400.00%	180.00%	0.00%
		WHITE	12,630	19,240	17,194	14,815	15,490	4,335	1.10%	4.52%	4.51%
		TOTAL	12,899	19,240	17,329	14,905	15,742	4,470	3.59%	5.58%	4.51%
	SPAIN	RED	0	18	32	50	0	0	n/a	-100.00%	0.00%
		ROSE	13,382	20,437	16,830	12,254	12,016	3,656	-9.26%	-1.96%	12.62%
		WHITE	253,062	268,668	256,494	246,086	263,722	96,887	-1.27%	7.17%	17.74%
		TOTAL	266,444	289,123	273,356	258,390	275,738	100,543	-1.58%	6.71%	17.52%
	UNITED STATES OF AMERICA	ROSE	17,570	13,185	4,586	2,015	1,827	467	-21.11%	-9.30%	2.41%
		WHITE	111,202	109,027	105,428	94,263	104,210	36,248	0.57%	10.54%	11.60%
		TOTAL	128,772	122,212	110,014	96,278	106,037	36,715	0.22%	10.13%	11.44%
IMPORT SPARKLING WINE - TOTAL			1,195,204	1,243,060	1,239,734	1,247,219	1,403,395	516,581	3.66%	12.52%	15.65%
WINE - GIFT PACKS	AUSTRALIA		6,445	4,878	139	0	0	0	n/a	n/a	0.00%
	CHILE		0	0	801	229	177	0	-100.00%	-22.71%	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN LITRES

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WINE - GIFT PACKS	FRANCE	949	1,669	1,939	2,108	1,539	786	-58.57%	-26.97%	0.71%
	ITALY	514	0	1,463	338	0	0	n/a	-100.00%	0.00%
	PORTUGAL	38	1	0	0	540	540	n/a	n/a	0.00%
	SOUTH AFRICA	8,095	589	0	1,641	1,246	2	-99.88%	-23.87%	0.00%
	SPAIN	2,052	1,024	2	1,539	843	10	-99.35%	-45.19%	0.59%
	UNITED STATES OF AMERICA	0	0	2,686	230	6,061	6,038	n/a	2,524.24%	0.33%
IMPORT WINE - GIFT PACKS - TOTAL		18,093	8,161	7,030	6,085	10,406	7,376	43.31%	70.90%	0.50%
IMPORT WINE - TOTAL		29,923,587	30,056,062	30,434,774	31,227,041	31,472,463	9,705,400	0.24%	0.79%	11.93%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$65	\$69	\$61	\$50	\$44	\$17	-13.37%	-11.84%	2.87%
		FRANCE	\$0	\$0	\$0	\$29	\$5	\$0	-95.27%	-82.01%	0.00%
		ITALY	\$1	\$52	\$341	\$362	\$259	\$84	-21.00%	-28.40%	21.68%
		SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
		SOUTH AFRICA	\$0	\$0	\$0	\$34	\$16	\$0	n/a	-53.78%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$0	\$13	\$2	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$44	\$25	\$26	\$245	\$408	\$128	-9.08%	66.37%	2.65%
		FLAVOURED	\$111	\$146	\$429	\$722	\$746	\$232	-17.56%	1.50%	9.60%
FRUIT	FRANCE	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	JAPAN	\$285	\$284	\$293	\$303	\$294	\$79	-14.20%	-2.89%	33.24%	
	KOREA - SOUTH	\$3	\$4	\$4	\$4	\$34	\$9	427.43%	826.12%	36.33%	
	TURKEY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$34	\$54	\$66	\$105	\$165	\$53	7.54%	56.54%	25.75%	
FRUIT	\$322	\$343	\$363	\$412	\$492	\$141	-1.45%	19.52%	30.94%		
MADEIRA	PORTUGAL	\$173	\$181	\$175	\$165	\$164	\$64	-5.55%	-0.76%	27.39%	
	MADEIRA	\$173	\$181	\$175	\$165	\$164	\$64	-5.55%	-0.76%	27.39%	
MONTILLA	SPAIN	\$189	\$174	\$205	\$205	\$229	\$77	3.06%	11.58%	7.58%	
	MONTILLA	\$189	\$174	\$205	\$205	\$229	\$77	3.06%	11.58%	7.58%	
OTHER	AUSTRALIA	\$0	\$0	\$3	\$6	\$7	\$2	-29.13%	25.84%	0.00%	
	OTHER	\$0	\$0	\$3	\$6	\$7	\$2	-29.13%	25.84%	0.00%	
OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$810	\$821	\$838	\$774	\$721	\$242	-6.58%	-6.83%	6.97%	
	CHINA	\$140	\$169	\$194	\$179	\$175	\$61	11.28%	-2.18%	15.07%	
	FRANCE	\$564	\$550	\$560	\$594	\$563	\$184	-4.74%	-5.20%	11.30%	
	GREECE	\$1	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	ITALY	\$325	\$318	\$325	\$308	\$323	\$112	6.37%	4.79%	32.02%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

