



QUARTERLY MARKET REVIEW

MARCH 2014



**LIQUOR
DISTRIBUTION
BRANCH**

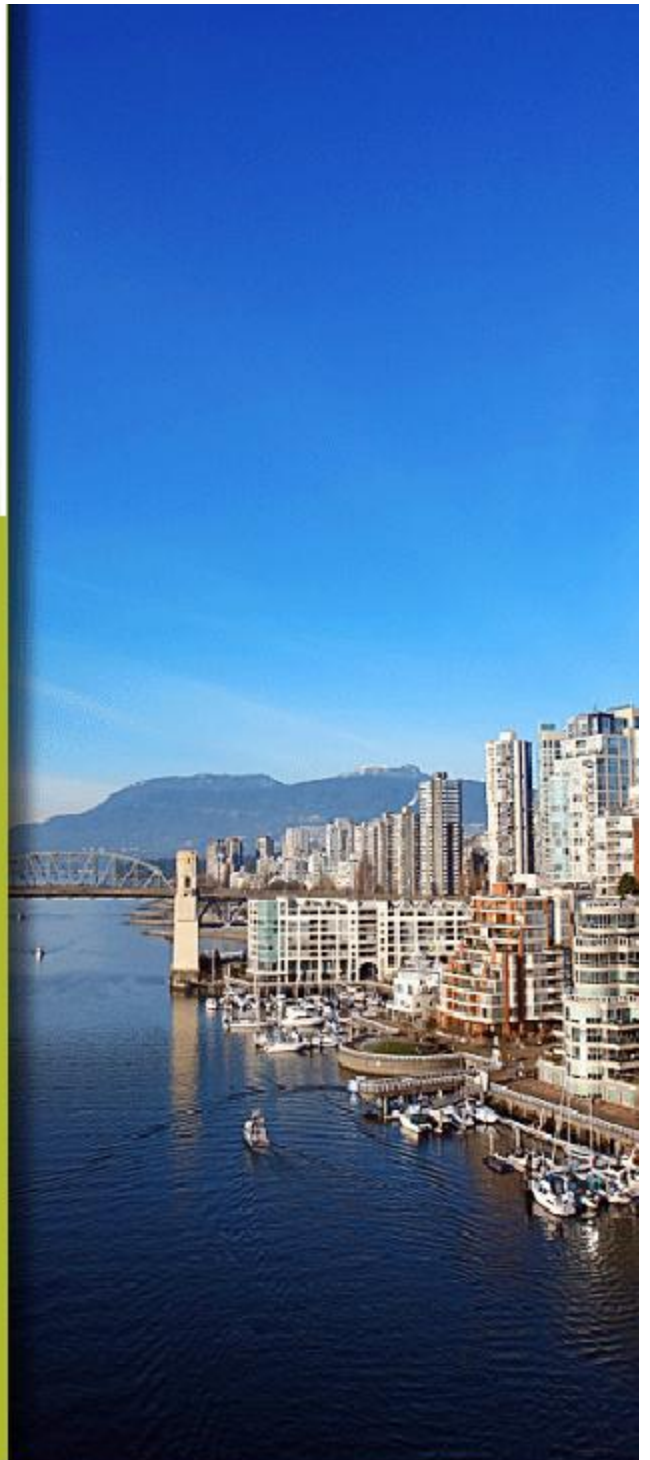


Table of Contents

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	-5.18%
Breweries with Annual Production over 160,000HL - Packaged	-6.36%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	5.99%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	-4.98%
Breweries with Annual Production up to 15,000HL - Draft	34.00%
Breweries with Annual Production up to 15,000HL - Packaged	47.54%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-5.91%
MEXICO	-12.67%
NETHERLANDS	-7.91%
BELGIUM	-4.57%
IRELAND	-3.37%
GERMANY	0.93%

CIDER - DOMESTIC	% Change
CIDER	8.53%

CIDER - IMPORTED	% Change
CIDER	15.09%

COOLERS - DOMESTIC	% Change
WINE	-3.25%
SPIRIT	0.29%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	-1.42%
SPIRIT	-5.59%
BEER	358.57%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-2.88%
VODKA	-2.25%
RUM	-6.10%
LIQUEURS	8.86%
GIN	-1.80%
BRANDY	-15.86%

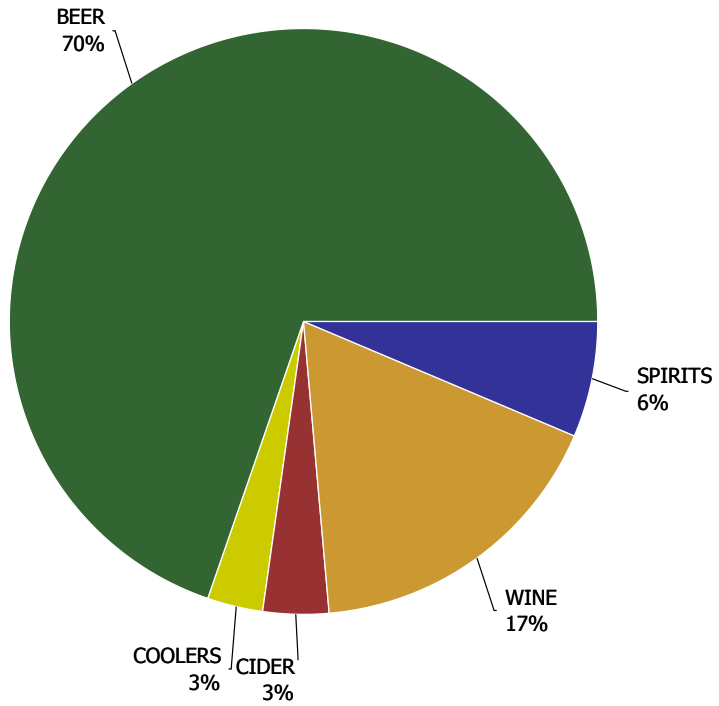
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	3.86%
VODKA	-0.82%
RUM	0.54%
LIQUEURS	-1.52%
GIN	4.53%
BRANDY	-0.56%

WINE - DOMESTIC	% Change
TABLE WINE RED	6.99%
TABLE WINE ROSE	5.19%
TABLE WINE WHITE	4.06%
SPARKLING WINE	2.12%
APERITIF, DESSERT AND FORTIFIED WINE	-3.41%

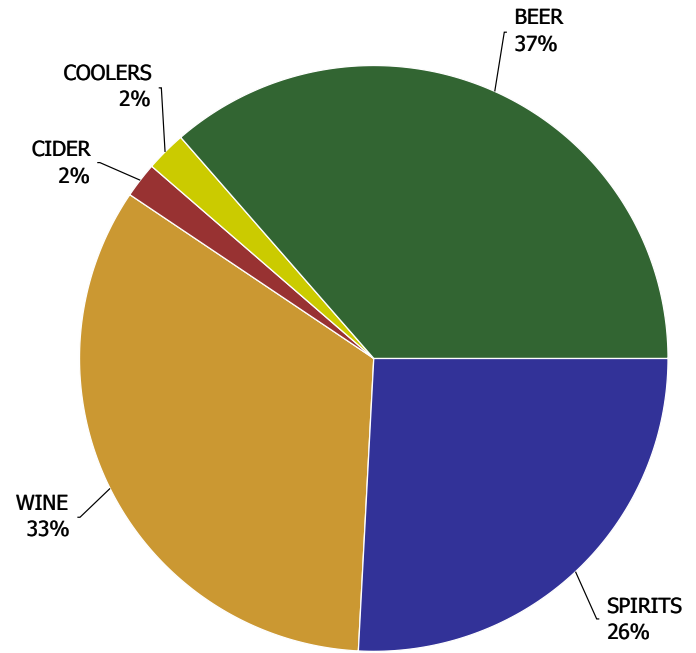
WINE - IMPORTED	% Change
TABLE WINE RED	0.33%
TABLE WINE ROSE	4.35%
TABLE WINE WHITE	-1.31%
SPARKLING WINE	12.70%
APERITIF, DESSERT AND FORTIFIED WINE	5.00%

Total Market Share

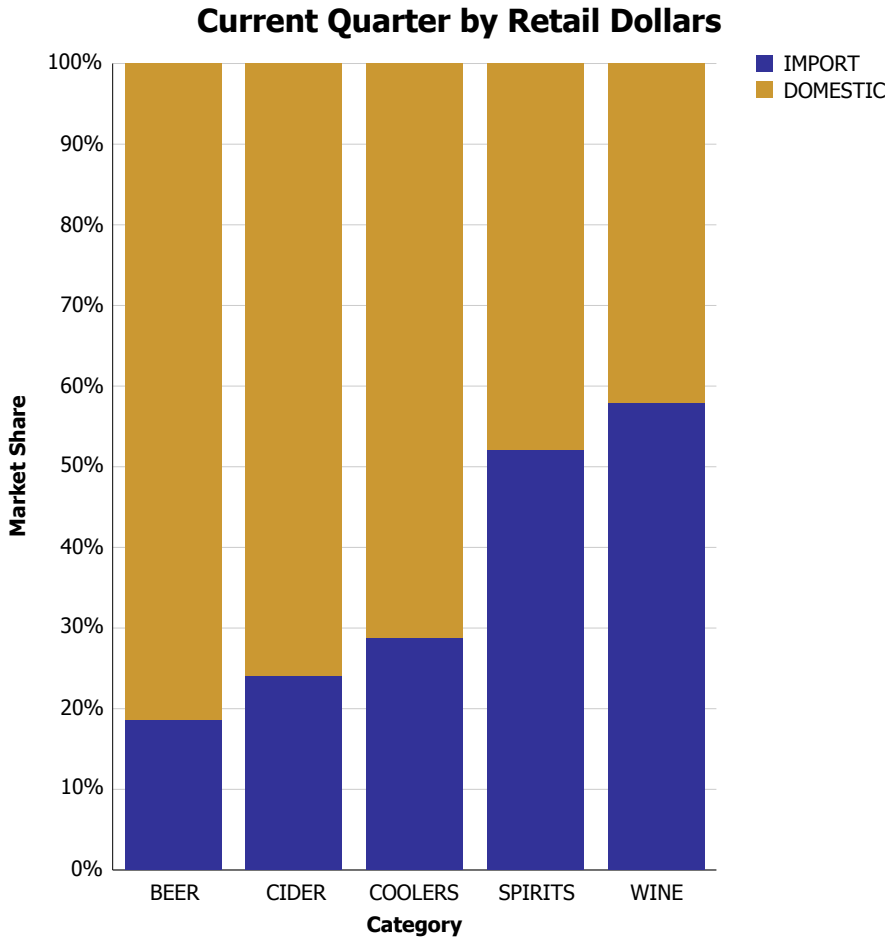
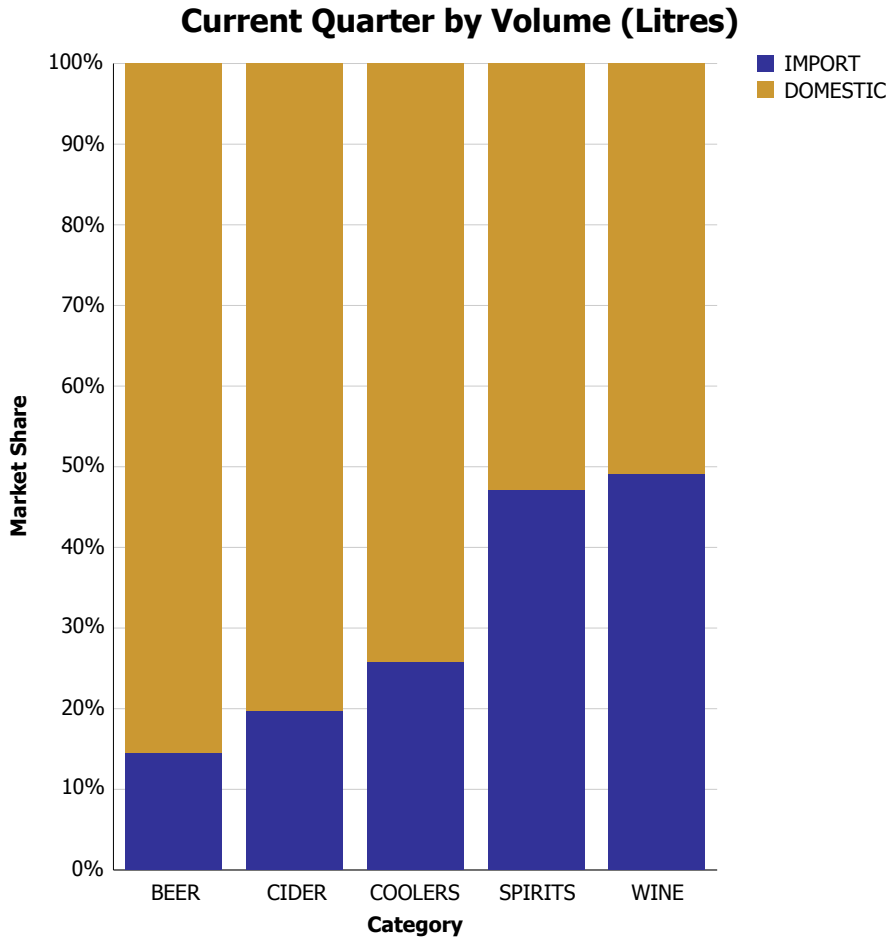
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	245,213,497	221,768,483	228,151,020	227,161,696	230,608,982	49,180,503	1.51%	1.52%	22.17%
	IMPORT	48,784,283	50,686,849	44,557,233	43,278,935	42,294,254	8,362,671	-5.50%	-2.27%	22.13%
	BEER	293,997,780	272,455,332	272,708,253	270,440,631	272,903,236	57,543,174	0.42%	0.91%	22.16%
COOLERS AND CIDERS	DOMESTIC	22,450,799	22,075,380	22,361,722	23,397,426	24,855,947	4,150,056	4.44%	6.23%	6.20%
	IMPORT	3,921,981	3,596,456	3,684,813	4,186,222	6,668,104	1,207,750	44.78%	59.29%	14.57%
	COOLERS AND CIDERS	26,372,780	25,671,836	26,046,535	27,583,648	31,524,051	5,357,806	11.44%	14.29%	7.97%
SPIRITS	DOMESTIC	14,126,976	13,383,703	13,160,619	12,919,386	12,720,294	2,730,038	-0.39%	-1.54%	10.87%
	IMPORT	10,572,965	10,607,904	11,015,143	11,320,725	11,449,716	2,426,506	3.35%	1.14%	14.57%
	SPIRITS	24,699,941	23,991,607	24,175,762	24,240,111	24,170,010	5,156,544	1.33%	-0.29%	12.62%
WINE	DOMESTIC	28,778,745	30,188,177	30,856,716	32,103,998	34,295,305	7,305,730	8.55%	6.83%	13.74%
	IMPORT	30,004,957	30,024,969	30,849,262	31,450,012	31,431,730	7,047,914	-0.57%	-0.06%	12.06%
	WINE	58,783,702	60,213,146	61,705,978	63,554,010	65,727,035	14,353,644	3.87%	3.42%	12.93%
TOTAL LIQUOR MARKET		403,854,203	382,331,921	384,636,528	385,818,400	394,324,332	82,411,168	1.72%	2.20%	18.91%

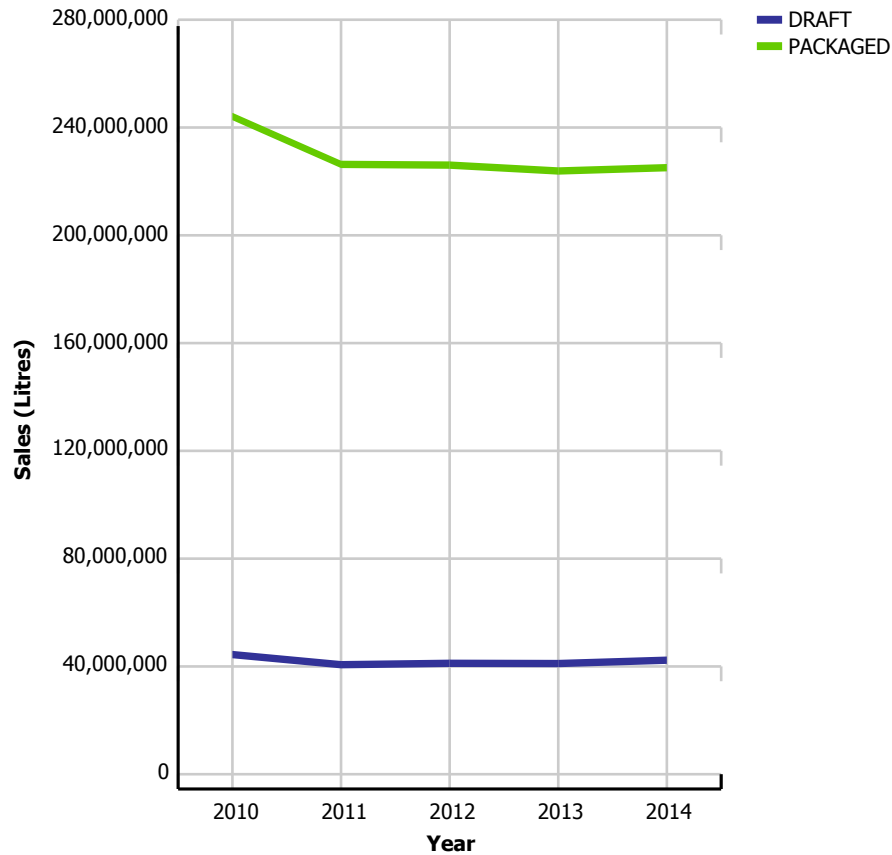
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000's)

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	\$944,995	\$877,123	\$907,881	\$906,116	\$885,032	\$185,945	-3.00%	-2.33%	20.14%
	IMPORT	\$232,643	\$237,802	\$220,261	\$217,720	\$213,538	\$42,549	-4.62%	-1.92%	22.23%
	BEER	\$1,177,638	\$1,114,926	\$1,128,142	\$1,123,836	\$1,098,570	\$228,494	-3.31%	-2.25%	20.55%
COOLERS AND CIDERS	DOMESTIC	\$102,336	\$99,333	\$102,820	\$106,673	\$110,172	\$18,808	4.23%	3.28%	6.69%
	IMPORT	\$24,109	\$21,744	\$22,375	\$25,068	\$37,327	\$6,751	37.40%	48.90%	13.42%
	COOLERS AND CIDERS	\$126,446	\$121,078	\$125,195	\$131,741	\$147,500	\$25,559	11.33%	11.96%	8.40%
SPIRITS	DOMESTIC	\$394,696	\$390,898	\$387,177	\$376,868	\$361,242	\$77,751	-2.80%	-4.15%	10.64%
	IMPORT	\$354,205	\$366,164	\$385,214	\$392,833	\$392,448	\$84,682	3.56%	-0.10%	15.14%
	SPIRITS	\$748,901	\$757,061	\$772,391	\$769,701	\$753,690	\$162,433	0.41%	-2.08%	12.98%
WINE	DOMESTIC	\$361,706	\$381,122	\$400,210	\$417,210	\$436,080	\$87,998	5.58%	4.52%	14.76%
	IMPORT	\$470,031	\$485,827	\$514,067	\$537,331	\$536,215	\$121,340	0.80%	-0.21%	14.39%
	WINE	\$831,738	\$866,949	\$914,277	\$954,542	\$972,295	\$209,338	2.76%	1.86%	14.56%
TOTAL LIQUOR MARKET		\$2,884,722	\$2,860,014	\$2,940,006	\$2,979,819	\$2,972,055	\$625,824	0.17%	-0.26%	16.07%

Beer Market - Packaged vs Draft (Domestic & Imported)

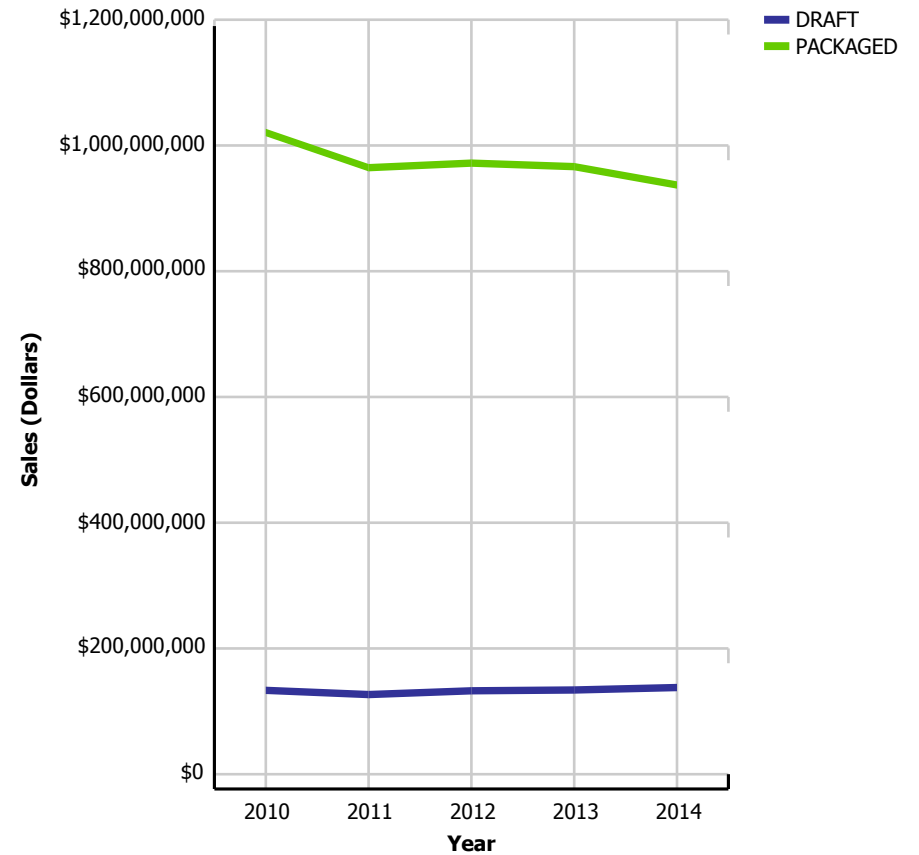
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