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APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	\$5	\$17	\$49	\$78	\$95	\$26	11.91%	21.84%	83.06%
		KOREA - SOUTH	\$200	\$177	\$215	\$219	\$318	\$120	52.62%	45.39%	34.57%
		SOUTH AFRICA	\$567	\$612	\$589	\$575	\$333	\$149	-23.71%	-42.05%	4.40%
		SPAIN	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$71	\$66	\$62	\$62	\$49	\$13	-30.77%	-21.23%	30.12%
		URUGUAY	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		OTHER FORTIFIED	\$2,686	\$2,734	\$2,834	\$2,789	\$2,578	\$907	-2.34%	-7.58%	17.93%
PORT	AUSTRALIA	\$43	\$11	\$9	\$4	\$0	\$0	-100.00%	-100.00%	0.00%	
	PORTUGAL	\$3,188	\$3,350	\$3,126	\$2,989	\$2,970	\$1,312	0.93%	-0.64%	11.78%	
	SOUTH AFRICA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	PORT	\$3,232	\$3,363	\$3,135	\$2,993	\$2,970	\$1,312	0.91%	-0.77%	11.78%	
SAKE	JAPAN	\$1,644	\$1,852	\$1,966	\$2,150	\$2,511	\$695	9.88%	16.80%	54.04%	
	KOREA - SOUTH	\$39	\$34	\$36	\$36	\$30	\$7	-34.09%	-16.88%	62.62%	
	UNITED STATES OF AMERICA	\$3,150	\$3,173	\$3,192	\$3,179	\$3,214	\$927	0.58%	1.10%	57.14%	
	SAKE	\$4,833	\$5,059	\$5,194	\$5,365	\$5,755	\$1,629	4.10%	7.27%	55.81%	
SHERRY	NEW ZEALAND	\$372	\$137	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%	
	SPAIN	\$1,456	\$1,437	\$1,395	\$1,309	\$1,298	\$540	-2.28%	-0.86%	3.45%	
	SHERRY	\$1,828	\$1,574	\$1,396	\$1,309	\$1,298	\$540	-2.28%	-0.85%	3.45%	
VERMOUTH	FRANCE	\$224	\$227	\$221	\$191	\$100	\$1	-99.05%	-47.42%	17.38%	
	ITALY	\$2,373	\$2,290	\$2,234	\$2,203	\$2,208	\$680	0.65%	0.24%	7.83%	
	SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
	UNITED STATES OF AMERICA	\$8	\$7	\$10	\$10	\$13	\$3	43.41%	34.14%	37.30%	
	VERMOUTH	\$2,605	\$2,525	\$2,465	\$2,404	\$2,321	\$683	-6.55%	-3.45%	8.41%	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$15,979	\$16,099	\$16,199	\$16,371	\$16,561	\$5,587	-1.01%	1.16%	27.46%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	\$30,894	\$36,858	\$40,572	\$41,409	\$40,490	\$12,706	-3.51%	-2.22%	14.93%
			RED - TOTAL	\$30,894	\$36,858	\$40,572	\$41,409	\$40,490	\$12,706	-3.51%	-2.22%	14.93%
		ROSE	IMPORT BOTTLED	\$61	\$125	\$122	\$94	\$108	\$29	103.85%	14.83%	1.44%
			ROSE - TOTAL	\$61	\$125	\$122	\$94	\$108	\$29	103.85%	14.83%	1.44%
		WHITE	IMPORT BOTTLED	\$3,947	\$4,256	\$4,676	\$5,012	\$4,605	\$1,238	-6.17%	-8.12%	8.12%
			WHITE - TOTAL	\$3,947	\$4,256	\$4,676	\$5,012	\$4,605	\$1,238	-6.17%	-8.12%	8.12%
		TOTAL	\$34,903	\$41,239	\$45,370	\$46,515	\$45,203	\$13,973	-3.65%	-2.82%	14.20%	
	ARMENIA	WHITE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			WHITE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	AUSTRALIA	RED	CANADA BOTTLED	\$97	\$110	\$6	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$79,548	\$73,078	\$70,888	\$66,417	\$57,257	\$17,481	-14.14%	-13.79%	10.82%
RED - TOTAL			\$79,645	\$73,188	\$70,894	\$66,417	\$57,257	\$17,481	-14.14%	-13.79%	10.82%	
ROSE		IMPORT BOTTLED	\$311	\$271	\$205	\$204	\$234	\$54	18.35%	14.82%	5.24%	
		ROSE - TOTAL	\$311	\$271	\$205	\$204	\$234	\$54	18.35%	14.82%	5.24%	
WHITE		CANADA BOTTLED	\$84	\$53	\$0	\$0	\$0	\$0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	\$29,701	\$27,494	\$26,598	\$27,013	\$25,619	\$7,311	-5.44%	-5.16%	7.03%	