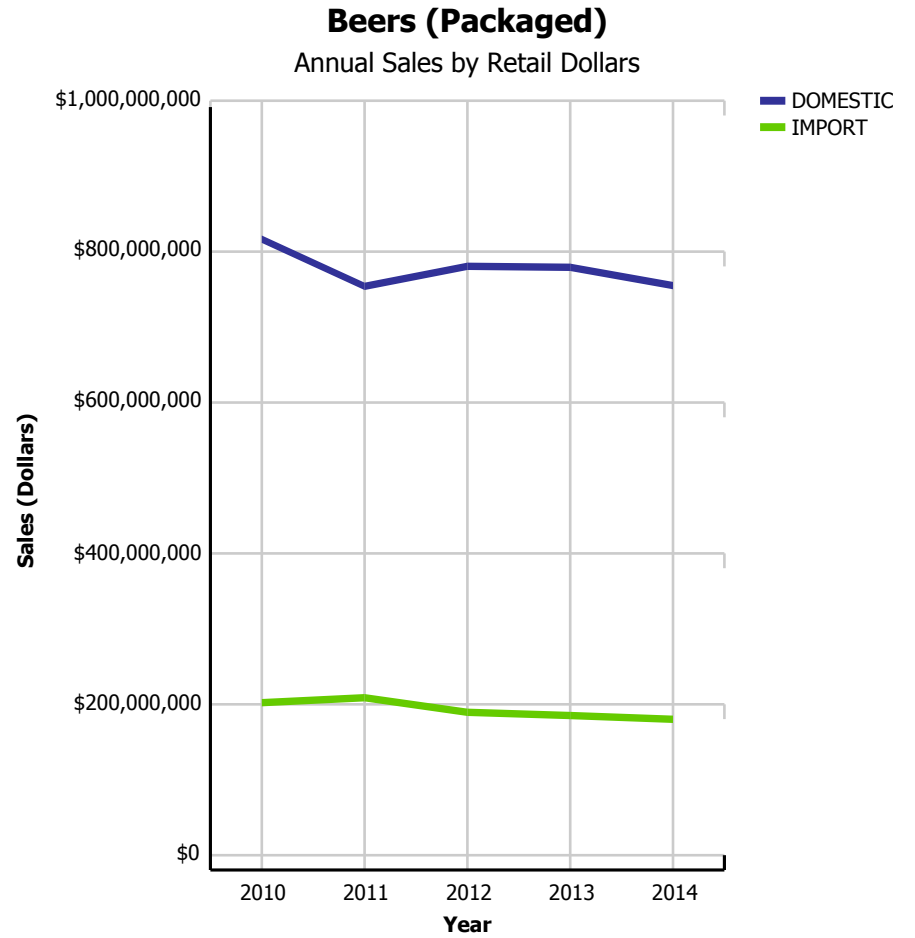
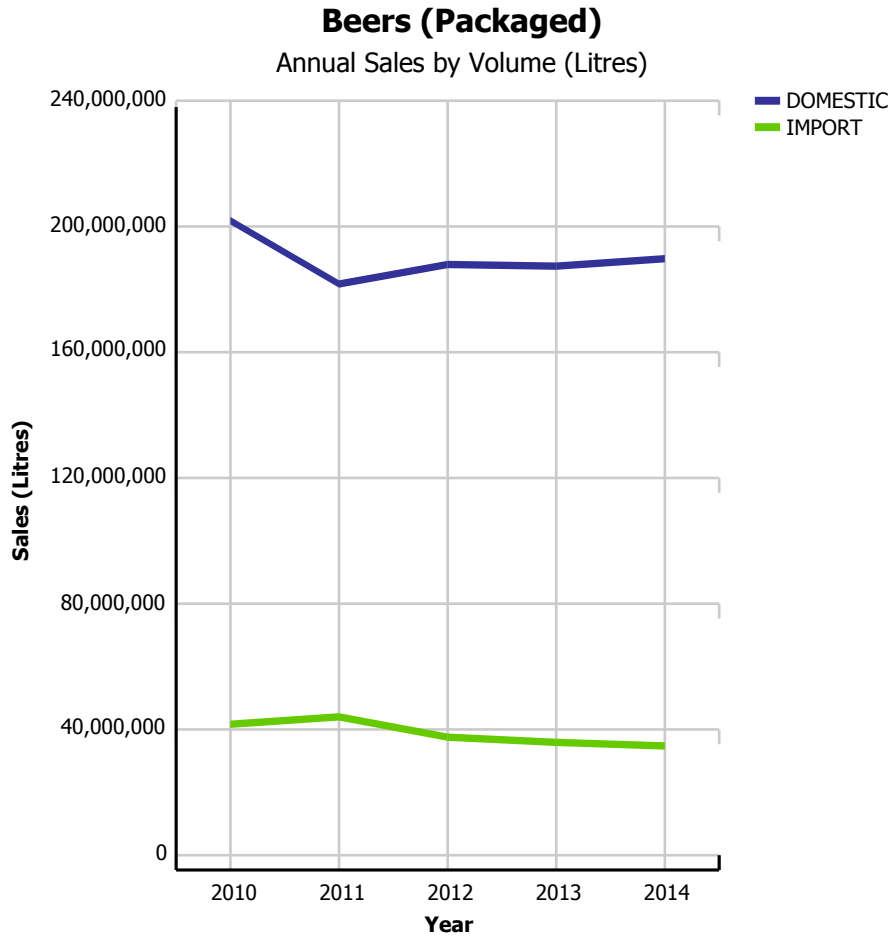


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



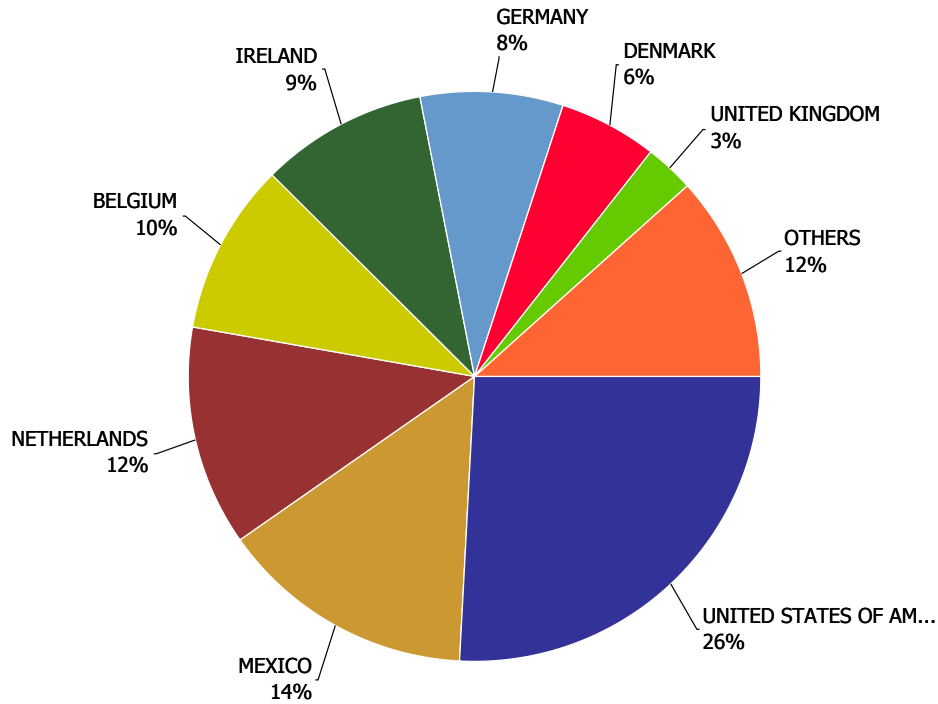
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

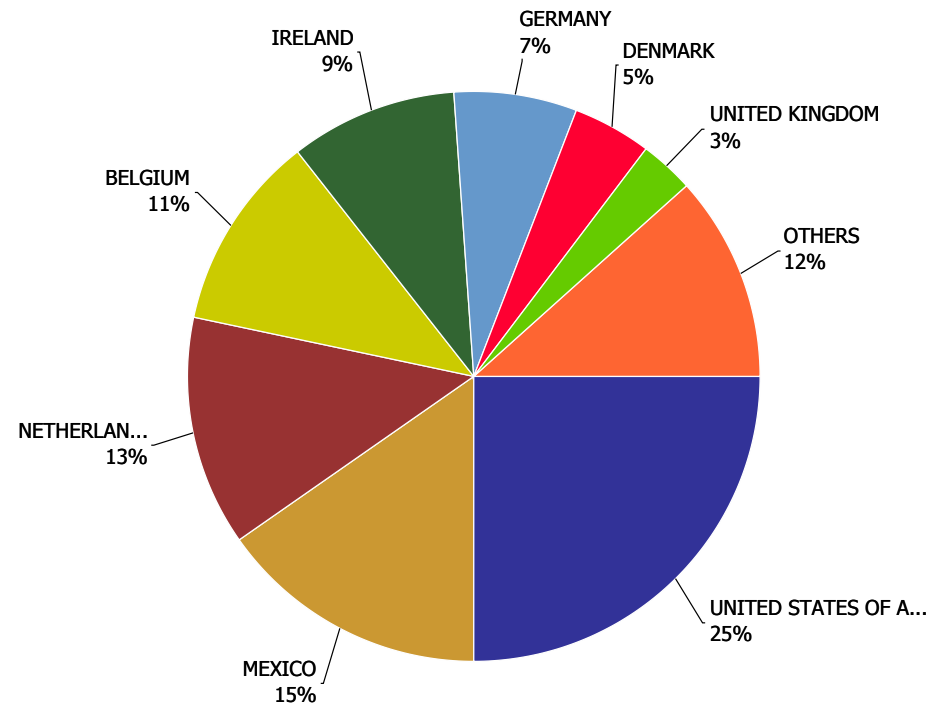
Import Beer Market Share

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 MARCH
SALES IN LITRES

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	34,413,921	30,493,012	29,242,293	27,100,653	26,193,876	6,285,873	-4.09%	-3.35%	98.44%
	PACKAGED	185,099,018	159,734,328	161,515,448	157,140,194	157,684,243	32,388,399	1.03%	0.35%	7.40%
	TOTAL	219,512,939	190,227,340	190,757,741	184,240,847	183,878,119	38,674,272	0.16%	-0.20%	20.37%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	3,564,479	4,130,483	5,124,471	5,942,625	6,469,917	1,521,639	6.63%	8.87%	95.19%
	PACKAGED	15,376,497	20,240,247	24,423,468	26,717,840	26,638,241	5,466,671	-5.80%	-0.30%	2.47%
	TOTAL	18,940,976	24,370,730	29,547,939	32,660,465	33,108,158	6,988,310	-3.35%	1.37%	20.59%
Breweries with Annual Production up to 15,000HL	DRAFT	4,214,701	4,252,817	4,700,116	5,557,500	7,015,907	1,866,394	28.27%	26.24%	93.61%
	PACKAGED	2,544,878	2,917,602	3,145,226	4,702,870	6,606,810	1,651,525	43.25%	40.49%	4.20%
	TOTAL	6,759,579	7,170,419	7,845,342	10,260,370	13,622,717	3,517,919	34.89%	32.77%	50.25%
DOMESTIC DRAFT - TOTAL		42,193,101	38,876,312	39,066,880	38,600,778	39,679,700	9,673,906	2.52%	2.80%	97.06%
DOMESTIC PACKAGED - TOTAL		203,020,393	182,892,177	189,084,142	188,560,904	190,929,294	39,506,595	1.26%	1.26%	6.60%
DOMESTIC BEER - TOTAL		245,213,494	221,768,489	228,151,022	227,161,682	230,608,994	49,180,501	1.51%	1.52%	22.17%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	\$100,092	\$92,146	\$91,480	\$85,256	\$81,428	\$19,637	-5.18%	-4.49%	98.38%
	PACKAGED	\$753,424	\$669,436	\$677,265	\$658,577	\$623,583	\$125,142	-6.36%	-5.31%	8.40%
	TOTAL	\$853,516	\$761,582	\$768,745	\$743,834	\$705,012	\$144,779	-6.20%	-5.22%	18.79%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	\$10,240	\$12,269	\$15,531	\$18,379	\$19,748	\$4,629	5.99%	7.45%	95.12%
	PACKAGED	\$55,157	\$74,022	\$91,056	\$100,356	\$100,214	\$20,755	-4.98%	-0.14%	3.08%
	TOTAL	\$65,397	\$86,292	\$106,586	\$118,736	\$119,962	\$25,384	-3.15%	1.03%	18.23%
Breweries with Annual Production up to 15,000HL	DRAFT	\$13,250	\$13,834	\$15,434	\$18,350	\$23,918	\$6,439	33.79%	30.35%	93.40%
	PACKAGED	\$12,833	\$15,415	\$17,116	\$25,197	\$36,140	\$9,343	47.70%	43.43%	4.36%
	TOTAL	\$26,083	\$29,249	\$32,550	\$43,546	\$60,058	\$15,781	41.69%	37.92%	39.82%
DOMESTIC DRAFT - TOTAL		\$123,581	\$118,249	\$122,444	\$121,985	\$125,095	\$30,705	2.72%	2.55%	96.91%
DOMESTIC PACKAGED - TOTAL		\$821,414	\$758,874	\$785,437	\$784,131	\$759,937	\$155,239	-4.06%	-3.09%	7.51%
DOMESTIC BEER - TOTAL		\$944,995	\$877,123	\$907,881	\$906,116	\$885,032	\$185,945	-3.00%	-2.33%	20.14%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	151	1,196	2,254	858	1,340	235	111.71%	56.23%	35.60%
	ARGENTINA - Total	151	1,196	2,254	858	1,340	235	111.71%	56.23%	35.60%
AUSTRALIA	PACKAGED	43,947	33,539	26,647	32,346	20,203	4,881	-38.93%	-37.53%	19.11%
	AUSTRALIA - Total	43,947	33,539	26,647	32,346	20,203	4,881	-38.93%	-37.53%	19.11%
AUSTRIA	DRAFT	1,500	8,775	12,125	13,450	19,250	5,575	45.75%	43.12%	97.92%
	PACKAGED	55,058	59,093	62,808	71,802	134,325	29,274	89.43%	87.06%	14.99%
	AUSTRIA - Total	56,558	67,868	74,933	85,252	153,575	34,849	80.76%	80.13%	25.39%
BELGIUM	DRAFT	1,170,990	939,000	811,945	758,540	806,000	200,315	10.31%	6.26%	99.26%
	PACKAGED	4,069,176	3,373,892	3,449,988	3,466,554	3,262,727	633,111	-7.30%	-5.88%	17.48%
	BELGIUM - Total	5,240,166	4,312,892	4,261,933	4,225,094	4,068,727	833,426	-3.60%	-3.70%	33.68%
BRAZIL	PACKAGED	437,666	136,831	289	-17	0	0	100.00%	100.00%	0.00%
	BRAZIL - Total	437,666	136,831	289	-17	0	0	100.00%	100.00%	0.00%
CHILE	PACKAGED	785	685	338	0	0	0	n/a	n/a	0.00%
	CHILE - Total	785	685	338	0	0	0	n/a	n/a	0.00%
CHINA	PACKAGED	351,115	322,525	307,556	292,095	292,397	67,058	0.76%	0.10%	43.07%
	CHINA - Total	351,115	322,525	307,556	292,095	292,397	67,058	0.76%	0.10%	43.07%
CROATIA	PACKAGED	71,835	66,322	42,337	25,038	25	0	-100.00%	-99.90%	0.00%
	CROATIA - Total	71,835	66,322	42,337	25,038	25	0	-100.00%	-99.90%	0.00%
CZECH REPUBLIC	DRAFT	24,817	37,563	41,577	41,665	30,530	6,564	3.71%	-26.73%	90.88%
	PACKAGED	763,615	759,731	811,587	818,303	879,125	191,975	15.18%	7.43%	4.25%
	CZECH REPUBLIC - Total	788,432	797,294	853,164	859,968	909,655	198,539	14.76%	5.78%	7.16%
DENMARK	DRAFT	43,000	58,400	79,400	143,700	133,200	31,450	11.52%	-7.31%	99.89%
	PACKAGED	1,393,955	1,361,975	1,352,414	1,592,403	1,781,631	435,520	16.15%	11.88%	0.76%
	DENMARK - Total	1,436,955	1,420,375	1,431,814	1,736,103	1,914,831	466,970	15.83%	10.29%	7.66%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ESTONIA	PACKAGED	84	432	0	0	0	0	n/a	n/a	0.00%
	ESTONIA - Total	84	432	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	5,750	4,715	n/a	n/a	0.16%
	FIJI - Total	0	0	0	0	5,750	4,715	n/a	n/a	0.16%
FRANCE	DRAFT	68,690	102,750	241,740	282,700	334,800	73,140	11.56%	18.43%	99.74%
	PACKAGED	208,014	194,492	367,241	460,993	656,843	138,512	41.77%	42.49%	11.10%
	FRANCE - Total	276,704	297,242	608,981	743,693	991,643	211,652	29.64%	33.34%	41.03%
GERMANY	DRAFT	241,650	142,910	133,330	143,890	174,690	35,670	21.99%	21.41%	94.46%
	PACKAGED	3,453,007	3,245,742	3,301,844	2,847,472	2,978,058	640,173	2.84%	4.59%	3.43%
	GERMANY - Total	3,694,657	3,388,652	3,435,174	2,991,362	3,152,748	675,843	3.70%	5.40%	8.47%
GREECE	PACKAGED	10,057	8,064	11,599	12,152	14,291	3,509	39.25%	17.58%	87.52%
	GREECE - Total	10,057	8,064	11,599	12,152	14,291	3,509	39.25%	17.58%	87.52%
GREENLAND	PACKAGED	0	0	0	241	0	0	-100.00%	-100.00%	0.00%
	GREENLAND - Total	0	0	0	241	0	0	-100.00%	-100.00%	0.00%
ICELAND	PACKAGED	0	0	0	0	10,931	6,211	n/a	n/a	1.07%
	ICELAND - Total	0	0	0	0	10,931	6,211	n/a	n/a	1.07%
INDIA	PACKAGED	51,692	48,171	13,746	4,716	5,338	2,749	160.82%	13.09%	74.62%
	INDIA - Total	51,692	48,171	13,746	4,716	5,338	2,749	160.82%	13.09%	74.62%
IRELAND	DRAFT	1,360,300	1,221,050	1,269,550	1,249,600	1,200,400	359,300	-2.31%	-3.94%	99.68%
	PACKAGED	1,269,814	1,188,028	1,273,710	1,446,456	1,457,796	421,913	-3.77%	0.78%	12.02%
	IRELAND - Total	2,630,114	2,409,078	2,543,260	2,696,056	2,658,196	781,213	-3.10%	-1.40%	51.60%
ISRAEL	PACKAGED	0	0	0	0	87	40	n/a	n/a	0.00%
	ISRAEL - Total	0	0	0	0	87	40	n/a	n/a	0.00%
ITALY	DRAFT	0	0	22,410	63,930	84,270	18,060	3.44%	31.82%	99.93%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ITALY	PACKAGED	173,939	208,621	273,248	285,749	288,981	58,186	1.92%	1.13%	24.96%
	ITALY - Total	173,939	208,621	295,658	349,679	373,251	76,246	2.27%	6.74%	41.89%
JAMAICA	PACKAGED	230,710	222,894	233,941	234,397	221,695	44,636	-6.03%	-5.42%	20.76%
	JAMAICA - Total	230,710	222,894	233,941	234,397	221,695	44,636	-6.03%	-5.42%	20.76%
JAPAN	DRAFT	779	29,640	63,764	79,477	82,916	19,798	7.98%	4.33%	98.24%
	PACKAGED	528,646	502,224	471,900	450,993	450,677	104,749	2.51%	-0.07%	65.31%
	JAPAN - Total	529,425	531,864	535,664	530,470	533,593	124,547	3.34%	0.59%	70.43%
KENYA	PACKAGED	8,785	10,272	8,161	10,883	9,626	875	-63.62%	-11.50%	40.16%
	KENYA - Total	8,785	10,272	8,161	10,883	9,626	875	-63.62%	-11.50%	40.16%
KOREA - SOUTH	PACKAGED	10,898	10,978	23,796	29,373	29,577	5,915	-23.53%	0.69%	58.42%
	KOREA - SOUTH - Total	10,898	10,978	23,796	29,373	29,577	5,915	-23.53%	0.69%	58.42%
LAOS	PACKAGED	0	103	672	414	325	56	-6.67%	-21.53%	82.77%
	LAOS - Total	0	103	672	414	325	56	-6.67%	-21.53%	82.77%
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	292	1,101	1,251	269	-2.89%	13.82%	96.16%
	LEBANON - Total	0	0	292	1,101	1,251	269	-2.89%	13.82%	96.16%
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	12,032,549	9,747,605	8,474,149	8,349,283	8,023,116	1,189,616	-13.84%	-3.91%	22.54%
	MEXICO - Total	12,032,549	9,747,605	8,474,149	8,349,283	8,023,116	1,189,616	-13.84%	-3.91%	22.54%
MONTENEGRO	PACKAGED	1,563	2,134	1,205	358	1,456	322	123.61%	305.00%	2.75%
	MONTENEGRO - Total	1,563	2,134	1,205	358	1,456	322	123.61%	305.00%	2.75%
NETHERLANDS	DRAFT	600,410	482,090	502,390	479,470	445,660	105,530	0.15%	-7.05%	99.30%
	PACKAGED	6,330,361	5,465,613	5,339,671	5,122,979	4,749,013	936,456	-7.96%	-7.30%	15.13%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
NETHERLANDS	NETHERLANDS - Total	6,930,771	5,947,703	5,842,061	5,602,449	5,194,673	1,041,986	-7.20%	-7.28%	22.35%
NEW ZEALAND	DRAFT	0	0	0	60	3,110	720	1,100.00%	5,083.33%	100.00%
	PACKAGED	85,797	71,282	74,542	80,318	77,923	15,988	-20.92%	-2.96%	4.16%
	NEW ZEALAND - Total	85,797	71,282	74,542	80,378	81,033	16,708	-17.60%	0.83%	7.84%
NORWAY	PACKAGED	0	966	1,594	793	1,813	158	-72.04%	129.00%	0.66%
	NORWAY - Total	0	966	1,594	793	1,813	158	-72.04%	129.00%	0.66%
PHILIPPINES	PACKAGED	40,783	66,726	76,254	74,202	75,028	16,128	6.32%	1.11%	5.49%
	PHILIPPINES - Total	40,783	66,726	76,254	74,202	75,028	16,128	6.32%	1.11%	5.49%
POLAND	PACKAGED	100,520	115,880	113,030	110,766	116,800	22,952	2.06%	5.45%	4.67%
	POLAND - Total	100,520	115,880	113,030	110,766	116,800	22,952	2.06%	5.45%	4.67%
PORTUGAL	PACKAGED	0	0	10,851	16,411	16,648	3,231	5.42%	1.45%	17.09%
	PORTUGAL - Total	0	0	10,851	16,411	16,648	3,231	5.42%	1.45%	17.09%
RUSSIA (USSR)	PACKAGED	45,769	29,751	40,171	61,569	69,708	19,149	10.55%	13.22%	3.16%
	RUSSIA (USSR) - Total	45,769	29,751	40,171	61,569	69,708	19,149	10.55%	13.22%	3.16%
SERBIA	PACKAGED	0	586	1,882	2,461	3,849	907	6.33%	56.34%	0.42%
	SERBIA - Total	0	586	1,882	2,461	3,849	907	6.33%	56.34%	0.42%
SINGAPORE	PACKAGED	58,471	59,606	63,238	68,022	80,760	17,248	15.57%	18.71%	33.48%
	SINGAPORE - Total	58,471	59,606	63,238	68,022	80,760	17,248	15.57%	18.71%	33.48%
SLOVAK REPUBLIC	PACKAGED	3,968	3,850	1,902	2,100	2,480	430	-34.85%	18.10%	0.00%
	SLOVAK REPUBLIC - Total	3,968	3,850	1,902	2,100	2,480	430	-34.85%	18.10%	0.00%
SLOVENIA	PACKAGED	8,619	1,524	539	0	0	0	n/a	n/a	0.00%
	SLOVENIA - Total	8,619	1,524	539	0	0	0	n/a	n/a	0.00%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SOUTH AFRICA	PACKAGED	30,978	30,258	34,057	24,650	26,657	5,702	4.74%	8.14%	4.61%
	SOUTH AFRICA - Total	30,978	30,258	34,057	24,650	26,657	5,702	4.74%	8.14%	4.61%
SPAIN	PACKAGED	157,525	215,874	243,919	325,668	380,600	53,323	-24.59%	16.87%	8.22%
	SPAIN - Total	157,525	215,874	243,919	325,668	380,600	53,323	-24.59%	16.87%	8.22%
SWEDEN	PACKAGED	0	0	0	0	249	249	n/a	n/a	2.01%
	SWEDEN - Total	0	0	0	0	249	249	n/a	n/a	2.01%
SWITZERLAND	PACKAGED	0	0	0	742	185	11	-95.20%	-74.70%	0.00%
	SWITZERLAND - Total	0	0	0	742	185	11	-95.20%	-74.70%	0.00%
THAILAND	PACKAGED	78,275	81,425	90,073	86,592	91,941	19,409	6.09%	6.18%	58.42%
	THAILAND - Total	78,275	81,425	90,073	86,592	91,941	19,409	6.09%	6.18%	58.42%
TRINIDAD AND TOBAGO	PACKAGED	18,025	22,312	24,116	20,234	18,909	3,114	-8.14%	-6.53%	11.97%
	TRINIDAD AND TOBAGO - Total	18,025	22,312	24,116	20,234	18,909	3,114	-8.14%	-6.53%	11.97%
TURKEY	PACKAGED	33,631	32,958	51,879	58,729	65,076	14,808	-0.74%	10.82%	2.74%
	TURKEY - Total	33,631	32,958	51,879	58,729	65,076	14,808	-0.74%	10.82%	2.74%
UKRAINE	PACKAGED	7,403	2,630	0	2,560	0	0	-100.00%	-100.00%	0.00%
	UKRAINE - Total	7,403	2,630	0	2,560	0	0	-100.00%	-100.00%	0.00%
UNITED KINGDOM	DRAFT	57,623	61,440	69,810	109,870	144,240	36,090	-6.38%	31.28%	99.62%
	PACKAGED	759,914	727,408	719,516	859,085	858,331	183,847	-11.53%	-0.09%	5.97%
	UNITED KINGDOM - Total	817,537	788,848	789,326	968,955	1,002,571	219,937	-10.72%	3.47%	19.45%
UNITED STATES OF AMERICA	DRAFT	23,438	64,122	228,665	484,467	552,261	136,655	10.72%	13.99%	97.58%
	PACKAGED	12,263,246	19,104,332	13,679,777	12,073,765	11,114,997	2,034,946	-13.54%	-7.94%	9.92%
	UNITED STATES OF AMERICA - Total	12,286,684	19,168,454	13,908,442	12,558,232	11,667,258	2,171,601	-12.33%	-7.09%	14.07%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VIETNAM	PACKAGED	503	593	1,791	2,522	3,604	1,270	90.98%	43.08%	70.67%
	VIETNAM - Total	503	593	1,791	2,522	3,604	1,270	90.98%	43.08%	70.67%
<hr/>										
IMPORT DRAFT - TOTAL		3,593,197	3,147,740	3,476,706	3,850,819	4,011,327	1,028,867	4.38%	4.17%	98.95%
IMPORT PACKAGED - TOTAL		45,191,089	47,539,123	41,080,554	39,428,131	38,282,934	7,333,826	-6.73%	-2.90%	14.09%
IMPORT BEER - TOTAL		48,784,286	50,686,863	44,557,260	43,278,950	42,294,261	8,362,693	-5.50%	-2.27%	22.13%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	\$1	\$6	\$12	\$5	\$8	\$1	107.72%	53.98%	35.61%
	ARGENTINA - Total	\$1	\$6	\$12	\$5	\$8	\$1	107.72%	53.98%	35.61%
AUSTRALIA	PACKAGED	\$237	\$184	\$141	\$213	\$108	\$25	-45.15%	-49.12%	20.07%
	AUSTRALIA - Total	\$237	\$184	\$141	\$213	\$108	\$25	-45.15%	-49.12%	20.07%
AUSTRIA	DRAFT	\$8	\$46	\$64	\$71	\$95	\$27	34.62%	32.96%	97.91%
	PACKAGED	\$238	\$260	\$281	\$328	\$643	\$140	95.17%	96.35%	14.08%
	AUSTRIA - Total	\$245	\$306	\$345	\$399	\$738	\$168	81.86%	85.02%	24.84%
BELGIUM	DRAFT	\$5,171	\$4,388	\$3,954	\$3,747	\$3,959	\$989	8.44%	5.66%	99.29%
	PACKAGED	\$22,532	\$19,701	\$20,083	\$20,285	\$19,329	\$3,786	-7.48%	-4.71%	17.92%
	BELGIUM - Total	\$27,703	\$24,089	\$24,037	\$24,032	\$23,288	\$4,775	-4.57%	-3.10%	31.76%
BRAZIL	PACKAGED	\$2,185	\$687	\$2	\$0	\$0	\$0	100.00%	100.00%	0.00%
	BRAZIL - Total	\$2,185	\$687	\$2	\$0	\$0	\$0	100.00%	100.00%	0.00%
CHILE	PACKAGED	\$6	\$5	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE - Total	\$6	\$5	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
CHINA	PACKAGED	\$1,609	\$1,502	\$1,474	\$1,407	\$1,391	\$319	-1.78%	-1.19%	43.92%
	CHINA - Total	\$1,609	\$1,502	\$1,474	\$1,407	\$1,391	\$319	-1.78%	-1.19%	43.92%
CROATIA	PACKAGED	\$269	\$277	\$189	\$112	\$0	\$0	-100.00%	-99.90%	0.00%
	CROATIA - Total	\$269	\$277	\$189	\$112	\$0	\$0	-100.00%	-99.90%	0.00%
CZECH REPUBLIC	DRAFT	\$100	\$155	\$172	\$173	\$123	\$26	1.00%	-28.64%	90.88%
	PACKAGED	\$3,651	\$3,549	\$3,755	\$3,796	\$3,957	\$876	11.11%	4.26%	4.35%
	CZECH REPUBLIC - Total	\$3,751	\$3,704	\$3,927	\$3,968	\$4,081	\$902	10.78%	2.83%	6.96%
DENMARK	DRAFT	\$182	\$252	\$346	\$626	\$574	\$137	11.36%	-8.31%	99.89%
	PACKAGED	\$5,752	\$5,808	\$5,842	\$6,717	\$7,246	\$1,787	14.34%	7.89%	0.89%
	DENMARK - Total	\$5,935	\$6,060	\$6,188	\$7,342	\$7,820	\$1,924	14.12%	6.51%	8.15%
ESTONIA	PACKAGED	\$0	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
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	\$37	\$30	n/a	n/a	0.16%
	FIJI - Total	\$0	\$0	\$0	\$0	\$37	\$30	n/a	n/a	0.16%
FRANCE	DRAFT	\$276	\$467	\$1,136	\$1,363	\$1,595	\$352	11.22%	17.07%	99.74%
	PACKAGED	\$1,128	\$1,115	\$2,137	\$2,756	\$3,770	\$790	32.77%	36.79%	11.59%
	FRANCE - Total	\$1,404	\$1,582	\$3,274	\$4,119	\$5,365	\$1,142	25.30%	30.26%	37.80%
GERMANY	DRAFT	\$1,063	\$629	\$599	\$655	\$802	\$167	21.46%	22.49%	94.67%
	PACKAGED	\$14,792	\$14,252	\$14,282	\$12,885	\$13,005	\$2,764	-0.09%	0.94%	4.06%
	GERMANY - Total	\$15,855	\$14,881	\$14,881	\$13,540	\$13,807	\$2,930	0.93%	1.98%	9.32%
GREECE	PACKAGED	\$61	\$50	\$72	\$76	\$89	\$22	40.44%	15.90%	87.53%
	GREECE - Total	\$61	\$50	\$72	\$76	\$89	\$22	40.44%	15.90%	87.53%
GREENLAND	PACKAGED	\$0	\$0	\$0	\$3	\$0	\$0	-100.00%	-100.00%	0.00%
	GREENLAND - Total	\$0	\$0	\$0	\$3	\$0	\$0	-100.00%	-100.00%	0.00%
ICELAND	PACKAGED	\$0	\$0	\$0	\$0	\$49	\$28	n/a	n/a	1.07%
	ICELAND - Total	\$0	\$0	\$0	\$0	\$49	\$28	n/a	n/a	1.07%
INDIA	PACKAGED	\$333	\$319	\$91	\$27	\$26	\$13	122.67%	-2.15%	79.18%
	INDIA - Total	\$333	\$319	\$91	\$27	\$26	\$13	122.67%	-2.15%	79.18%
IRELAND	DRAFT	\$5,998	\$5,496	\$5,803	\$5,760	\$5,500	\$1,650	-3.18%	-4.51%	99.71%
	PACKAGED	\$6,955	\$6,699	\$7,180	\$7,975	\$8,105	\$2,341	-3.50%	1.63%	12.29%
	IRELAND - Total	\$12,952	\$12,195	\$12,983	\$13,735	\$13,605	\$3,991	-3.37%	-0.94%	47.63%
ISRAEL	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	ISRAEL - Total	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
ITALY	DRAFT	\$0	\$0	\$113	\$323	\$415	\$89	0.74%	28.38%	99.93%
	PACKAGED	\$998	\$1,207	\$1,606	\$1,752	\$1,714	\$346	-1.70%	-2.18%	26.15%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ITALY	ITALY - Total	\$998	\$1,207	\$1,719	\$2,076	\$2,129	\$435	-1.21%	2.58%	40.54%
JAMAICA	PACKAGED	\$1,197	\$1,179	\$1,247	\$1,253	\$1,185	\$241	-6.48%	-5.41%	20.86%
	JAMAICA - Total	\$1,197	\$1,179	\$1,247	\$1,253	\$1,185	\$241	-6.48%	-5.41%	20.86%
JAPAN	DRAFT	\$4	\$156	\$337	\$420	\$427	\$102	5.16%	1.61%	98.24%
	PACKAGED	\$2,749	\$2,702	\$2,565	\$2,466	\$2,435	\$568	1.29%	-1.25%	65.96%
	JAPAN - Total	\$2,753	\$2,858	\$2,902	\$2,886	\$2,862	\$670	1.86%	-0.83%	70.77%
KENYA	PACKAGED	\$56	\$67	\$53	\$71	\$62	\$6	-64.15%	-13.11%	40.19%
	KENYA - Total	\$56	\$67	\$53	\$71	\$62	\$6	-64.15%	-13.11%	40.19%
KOREA - SOUTH	PACKAGED	\$51	\$52	\$118	\$145	\$145	\$29	-24.29%	-0.27%	58.47%
	KOREA - SOUTH - Total	\$51	\$52	\$118	\$145	\$145	\$29	-24.29%	-0.27%	58.47%
LAOS	PACKAGED	\$0	\$1	\$4	\$3	\$2	\$0	-8.06%	-22.59%	82.92%
	LAOS - Total	\$0	\$1	\$4	\$3	\$2	\$0	-8.06%	-22.59%	82.92%
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	\$2	\$7	\$8	\$2	-4.98%	11.52%	96.20%
	LEBANON - Total	\$0	\$0	\$2	\$7	\$8	\$2	-4.98%	11.52%	96.20%
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	\$57,773	\$48,771	\$45,542	\$44,726	\$43,055	\$6,496	-12.67%	-3.74%	22.01%
	MEXICO - Total	\$57,773	\$48,771	\$45,542	\$44,726	\$43,055	\$6,496	-12.67%	-3.74%	22.01%
MONTENEGRO	PACKAGED	\$7	\$11	\$4	\$2	\$6	\$1	116.26%	285.33%	3.08%
	MONTENEGRO - Total	\$7	\$11	\$4	\$2	\$6	\$1	116.26%	285.33%	3.08%
NETHERLANDS	DRAFT	\$2,595	\$2,170	\$2,330	\$2,243	\$2,067	\$490	-1.53%	-7.82%	99.35%
	PACKAGED	\$32,633	\$28,677	\$28,483	\$27,385	\$25,469	\$4,997	-8.49%	-7.00%	16.31%
	NETHERLANDS - Total	\$35,228	\$30,847	\$30,812	\$29,628	\$27,537	\$5,487	-7.91%	-7.06%	22.54%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
NEW ZEALAND	DRAFT	\$0	\$0	\$0	\$0	\$14	\$3	974.01%	4,581.58%	100.00%
	PACKAGED	\$408	\$375	\$416	\$501	\$502	\$103	-26.95%	0.17%	4.01%
	NEW ZEALAND - Total	\$408	\$375	\$416	\$501	\$516	\$106	-24.80%	2.95%	6.66%
NORWAY	PACKAGED	\$0	\$13	\$19	\$10	\$24	\$2	-68.44%	137.37%	0.60%
	NORWAY - Total	\$0	\$13	\$19	\$10	\$24	\$2	-68.44%	137.37%	0.60%
PHILIPPINES	PACKAGED	\$195	\$309	\$364	\$359	\$359	\$77	2.84%	0.03%	5.89%
	PHILIPPINES - Total	\$195	\$309	\$364	\$359	\$359	\$77	2.84%	0.03%	5.89%
POLAND	PACKAGED	\$474	\$544	\$534	\$533	\$543	\$108	-0.86%	1.79%	4.72%
	POLAND - Total	\$474	\$544	\$534	\$533	\$543	\$108	-0.86%	1.79%	4.72%
PORTUGAL	PACKAGED	\$0	\$0	\$64	\$95	\$94	\$18	2.19%	-0.81%	17.27%
	PORTUGAL - Total	\$0	\$0	\$64	\$95	\$94	\$18	2.19%	-0.81%	17.27%
RUSSIA (USSR)	PACKAGED	\$191	\$131	\$179	\$280	\$308	\$83	7.43%	10.07%	3.19%
	RUSSIA (USSR) - Total	\$191	\$131	\$179	\$280	\$308	\$83	7.43%	10.07%	3.19%
SERBIA	PACKAGED	\$0	\$3	\$8	\$11	\$16	\$4	-3.23%	48.07%	0.48%
	SERBIA - Total	\$0	\$3	\$8	\$11	\$16	\$4	-3.23%	48.07%	0.48%
SINGAPORE	PACKAGED	\$285	\$285	\$304	\$318	\$364	\$79	12.51%	14.44%	36.87%
	SINGAPORE - Total	\$285	\$285	\$304	\$318	\$364	\$79	12.51%	14.44%	36.87%
SLOVAK REPUBLIC	PACKAGED	\$20	\$19	\$11	\$12	\$14	\$2	-36.35%	15.69%	0.00%
	SLOVAK REPUBLIC - Total	\$20	\$19	\$11	\$12	\$14	\$2	-36.35%	15.69%	0.00%
SLOVENIA	PACKAGED	\$34	\$6	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
	SLOVENIA - Total	\$34	\$6	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	\$123	\$121	\$138	\$100	\$105	\$23	2.02%	5.32%	4.60%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SOUTH AFRICA	SOUTH AFRICA - Total	\$123	\$121	\$138	\$100	\$105	\$23	2.02%	5.32%	4.60%
SPAIN	PACKAGED	\$617	\$934	\$1,077	\$1,473	\$1,736	\$268	-21.06%	17.91%	10.34%
	SPAIN - Total	\$617	\$934	\$1,077	\$1,473	\$1,736	\$268	-21.06%	17.91%	10.34%
SWEDEN	PACKAGED	\$0	\$0	\$0	\$0	\$5	\$5	n/a	n/a	2.29%
	SWEDEN - Total	\$0	\$0	\$0	\$0	\$5	\$5	n/a	n/a	2.29%
SWITZERLAND	PACKAGED	\$0	\$0	\$0	\$10	\$2	\$0	-94.58%	-77.00%	0.00%
	SWITZERLAND - Total	\$0	\$0	\$0	\$10	\$2	\$0	-94.58%	-77.00%	0.00%
THAILAND	PACKAGED	\$416	\$423	\$472	\$457	\$476	\$105	7.27%	4.26%	58.61%
	THAILAND - Total	\$416	\$423	\$472	\$457	\$476	\$105	7.27%	4.26%	58.61%
TRINIDAD AND TOBAGO	PACKAGED	\$91	\$118	\$126	\$109	\$100	\$16	-10.91%	-9.02%	11.97%
	TRINIDAD AND TOBAGO - Total	\$91	\$118	\$126	\$109	\$100	\$16	-10.91%	-9.02%	11.97%
TURKEY	PACKAGED	\$160	\$160	\$253	\$283	\$285	\$66	-5.90%	0.38%	2.96%
	TURKEY - Total	\$160	\$160	\$253	\$283	\$285	\$66	-5.90%	0.38%	2.96%
UKRAINE	PACKAGED	\$34	\$12	\$0	\$12	\$0	\$0	-100.00%	-100.00%	0.00%
	UKRAINE - Total	\$34	\$12	\$0	\$12	\$0	\$0	-100.00%	-100.00%	0.00%
UNITED KINGDOM	DRAFT	\$241	\$268	\$319	\$517	\$672	\$169	-7.82%	30.01%	99.62%
	PACKAGED	\$4,599	\$4,428	\$4,544	\$5,267	\$5,195	\$1,090	-13.98%	-1.38%	6.28%
	UNITED KINGDOM - Total	\$4,840	\$4,695	\$4,864	\$5,784	\$5,866	\$1,259	-13.20%	1.42%	16.97%
UNITED STATES OF AMERICA	DRAFT	\$115	\$317	\$943	\$2,002	\$2,438	\$612	16.02%	21.81%	98.01%
	PACKAGED	\$54,028	\$78,495	\$60,458	\$55,585	\$52,860	\$10,073	-6.97%	-4.90%	10.17%
	UNITED STATES OF AMERICA - Total	\$54,143	\$78,812	\$61,401	\$57,587	\$55,299	\$10,685	-5.91%	-3.97%	14.05%
VIETNAM	PACKAGED	\$2	\$3	\$9	\$12	\$17	\$6	85.21%	39.07%	70.73%
	VIETNAM - Total	\$2	\$3	\$9	\$12	\$17	\$6	85.21%	39.07%	70.73%

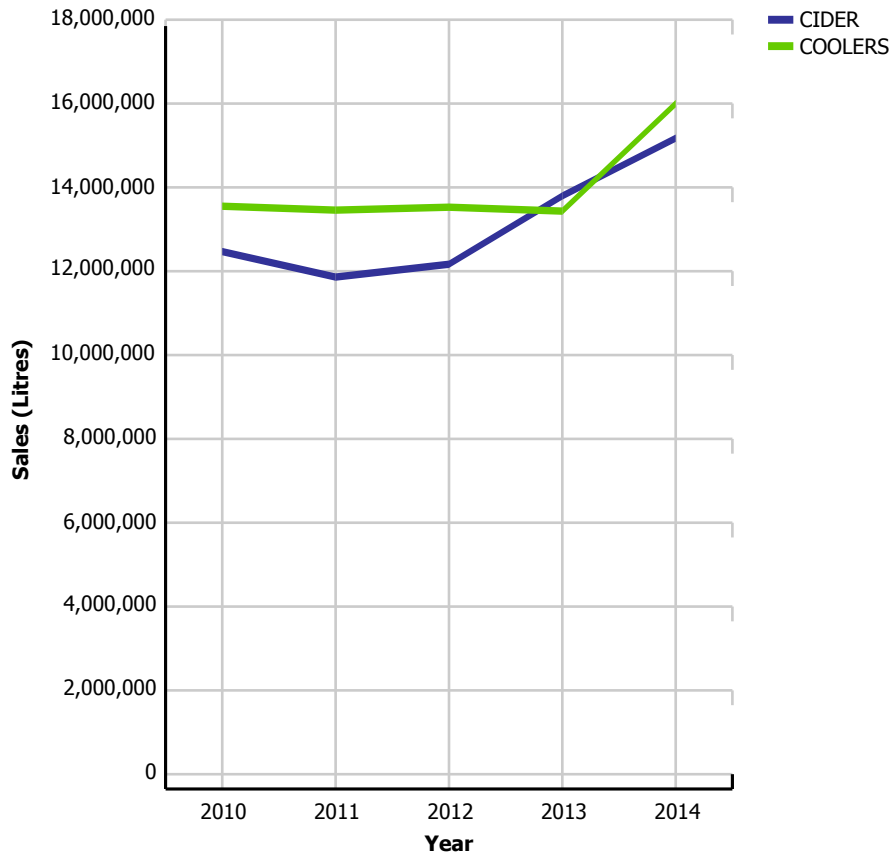
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IMPORT DRAFT - TOTAL	\$15,753	\$14,344	\$16,117	\$17,898	\$18,681	\$4,812	3.89%	4.37%	99.05%
IMPORT PACKAGED - TOTAL	\$216,890	\$223,459	\$204,144	\$199,822	\$194,857	\$37,737	-5.60%	-2.48%	14.86%
IMPORT BEER - TOTAL	\$232,643	\$237,802	\$220,261	\$217,720	\$213,538	\$42,549	-4.62%	-1.92%	22.23%