		WHITE - TOTAL	\$29,786	\$27,548	\$26,598	\$27,013	\$25,619	\$7,311	-5.44%	-5.16%	7.03%	
		TOTAL	\$109,742	\$101,006	\$97,697	\$93,635	\$83,111	\$24,847	-11.70%	-11.24%	9.63%	
AUSTRIA		RED	IMPORT BOTTLED	\$34	\$18	\$23	\$30	\$32	\$6	-45.65%	3.76%	11.09%
	RED - TOTAL		\$34	\$18	\$23	\$30	\$32	\$6	-45.65%	3.76%	11.09%	
	ROSE	IMPORT BOTTLED	\$9	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$9	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$161	\$299	\$231	\$202	\$175	\$48	-8.49%	-13.50%	24.11%	
		WHITE - TOTAL	\$161	\$299	\$231	\$202	\$175	\$48	-8.49%	-13.50%	24.11%	
	TOTAL	\$203	\$319	\$254	\$233	\$207	\$53	-14.57%	-11.25%	22.12%		

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	BULGARIA	RED	IMPORT BOTTLED	\$2	\$0	\$11	\$12	\$33	\$20	200.06%	174.94%	5.15%
		RED - TOTAL	\$2	\$0	\$11	\$12	\$33	\$20	200.06%	174.94%	5.15%	
		WHITE	IMPORT BOTTLED	\$0	\$0	\$15	\$7	\$1	\$0	-100.00%	-92.67%	0.00%
		WHITE - TOTAL	\$0	\$0	\$15	\$7	\$1	\$0	-100.00%	-92.67%	0.00%	
	TOTAL		\$2	\$0	\$26	\$19	\$33	\$20	188.79%	76.61%	5.15%	
	CANADA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%
RED - TOTAL		\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%		
TOTAL		\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%		
CHILE	RED	CANADA BOTTLED	\$2,251	\$1,779	\$1,319	\$990	\$794	\$194	-14.65%	-19.80%	26.58%	
		IMPORT BOTTLED	\$27,747	\$28,906	\$28,763	\$28,912	\$27,826	\$8,906	5.32%	-3.76%	6.24%	
		RED - TOTAL	\$29,998	\$30,684	\$30,082	\$29,903	\$28,620	\$9,100	4.80%	-4.29%	6.81%	
	ROSE	IMPORT BOTTLED	\$127	\$122	\$102	\$80	\$88	\$19	37.25%	9.30%	4.51%	
		ROSE - TOTAL	\$127	\$122	\$102	\$80	\$88	\$19	37.25%	9.30%	4.51%	
	WHITE	CANADA BOTTLED	\$1,793	\$1,349	\$968	\$739	\$644	\$141	-16.05%	-12.82%	27.49%	
		IMPORT BOTTLED	\$11,281	\$12,177	\$12,428	\$13,356	\$12,148	\$3,147	-10.38%	-9.04%	9.05%	
		WHITE - TOTAL	\$13,075	\$13,526	\$13,395	\$14,094	\$12,792	\$3,289	-10.64%	-9.24%	9.98%	
	TOTAL		\$43,200	\$44,332	\$43,579	\$44,077	\$41,500	\$12,408	0.25%	-5.85%	7.78%	
CHINA	RED	IMPORT BOTTLED	\$73	\$51	\$29	\$14	\$6	\$1	-68.03%	-55.12%	0.00%	
		RED - TOTAL	\$73	\$51	\$29	\$14	\$6	\$1	-68.03%	-55.12%	0.00%	
	WHITE	IMPORT BOTTLED	\$5	\$3	\$10	\$19	\$5	\$0	-98.36%	-72.49%	20.55%	
		WHITE - TOTAL	\$5	\$3	\$10	\$19	\$5	\$0	-98.36%	-72.49%	20.55%	
	TOTAL		\$78	\$55	\$38	\$33	\$11	\$1	-85.38%	-65.16%	20.55%	
CROATIA	RED	IMPORT BOTTLED	\$60	\$38	\$27	\$4	\$1	\$0	-100.00%	-74.82%	0.00%	
		RED - TOTAL	\$60	\$38	\$27	\$4	\$1	\$0	-100.00%	-74.82%	0.00%	
	WHITE	IMPORT BOTTLED	\$1	\$3	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$1	\$3	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	CROATIA	TOTAL	\$61	\$41	\$27	\$4	\$1	\$0	-100.00%	-74.82%	0.00%	
	CZECH REPUBLIC	RED	IMPORT BOTTLED	\$11	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$11	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$13	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$13	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TOTAL	\$25	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	FRANCE	RED	CANADA BOTTLED	\$1,274	\$1,235	\$1,257	\$1,557	\$1,760	\$498	13.84%	13.05%	1.51%
			IMPORT BOTTLED	\$29,828	\$31,140	\$35,844	\$39,605	\$39,007	\$16,688	-2.48%	-1.51%	8.94%