Cooler and Cider Sales

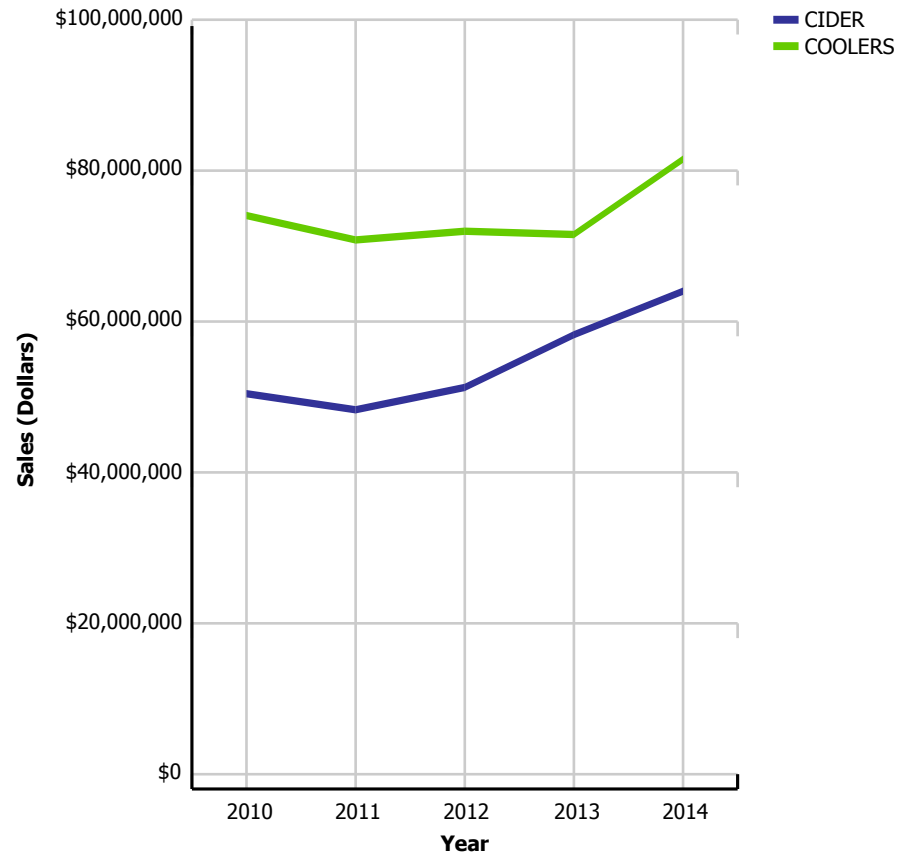
Coolers and Ciders (Domestic & Imported)

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 MARCH
SALES IN LITRES

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC	DRAFT	76,848	92,233	109,879	157,853	198,341	42,767	20.91%	25.65%	92.89%
	PACKAGED	10,494,502	9,882,552	9,948,850	11,323,662	12,176,797	2,259,442	5.08%	7.53%	5.23%
	PACKAGED - OTHER	28,126	31,294	32,022	39,589	47,044	8,903	34.98%	18.81%	4.06%
DOMESTIC - TOTAL		10,599,476	10,006,079	10,090,751	11,521,104	12,422,182	2,311,112	5.42%	7.82%	6.62%
IMPORT	DRAFT	406,100	361,250	378,675	394,425	482,009	117,181	18.36%	22.21%	98.81%
	PACKAGED	1,551,737	1,582,182	1,785,295	1,969,594	2,357,221	452,260	14.29%	19.68%	15.35%
	PACKAGED - OTHER	0	0	0	18	40	0	-100.00%	122.22%	0.00%
IMPORT - TOTAL		1,957,837	1,943,432	2,163,970	2,364,037	2,839,270	569,441	15.10%	20.10%	29.52%
CIDER - TOTAL		12,557,313	11,949,511	12,254,721	13,885,141	15,261,452	2,880,553	7.21%	9.91%	10.88%

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

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC DRAFT	\$292	\$362	\$428	\$637	\$796	\$172	19.67%	25.03%	93.15%
PACKAGED	\$39,683	\$37,966	\$39,222	\$44,823	\$47,931	\$9,226	7.97%	6.93%	5.58%
PACKAGED - OTHER	\$610	\$591	\$546	\$660	\$790	\$150	38.41%	19.68%	4.27%
DOMESTIC - TOTAL	\$40,585	\$38,919	\$40,196	\$46,120	\$49,517	\$9,548	8.53%	7.36%	6.96%
IMPORT DRAFT	\$1,972	\$1,643	\$1,726	\$1,804	\$2,166	\$529	16.40%	20.09%	98.95%
PACKAGED	\$8,369	\$8,234	\$9,837	\$10,815	\$12,828	\$2,491	14.83%	18.62%	16.22%
PACKAGED - OTHER	\$0	\$0	\$0	\$0	\$1	\$0	-100.00%	115.94%	0.00%
IMPORT - TOTAL	\$10,341	\$9,877	\$11,563	\$12,619	\$14,995	\$3,020	15.09%	18.83%	28.17%
CIDER - TOTAL	\$50,927	\$48,796	\$51,759	\$58,739	\$64,512	\$12,567	10.04%	9.83%	11.89%

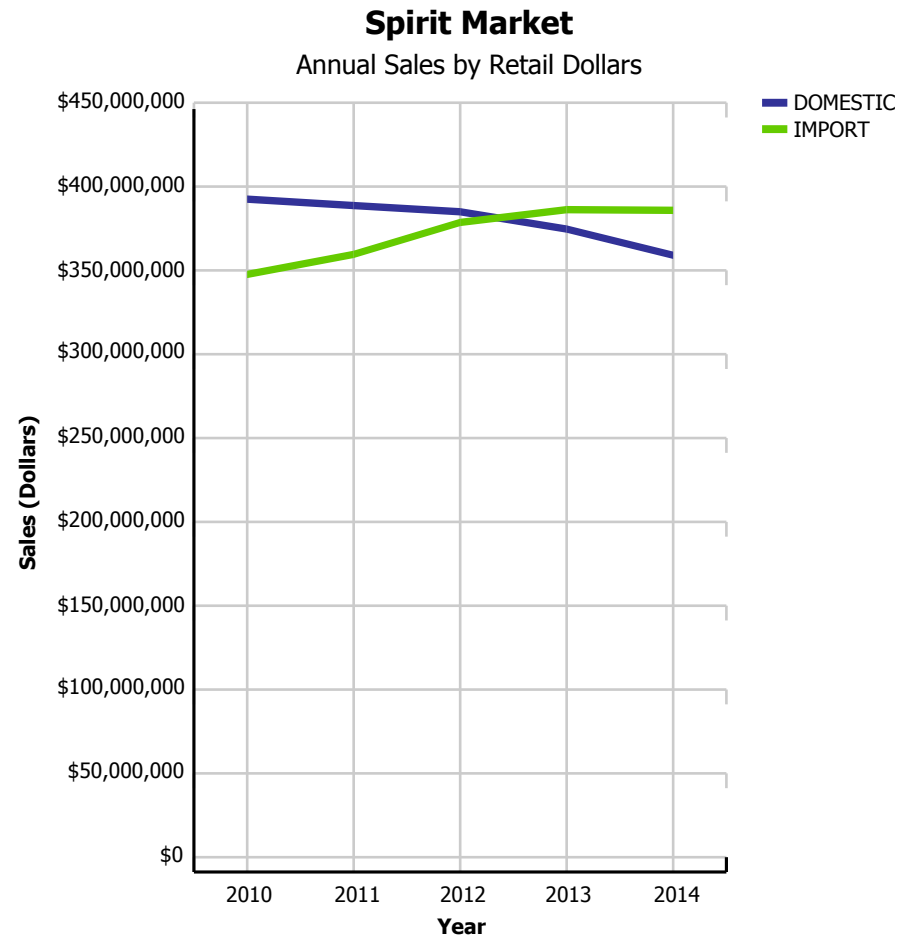
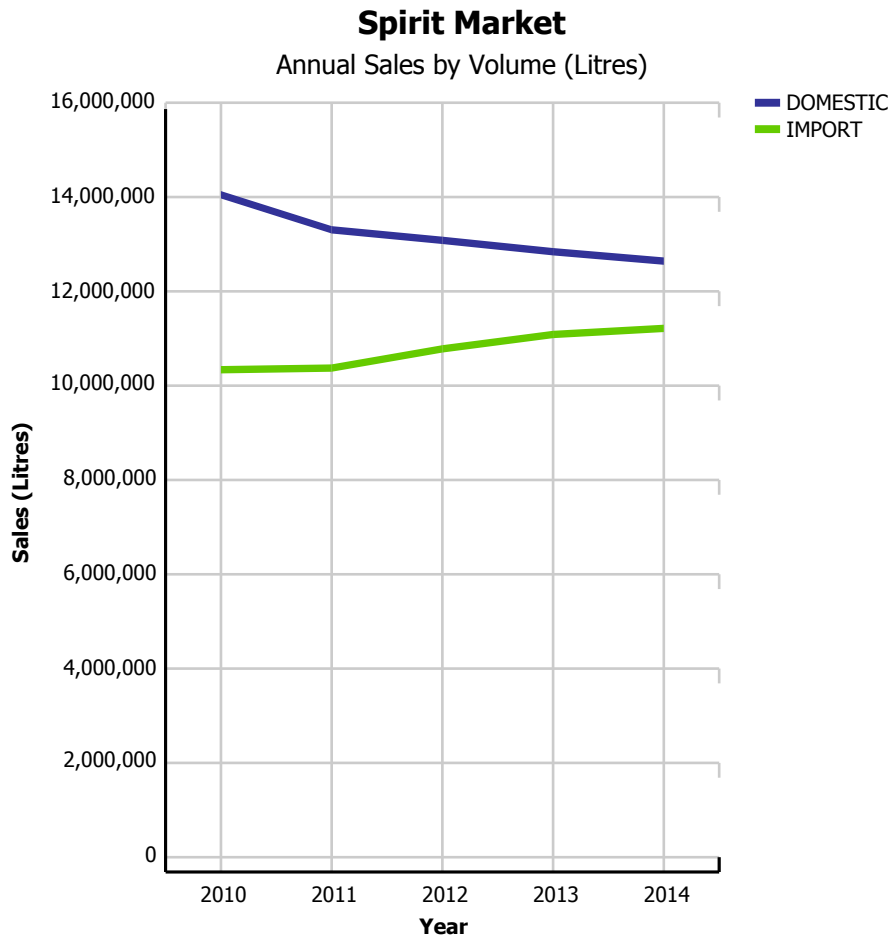
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	355	-5	0	-2	0	0	n/a	100.00%	0.00%
OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
SPIRIT	10,795,764	11,214,458	11,587,059	11,277,074	11,901,403	1,732,309	3.45%	5.54%	6.01%
WINE	1,055,233	854,833	683,945	599,275	532,383	106,736	-0.28%	-11.16%	0.78%
DOMESTIC - TOTAL	11,851,352	12,069,286	12,271,004	11,876,347	12,433,786	1,839,045	3.23%	4.69%	5.79%
IMPORT BEER	755	1,395	3,707	231,506	2,259,887	377,577	374.21%	876.14%	2.65%
OTHER	0	0	-197	-6	0	0	n/a	100.00%	0.00%
SPIRIT	1,537,892	1,327,125	1,225,102	1,301,867	1,292,530	206,320	-0.17%	-0.72%	3.98%
WINE	425,502	324,509	292,248	288,818	276,413	54,415	2.32%	-4.30%	7.92%
IMPORT - TOTAL	1,964,149	1,653,029	1,520,860	1,822,185	3,828,830	638,312	88.03%	110.12%	3.48%
COOLERS - TOTAL	13,815,501	13,722,315	13,791,864	13,698,532	16,262,616	2,477,357	16.80%	18.72%	5.24%

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

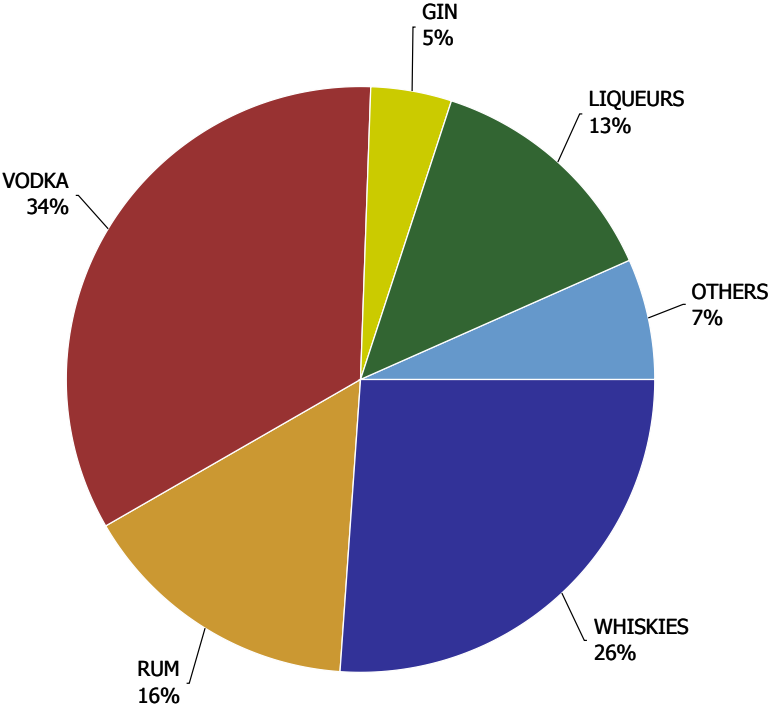
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	\$3	\$0	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$56,965	\$56,497	\$59,683	\$58,111	\$58,647	\$8,855	0.29%	0.92%	6.67%
WINE	\$4,783	\$3,917	\$2,941	\$2,441	\$2,009	\$406	-3.25%	-17.72%	0.80%
DOMESTIC - TOTAL	\$61,751	\$60,414	\$62,624	\$60,553	\$60,656	\$9,260	0.13%	0.17%	6.47%
IMPORT BEER	\$3	\$8	\$20	\$1,261	\$11,759	\$1,956	358.57%	832.25%	2.68%
OTHER	\$0	\$0	(\$1)	\$0	\$0	\$0	n/a	100.00%	0.00%
SPIRIT	\$10,857	\$9,516	\$8,672	\$9,060	\$8,563	\$1,378	-5.59%	-5.49%	3.78%
WINE	\$2,907	\$2,343	\$2,122	\$2,128	\$2,011	\$398	-1.42%	-5.52%	7.29%
IMPORT - TOTAL	\$13,768	\$11,867	\$10,812	\$12,449	\$22,332	\$3,732	62.97%	79.38%	3.51%
COOLERS - TOTAL	\$75,519	\$72,281	\$73,436	\$73,002	\$82,988	\$12,992	12.60%	13.68%	5.68%

Spirit Sales

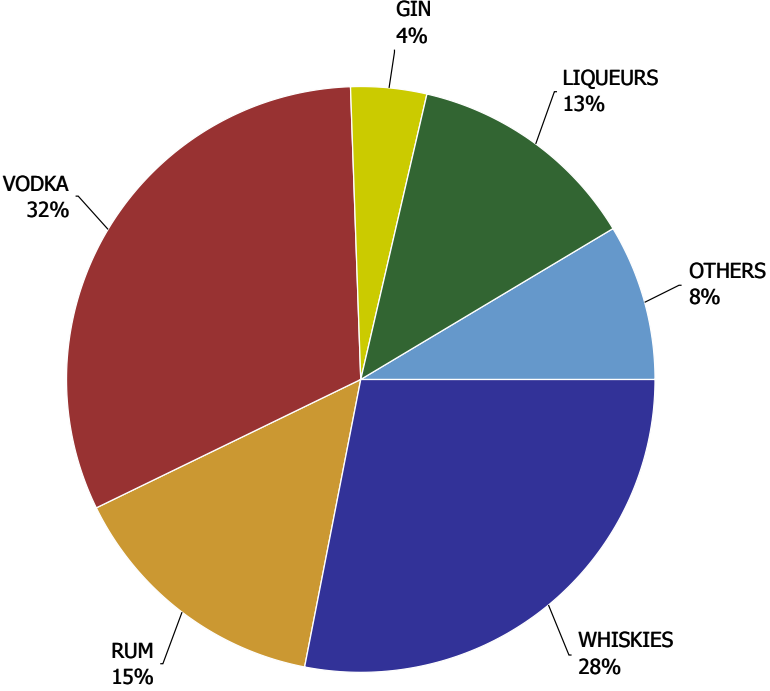


Spirit Market

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 MARCH
SALES IN LITRES

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
ARMAGNAC		1,476	1,377	1,989	1,965	2,098	502	36.41%	6.13%	8.44%	
ASIAN SPIRITS		131,481	133,137	140,512	146,745	145,501	37,824	10.42%	-0.82%	47.80%	
BRANDY	DOMESTIC	83,014	73,522	68,233	66,434	57,386	12,786	-14.21%	-13.63%	6.23%	
	IMPORT	400,942	391,555	383,159	373,576	371,583	86,446	0.39%	-0.53%	4.29%	
BRANDY		483,956	465,077	451,392	440,010	428,969	99,232	-1.76%	-2.51%	4.55%	
CACHACA		4,841	4,467	3,997	4,476	4,235	1,014	-0.39%	-5.26%	37.71%	
COGNAC		40,714	41,356	46,314	48,220	52,212	13,152	23.07%	8.31%	12.69%	
EAUX DE VIE	DOMESTIC	768	722	724	1,227	1,893	208	3.48%	55.85%	4.86%	
	IMPORT	16,089	16,017	14,937	15,995	18,644	4,592	14.26%	16.57%	7.99%	
EAUX DE VIE		16,857	16,739	15,661	17,222	20,537	4,800	13.74%	19.34%	7.70%	
GIN	DOMESTIC	376,239	320,732	302,462	296,838	288,612	57,231	-1.65%	-2.76%	17.82%	
	IMPORT	835,473	823,823	857,416	915,741	947,243	181,813	5.01%	3.45%	16.34%	
GIN		1,211,712	1,144,555	1,159,878	1,212,579	1,235,855	239,044	3.34%	1.93%	16.69%	
RUM	AMBER	DOMESTIC	1,126,990	1,161,077	1,149,922	1,114,668	1,100,393	220,117	0.06%	-1.28%	8.54%
		IMPORT	660,468	705,035	750,121	819,142	814,395	162,575	2.94%	-0.58%	7.38%
AMBER		1,787,458	1,866,112	1,900,043	1,933,810	1,914,788	382,692	1.27%	-0.98%	8.05%	
DARK	DOMESTIC	468,719	418,070	392,590	372,618	355,554	73,761	-3.69%	-4.59%	10.11%	
	IMPORT	185,147	190,813	206,278	242,447	280,310	59,605	5.71%	15.61%	4.33%	
DARK		653,866	608,883	598,868	615,065	635,864	133,366	0.30%	3.38%	7.56%	
WHITE	DOMESTIC	1,767,036	1,628,034	1,529,105	1,482,129	1,396,199	279,237	-5.63%	-5.80%	12.38%	
	IMPORT	114,813	102,342	108,252	90,737	77,847	13,998	-17.66%	-14.21%	20.92%	
WHITE		1,881,849	1,730,376	1,637,357	1,572,866	1,474,046	293,235	-6.28%	-6.28%	12.83%	
RUM	DOMESTIC	3,362,745	3,207,181	3,071,617	2,969,415	2,852,146	573,115	-3.27%	-3.95%	10.62%	
	IMPORT	960,428	998,190	1,064,651	1,152,326	1,172,552	236,178	2.10%	1.75%	7.55%	
RUM		4,323,173	4,205,371	4,136,268	4,121,741	4,024,698	809,293	-1.76%	-2.35%	9.72%	
TEQUILA	DOMESTIC	0	0	13	117	0	0	n/a	-100.00%	0.00%	
	IMPORT	516,402	516,916	549,548	602,795	618,529	119,448	2.59%	2.63%	33.74%	
TEQUILA		516,402	516,916	549,561	602,912	618,529	119,448	2.59%	2.61%	33.74%	

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	5,114,439	4,848,267	4,724,585	4,661,437	4,598,263	1,027,688	-0.12%	-1.36%	12.65%
	IMPORT	2,888,198	3,034,430	3,214,469	3,265,388	3,271,173	714,830	1.43%	0.18%	12.55%
VODKA		8,002,637	7,882,697	7,939,054	7,926,825	7,869,436	1,742,518	0.51%	-0.72%	12.61%
WHISKY	AMERICAN WHISKY	329,309	350,994	400,413	433,857	471,885	113,687	13.50%	8.77%	26.09%
	CANADIAN WHISKY	4,249,607	4,045,258	4,074,996	4,034,272	4,026,892	864,200	-0.12%	-0.18%	6.39%
	IRISH WHISKY	109,947	124,595	147,806	165,278	196,021	56,877	23.33%	18.59%	25.83%
	JAPANESE WHISKY	810	383	1,015	1,727	2,108	743	63.30%	21.73%	7.45%
	SCOTCH - BLEND	1,047,793	1,038,133	1,025,820	992,290	977,436	222,917	0.51%	-1.50%	2.84%
	SCOTCH - MALT	320,349	326,859	342,453	364,859	382,488	81,330	4.79%	4.86%	7.70%
	OTHER WHISKY	1,400	4,228	6,075	7,160	7,823	2,013	14.77%	9.33%	1.51%
WHISKY		6,059,219	5,890,463	5,998,582	5,999,443	6,064,653	1,341,767	2.18%	1.09%	8.05%
OTHER SPIRITS	RESTRICTED	1,491	1,386	1,433	1,391	1,301	271	-23.88%	-6.51%	0.00%
	APERITIF	14,247	13,712	15,401	17,493	19,430	4,680	23.68%	11.05%	24.95%
	FLAVOURED	2,854	2,774	2,309	1,751	51,527	16,478	4,071.65%	2,832.01%	4.92%
	READY TO MIX COCKTAILS	164,247	154,056	149,035	143,026	128,081	27,261	-5.31%	-10.45%	54.87%
	READY TO SERVE COCKTAILS	225,399	161,396	180,970	219,035	123,999	17,290	-30.80%	-43.40%	0.38%
	SCHNAPPS	6,507	6,459	5,561	5,247	5,774	1,362	26.70%	9.90%	5.26%
OTHER SPIRITS		414,745	339,783	354,709	387,943	330,112	67,342	13.40%	-14.91%	23.76%
SPIRIT - GIFT PACKS	DOMESTIC	13,207	9,321	33,806	15,681	10,162	700	-44.97%	-35.11%	0.43%
	IMPORT	23,749	18,165	16,974	25,320	27,861	3,148	77.65%	10.00%	1.41%
SPIRIT - GIFT PACKS		36,956	27,486	50,780	41,001	38,023	3,848	26.41%	-7.24%	1.15%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
ARMAGNAC		\$189	\$155	\$220	\$252	\$287	\$81	70.03%	14.30%	7.02%	
ASIAN SPIRITS		\$3,613	\$5,263	\$7,414	\$8,204	\$5,419	\$1,607	15.71%	-33.95%	32.65%	
BRANDY	DOMESTIC	\$2,224	\$2,086	\$1,949	\$1,886	\$1,595	\$356	-15.86%	-15.44%	6.23%	
	IMPORT	\$11,107	\$11,389	\$11,224	\$10,792	\$10,577	\$2,469	-0.56%	-2.00%	4.82%	
BRANDY		\$13,332	\$13,475	\$13,173	\$12,678	\$12,171	\$2,825	-2.79%	-4.00%	5.00%	
CACHACA		\$182	\$185	\$167	\$168	\$150	\$33	-6.20%	-10.72%	40.00%	
COGNAC		\$4,132	\$4,419	\$5,779	\$6,203	\$7,402	\$1,871	22.59%	19.33%	10.96%	
EAUX DE VIE	DOMESTIC	\$82	\$77	\$74	\$117	\$164	\$19	-3.43%	40.28%	5.63%	
	IMPORT	\$780	\$786	\$702	\$736	\$776	\$190	4.07%	5.52%	10.89%	
EAUX DE VIE		\$862	\$863	\$775	\$853	\$940	\$208	3.35%	10.29%	9.97%	
GIN	DOMESTIC	\$10,359	\$9,277	\$8,927	\$8,745	\$8,472	\$1,687	-1.80%	-3.12%	17.42%	
	IMPORT	\$25,066	\$25,284	\$26,459	\$27,773	\$28,492	\$5,509	4.53%	2.59%	16.86%	
GIN		\$35,426	\$34,561	\$35,386	\$36,518	\$36,965	\$7,196	2.97%	1.22%	16.99%	
RUM	AMBER	DOMESTIC	\$32,912	\$35,507	\$35,899	\$34,544	\$33,153	\$6,639	-3.10%	-4.03%	8.75%
		IMPORT	\$20,562	\$23,134	\$24,898	\$26,609	\$25,982	\$5,268	1.09%	-2.36%	7.83%
AMBER		\$53,474	\$58,641	\$60,797	\$61,153	\$59,136	\$11,907	-1.29%	-3.30%	8.35%	
DARK	DOMESTIC	\$12,668	\$12,194	\$11,476	\$10,722	\$9,909	\$2,068	-6.79%	-7.59%	10.17%	
	IMPORT	\$5,435	\$6,011	\$6,859	\$8,303	\$9,612	\$2,052	4.10%	15.77%	4.63%	
DARK		\$18,104	\$18,206	\$18,335	\$19,025	\$19,521	\$4,120	-1.67%	2.61%	7.44%	
WHITE	DOMESTIC	\$47,861	\$46,267	\$44,021	\$41,867	\$38,194	\$7,630	-8.38%	-8.77%	12.47%	
	IMPORT	\$3,285	\$3,013	\$3,262	\$2,697	\$2,272	\$412	-18.96%	-15.76%	21.57%	
WHITE		\$51,146	\$49,281	\$47,283	\$44,563	\$40,466	\$8,042	-8.99%	-9.19%	12.98%	
RUM	DOMESTIC	\$93,441	\$93,969	\$91,396	\$87,133	\$81,257	\$16,338	-6.10%	-6.74%	10.67%	
	IMPORT	\$29,282	\$32,159	\$35,019	\$37,609	\$37,866	\$7,731	0.54%	0.68%	7.84%	
RUM		\$122,723	\$126,127	\$126,415	\$124,742	\$119,123	\$24,069	-4.06%	-4.50%	9.77%	
TEQUILA	DOMESTIC	\$0	\$0	\$2	\$3	\$0	\$0	n/a	-100.00%	0.00%	
	IMPORT	\$22,647	\$21,771	\$22,496	\$24,285	\$24,643	\$4,829	2.77%	1.47%	32.70%	
TEQUILA		\$22,647	\$21,771	\$22,498	\$24,288	\$24,643	\$4,829	2.77%	1.46%	32.70%	