			RED - TOTAL	\$31,102	\$32,375	\$37,101	\$41,162	\$40,767	\$17,187	-2.07%	-0.96%	8.62%
		ROSE	IMPORT BOTTLED	\$1,127	\$1,113	\$1,154	\$1,393	\$1,738	\$244	9.83%	24.74%	9.61%
ROSE - TOTAL			\$1,127	\$1,113	\$1,154	\$1,393	\$1,738	\$244	9.83%	24.74%	9.61%	
WHITE		CANADA BOTTLED	\$546	\$429	\$419	\$550	\$600	\$149	18.83%	9.24%	1.69%	
		IMPORT BOTTLED	\$11,698	\$11,819	\$11,417	\$12,264	\$12,314	\$3,627	-0.36%	0.41%	17.97%	
		WHITE - TOTAL	\$12,243	\$12,247	\$11,836	\$12,814	\$12,914	\$3,776	0.28%	0.78%	17.21%	
TOTAL		\$44,473	\$45,735	\$50,090	\$55,369	\$55,419	\$21,207	-1.54%	0.09%	10.66%		
GEORGIA		RED	IMPORT BOTTLED	\$0	\$100	\$202	\$197	\$225	\$62	-24.66%	14.48%	1.10%
	RED - TOTAL		\$0	\$100	\$202	\$197	\$225	\$62	-24.66%	14.48%	1.10%	
	WHITE	IMPORT BOTTLED	\$0	\$2	\$8	\$32	\$36	\$10	-42.86%	13.32%	3.93%	
		WHITE - TOTAL	\$0	\$2	\$8	\$32	\$36	\$10	-42.86%	13.32%	3.93%	
	TOTAL	\$0	\$102	\$210	\$229	\$262	\$72	-27.90%	14.32%	1.49%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$3	\$1	\$1	-2.55%	-72.17%	0.00%	
		ICE WINE WHITE - TOTAL	\$0	\$0	\$0	\$3	\$1	\$1	-2.55%	-72.17%	0.00%	
	RED	IMPORT BOTTLED	\$256	\$240	\$205	\$184	\$196	\$63	-5.70%	6.39%	2.99%	
		RED - TOTAL	\$256	\$240	\$205	\$184	\$196	\$63	-5.70%	6.39%	2.99%	
	WHITE	IMPORT BOTTLED	\$7,138	\$7,118	\$7,255	\$7,195	\$7,034	\$2,170	-5.94%	-2.24%	9.07%	
WHITE - TOTAL		\$7,138	\$7,118	\$7,255	\$7,195	\$7,034	\$2,170	-5.94%	-2.24%	9.07%		

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	GERMANY	TOTAL	\$7,394	\$7,358	\$7,461	\$7,382	\$7,231	\$2,234	-5.93%	-2.05%	8.90%	
	GREECE	RED	IMPORT BOTTLED	\$795	\$748	\$675	\$627	\$603	\$173	-5.78%	-3.85%	62.48%
		RED - TOTAL	\$795	\$748	\$675	\$627	\$603	\$173	-5.78%	-3.85%	62.48%	
	ROSE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$657	\$677	\$620	\$570	\$576	\$137	-9.19%	1.02%	51.22%	
		WHITE - TOTAL	\$657	\$677	\$620	\$570	\$576	\$137	-9.19%	1.02%	51.22%	
	TOTAL	\$1,453	\$1,425	\$1,296	\$1,198	\$1,180	\$310	-7.32%	-1.53%	56.98%		
	HUNGARY	RED	IMPORT BOTTLED	\$271	\$267	\$246	\$364	\$310	\$98	-42.39%	-14.92%	2.02%
		RED - TOTAL	\$271	\$267	\$246	\$364	\$310	\$98	-42.39%	-14.92%	2.02%	
		WHITE	IMPORT BOTTLED	\$963	\$1,077	\$1,121	\$1,096	\$927	\$252	-13.77%	-15.48%	7.84%
		WHITE - TOTAL	\$963	\$1,077	\$1,121	\$1,096	\$927	\$252	-13.77%	-15.48%	7.84%	
TOTAL	\$1,234	\$1,344	\$1,367	\$1,460	\$1,236	\$350	-24.31%	-15.34%	6.38%			
INDIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%		
	ROSE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%		
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$11	\$30	\$5	-55.05%	168.23%	43.40%	
	WHITE - TOTAL	\$0	\$0	\$0	\$11	\$30	\$5	-55.05%	168.23%	43.40%		
TOTAL	\$1	\$0	\$0	\$11	\$30	\$5	-55.05%	168.23%	43.40%			
ISRAEL	RED	IMPORT BOTTLED	\$211	\$157	\$158	\$158	\$151	\$34	-22.55%	-4.05%	1.67%	
	RED - TOTAL	\$211	\$157	\$158	\$158	\$151	\$34	-22.55%	-4.05%	1.67%		
	ROSE	IMPORT BOTTLED	\$0	\$1	\$12	\$15	\$12	\$2	-29.30%	-21.32%	6.05%	
	ROSE - TOTAL	\$0	\$1	\$12	\$15	\$12	\$2	-29.30%	-21.32%	6.05%		
	WHITE	IMPORT BOTTLED	\$74	\$75	\$74	\$69	\$69	\$15	-23.48%	0.23%	1.20%	
	WHITE - TOTAL	\$74	\$75	\$74	\$69	\$69	\$15	-23.48%	0.23%	1.20%		

IMPORT WINE MARKET