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	\$139,549	\$138,579	\$136,303	\$134,698	\$129,001	\$28,934	-2.25%	-4.23%	12.59%
	IMPORT	\$90,706	\$97,896	\$104,216	\$104,611	\$101,989	\$22,268	-0.82%	-2.51%	14.02%
VODKA		\$230,255	\$236,475	\$240,519	\$239,309	\$230,990	\$51,201	-1.63%	-3.48%	13.22%
WHISKY	AMERICAN WHISKY	\$11,675	\$12,815	\$14,845	\$16,106	\$17,563	\$4,272	14.08%	9.05%	27.11%
	CANADIAN WHISKY	\$123,562	\$122,228	\$123,206	\$119,582	\$115,947	\$24,991	-2.69%	-3.04%	6.45%
	IRISH WHISKY	\$4,268	\$4,984	\$5,869	\$6,409	\$7,642	\$2,215	25.04%	19.25%	25.45%
	JAPANESE WHISKY	\$87	\$53	\$125	\$207	\$241	\$90	63.96%	16.46%	7.11%
	SCOTCH - BLEND	\$35,248	\$35,459	\$35,085	\$33,405	\$32,015	\$7,266	-2.18%	-4.16%	4.03%
	SCOTCH - MALT	\$22,623	\$23,984	\$25,539	\$27,400	\$29,490	\$6,515	11.53%	7.63%	9.01%
	OTHER WHISKY	\$146	\$283	\$342	\$360	\$389	\$101	20.79%	8.09%	2.20%
WHISKY		\$197,609	\$199,807	\$205,011	\$203,469	\$203,288	\$45,448	1.90%	-0.09%	8.93%
OTHER SPIRITS	RESTRICTED	\$69	\$64	\$66	\$64	\$60	\$12	-23.62%	-6.35%	0.00%
	APERITIF	\$416	\$414	\$481	\$536	\$581	\$139	20.04%	8.41%	25.84%
	FLAVOURED	\$101	\$100	\$90	\$68	\$2,517	\$817	4,838.34%	3,587.74%	5.38%
	READY TO MIX COCKTAILS	\$3,823	\$3,666	\$3,570	\$3,382	\$2,964	\$626	-8.56%	-12.35%	54.36%
	READY TO SERVE COCKTAILS	\$4,927	\$3,766	\$4,045	\$4,761	\$3,041	\$461	-25.69%	-36.12%	0.31%
	SCHNAPPS	\$245	\$249	\$216	\$210	\$242	\$61	35.63%	15.01%	5.16%
OTHER SPIRITS		\$9,581	\$8,259	\$8,468	\$9,021	\$9,404	\$2,117	41.25%	4.25%	20.40%
SPIRIT - GIFT PACKS	DOMESTIC	\$517	\$472	\$1,138	\$797	\$556	\$66	3.50%	-30.30%	0.31%
	IMPORT	\$1,032	\$928	\$885	\$1,116	\$1,156	\$134	57.32%	3.54%	1.58%
SPIRIT - GIFT PACKS		\$1,549	\$1,400	\$2,023	\$1,913	\$1,711	\$200	34.28%	-10.56%	1.16%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	17,894	13,105	12,007	4,104	536	55	-83.58%	-86.94%	86.01%
	IMPORT	108,054	107,555	102,501	103,408	100,780	19,648	-11.95%	-2.54%	17.18%
	ALMOND - TOTAL	125,948	120,660	114,508	107,512	101,316	19,703	-13.01%	-5.77%	17.55%
ANISE / LICORICE	DOMESTIC	2,059	1,492	1,297	1,141	690	64	-76.21%	-39.37%	28.26%
	IMPORT	146,611	138,868	134,327	128,322	122,182	25,799	-7.81%	-4.79%	18.77%
	ANISE / LICORICE - TOTAL	148,670	140,360	135,624	129,463	122,872	25,863	-8.47%	-5.09%	18.83%
APPLE	DOMESTIC	0	253	431	423	137	35	-66.98%	-67.85%	96.35%
	IMPORT	50,968	42,244	37,861	31,721	27,133	5,956	-12.76%	-14.46%	42.38%
	APPLE - TOTAL	50,968	42,497	38,292	32,144	27,270	5,991	-13.59%	-15.16%	42.65%
APRICOT	DOMESTIC	8,545	8,371	8,282	7,676	6,872	1,552	13.20%	-10.49%	12.50%
	IMPORT	18,943	20,152	20,289	19,630	20,036	4,225	0.26%	2.08%	31.62%
	APRICOT - TOTAL	27,488	28,523	28,571	27,306	26,908	5,777	3.44%	-1.46%	26.74%
BANANA	DOMESTIC	7,639	3,778	3,230	2,515	1,530	260	-20.25%	-39.24%	21.37%
	IMPORT	34,514	32,184	31,127	28,352	25,231	5,475	-7.81%	-10.99%	61.69%
	BANANA - TOTAL	42,153	35,962	34,357	30,867	26,761	5,735	-8.46%	-13.30%	59.39%
BERRY - OTHER	DOMESTIC	134	461	951	518	1,078	52	10.64%	107.90%	0.00%
	IMPORT	1,288	803	578	741	492	90	-74.36%	-33.29%	45.12%
	BERRY - OTHER - TOTAL	1,422	1,264	1,529	1,259	1,570	142	-64.32%	24.82%	14.14%
BLACK CURRANT / CASSIS	DOMESTIC	401	271	198	287	1,213	371	479.69%	323.69%	3.05%
	IMPORT	7,462	6,856	6,644	6,236	5,827	1,232	-5.88%	-6.57%	39.01%
	BLACK CURRANT / CASSIS - TOTAL	7,863	7,127	6,842	6,523	7,040	1,603	16.75%	7.92%	32.81%
BLACKBERRY	DOMESTIC	74	29	19	57	75	6	-14.29%	31.58%	0.00%
	IMPORT	2,870	3,032	2,575	2,283	2,344	503	10.55%	2.87%	32.81%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	BLACKBERRY - TOTAL	2,944	3,061	2,594	2,340	2,419	509	10.17%	3.57%	31.79%
BUTTERSCOTCH	DOMESTIC	411	440	701	742	350	130	-30.11%	-53.02%	98.29%
	IMPORT	48,689	52,417	59,512	65,178	64,254	15,109	-5.82%	-1.42%	56.62%
	BUTTERSCOTCH - TOTAL	49,100	52,857	60,213	65,920	64,604	15,239	-6.10%	-2.00%	56.84%
CACAO / CHOCOLATE	DOMESTIC	5,989	6,177	5,538	5,556	5,801	1,389	17.51%	4.66%	13.34%
	IMPORT	-1	0	1	81	705	86	6.17%	776.54%	1.42%
	CACAO / CHOCOLATE - TOTAL	5,988	6,177	5,539	5,637	6,506	1,475	16.79%	15.75%	12.05%
CACAO / WHITE	DOMESTIC	25,956	23,408	23,212	21,955	23,360	5,556	10.22%	6.39%	51.95%
	IMPORT	28	7	4	0	288	36	n/a	n/a	0.35%
	CACAO / WHITE - TOTAL	25,984	23,415	23,216	21,955	23,648	5,592	10.93%	7.71%	51.32%
CHERRY	DOMESTIC	36	253	269	777	2,694	771	558.97%	246.79%	2.45%
	IMPORT	9,099	8,513	8,674	9,097	10,260	2,301	10.36%	12.90%	26.72%
	CHERRY - TOTAL	9,135	8,766	8,943	9,874	12,954	3,072	39.51%	31.30%	21.67%
CHESTNUT	IMPORT	20	22	5	0	171	15	n/a	n/a	0.00%
	CHESTNUT - TOTAL	20	22	5	0	171	15	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	17	0	810	451	1,096	115	112.96%	143.90%	2.28%
	CITRUS OTHER THAN ORANGE - TOTAL	17	0	810	451	1,096	115	112.96%	143.90%	2.28%
COCONUT	DOMESTIC	124,125	116,775	119,174	113,883	116,690	19,108	2.03%	2.46%	11.56%
	IMPORT	15,464	14,847	13,096	12,485	10,565	1,966	-13.77%	-15.39%	20.83%
	COCONUT - TOTAL	139,589	131,622	132,270	126,368	127,255	21,074	0.32%	0.70%	12.33%
COFFEE	DOMESTIC	6,116	2,290	1,541	375	162	36	300.00%	-56.80%	0.00%
	IMPORT	318,470	297,219	289,999	281,082	277,009	50,593	-1.56%	-1.45%	12.56%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	COFFEE - TOTAL	324,586	299,509	291,540	281,457	277,171	50,629	-1.51%	-1.52%	12.56%
CRANBERRY	DOMESTIC	36	28	38	95	189	15	50.00%	101.08%	0.00%
	IMPORT	0	0	0	0	18	9	n/a	n/a	0.00%
	CRANBERRY - TOTAL	36	28	38	95	207	24	140.00%	120.43%	0.00%
CREAM	DOMESTIC	2,869	1,615	2,119	4,561	22,906	6,123	815.25%	402.15%	1.13%
	IMPORT	1,022,450	1,033,323	1,035,543	1,028,642	1,047,624	187,615	6.42%	1.84%	4.93%
	CREAM - TOTAL	1,025,319	1,034,938	1,037,662	1,033,203	1,070,530	193,738	9.48%	3.61%	4.85%
EGG	IMPORT	5,884	5,694	5,227	5,108	5,013	866	-3.13%	-1.91%	1.46%
	EGG - TOTAL	5,884	5,694	5,227	5,108	5,013	866	-3.13%	-1.91%	1.46%
FRUIT - OTHER	DOMESTIC	17,854	7,288	3,663	2,874	1,804	305	-21.79%	-37.13%	9.81%
	IMPORT	85,176	67,815	59,729	53,168	45,656	9,851	-9.90%	-14.09%	40.03%
	FRUIT - OTHER - TOTAL	103,030	75,103	63,392	56,042	47,460	10,156	-10.31%	-15.27%	38.88%
GRAPE	DOMESTIC	64	18	9	2,929	836	26	-96.78%	-71.37%	5.98%
	IMPORT	5,533	2,729	1,959	1,365	1,679	348	128.95%	22.79%	13.52%
	GRAPE - TOTAL	5,597	2,747	1,968	4,294	2,515	374	-61.04%	-41.41%	11.01%
GRAPE FRUIT	IMPORT	888	758	636	548	558	84	-47.83%	1.64%	42.29%
	GRAPE FRUIT - TOTAL	888	758	636	548	558	84	-47.83%	1.64%	42.29%
HAZELNUT	IMPORT	20,847	20,432	19,219	19,162	19,269	4,127	-2.62%	0.54%	34.44%
	HAZELNUT - TOTAL	20,847	20,432	19,219	19,162	19,269	4,127	-2.62%	0.54%	34.44%
HERBAL	DOMESTIC	1,409	1,367	1,289	1,550	1,963	462	60.42%	26.46%	9.68%
	IMPORT	334,803	313,748	311,835	301,113	291,402	68,108	-1.74%	-3.22%	42.81%
	HERBAL - TOTAL	336,212	315,115	313,124	302,663	293,365	68,570	-1.48%	-3.07%	42.58%
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	19,029	22,828	23,237	22,870	20,059	3,482	-16.88%	-12.29%	18.45%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	LEMON - TOTAL	19,029	22,828	23,237	22,870	20,059	3,482	-16.88%	-12.29%	18.45%
LOGANBERRY	IMPORT	275	270	180	288	299	12	-50.00%	3.82%	0.00%
	LOGANBERRY - TOTAL	275	270	180	288	299	12	-50.00%	3.82%	0.00%
MACADAMIA	IMPORT	3,611	3,543	3,428	3,161	3,214	550	-3.17%	1.64%	2.64%
	MACADAMIA - TOTAL	3,611	3,543	3,428	3,161	3,214	550	-3.17%	1.64%	2.64%
MELON	DOMESTIC	13,892	3,670	1,689	1,651	875	173	-35.45%	-46.99%	29.71%
	IMPORT	11,892	14,707	14,700	13,337	13,543	2,893	-1.60%	1.56%	51.09%
	MELON - TOTAL	25,784	18,377	16,389	14,988	14,418	3,066	-4.43%	-3.82%	49.79%
MINT	DOMESTIC	23,050	22,308	22,798	20,782	21,537	4,457	8.15%	3.62%	20.02%
	IMPORT	128	187	191	149	50	4	-93.75%	-65.03%	32.00%
	MINT - TOTAL	23,178	22,495	22,989	20,931	21,587	4,461	6.59%	3.15%	20.04%
ORANGE	DOMESTIC	110,593	105,685	104,619	105,400	109,738	21,933	5.46%	4.11%	25.68%
	IMPORT	162,408	157,439	155,669	154,302	152,968	29,895	0.85%	-0.87%	26.96%
	ORANGE - TOTAL	273,001	263,124	260,288	259,702	262,706	51,828	2.75%	1.15%	26.42%
OTHER	DOMESTIC	1,554	829	1,627	1,697	3,995	394	90.34%	135.21%	12.97%
	IMPORT	8,375	7,207	5,872	5,526	7,260	1,373	17.35%	31.62%	27.41%
	OTHER - TOTAL	9,929	8,036	7,499	7,223	11,255	1,767	28.32%	56.01%	22.28%
OTHER NUT	IMPORT	95	14	14	450	216	2	-98.41%	-51.78%	0.00%
	OTHER NUT - TOTAL	95	14	14	450	216	2	-98.41%	-51.78%	0.00%
PEACH	DOMESTIC	48,732	44,801	46,503	49,097	52,050	11,244	11.33%	6.03%	51.89%
	IMPORT	3,287	2,025	1,230	939	612	106	-23.19%	-34.82%	88.56%
	PEACH - TOTAL	52,019	46,826	47,733	50,036	52,662	11,350	10.86%	5.26%	52.31%
PEAR	DOMESTIC	41	10	12	16	46	0	n/a	187.50%	0.00%
	IMPORT	4,078	3,624	3,006	2,754	2,797	548	-5.35%	1.78%	18.52%
	PEAR - TOTAL	4,119	3,634	3,018	2,770	2,843	548	-5.35%	2.85%	18.33%
PINEAPPLE	DOMESTIC	9,206	4,865	2,289	2,043	177	8	-97.51%	-91.20%	2.82%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	0	0	504	359	207	18	-71.43%	-42.34%	0.00%
	PINEAPPLE - TOTAL	9,206	4,865	2,793	2,402	384	26	-93.23%	-83.91%	1.30%
PLUM	DOMESTIC	0	0	0	0	8	0	n/a	n/a	0.00%
	IMPORT	791	710	780	783	751	165	0.00%	-4.08%	2.66%
	PLUM - TOTAL	791	710	780	783	759	165	0.00%	-3.19%	2.64%
RASPBERRY	DOMESTIC	2,702	2,898	2,909	3,922	2,403	610	-7.15%	-38.61%	39.41%
	IMPORT	105,527	98,467	97,805	90,858	81,312	18,184	-8.01%	-10.49%	44.83%
	RASPBERRY - TOTAL	108,229	101,365	100,714	94,780	83,715	18,794	-7.99%	-11.66%	44.67%
SPICE	DOMESTIC	305,322	327,567	352,698	363,249	385,467	94,926	7.29%	6.11%	6.40%
	IMPORT	12,381	10,866	10,274	10,102	9,573	2,237	-5.49%	-5.12%	34.49%
	SPICE - TOTAL	317,703	338,433	362,972	373,351	395,040	97,163	6.96%	5.81%	7.08%
STRAWBERRY	DOMESTIC	5	0	7	314	18,545	4,024	1,181.53%	5,810.19%	4.55%
	IMPORT	1,264	831	2,640	4,080	2,719	583	-19.14%	-33.20%	6.58%
	STRAWBERRY - TOTAL	1,269	831	2,647	4,394	21,264	4,607	345.12%	382.86%	4.81%
TANGERINE	IMPORT	1,040	819	821	707	768	178	117.07%	9.19%	45.44%
	TANGERINE - TOTAL	1,040	819	821	707	768	178	117.07%	9.19%	45.44%
WALNUT	IMPORT	96	54	38	54	73	38	375.00%	35.85%	0.00%
	WALNUT - TOTAL	96	54	38	54	73	38	375.00%	35.85%	0.00%
WHISKY	DOMESTIC	12,568	9,301	7,887	8,512	10,979	2,736	6.54%	28.78%	3.93%
	IMPORT	134,746	120,611	138,106	152,086	165,316	36,881	9.35%	8.70%	11.40%
	WHISKY - TOTAL	147,314	129,912	145,993	160,598	176,295	39,617	9.15%	9.77%	10.94%
LIQUEURS - TOTAL		3,456,376	3,322,773	3,327,652	3,289,697	3,336,035	678,127	3.15%	1.41%	17.56%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	\$422	\$320	\$296	\$99	\$12	\$1	-83.98%	-88.13%	86.03%
	IMPORT	\$3,025	\$3,069	\$2,996	\$2,933	\$2,840	\$562	-11.00%	-3.17%	16.48%
	ALMOND - TOTAL	\$3,447	\$3,389	\$3,292	\$3,032	\$2,851	\$563	-11.86%	-5.96%	16.77%
ANISE / LICORICE	DOMESTIC	\$48	\$36	\$33	\$29	\$20	\$2	-75.25%	-33.16%	24.24%
	IMPORT	\$4,189	\$4,051	\$3,916	\$3,682	\$3,484	\$742	-6.54%	-5.40%	18.31%
	ANISE / LICORICE - TOTAL	\$4,237	\$4,087	\$3,948	\$3,712	\$3,503	\$743	-7.12%	-5.62%	18.34%
APPLE	DOMESTIC	\$0	\$5	\$9	\$9	\$3	\$1	-67.57%	-68.55%	96.66%
	IMPORT	\$1,212	\$1,031	\$939	\$806	\$674	\$150	-14.69%	-16.35%	41.97%
	APPLE - TOTAL	\$1,212	\$1,037	\$948	\$815	\$677	\$151	-15.36%	-16.92%	42.20%
APRICOT	DOMESTIC	\$207	\$206	\$205	\$189	\$166	\$38	10.79%	-12.32%	12.02%
	IMPORT	\$399	\$429	\$439	\$432	\$426	\$89	-5.22%	-1.44%	32.93%
	APRICOT - TOTAL	\$606	\$636	\$644	\$621	\$591	\$127	-0.98%	-4.76%	27.06%
BANANA	DOMESTIC	\$201	\$99	\$79	\$62	\$39	\$6	-23.87%	-37.53%	17.11%
	IMPORT	\$713	\$678	\$661	\$594	\$512	\$113	-9.54%	-13.76%	62.67%
	BANANA - TOTAL	\$913	\$777	\$739	\$655	\$551	\$119	-10.40%	-16.00%	59.49%
BERRY - OTHER	DOMESTIC	\$4	\$19	\$32	\$31	\$49	\$3	-10.20%	56.12%	0.00%
	IMPORT	\$37	\$24	\$19	\$21	\$16	\$3	-66.84%	-26.02%	45.06%
	BERRY - OTHER - TOTAL	\$40	\$43	\$51	\$53	\$65	\$6	-50.11%	22.69%	11.14%
BLACK CURRANT / CASSIS	DOMESTIC	\$26	\$18	\$14	\$24	\$82	\$21	296.05%	243.26%	2.39%
	IMPORT	\$284	\$264	\$257	\$244	\$242	\$53	4.52%	-0.90%	39.41%
	BLACK CURRANT / CASSIS - TOTAL	\$309	\$281	\$271	\$268	\$324	\$74	32.40%	20.82%	30.05%
BLACKBERRY	DOMESTIC	\$6	\$3	\$2	\$5	\$6	\$1	-17.57%	28.66%	0.00%
	IMPORT	\$97	\$99	\$88	\$80	\$84	\$18	11.61%	5.22%	32.88%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	BLACKBERRY - TOTAL	\$103	\$101	\$89	\$85	\$90	\$18	10.50%	6.54%	30.68%
BUTTERSCOTCH	DOMESTIC	\$8	\$9	\$15	\$15	\$7	\$3	-30.17%	-53.36%	98.37%
	IMPORT	\$1,230	\$1,322	\$1,531	\$1,650	\$1,574	\$374	-8.00%	-4.56%	57.10%
	BUTTERSCOTCH - TOTAL	\$1,238	\$1,331	\$1,545	\$1,665	\$1,582	\$376	-8.20%	-5.01%	57.29%
CACAO / CHOCOLATE	DOMESTIC	\$146	\$153	\$138	\$134	\$200	\$45	81.55%	48.70%	9.37%
	IMPORT	\$0	\$0	\$0	\$3	\$25	\$2	-13.65%	813.22%	1.81%
	CACAO / CHOCOLATE - TOTAL	\$146	\$153	\$138	\$137	\$225	\$48	72.15%	63.98%	8.53%
CACAO / WHITE	DOMESTIC	\$594	\$537	\$536	\$507	\$534	\$126	8.98%	5.28%	52.05%
	IMPORT	\$1	\$0	\$0	\$0	\$11	\$1	n/a	n/a	0.26%
	CACAO / WHITE - TOTAL	\$595	\$537	\$536	\$507	\$545	\$128	10.09%	7.38%	51.03%
CHERRY	DOMESTIC	\$2	\$21	\$20	\$46	\$93	\$21	190.49%	103.46%	3.19%
	IMPORT	\$239	\$234	\$243	\$257	\$299	\$70	19.04%	16.16%	29.75%
	CHERRY - TOTAL	\$241	\$255	\$264	\$303	\$392	\$91	37.63%	29.37%	23.43%
CHESTNUT	IMPORT	\$1	\$1	\$0	\$0	\$6	\$1	n/a	n/a	0.00%
	CHESTNUT - TOTAL	\$1	\$1	\$0	\$0	\$6	\$1	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$1	\$0	\$24	\$17	\$37	\$4	207.70%	120.12%	2.29%
	CITRUS OTHER THAN ORANGE - TOTAL	\$1	\$0	\$24	\$17	\$37	\$4	207.70%	120.12%	2.29%
COCONUT	DOMESTIC	\$3,420	\$3,237	\$3,086	\$2,889	\$2,945	\$502	0.20%	1.95%	11.91%
	IMPORT	\$376	\$368	\$329	\$318	\$271	\$50	-15.90%	-14.95%	20.75%
	COCONUT - TOTAL	\$3,796	\$3,605	\$3,414	\$3,207	\$3,216	\$552	-1.52%	0.27%	12.66%
COFFEE	DOMESTIC	\$138	\$53	\$34	\$8	\$3	\$1	295.60%	-57.14%	0.00%
	IMPORT	\$9,432	\$8,822	\$8,452	\$8,143	\$7,839	\$1,441	-3.17%	-3.73%	12.47%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	COFFEE - TOTAL	\$9,570	\$8,874	\$8,487	\$8,151	\$7,842	\$1,442	-3.13%	-3.78%	12.48%
CRANBERRY	DOMESTIC	\$3	\$2	\$3	\$8	\$15	\$1	56.88%	95.78%	0.00%
	IMPORT	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	CRANBERRY - TOTAL	\$3	\$2	\$3	\$8	\$17	\$2	136.12%	112.28%	0.00%
CREAM	DOMESTIC	\$68	\$39	\$65	\$149	\$696	\$186	720.76%	367.80%	1.22%
	IMPORT	\$30,799	\$31,432	\$31,495	\$30,425	\$30,134	\$5,401	3.92%	-0.96%	5.23%
	CREAM - TOTAL	\$30,867	\$31,471	\$31,559	\$30,574	\$30,830	\$5,588	7.04%	0.84%	5.14%
EGG	IMPORT	\$184	\$182	\$168	\$163	\$155	\$27	-4.97%	-4.72%	1.47%
	EGG - TOTAL	\$184	\$182	\$168	\$163	\$155	\$27	-4.97%	-4.72%	1.47%
FRUIT - OTHER	DOMESTIC	\$542	\$205	\$94	\$70	\$44	\$8	-26.78%	-37.63%	10.75%
	IMPORT	\$3,107	\$2,455	\$2,131	\$1,842	\$1,542	\$341	-10.62%	-16.28%	41.26%
	FRUIT - OTHER - TOTAL	\$3,649	\$2,660	\$2,224	\$1,913	\$1,586	\$348	-11.05%	-17.07%	40.42%
GRAPE	DOMESTIC	\$1	\$0	\$0	\$71	\$16	\$1	-97.03%	-76.74%	6.01%
	IMPORT	\$138	\$69	\$49	\$35	\$40	\$9	124.55%	15.89%	13.79%
	GRAPE - TOTAL	\$139	\$69	\$49	\$105	\$57	\$9	-56.03%	-46.33%	11.53%
GRAPE FRUIT	IMPORT	\$27	\$24	\$21	\$19	\$18	\$3	-52.51%	-5.36%	41.76%
	GRAPE FRUIT - TOTAL	\$27	\$24	\$21	\$19	\$18	\$3	-52.51%	-5.36%	41.76%
HAZELNUT	IMPORT	\$699	\$691	\$616	\$615	\$597	\$129	-4.90%	-2.92%	35.31%
	HAZELNUT - TOTAL	\$699	\$691	\$616	\$615	\$597	\$129	-4.90%	-2.92%	35.31%
HERBAL	DOMESTIC	\$135	\$133	\$126	\$144	\$164	\$34	23.43%	13.81%	9.09%
	IMPORT	\$13,539	\$13,037	\$13,115	\$12,545	\$11,634	\$2,743	-4.57%	-7.26%	41.51%
	HERBAL - TOTAL	\$13,673	\$13,170	\$13,242	\$12,689	\$11,798	\$2,777	-4.30%	-7.02%	41.06%
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	\$650	\$786	\$803	\$776	\$692	\$122	-11.72%	-10.83%	18.81%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	LEMON - TOTAL	\$650	\$786	\$803	\$776	\$692	\$122	-11.72%	-10.83%	18.81%
LOGANBERRY	IMPORT	\$8	\$8	\$5	\$2	\$3	\$0	-50.00%	65.25%	0.00%
	LOGANBERRY - TOTAL	\$8	\$8	\$5	\$2	\$3	\$0	-50.00%	65.25%	0.00%
MACADAMIA	IMPORT	\$137	\$137	\$133	\$117	\$115	\$20	-6.36%	-1.40%	2.80%
	MACADAMIA - TOTAL	\$137	\$137	\$133	\$117	\$115	\$20	-6.36%	-1.40%	2.80%
MELON	DOMESTIC	\$353	\$96	\$41	\$40	\$21	\$4	-41.89%	-46.83%	25.67%
	IMPORT	\$279	\$348	\$356	\$322	\$327	\$71	-1.42%	1.55%	49.16%
	MELON - TOTAL	\$632	\$444	\$397	\$363	\$349	\$74	-4.79%	-3.82%	47.72%
MINT	DOMESTIC	\$579	\$573	\$588	\$528	\$517	\$107	2.65%	-2.19%	20.27%
	IMPORT	\$5	\$9	\$10	\$7	\$2	\$0	-95.08%	-68.13%	31.50%
	MINT - TOTAL	\$584	\$582	\$598	\$536	\$519	\$107	-0.24%	-3.09%	20.32%
ORANGE	DOMESTIC	\$2,981	\$2,926	\$2,909	\$2,888	\$2,918	\$587	2.64%	1.06%	23.55%
	IMPORT	\$6,740	\$6,708	\$6,635	\$6,330	\$6,138	\$1,197	-0.75%	-3.03%	23.93%
	ORANGE - TOTAL	\$9,721	\$9,634	\$9,544	\$9,218	\$9,057	\$1,784	0.34%	-1.75%	23.81%
OTHER	DOMESTIC	\$42	\$20	\$42	\$42	\$97	\$9	108.93%	128.39%	11.80%
	IMPORT	\$343	\$311	\$311	\$362	\$440	\$71	-16.94%	21.36%	25.13%
	OTHER - TOTAL	\$384	\$331	\$352	\$405	\$537	\$80	-10.92%	32.57%	22.72%
OTHER NUT	IMPORT	\$4	\$1	\$1	\$14	\$7	\$0	-98.19%	-52.70%	0.00%
	OTHER NUT - TOTAL	\$4	\$1	\$1	\$14	\$7	\$0	-98.19%	-52.70%	0.00%
PEACH	DOMESTIC	\$1,128	\$1,065	\$1,110	\$1,165	\$1,196	\$256	7.56%	2.60%	52.16%
	IMPORT	\$89	\$55	\$35	\$29	\$18	\$3	-29.35%	-36.05%	88.52%
	PEACH - TOTAL	\$1,217	\$1,120	\$1,145	\$1,194	\$1,214	\$259	6.91%	1.67%	52.71%
PEAR	DOMESTIC	\$4	\$1	\$1	\$1	\$4	\$0	n/a	180.77%	0.00%
	IMPORT	\$114	\$107	\$90	\$82	\$89	\$18	3.01%	9.21%	18.17%
	PEAR - TOTAL	\$117	\$108	\$91	\$83	\$93	\$18	2.81%	12.15%	17.63%
PINEAPPLE	DOMESTIC	\$254	\$135	\$59	\$53	\$5	\$0	-97.72%	-91.08%	2.54%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	\$0	\$0	\$14	\$10	\$6	\$0	-72.17%	-43.93%	0.00%
	PINEAPPLE - TOTAL	\$254	\$135	\$74	\$63	\$10	\$1	-93.40%	-83.48%	1.15%
PLUM	DOMESTIC	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	IMPORT	\$23	\$21	\$23	\$23	\$22	\$5	-2.59%	-6.52%	2.70%
	PLUM - TOTAL	\$23	\$21	\$23	\$23	\$22	\$5	-2.10%	-4.32%	2.74%
RASPBERRY	DOMESTIC	\$81	\$95	\$103	\$142	\$125	\$23	2.94%	-12.28%	19.43%
	IMPORT	\$2,790	\$2,652	\$2,625	\$2,448	\$2,144	\$477	-9.63%	-12.41%	45.36%
	RASPBERRY - TOTAL	\$2,871	\$2,747	\$2,728	\$2,590	\$2,269	\$501	-9.12%	-12.41%	43.93%
SPICE	DOMESTIC	\$8,960	\$9,788	\$10,580	\$10,990	\$11,543	\$2,836	2.74%	5.03%	5.81%
	IMPORT	\$428	\$392	\$380	\$381	\$354	\$83	-7.97%	-7.22%	34.74%
	SPICE - TOTAL	\$9,389	\$10,180	\$10,961	\$11,371	\$11,897	\$2,918	2.41%	4.62%	6.68%
STRAWBERRY	DOMESTIC	\$0	\$0	\$0	\$10	\$552	\$118	1,114.69%	5,563.44%	4.54%
	IMPORT	\$34	\$24	\$116	\$192	\$124	\$26	-25.30%	-35.51%	6.38%
	STRAWBERRY - TOTAL	\$35	\$24	\$116	\$202	\$675	\$144	225.29%	234.78%	4.87%
TANGERINE	IMPORT	\$26	\$21	\$21	\$18	\$19	\$4	112.91%	6.84%	45.03%
	TANGERINE - TOTAL	\$26	\$21	\$21	\$18	\$19	\$4	112.91%	6.84%	45.03%
WALNUT	IMPORT	\$5	\$3	\$2	\$3	\$4	\$2	385.08%	30.35%	0.00%
	WALNUT - TOTAL	\$5	\$3	\$2	\$3	\$4	\$2	385.08%	30.35%	0.00%
WHISKY	DOMESTIC	\$409	\$357	\$334	\$354	\$374	\$89	-5.22%	5.72%	4.11%
	IMPORT	\$4,641	\$4,286	\$4,940	\$5,440	\$5,787	\$1,294	6.99%	6.37%	11.67%
	WHISKY - TOTAL	\$5,050	\$4,643	\$5,274	\$5,794	\$6,161	\$1,383	6.11%	6.33%	11.21%
LIQUEURS - TOTAL		\$106,802	\$104,302	\$104,541	\$102,084	\$101,197	\$20,747	0.81%	-0.87%	17.66%