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			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ISRAEL	TOTAL	\$285	\$233	\$244	\$241	\$232	\$51	-23.14%	-3.89%	1.75%	
	ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$15	\$7	n/a	n/a	100.00%
			IMPORT BOTTLED	\$35,526	\$36,797	\$37,932	\$38,641	\$39,889	\$13,080	-1.91%	3.23%	21.68%
			RED - TOTAL	\$35,526	\$36,797	\$37,932	\$38,641	\$39,904	\$13,086	-1.86%	3.27%	21.71%
		ROSE	IMPORT BOTTLED	\$100	\$506	\$803	\$816	\$800	\$186	-11.39%	-1.93%	3.91%
			ROSE - TOTAL	\$100	\$506	\$803	\$816	\$800	\$186	-11.39%	-1.93%	3.91%
		WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$21	\$8	n/a	n/a	100.00%
			IMPORT BOTTLED	\$16,787	\$17,886	\$19,284	\$21,104	\$22,084	\$6,213	-1.34%	4.64%	22.30%
			WHITE - TOTAL	\$16,787	\$17,886	\$19,284	\$21,104	\$22,105	\$6,221	-1.21%	4.74%	22.38%
		TOTAL	\$52,413	\$55,189	\$58,020	\$60,560	\$62,809	\$19,494	-1.75%	3.71%	21.72%	
	LEBANON	RED	IMPORT BOTTLED	\$24	\$25	\$27	\$20	\$28	\$11	37.91%	40.62%	32.25%
			RED - TOTAL	\$24	\$25	\$27	\$20	\$28	\$11	37.91%	40.62%	32.25%
		ROSE	IMPORT BOTTLED	\$0	\$3	\$4	\$3	\$6	\$1	1,693.33%	72.67%	84.36%
			ROSE - TOTAL	\$0	\$3	\$4	\$3	\$6	\$1	1,693.33%	72.67%	84.36%
		WHITE	IMPORT BOTTLED	\$5	\$8	\$6	\$2	\$1	\$1	80.12%	-31.17%	86.68%
		WHITE - TOTAL	\$5	\$8	\$6	\$2	\$1	\$1	80.12%	-31.17%	86.68%	
	TOTAL	\$29	\$35	\$37	\$25	\$35	\$12	49.06%	39.94%	42.52%		
MEXICO	RED	IMPORT BOTTLED	\$16	\$23	\$16	\$12	\$9	\$2	23.71%	-27.07%	13.32%	
		RED - TOTAL	\$16	\$23	\$16	\$12	\$9	\$2	23.71%	-27.07%	13.32%	
	WHITE	IMPORT BOTTLED	\$3	\$8	\$3	\$2	\$0	\$0	-100.00%	-69.48%	0.00%	
		WHITE - TOTAL	\$3	\$8	\$3	\$2	\$0	\$0	-100.00%	-69.48%	0.00%	
	TOTAL	\$19	\$31	\$19	\$14	\$9	\$2	3.75%	-32.20%	13.32%		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED	\$49	\$61	\$57	\$67	\$55	\$17	-28.83%	-18.04%	0.61%	

IMPORT WINE MARKET
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TABLE WINE	MONTENEGRO	RED	RED - TOTAL	\$49	\$61	\$57	\$67	\$55	\$17	-28.83%	-18.04%	0.61%
		TOTAL	\$49	\$61	\$57	\$67	\$55	\$17	-28.83%	-18.04%	0.61%	
MOROCCO	RED	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,709	\$2,250	\$2,410	\$2,845	\$2,536	\$851	-3.60%	-10.89%	17.09%	
		RED - TOTAL	\$1,709	\$2,250	\$2,410	\$2,845	\$2,536	\$851	-3.60%	-10.89%	17.09%	
	ROSE	IMPORT BOTTLED	\$14	\$26	\$16	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$14	\$26	\$16	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$89	\$224	\$46	-27.45%	152.45%	57.37%	
		IMPORT BOTTLED	\$13,152	\$16,758	\$20,160	\$24,094	\$27,604	\$8,033	16.15%	14.57%	19.43%	
WHITE - TOTAL		\$13,152	\$16,758	\$20,160	\$24,183	\$27,828	\$8,078	15.76%	15.07%	19.73%		
TOTAL	\$14,875	\$19,034	\$22,586	\$27,028	\$30,363	\$8,929	13.58%	12.34%	19.51%			
PORTUGAL	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	\$1,728	\$1,836	\$2,092	\$1,714	\$1,935	\$679	21.86%	12.84%	4.97%	
		RED - TOTAL	\$1,728	\$1,836	\$2,092	\$1,715	\$1,935	\$679	21.76%	12.81%	4.97%	
	ROSE	IMPORT BOTTLED	\$682	\$862	\$798	\$822	\$739	\$208	-23.60%	-10.06%	1.71%	
		ROSE - TOTAL	\$682	\$862	\$798	\$822	\$739	\$208	-23.60%	-10.06%	1.71%	
	WHITE	IMPORT BOTTLED	\$1,182	\$1,342	\$1,415	\$1,606	\$1,517	\$328	-8.72%	-5.51%	5.68%	
WHITE - TOTAL		\$1,182	\$1,342	\$1,415	\$1,606	\$1,517	\$328	-8.72%	-5.51%	5.68%		