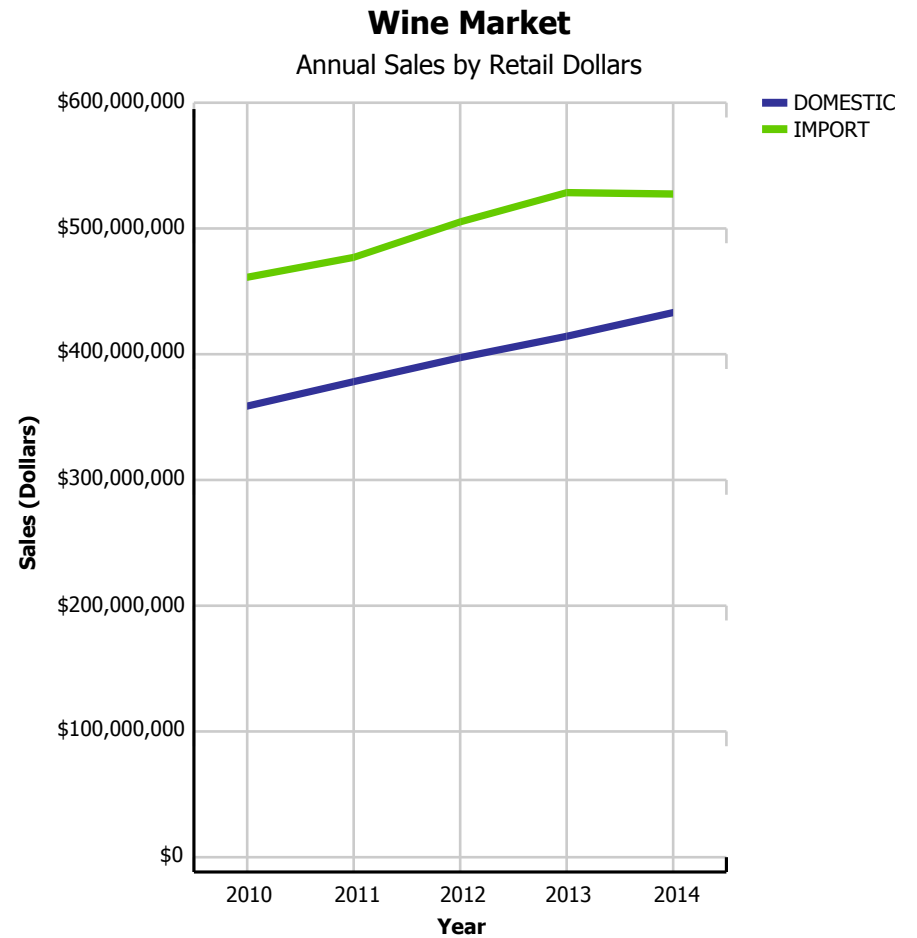
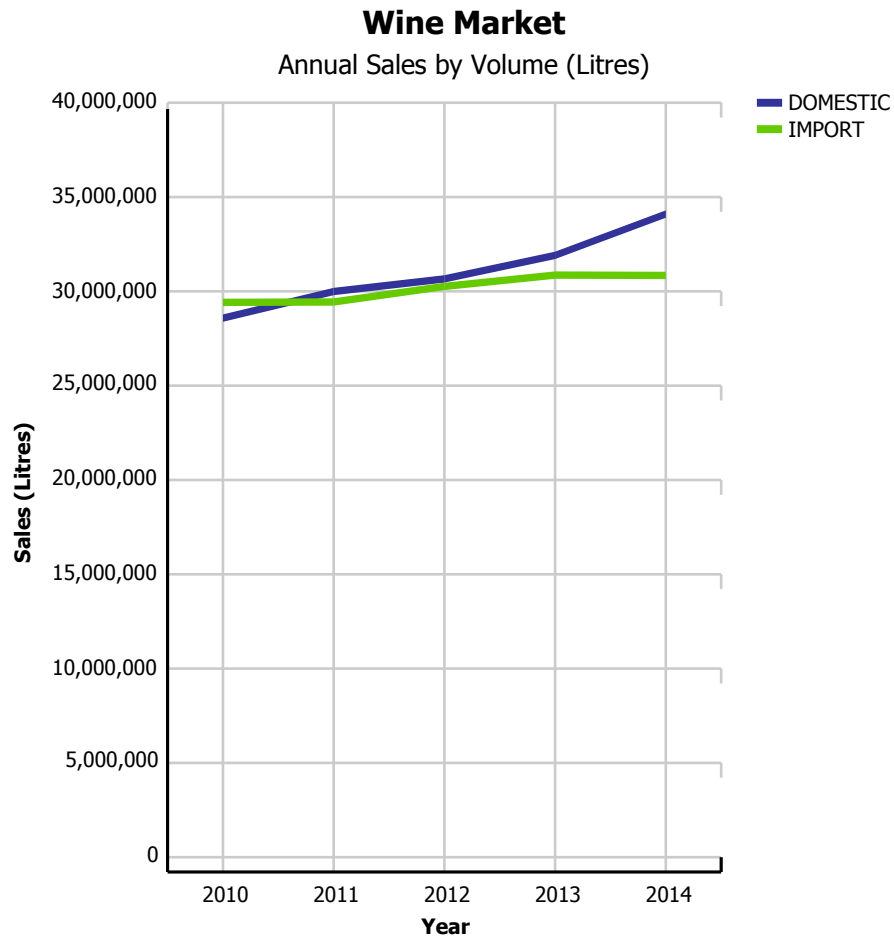
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	14,127,006	13,383,723	13,160,647	12,919,414	12,720,321	2,730,115	-0.39%	-1.54%	10.87%
IMPORT	10,573,004	10,607,938	11,015,168	11,320,761	11,449,758	2,426,591	3.35%	1.14%	14.57%
SPIRITS	24,700,010	23,991,661	24,175,815	24,240,175	24,170,079	5,156,706	1.34%	-0.29%	12.62%

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

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	\$394,696	\$390,898	\$387,177	\$376,868	\$361,242	\$77,751	-2.80%	-4.15%	10.64%
IMPORT	\$354,205	\$366,164	\$385,214	\$392,833	\$392,448	\$84,682	3.56%	-0.10%	15.14%
SPIRITS	\$748,901	\$757,061	\$772,391	\$769,701	\$753,690	\$162,433	0.41%	-2.08%	12.98%

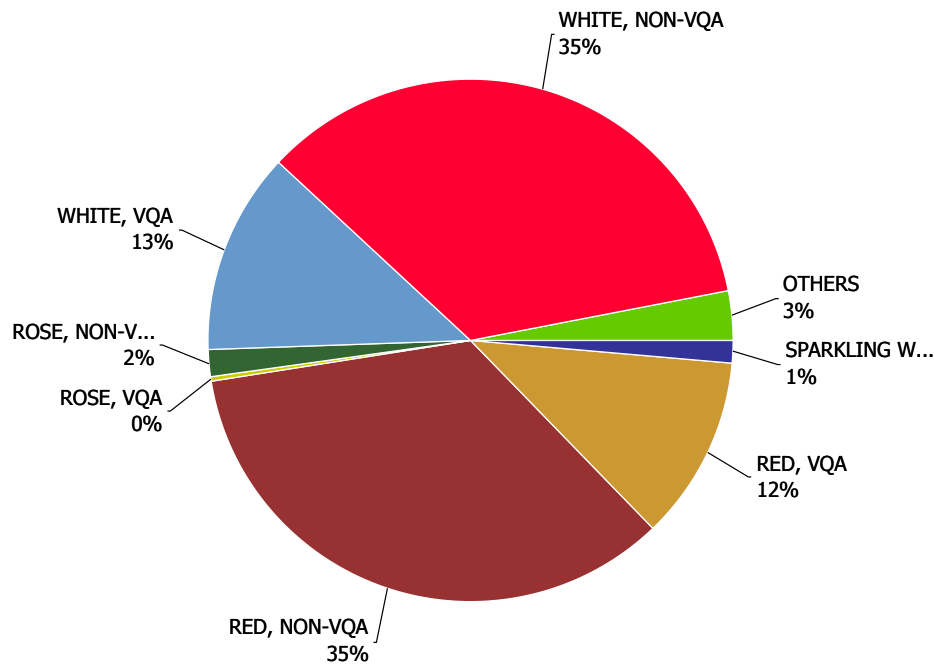
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

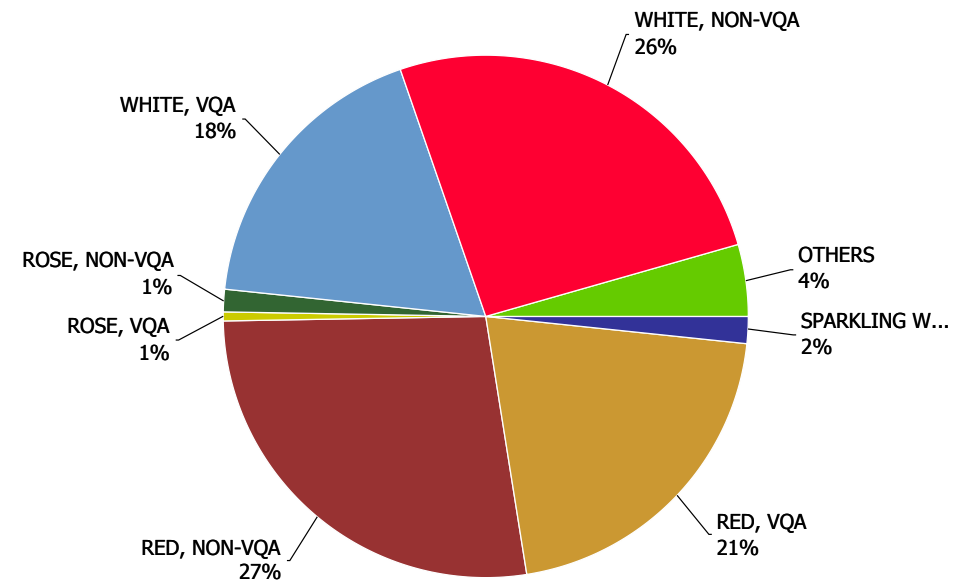
Domestic Wine Market Share

Current Quarter by Volume (Litres)



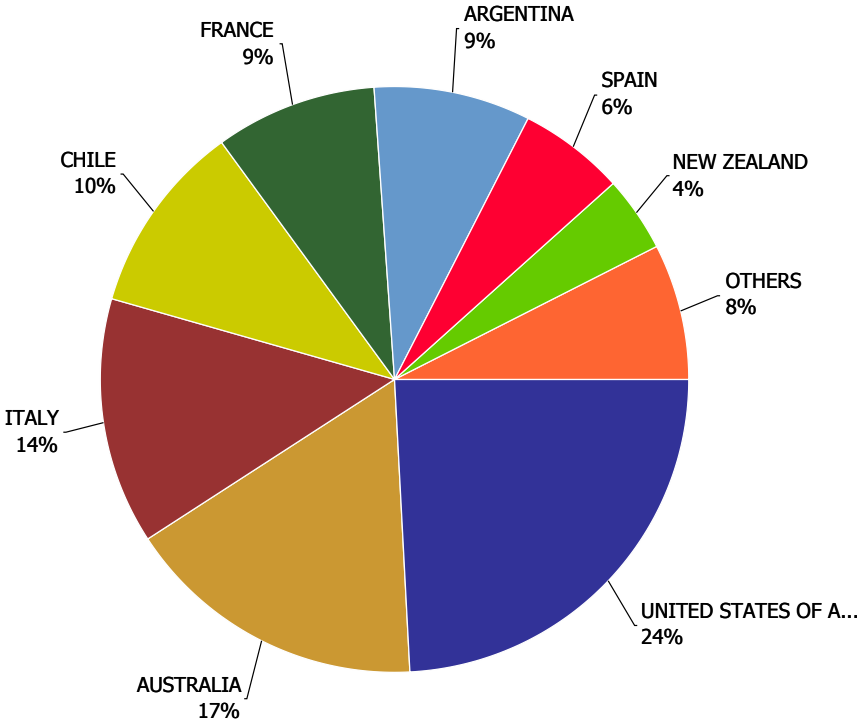
Domestic Wine Market Share

Current Quarter by Retail Dollars

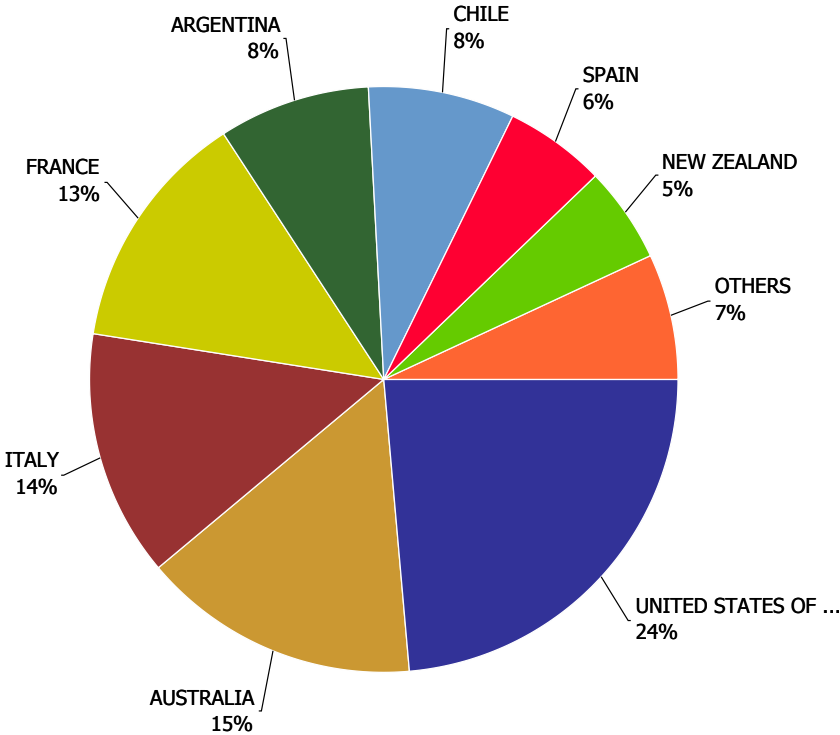


Wine Market - Import Wine

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 MARCH
SALES IN LITRES

				2010	2011	2012	2013	2014	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	6,102	6,398	6,976	7,002	7,594	1,784	-0.39%	8.49%	1.95%
		BC	NON-VQA	864	658	782	804	666	275	75.16%	-17.44%	9.16%
FLAVOURED				6,966	7,056	7,758	7,806	8,260	2,059	5.70%	5.79%	2.53%
FRUIT	FRUIT	OTHER	NON-VQA	1,792	2,371	3,842	2,482	2,639	412	-42.54%	6.35%	0.91%
		BC	NON-VQA	147,964	147,232	145,219	151,909	154,959	20,156	-3.77%	2.00%	1.70%
		FRUIT		149,756	149,603	149,061	154,391	157,598	20,568	-5.05%	2.07%	1.69%
OTHER	OTHER	BC	NON-VQA	5,393	7,879	13,429	13,616	16,411	2,859	46.39%	20.45%	2.25%
			VQA	0	23	21	32	23	1	-91.67%	-31.25%	0.00%
		OTHER		5,393	7,902	13,450	13,648	16,434	2,860	45.55%	20.33%	2.25%
OTHER FORTIFIED	OTHER	NON-VQA	909	694	560	414	67	36	-60.44%	-83.86%	38.81%	
		VQA	0	0	0	0	27	18	n/a	n/a	0.00%	
	BC	NON-VQA	798,385	806,196	800,031	744,767	727,344	175,380	-1.27%	-2.34%	1.59%	
		VQA	8,015	11,181	11,706	15,168	15,064	2,195	0.69%	-0.66%	4.74%	
	OTHER FORTIFIED		807,309	818,071	812,297	760,349	742,502	177,629	-1.27%	-2.34%	1.66%	
PORT	PORT	OTHER	NON-VQA	38	0	0	17	0	0	-100.00%	-100.00%	0.00%
		BC	NON-VQA	1,711	1,831	1,393	1,760	1,603	44	46.67%	-8.90%	1.81%
			VQA	126	126	225	123	98	0	-100.00%	-20.80%	0.00%
PORT		1,875	1,957	1,618	1,900	1,701	44	-45.00%	-10.49%	1.70%		
SAKE	SAKE	BC	NON-VQA	9,817	10,452	11,761	6,644	6,076	1,395	1.23%	-8.53%	15.59%
		SAKE		9,817	10,452	11,761	6,644	6,076	1,395	1.23%	-8.53%	15.59%
SHERRY	SHERRY	BC	NON-VQA	62,864	23,653	4,074	1,383	0	0	n/a	-100.00%	0.00%
		SHERRY		62,864	23,653	4,074	1,383	0	0	n/a	-100.00%	0.00%
APERITIF, DESSERT AND FORTIFIED WINE				1,043,895	1,018,609	999,938	946,037	932,448	204,407	-1.17%	-1.44%	1.77%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	9	0	0	0	0	0	n/a	n/a	0.00%
		BC	VQA	76	26	11	432	5,295	768	203.56%	1,118.85%	13.14%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	85	26	11	432	5,295	768	203.56%	1,118.85%	13.14%
	RED	OTHER NON-VQA	49,376	49,959	48,796	44,844	44,435	11,104	5.68%	-0.91%	1.52%
		BC NON-VQA	527	816	3,864	3,638	3,891	795	16.06%	6.91%	0.59%
		VQA	1,066	1	0	0	124	45	n/a	n/a	0.00%
		SPARKLING WINE RED	50,969	50,776	52,660	48,482	48,450	11,944	6.72%	-0.07%	1.44%
	ROSE	OTHER VQA	0	18	0	90	0	0	n/a	-100.00%	0.00%
		BC NON-VQA	2,757	3,443	9,195	10,258	6,116	847	-53.38%	-40.33%	26.52%
		VQA	3,592	6,293	6,228	8,139	8,518	1,743	28.26%	4.71%	5.51%
		SPARKLING WINE ROSE	6,349	9,754	15,423	18,487	14,634	2,590	-18.45%	-20.80%	14.29%
	WHITE	OTHER NON-VQA	272,763	264,791	257,103	225,435	220,132	51,366	3.98%	-2.35%	17.86%
		VQA	146	146	59	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	45,967	41,078	43,552	47,176	50,687	7,791	-10.38%	7.44%	36.46%
		VQA	80,579	90,847	88,321	96,872	108,237	20,905	10.67%	11.72%	25.80%
		SPARKLING WINE WHITE	399,455	396,862	389,035	369,483	379,056	80,062	4.00%	2.59%	22.61%
	SPARKLING WINE		456,839	457,391	457,101	436,857	447,403	95,322	4.11%	2.42%	19.94%
TABLE WINE	ICE WINE RED	OTHER NON-VQA	0	27	756	2,880	1,132	299	19.60%	-60.71%	0.00%
		VQA	323	299	34	91	90	7	-82.50%	-3.26%	0.00%
		BC NON-VQA	91	117	10	7	36	24	n/a	500.00%	0.00%
		VQA	4,737	4,432	8,023	7,703	6,290	1,003	14.24%	-18.36%	0.70%
		ICE WINE RED	5,151	4,875	8,823	10,681	7,548	1,333	14.13%	-29.35%	0.58%
	ICE WINE ROSE	BC VQA	18	0	2	0	0	0	n/a	n/a	0.00%
		ICE WINE ROSE	18	0	2	0	0	0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER NON-VQA	165	85	1,502	17,159	16,397	6,155	33.34%	-4.43%	0.00%
		VQA	11,328	11,678	16,345	18,137	13,580	3,416	-15.51%	-25.08%	0.46%
		BC NON-VQA	1,159	1,197	478	16	31	0	-100.00%	123.08%	0.00%

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	ICE WINE WHITE	BC	VQA	28,738	29,172	26,575	21,027	28,699	5,253	40.34%	36.39%	3.51%
		ICE WINE WHITE		41,390	42,132	44,900	56,339	58,707	14,824	19.50%	4.20%	1.82%
RED	OTHER	NON-VQA	2,417	2,075	3,876	5,350	5,134	1,309	14.82%	-4.07%	21.43%	
		VQA	17,999	16,952	11,076	8,481	7,211	1,329	-30.89%	-15.02%	2.61%	
	BC	NON-VQA	8,884,841	9,588,388	9,774,470	10,083,276	10,850,706	2,529,380	10.91%	7.61%	10.41%	
		VQA	3,238,813	3,474,174	3,642,578	3,724,468	4,037,790	838,880	10.64%	8.41%	23.05%	
	TABLE WINE RED		12,144,070	13,081,589	13,432,000	13,821,575	14,900,841	3,370,898	10.82%	7.81%	13.84%	
	ROSE	BC	NON-VQA	511,955	523,761	552,459	561,480	560,110	110,722	5.54%	-0.25%	5.14%
VQA		182,534	203,150	204,883	227,990	286,580	27,208	13.47%	25.69%	7.09%		
TABLE WINE ROSE		694,489	726,911	757,342	789,470	846,690	137,930	7.02%	7.25%	5.80%		
WHITE	OTHER	NON-VQA	2,240	1,953	2,955	4,577	4,352	859	-0.69%	-4.92%	20.54%	
		VQA	11,855	10,589	9,196	12,903	14,352	2,739	-9.96%	11.21%	4.36%	
	BC	NON-VQA	9,966,988	10,238,354	10,773,091	11,484,120	12,010,906	2,555,355	5.12%	4.59%	10.75%	
		VQA	4,367,672	4,550,894	4,349,242	4,538,074	5,046,107	918,203	12.96%	11.19%	23.77%	
	TABLE WINE WHITE		14,348,755	14,801,790	15,134,484	16,039,674	17,075,717	3,477,156	7.07%	6.46%	14.60%	
	TABLE WINE		27,233,873	28,657,297	29,377,551	30,717,739	32,889,503	7,002,141	8.87%	7.07%	14.00%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	4,111	5,661	3,604	2,702	1,750	478	109.65%	-35.25%	0.00%
		VQA	0	1,013	0	0	0	0	n/a	n/a	0.00%	
	BC	VQA	40,128	48,267	18,611	765	24,338	3,517	n/a	3,069.53%	0.26%	
	WINE - GIFT PACKS ALL		44,239	54,941	22,215	3,467	26,088	3,995	1,652.19%	652.12%	0.24%	
WINE - GIFT PACKS		44,239	54,941	22,215	3,467	26,088	3,995	1,652.19%	652.12%	0.24%		
DOMESTIC WINE - TOTAL				28,778,846	30,188,238	30,856,401	32,080,892	34,275,429	7,300,632	8.59%	6.84%	13.70%

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

				2010	2011	2012	2013	2014	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	\$92	\$98	\$108	\$108	\$114	\$27	-3.09%	5.62%	1.96%
		BC	NON-VQA	\$35	\$20	\$25	\$24	\$23	\$11	137.69%	-7.37%	9.50%
	FLAVOURED				\$127	\$119	\$133	\$133	\$137	\$38	16.80%	3.23%
FRUIT	OTHER	NON-VQA		\$71	\$81	\$227	\$95	\$107	\$20	-37.47%	12.54%	1.33%
		BC	NON-VQA	\$3,921	\$3,958	\$4,058	\$4,155	\$4,131	\$508	-6.83%	-0.58%	1.85%
	FRUIT				\$3,992	\$4,039	\$4,285	\$4,250	\$4,238	\$528	-8.51%	-0.29%
OTHER	BC	NON-VQA		\$156	\$233	\$397	\$396	\$462	\$81	35.60%	16.66%	2.36%
		VQA		\$0	\$1	\$1	\$1	\$1	\$0	-90.62%	-30.26%	0.00%
	OTHER				\$156	\$233	\$398	\$397	\$463	\$81	34.80%	16.54%
OTHER FORTIFIED	OTHER	NON-VQA		\$42	\$33	\$27	\$18	\$2	\$1	-70.22%	-89.86%	41.25%
		VQA		\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	BC	NON-VQA		\$6,357	\$6,485	\$6,590	\$6,450	\$6,305	\$1,391	-4.23%	-2.25%	2.08%
		VQA		\$356	\$505	\$537	\$605	\$614	\$95	7.67%	1.47%	5.39%
OTHER FORTIFIED				\$6,755	\$7,023	\$7,154	\$7,073	\$6,921	\$1,487	-3.65%	-2.15%	2.38%
PORT	OTHER	NON-VQA		\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
		BC	NON-VQA	\$81	\$84	\$64	\$95	\$73	\$2	41.82%	-23.09%	1.79%
		VQA	\$2	\$2	\$3	\$2	\$1	\$0	-100.00%	-22.19%	0.00%	
	PORT				\$84	\$86	\$67	\$98	\$74	\$2	-21.32%	-23.97%
SAKE	BC	NON-VQA	\$225	\$250	\$283	\$244	\$242	\$56	\$56	4.49%	-0.61%	13.45%
	SAKE				\$225	\$250	\$283	\$244	\$242	\$56	4.49%	-0.61%
SHERRY	BC	NON-VQA	\$553	\$210	\$37	\$13	\$0	\$0	\$0	n/a	-100.00%	0.00%
	SHERRY				\$553	\$210	\$37	\$13	\$0	\$0	n/a	-100.00%
APERITIF, DESSERT AND FORTIFIED WINE				\$11,893	\$11,959	\$12,357	\$12,207	\$12,075	\$2,191	-3.41%	-1.08%	2.42%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$11	\$4	\$2	\$25	\$172	\$27	69.00%	587.67%	10.95%
	SPARKLING ICE WINE				\$12	\$4	\$2	\$25	\$172	\$27	69.00%	587.67%

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	RED	OTHER	NON-VQA	\$385	\$388	\$390	\$358	\$346	\$86	2.91%	-3.43%	1.52%
		BC	NON-VQA	\$18	\$27	\$91	\$86	\$90	\$18	13.48%	3.55%	0.72%
			VQA	\$31	\$0	\$0	\$0	\$3	\$1	n/a	n/a	0.00%
	SPARKLING WINE RED			\$434	\$415	\$481	\$444	\$438	\$105	5.80%	-1.33%	1.35%
	ROSE	OTHER	VQA	\$0	\$1	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$85	\$127	\$226	\$267	\$199	\$29	-41.14%	-25.67%	26.86%
			VQA	\$118	\$193	\$180	\$221	\$224	\$46	28.60%	1.45%	5.64%
	SPARKLING WINE ROSE			\$203	\$321	\$406	\$491	\$423	\$75	-11.65%	-13.95%	15.61%
	WHITE	OTHER	NON-VQA	\$2,031	\$2,012	\$1,960	\$1,789	\$1,702	\$400	1.13%	-4.84%	18.27%
			VQA	\$5	\$5	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
BC		NON-VQA	\$821	\$881	\$976	\$1,104	\$1,158	\$179	-7.80%	4.91%	39.02%	
		VQA	\$2,461	\$2,684	\$2,551	\$2,734	\$2,971	\$562	5.99%	8.68%	23.36%	
SPARKLING WINE WHITE			\$5,318	\$5,582	\$5,489	\$5,626	\$5,832	\$1,142	1.88%	3.64%	24.99%	
SPARKLING WINE			\$5,966	\$6,321	\$6,377	\$6,587	\$6,865	\$1,350	2.12%	4.21%	22.55%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$5	\$55	\$218	\$107	\$28	30.31%	-50.87%	0.00%
			VQA	\$46	\$40	\$5	\$11	\$10	\$1	-80.32%	-5.41%	0.00%
		BC	NON-VQA	\$17	\$17	\$2	\$2	\$8	\$6	n/a	376.66%	0.00%
			VQA	\$664	\$689	\$1,500	\$1,463	\$929	\$128	2.70%	-36.53%	0.56%
		ICE WINE RED			\$728	\$750	\$1,562	\$1,694	\$1,054	\$164	8.33%	-37.79%
	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	\$7	\$107	\$1,219	\$1,172	\$445	34.14%	-3.87%	0.00%
			VQA	\$1,201	\$1,226	\$1,678	\$1,451	\$1,141	\$283	-15.97%	-21.35%	0.56%
		BC	NON-VQA	\$103	\$114	\$67	\$3	\$4	\$0	-89.97%	35.81%	0.00%
VQA			\$3,705	\$3,942	\$3,598	\$2,843	\$3,432	\$598	26.93%	20.68%	3.45%	
ICE WINE WHITE			\$5,025	\$5,289	\$5,449	\$5,517	\$5,749	\$1,326	16.32%	4.21%	2.17%	