TOTAL		\$3,592	\$4,040	\$4,305	\$4,142	\$4,191	\$1,215	2.17%	1.17%	4.66%		
ROMANIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%		
SERBIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	SERBIA	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SLOVENIA	RED	IMPORT BOTTLED	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	\$13	\$1	\$1	\$1	\$6	\$3	1,893.63%	724.83%	73.68%
		WHITE - TOTAL	\$13	\$1	\$1	\$1	\$6	\$3	1,893.63%	724.83%	73.68%	
		TOTAL	\$13	\$2	\$1	\$1	\$6	\$3	1,893.63%	724.83%	73.68%	
	SOUTH AFRICA	RED	CANADA BOTTLED	\$10	\$5	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$9,347	\$8,587	\$8,308	\$7,958	\$7,405	\$2,213	-7.50%	-6.95%	3.82%
			RED - TOTAL	\$9,358	\$8,591	\$8,308	\$7,958	\$7,405	\$2,213	-7.50%	-6.95%	3.82%
		ROSE	IMPORT BOTTLED	\$2	\$19	\$15	\$3	\$7	\$0	n/a	145.96%	0.00%
			ROSE - TOTAL	\$2	\$19	\$15	\$3	\$7	\$0	n/a	145.96%	0.00%
		WHITE	CANADA BOTTLED	\$9	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$4,659	\$4,665	\$5,239	\$5,228	\$5,084	\$1,299	-2.04%	-2.74%	5.29%
			WHITE - TOTAL	\$4,668	\$4,668	\$5,239	\$5,228	\$5,084	\$1,299	-2.04%	-2.74%	5.29%
			TOTAL	\$14,028	\$13,279	\$13,562	\$13,188	\$12,496	\$3,512	-5.55%	-5.25%	4.42%
SPAIN		RED	IMPORT BOTTLED	\$11,701	\$12,942	\$15,986	\$17,212	\$19,734	\$6,498	15.46%	14.66%	7.45%
	RED - TOTAL		\$11,701	\$12,942	\$15,986	\$17,212	\$19,734	\$6,498	15.46%	14.66%	7.45%	
	ROSE	IMPORT BOTTLED	\$195	\$233	\$188	\$206	\$245	\$33	-26.28%	19.34%	15.73%	
		ROSE - TOTAL	\$195	\$233	\$188	\$206	\$245	\$33	-26.28%	19.34%	15.73%	
	WHITE	IMPORT BOTTLED	\$735	\$832	\$1,109	\$1,118	\$1,532	\$445	24.44%	36.97%	18.09%	
		WHITE - TOTAL	\$735	\$832	\$1,109	\$1,118	\$1,532	\$445	24.44%	36.97%	18.09%	
	TOTAL	\$12,631	\$14,007	\$17,283	\$18,536	\$21,511	\$6,975	15.68%	16.05%	8.30%		
SWITZERLAND	WHITE	IMPORT BOTTLED	\$0	\$7	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE - TOTAL	\$0	\$7	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		TOTAL	\$0	\$7	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%	
TURKEY	RED	IMPORT BOTTLED	\$3	\$0	\$7	\$5	\$6	\$3	326.99%	39.63%	2.79%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	TURKEY	RED	RED - TOTAL	\$3	\$0	\$7	\$5	\$6	\$3	326.99%	39.63%	2.79%
		TOTAL	\$3	\$0	\$7	\$5	\$6	\$3	326.99%	39.63%	2.79%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$2	\$0	\$0	n/a	-100.00%	0.00%
		ICE WINE WHITE - TOTAL	\$0	\$0	\$0	\$2	\$0	\$0	n/a	-100.00%	0.00%	
	RED	CANADA BOTTLED		\$3,774	\$3,566	\$3,008	\$2,623	\$2,323	\$651	-4.10%	-11.43%	1.63%
		IMPORT BOTTLED		\$49,409	\$53,682	\$61,041	\$73,421	\$81,475	\$27,770	9.32%	10.97%	17.00%
		RED - TOTAL	\$53,183	\$57,248	\$64,050	\$76,043	\$83,797	\$28,421	8.97%	10.20%	16.58%	
	ROSE	CANADA BOTTLED		\$84	\$46	\$9	\$5	\$0	\$0	-100.00%	-99.77%	0.00%
		IMPORT BOTTLED		\$4,465	\$4,334	\$4,191	\$4,124	\$4,187	\$1,135	-0.02%	1.55%	6.18%
		ROSE - TOTAL	\$4,549	\$4,380	\$4,200	\$4,129	\$4,187	\$1,135	-0.05%	1.42%	6.18%	
	WHITE	CANADA BOTTLED		\$2,007	\$1,768	\$1,535	\$1,111	\$872	\$236	-8.86%	-21.51%	2.33%
		IMPORT BOTTLED		\$22,202	\$23,539	\$25,442	\$27,737	\$28,494	\$7,817	-2.42%	2.73%	14.29%
WHITE - TOTAL		\$24,210	\$25,307	\$26,977	\$28,848	\$29,366	\$8,053	-2.62%	1.80%	13.93%		
TOTAL	\$81,941	\$86,935	\$95,226	\$109,022	\$117,351	\$37,609	5.98%	7.64%	15.54%			
URUGUAY	RED	IMPORT BOTTLED		\$19	\$58	\$24	\$19	\$5	\$0	-100.00%	-75.88%	0.00%
		RED - TOTAL	\$19	\$58	\$24	\$19	\$5	\$0	-100.00%	-75.88%	0.00%	
	WHITE	IMPORT BOTTLED		\$0	\$1	\$1	\$0	\$0	\$0	n/a	100.00%	0.00%
		WHITE - TOTAL	\$0	\$1	\$1	\$0	\$0	\$0	n/a	100.00%	0.00%	
TOTAL	\$19	\$59	\$25	\$19	\$5	\$0	-100.00%	-75.86%	0.00%			
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED			\$11,928	\$10,342	\$8,520	\$7,664	\$7,253	\$1,929	-1.57%	-5.35%	8.93%
	IMPORT BOTTLED			\$410,737	\$425,526	\$450,272	\$475,349	\$477,245	\$151,375	-0.54%	0.40%	13.56%
	IMPORT TABLE WINE - TOTAL		\$422,666	\$435,868	\$458,792	\$483,012	\$484,498	\$153,305	-0.55%	0.31%	13.50%	
SPARKLING WINE	ARGENTINA	RED		\$0	\$1	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
		ROSE		\$0	\$2	\$4	\$2	\$11	\$1	-59.04%	331.31%	51.94%
		WHITE		\$43	\$56	\$47	\$105	\$123	\$47	1.97%	17.15%	6.59%
		TOTAL	\$43	\$60	\$52	\$108	\$134	\$47	-0.20%	23.61%	10.17%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	AUSTRALIA	RED	\$232	\$193	\$177	\$140	\$142	\$40	-8.81%	1.12%	0.42%
		ROSE	\$1,273	\$1,280	\$1,169	\$1,194	\$1,321	\$395	-1.56%	10.63%	3.98%
		WHITE	\$2,008	\$1,696	\$1,526	\$1,523	\$1,573	\$566	-13.88%	3.26%	5.43%
		TOTAL	\$3,514	\$3,169	\$2,872	\$2,858	\$3,036	\$1,001	-9.20%	6.23%	4.56%
AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	0.00%	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	0.00%	0.00%	
BRAZIL	WHITE	\$0	\$0	\$0	\$0	\$7	\$7	n/a	n/a	9.30%	
	TOTAL	\$0	\$0	\$0	\$0	\$7	\$7	n/a	n/a	9.30%	
CHILE	ROSE	\$306	\$280	\$373	\$326	\$221	\$62	-34.04%	-32.25%	2.54%	
	WHITE	\$2	\$2	\$2	\$1	\$1	\$0	n/a	71.95%	0.00%	
	TOTAL	\$309	\$282	\$375	\$327	\$222	\$62	-34.04%	-32.03%	2.54%	
CHINA	WHITE	\$0	\$0	\$3	\$4	\$0	\$0	-88.08%	-92.80%	0.00%	
	TOTAL	\$0	\$0	\$3	\$4	\$0	\$0	-88.08%	-92.80%	0.00%	
CZECH REPUBLIC	WHITE	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	TOTAL	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
FRANCE	RED	\$0	\$0	\$21	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	\$1,158	\$1,339	\$1,519	\$1,690	\$1,729	\$571	-11.51%	2.29%	17.59%	
	ROSE TABLE WINE	\$0	\$41	\$80	\$117	\$142	\$49	2.29%	21.88%	4.65%	
	WHITE	\$9,809	\$9,897	\$9,978	\$10,069	\$10,886	\$4,266	2.56%	8.12%	28.41%	
	WHITE TABLE WINE	\$132	\$192	\$181	\$151	\$176	\$62	-3.28%	16.57%	15.33%	
	TOTAL	\$11,100	\$11,469	\$11,780	\$12,026	\$12,933	\$4,949	0.64%	7.54%	26.52%	
GERMANY	ROSE	\$150	\$274	\$302	\$351	\$331	\$124	-21.12%	-5.84%	4.78%	
	WHITE	\$2,614	\$2,859	\$2,842	\$2,642	\$2,715	\$1,125	-3.23%	2.79%	12.39%	
	TOTAL	\$2,764	\$3,133	\$3,144	\$2,993	\$3,046	\$1,249	-5.37%	1.78%	11.57%	
HUNGARY	ROSE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%	
	WHITE	\$313	\$317	\$288	\$219	\$229	\$89	8.64%	4.32%	2.58%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER
SALES IN RETAIL DOLLARS (000s)

			2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	HUNGARY	TOTAL	\$313	\$317	\$288	\$219	\$232	\$89	8.64%	4.32%	2.61%
	ITALY	RED	\$1	\$0	\$0	\$4	\$1	\$0	238.96%	-78.11%	17.42%
		ROSE	\$194	\$246	\$230	\$252	\$306	\$132	12.08%	21.26%	9.71%
		WHITE	\$3,042	\$3,485	\$4,036	\$4,808	\$6,528	\$2,336	23.84%	35.77%	21.60%
		TOTAL	\$3,237	\$3,730	\$4,266	\$5,064	\$6,835	\$2,468	23.16%	34.96%	21.07%
	NEW ZEALAND	ROSE	\$1	\$1	\$49	\$138	\$137	\$43	-14.20%	-1.06%	10.47%
		WHITE	\$76	\$114	\$354	\$335	\$309	\$107	-9.53%	-7.84%	4.53%
		TOTAL	\$77	\$115	\$403	\$473	\$446	\$151	-10.92%	-5.86%	6.35%
	PORTUGAL	ROSE	\$17	\$12	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$5	\$8	\$2	\$5	\$8	\$4	228.36%	76.37%	2.43%
		TOTAL	\$22	\$20	\$3	\$5	\$8	\$4	228.36%	76.37%	2.43%
	SLOVENIA	ROSE TABLE WINE	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	0.00%
	SOUTH AFRICA	ROSE	\$9	\$0	\$4	\$3	\$6	\$3	261.94%	106.23%	0.00%
		WHITE	\$211	\$306	\$271	\$231	\$235	\$66	-0.93%	1.71%	4.52%
		TOTAL	\$220	\$306	\$275	\$234	\$241	\$69	2.21%	2.91%	4.52%
	SPAIN	RED	\$0	\$1	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
		ROSE	\$267	\$359	\$311	\$235	\$227	\$67	-10.70%	-3.45%	13.49%
		WHITE	\$4,573	\$4,802	\$4,705	\$4,523	\$4,725	\$1,682	-5.04%	4.48%	17.59%
		TOTAL	\$4,840	\$5,161	\$5,017	\$4,759	\$4,952	\$1,749	-5.27%	4.06%	17.40%
	UNITED STATES OF AMERICA	ROSE	\$223	\$162	\$54	\$28	\$28	\$6	-44.78%	-1.00%	6.85%
		WHITE	\$1,824	\$1,905	\$1,823	\$1,685	\$1,778	\$610	-5.73%	5.55%	11.05%
		TOTAL	\$2,047	\$2,067	\$1,877	\$1,713	\$1,806	\$615	-6.34%	5.44%	10.99%
IMPORT SPARKLING WINE - TOTAL			\$28,489	\$29,830	\$30,355	\$30,784	\$33,900	\$12,461	1.24%	10.12%	19.13%
WINE - GIFT PACKS	AUSTRALIA		\$115	\$78	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE		\$0	\$0	\$16	\$4	\$3	\$0	-100.00%	-23.61%	0.00%

IMPORT WINE MARKET
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		2009	2010	2011	2012	2013	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
WINE - GIFT PACKS	FRANCE	\$89	\$155	\$162	\$183	\$130	\$65	-60.45%	-28.69%	0.69%
	ITALY	\$13	\$0	\$26	\$5	\$0	\$0	n/a	-100.00%	0.00%
	PORTUGAL	\$6	\$0	\$0	\$0	\$25	\$25	n/a	n/a	0.00%
	SOUTH AFRICA	\$94	\$7	\$0	\$39	\$22	\$0	-99.93%	-43.10%	0.00%
	SPAIN	\$48	\$24	\$0	\$37	\$17	\$0	-99.50%	-54.72%	0.56%
	UNITED STATES OF AMERICA	\$0	\$0	\$40	\$3	\$93	\$89	n/a	2,812.46%	0.30%
IMPORT WINE - GIFT PACKS - TOTAL		\$364	\$263	\$245	\$271	\$290	\$179	-26.31%	6.92%	0.54%
IMPORT WINE - TOTAL		\$467,498	\$482,060	\$505,591	\$530,438	\$535,249	\$171,531	-0.47%	0.91%	14.28%

GLOSSARY AND EXPLANATORY NOTES

"CANADA BOTTLED"	This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.
"IMPORT BOTTLED"	This is used in the imported wine market section to indicate imported wine bottled outside of Canada.
Domestic Beer	<p>The Domestic Beer Market section was revised in September 2012 to reflect sales as follows:</p> <ul style="list-style-type: none">a) Breweries with Annual Production over 160,000HLb) Breweries with Annual Production over 15,000HL and up to 160,000HLc) Breweries with Annual Production up to 15,000HL
Negative Sales	Occasionally, negative sales are reported. This is usually due to adjustments or product returns.
Periods	Refers to the LDB's financial periods which correspond approximately to calendar months.
Retail Dollar Sales	Value of sales before any applicable discounts are applied and without GST, PST, or HST.
Vintners Quality Alliance (VQA)	This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

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