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	RED	OTHER	NON-VQA	\$46	\$59	\$97	\$126	\$94	\$27	-10.24%	-25.28%	16.69%
			VQA	\$337	\$325	\$214	\$149	\$112	\$22	-35.56%	-24.63%	3.00%
		BC	NON-VQA	\$86,382	\$91,695	\$96,046	\$100,311	\$104,783	\$23,930	7.03%	4.46%	10.97%
			VQA	\$73,871	\$80,929	\$85,938	\$86,452	\$91,022	\$18,409	7.04%	5.29%	19.54%
	TABLE WINE RED			\$160,635	\$173,009	\$182,295	\$187,038	\$196,011	\$42,387	6.99%	4.80%	14.95%
	ROSE	BC	NON-VQA	\$5,056	\$5,158	\$5,790	\$6,333	\$6,223	\$1,092	0.79%	-1.74%	8.16%
			VQA	\$3,261	\$3,715	\$3,951	\$4,557	\$5,717	\$543	15.28%	25.46%	7.10%
		TABLE WINE ROSE			\$8,316	\$8,873	\$9,741	\$10,890	\$11,940	\$1,635	5.19%	9.64%
	WHITE	OTHER	NON-VQA	\$42	\$55	\$62	\$66	\$82	\$11	-12.37%	23.62%	15.93%
			VQA	\$329	\$243	\$497	\$609	\$489	\$90	-35.47%	-19.77%	2.72%
BC		NON-VQA	\$90,219	\$92,120	\$99,932	\$107,043	\$110,055	\$22,786	2.69%	2.81%	11.15%	
		VQA	\$77,367	\$80,714	\$81,171	\$85,351	\$90,969	\$15,898	6.47%	6.58%	21.86%	
TABLE WINE WHITE			\$167,957	\$173,133	\$181,663	\$193,068	\$201,595	\$38,785	4.06%	4.42%	15.97%	
TABLE WINE			\$342,664	\$361,054	\$380,712	\$398,207	\$416,349	\$84,297	5.72%	4.56%	15.02%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$394	\$541	\$353	\$196	\$401	\$99	424.18%	104.38%	0.00%
			VQA	\$0	\$163	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$790	\$1,084	\$411	\$13	\$390	\$61	n/a	2,943.67%	0.28%
		WINE - GIFT PACKS ALL			\$1,183	\$1,788	\$764	\$209	\$791	\$160	748.00%	278.42%
WINE - GIFT PACKS			\$1,183	\$1,788	\$764	\$209	\$791	\$160	748.00%	278.42%	0.14%	
DOMESTIC WINE - TOTAL				\$361,706	\$381,122	\$400,195	\$416,838	\$435,767	\$87,918	5.63%	4.54%	14.73%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,545	2,732	2,224	1,818	1,719	383	11.01%	-5.33%	2.68%
		FRANCE	0	0	97	477	34	5	-92.42%	-92.81%	0.00%
		ITALY	16	5,669	16,059	15,531	10,646	1,848	-26.37%	-31.42%	21.78%
		SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%
		SOUTH AFRICA	0	0	0	3,024	1,458	27	n/a	-51.79%	0.00%
		UNITED KINGDOM	0	0	0	0	830	6	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	4,074	3,599	3,862	19,331	22,680	5,047	-4.10%	17.40%	1.87%
		FLAVOURED	6,635	12,000	22,242	40,239	37,367	7,316	-11.01%	-9.17%	7.96%
FRUIT	DENMARK	-1	1	0	0	0	0	n/a	n/a	0.00%	
	FRANCE	0	17	9	9	0	0	n/a	-100.00%	0.00%	
	JAPAN	11,277	10,391	10,458	10,886	10,144	2,426	-12.01%	-6.82%	27.77%	
	KOREA - SOUTH	151	182	191	225	1,539	332	277.27%	584.07%	36.52%	
	TURKEY	21	3	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	2,464	3,345	3,827	6,736	8,671	2,329	17.80%	28.69%	23.71%	
FRUIT	13,912	13,939	14,485	17,856	20,354	5,087	5.50%	13.99%	26.70%		
MADEIRA	PORTUGAL	5,220	5,328	5,256	4,653	4,924	1,152	11.95%	5.67%	30.97%	
	MADEIRA	5,220	5,328	5,256	4,653	4,924	1,152	11.95%	5.67%	30.97%	
MONTILLA	SPAIN	9,658	10,164	11,112	11,222	11,796	2,592	-20.52%	5.08%	6.22%	
	MONTILLA	9,658	10,164	11,112	11,222	11,796	2,592	-20.52%	5.08%	6.22%	
OTHER	AUSTRALIA	8	0	170	278	216	45	-61.21%	-22.30%	0.00%	
	OTHER	8	0	170	278	216	45	-61.21%	-22.30%	0.00%	
OTHER FORTIFIED	ARGENTINA	0	5	31	0	3	0	n/a	n/a	0.00%	
	AUSTRALIA	50,505	53,140	56,262	47,205	45,561	10,212	-12.67%	-3.49%	4.68%	
	CHINA	5,930	9,324	9,006	8,380	7,917	2,337	-2.99%	-5.38%	13.81%	
	FRANCE	34,049	32,615	33,495	35,044	33,656	7,777	3.02%	-3.99%	9.34%	
	GREECE	58	91	31	0	0	0	n/a	n/a	0.00%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	15,000	14,880	14,552	14,223	14,196	3,440	-3.15%	-0.21%	31.42%
		JAPAN	82	431	894	1,311	1,795	446	88.19%	37.05%	84.01%
		KOREA - SOUTH	8,044	10,094	13,588	13,874	30,871	10,268	186.66%	122.56%	34.27%
		SOUTH AFRICA	40,484	44,905	40,282	36,552	25,947	7,906	33.34%	-29.04%	3.72%
		SPAIN	44	0	0	0	0	0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	1,745	1,737	1,651	1,454	1,207	269	-22.25%	-16.45%	29.16%
		URUGUAY	0	14	0	0	0	0	n/a	n/a	0.00%
		OTHER FORTIFIED	155,941	167,236	169,792	158,043	161,153	42,655	20.84%	1.96%	15.04%
PORT	AUSTRALIA	355	460	197	86	0	0	n/a	-100.00%	0.00%	
	PORTUGAL	84,849	85,858	81,448	80,351	82,063	17,789	6.52%	2.16%	10.08%	
	SOUTH AFRICA	0	12	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	13	37	0	0	0	0	n/a	n/a	0.00%	
	PORT	85,217	86,367	81,645	80,437	82,063	17,789	6.52%	2.05%	10.08%	
SAKE	JAPAN	68,179	72,977	73,451	82,544	93,672	24,608	8.56%	13.50%	42.87%	
	KOREA - SOUTH	2,369	1,842	2,091	1,753	1,505	293	-18.16%	-14.07%	68.11%	
	UNITED STATES OF AMERICA	317,434	312,257	314,441	310,927	316,446	85,081	4.57%	1.78%	66.45%	
	SAKE	387,982	387,076	389,983	395,224	411,623	109,982	5.36%	4.16%	61.09%	
SHERRY	NEW ZEALAND	22,145	4,887	-2	0	0	0	n/a	n/a	0.00%	
	SPAIN	67,804	66,373	63,480	60,304	59,780	13,337	1.31%	-0.84%	2.98%	
	SHERRY	89,949	71,260	63,478	60,304	59,780	13,337	1.31%	-0.84%	2.98%	
VERMOUTH	AUSTRALIA	0	0	0	0	94	95	n/a	n/a	5.32%	
	FRANCE	21,032	19,551	17,949	12,793	3,547	181	-93.63%	-72.26%	17.11%	
	ITALY	210,188	201,295	189,889	187,886	193,715	45,050	8.61%	3.10%	7.33%	
	SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	228	222	280	267	371	71	44.90%	38.49%	35.04%	
	VERMOUTH	231,448	221,068	208,118	201,004	197,727	45,397	2.10%	-1.67%	7.55%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			985,893	974,371	966,194	969,167	986,890	245,201	6.05%	1.83%	31.53%	
TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	2,214,878	2,499,477	2,589,972	2,560,903	2,441,485	549,611	-9.58%	-4.66%	14.09%
		RED - TOTAL	2,214,878	2,499,477	2,589,972	2,560,903	2,441,485	549,611	-9.58%	-4.66%	14.09%	
	ROSE	IMPORT BOTTLED	3,651	8,168	9,713	5,519	10,032	2,310	144.19%	81.49%	1.13%	
		ROSE - TOTAL	3,651	8,168	9,713	5,519	10,032	2,310	144.19%	81.49%	1.13%	
	WHITE	IMPORT BOTTLED	332,261	346,680	365,846	368,515	340,836	64,359	-14.34%	-7.50%	7.56%	
		WHITE - TOTAL	332,261	346,680	365,846	368,515	340,836	64,359	-14.34%	-7.50%	7.56%	
	TOTAL		2,550,790	2,854,325	2,965,531	2,934,937	2,792,353	616,280	-9.89%	-4.86%	13.24%	
	ARMENIA	WHITE	IMPORT BOTTLED	24	-9	14	0	5	0	n/a	n/a	0.00%
			WHITE - TOTAL	24	-9	14	0	5	0	n/a	n/a	0.00%
		TOTAL		24	-9	14	0	5	0	n/a	n/a	0.00%
AUSTRALIA	RED	CANADA BOTTLED	9,228	8,240	14	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	4,614,849	4,243,322	4,113,318	3,733,155	3,299,169	756,764	-6.53%	-11.62%	9.92%	
		RED - TOTAL	4,624,077	4,251,562	4,113,332	3,733,155	3,299,169	756,764	-6.53%	-11.62%	9.92%	
	ROSE	IMPORT BOTTLED	20,053	16,256	12,810	13,117	16,477	3,059	38.42%	25.59%	4.59%	
		ROSE - TOTAL	20,053	16,256	12,810	13,117	16,477	3,059	38.42%	25.59%	4.59%	
	WHITE	CANADA BOTTLED	5,862	3,600	0	16	0	0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	2,135,538	1,923,574	1,967,910	1,971,690	1,874,283	361,655	-11.82%	-4.94%	6.74%	
		WHITE - TOTAL	2,141,400	1,927,174	1,967,910	1,971,706	1,874,283	361,655	-11.82%	-4.94%	6.74%	
	TOTAL		6,785,530	6,194,992	6,094,052	5,717,978	5,189,929	1,121,478	-8.23%	-9.23%	8.76%	
	AUSTRIA	RED	IMPORT BOTTLED	1,487	457	1,107	1,806	1,333	451	-27.84%	-26.05%	18.15%
RED - TOTAL			1,487	457	1,107	1,806	1,333	451	-27.84%	-26.05%	18.15%	
ROSE		IMPORT BOTTLED	594	9	0	0	9	0	n/a	n/a	0.00%	
		ROSE - TOTAL	594	9	0	0	9	0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	7,021	12,655	8,961	7,721	7,640	1,891	28.46%	-0.94%	22.95%	
		WHITE - TOTAL	7,021	12,655	8,961	7,721	7,640	1,891	28.46%	-0.94%	22.95%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	AUSTRIA	TOTAL	9,102	13,121	10,068	9,527	8,982	2,342	11.68%	-5.69%	22.23%	
	BULGARIA	RED	IMPORT BOTTLED	121	70	657	636	1,767	398	78.48%	177.03%	3.96%
		RED - TOTAL	121	70	657	636	1,767	398	78.48%	177.03%	3.96%	
	WHITE	IMPORT BOTTLED	0	135	909	315	27	0	-100.00%	-91.43%	0.00%	
		WHITE - TOTAL	0	135	909	315	27	0	-100.00%	-91.43%	0.00%	
	TOTAL	121	205	1,566	951	1,794	398	71.55%	88.48%	3.96%		
	CHILE	RED	CANADA BOTTLED	243,664	182,670	140,012	107,776	92,115	23,119	-12.53%	-14.53%	29.62%
			IMPORT BOTTLED	2,144,327	2,205,852	2,210,683	2,090,606	2,094,219	475,126	-1.93%	0.17%	5.36%
			RED - TOTAL	2,387,991	2,388,522	2,350,695	2,198,382	2,186,334	498,245	-2.48%	-0.55%	6.39%
		ROSE	IMPORT BOTTLED	7,641	7,459	6,636	5,230	8,178	2,957	339.38%	56.28%	2.75%
			ROSE - TOTAL	7,641	7,459	6,636	5,230	8,178	2,957	339.38%	56.28%	2.75%
		WHITE	CANADA BOTTLED	193,759	139,381	103,490	83,770	72,372	17,369	-22.64%	-13.61%	32.50%
IMPORT BOTTLED			921,334	970,632	1,001,599	1,057,129	983,214	213,996	-4.16%	-6.99%	8.26%	
WHITE - TOTAL			1,115,093	1,110,013	1,105,089	1,140,899	1,055,586	231,365	-5.85%	-7.48%	9.92%	
TOTAL		3,510,725	3,505,994	3,462,420	3,344,511	3,250,098	732,567	-3.27%	-2.82%	7.52%		
CHINA		RED	IMPORT BOTTLED	3,452	2,750	1,433	419	234	65	-37.50%	-44.86%	0.00%
	RED - TOTAL		3,452	2,750	1,433	419	234	65	-37.50%	-44.86%	0.00%	
	WHITE	IMPORT BOTTLED	228	265	843	1,374	117	2	-99.44%	-91.38%	0.00%	
		WHITE - TOTAL	228	265	843	1,374	117	2	-99.44%	-91.38%	0.00%	
	TOTAL	3,680	3,015	2,276	1,793	351	67	-85.43%	-80.37%	0.00%		
CROATIA	RED	IMPORT BOTTLED	4,313	2,847	1,391	103	54	27	n/a	-48.08%	0.00%	
		RED - TOTAL	4,313	2,847	1,391	103	54	27	n/a	-48.08%	0.00%	
	WHITE	IMPORT BOTTLED	90	198	0	0	27	27	n/a	n/a	0.00%	
		WHITE - TOTAL	90	198	0	0	27	27	n/a	n/a	0.00%	
TOTAL	4,403	3,045	1,391	103	81	54	n/a	-48.08%	0.00%			
CZECH REPUBLIC	RED	IMPORT BOTTLED	597	11	1	0	0	0	n/a	n/a	0.00%	

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	CZECH REPUBLIC	RED	RED - TOTAL	597	11	1	0	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	771	11	0	0	0	0	n/a	n/a	0.00%
			WHITE - TOTAL	771	11	0	0	0	0	n/a	n/a	0.00%
			TOTAL	1,368	22	1	0	0	0	n/a	n/a	0.00%
FRANCE	RED	CANADA BOTTLED		180,400	155,241	173,323	212,369	237,236	56,801	2.54%	11.71%	1.52%
		IMPORT BOTTLED		1,393,549	1,408,119	1,406,711	1,428,226	1,418,059	343,473	4.96%	-0.71%	9.23%
			RED - TOTAL	1,573,949	1,563,360	1,580,034	1,640,595	1,655,295	400,274	4.61%	0.90%	8.13%
	ROSE	IMPORT BOTTLED		68,492	62,146	64,788	78,566	94,567	10,767	7.34%	20.37%	9.89%
			ROSE - TOTAL	68,492	62,146	64,788	78,566	94,567	10,767	7.34%	20.37%	9.89%
	WHITE	CANADA BOTTLED		77,184	49,748	59,288	73,960	80,460	17,204	-1.47%	8.79%	1.70%
		IMPORT BOTTLED		628,550	601,703	563,352	579,835	576,652	131,103	9.86%	-0.55%	15.87%
			WHITE - TOTAL	705,734	651,451	622,640	653,795	657,112	148,307	8.42%	0.50%	14.14%
	TOTAL	2,348,175	2,276,957	2,267,462	2,372,956	2,406,974	559,348	5.65%	1.43%	9.84%		
GEORGIA	RED	IMPORT BOTTLED		0	6,100	8,810	11,038	10,288	2,163	-25.92%	-6.74%	0.87%
			RED - TOTAL	0	6,100	8,810	11,038	10,288	2,163	-25.92%	-6.74%	0.87%
	WHITE	IMPORT BOTTLED		0	126	561	2,757	2,297	530	-24.29%	-16.64%	4.22%
			WHITE - TOTAL	0	126	561	2,757	2,297	530	-24.29%	-16.64%	4.22%
	TOTAL	0	6,226	9,371	13,795	12,585	2,693	-25.61%	-8.71%	1.48%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		0	0	7	4	4	1	n/a	33.33%	0.00%
			ICE WINE WHITE - TOTAL	0	0	7	4	4	1	n/a	33.33%	0.00%
	RED	IMPORT BOTTLED		17,504	17,909	11,702	11,304	11,682	2,573	-3.74%	3.41%	2.45%
			RED - TOTAL	17,504	17,909	11,702	11,304	11,682	2,573	-3.74%	3.41%	2.45%
	ROSE	IMPORT BOTTLED		0	0	0	0	943	942	n/a	n/a	0.64%
			ROSE - TOTAL	0	0	0	0	943	942	n/a	n/a	0.64%
	WHITE	IMPORT BOTTLED		483,612	476,858	474,145	474,715	443,133	92,657	-9.77%	-6.65%	7.26%
			WHITE - TOTAL	483,612	476,858	474,145	474,715	443,133	92,657	-9.77%	-6.65%	7.26%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	GERMANY	TOTAL	501,116	494,767	485,854	486,023	455,762	96,173	-9.62%	-6.42%	7.12%	
	GREECE	RED	IMPORT BOTTLED	62,585	54,956	50,447	45,953	44,599	10,166	-1.95%	-2.94%	65.09%
		RED - TOTAL	62,585	54,956	50,447	45,953	44,599	10,166	-1.95%	-2.94%	65.09%	
	ROSE	IMPORT BOTTLED	27	0	0	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	27	0	0	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	56,455	54,359	50,511	46,222	46,901	9,422	0.72%	1.49%	53.66%	
		WHITE - TOTAL	56,455	54,359	50,511	46,222	46,901	9,422	0.72%	1.49%	53.66%	
	TOTAL	119,067	109,315	100,958	92,175	91,500	19,588	-0.68%	-0.72%	59.23%		
	HUNGARY	RED	IMPORT BOTTLED	24,660	23,950	21,411	28,755	24,075	5,736	-6.66%	-16.24%	2.23%
		RED - TOTAL	24,660	23,950	21,411	28,755	24,075	5,736	-6.66%	-16.24%	2.23%	
		WHITE	IMPORT BOTTLED	80,406	84,032	90,271	75,695	67,458	13,882	3.73%	-10.87%	7.34%
		WHITE - TOTAL	80,406	84,032	90,271	75,695	67,458	13,882	3.73%	-10.87%	7.34%	
	TOTAL	105,066	107,982	111,682	104,450	91,533	19,618	0.46%	-12.35%	5.99%		
	INDIA	ROSE	IMPORT BOTTLED	-21	0	0	0	0	0	n/a	n/a	0.00%
ROSE - TOTAL		-21	0	0	0	0	0	n/a	n/a	0.00%		
WHITE		IMPORT BOTTLED	2	0	0	1,010	1,214	265	-43.01%	20.45%	46.21%	
WHITE - TOTAL		2	0	0	1,010	1,214	265	-43.01%	20.45%	46.21%		
TOTAL	-19	0	0	1,010	1,214	265	-43.01%	20.45%	46.21%			
ISRAEL	RED	IMPORT BOTTLED	9,288	5,613	6,861	7,263	5,067	1,323	-46.42%	-30.28%	1.50%	
	RED - TOTAL	9,288	5,613	6,861	7,263	5,067	1,323	-46.42%	-30.28%	1.50%		
	ROSE	IMPORT BOTTLED	0	120	680	768	453	118	-46.36%	-41.09%	0.00%	
	ROSE - TOTAL	0	120	680	768	453	118	-46.36%	-41.09%	0.00%		
	WHITE	IMPORT BOTTLED	3,615	3,393	3,536	3,414	2,511	584	-50.04%	-26.58%	1.04%	
	WHITE - TOTAL	3,615	3,393	3,536	3,414	2,511	584	-50.04%	-26.58%	1.04%		
TOTAL	12,903	9,126	11,077	11,445	8,031	2,025	-47.51%	-29.91%	1.35%			
ITALY	RED	CANADA BOTTLED	0	0	0	0	1,229	430	n/a	n/a	100.00%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ITALY	RED	IMPORT BOTTLED	2,138,510	2,134,750	2,166,319	2,193,532	2,214,560	530,329	-1.24%	0.96%	16.56%
		RED - TOTAL	2,138,510	2,134,750	2,166,319	2,193,532	2,215,789	530,759	-1.16%	1.01%	16.61%	
		ROSE	IMPORT BOTTLED	5,650	32,253	41,633	42,468	42,262	6,751	8.68%	-0.48%	4.38%
		ROSE - TOTAL	5,650	32,253	41,633	42,468	42,262	6,751	8.68%	-0.48%	4.38%	
		WHITE	CANADA BOTTLED	0	0	0	0	1,736	547	n/a	n/a	100.00%
			IMPORT BOTTLED	1,162,862	1,198,524	1,263,880	1,369,505	1,427,476	283,349	0.99%	4.23%	20.65%
		WHITE - TOTAL	1,162,862	1,198,524	1,263,880	1,369,505	1,429,212	283,896	1.18%	4.36%	20.74%	
		TOTAL	3,307,022	3,365,527	3,471,832	3,605,505	3,687,263	821,406	-0.29%	2.27%	18.07%	
	LEBANON	RED	IMPORT BOTTLED	472	343	384	418	539	141	30.56%	29.83%	44.34%
			RED - TOTAL	472	343	384	418	539	141	30.56%	29.83%	44.34%
ROSE		IMPORT BOTTLED	17	98	148	101	206	17	112.50%	103.96%	0.00%	
		ROSE - TOTAL	17	98	148	101	206	17	112.50%	103.96%	0.00%	
WHITE		IMPORT BOTTLED	114	172	162	41	38	0	-100.00%	-7.32%	0.00%	
		WHITE - TOTAL	114	172	162	41	38	0	-100.00%	-7.32%	0.00%	
	TOTAL	603	613	694	560	783	158	35.04%	40.46%	57.34%		
MEXICO	RED	IMPORT BOTTLED	840	1,063	820	559	669	309	94.34%	19.18%	22.12%	
		RED - TOTAL	840	1,063	820	559	669	309	94.34%	19.18%	22.12%	
	WHITE	IMPORT BOTTLED	198	324	148	86	18	0	-100.00%	-79.31%	0.00%	
		WHITE - TOTAL	198	324	148	86	18	0	-100.00%	-79.31%	0.00%	
	TOTAL	1,038	1,387	968	645	687	309	74.58%	6.00%	22.12%		
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	0	n/a	n/a	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED	3,456	4,304	4,051	4,390	3,473	842	-6.65%	-20.82%	0.20%	
		RED - TOTAL	3,456	4,304	4,051	4,390	3,473	842	-6.65%	-20.82%	0.20%	
		TOTAL	3,456	4,304	4,051	4,390	3,473	842	-6.65%	-20.82%	0.20%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	MOROCCO	RED	IMPORT BOTTLED	12	2	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	12	2	0	0	0	n/a	n/a	0.00%
			TOTAL	12	2	0	0	0	n/a	n/a	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	68,561	88,554	100,259	114,729	102,964	23,518	-2.60%	-10.25%	16.40%
		RED - TOTAL	68,561	88,554	100,259	114,729	102,964	23,518	-2.60%	-10.25%	16.40%
	ROSE	IMPORT BOTTLED	621	1,593	694	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL	621	1,593	694	0	0	0	n/a	n/a	0.00%
	WHITE	CANADA BOTTLED	0	0	0	9,074	11,939	1,491	-60.57%	31.53%	66.43%
		IMPORT BOTTLED	630,809	792,730	947,930	1,161,490	1,340,048	270,385	13.03%	15.36%	18.54%
WHITE - TOTAL		630,809	792,730	947,930	1,170,564	1,351,987	271,876	11.89%	15.49%	18.97%	
	TOTAL	699,991	882,877	1,048,883	1,285,293	1,454,951	295,394	10.58%	13.19%	18.79%	
PORTUGAL	RED	CANADA BOTTLED	0	0	0	18	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	106,938	125,304	134,765	112,449	129,228	30,094	3.95%	14.92%	3.79%
		RED - TOTAL	106,938	125,304	134,765	112,467	129,228	30,094	3.95%	14.90%	3.79%
	ROSE	IMPORT BOTTLED	62,761	76,119	68,709	72,360	64,478	12,374	-5.55%	-10.89%	1.72%
		ROSE - TOTAL	62,761	76,119	68,709	72,360	64,478	12,374	-5.55%	-10.89%	1.72%
	WHITE	IMPORT BOTTLED	92,719	103,548	108,615	120,002	113,255	19,668	1.79%	-5.61%	4.90%
WHITE - TOTAL		92,719	103,548	108,615	120,002	113,255	19,668	1.79%	-5.61%	4.90%	
TOTAL		262,418	304,971	312,089	304,829	306,961	62,136	1.24%	0.71%	3.77%	
ROMANIA	WHITE	IMPORT BOTTLED	0	0	19	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	0	0	19	0	0	0	n/a	n/a	0.00%
		TOTAL	0	0	19	0	0	0	n/a	n/a	0.00%
SERBIA	RED	IMPORT BOTTLED	0	0	0	0	36	18	n/a	n/a	0.00%
		RED - TOTAL	0	0	0	0	36	18	n/a	n/a	0.00%
		TOTAL	0	0	0	0	36	18	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED	0	45	14	0	0	0	n/a	n/a	0.00%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	SLOVENIA	RED	RED - TOTAL	0	45	14	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	348	32	10	17	258	87	n/a	1,333.33%	75.19%
			WHITE - TOTAL	348	32	10	17	258	87	n/a	1,333.33%	75.19%
			TOTAL	348	77	24	17	258	87	n/a	1,333.33%	75.19%
SOUTH AFRICA	RED	CANADA BOTTLED	768	192	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	646,799	608,269	569,221	539,724	505,391	122,509	-5.17%	-6.35%	3.69%	
		RED - TOTAL	647,567	608,461	569,221	539,724	505,391	122,509	-5.17%	-6.35%	3.69%	
	ROSE	IMPORT BOTTLED	77	2,752	0	154	490	0	n/a	218.18%	0.00%	
		ROSE - TOTAL	77	2,752	0	154	490	0	n/a	218.18%	0.00%	
	WHITE	CANADA BOTTLED	648	216	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	388,398	397,614	424,468	404,699	405,323	83,469	0.85%	0.15%	4.87%	
		WHITE - TOTAL	389,046	397,830	424,468	404,699	405,323	83,469	0.85%	0.15%	4.87%	
	TOTAL	1,036,690	1,009,043	993,689	944,577	911,204	205,978	-2.82%	-3.53%	4.22%		
SPAIN	RED	IMPORT BOTTLED	719,920	821,585	1,000,659	1,111,980	1,292,359	307,827	10.47%	16.21%	6.04%	
		RED - TOTAL	719,920	821,585	1,000,659	1,111,980	1,292,359	307,827	10.47%	16.21%	6.04%	
	ROSE	IMPORT BOTTLED	10,834	14,811	9,347	12,369	13,310	1,576	-20.48%	7.63%	17.00%	
		ROSE - TOTAL	10,834	14,811	9,347	12,369	13,310	1,576	-20.48%	7.63%	17.00%	
	WHITE	IMPORT BOTTLED	49,638	56,866	73,423	76,924	117,656	17,523	11.22%	52.90%	14.28%	
		WHITE - TOTAL	49,638	56,866	73,423	76,924	117,656	17,523	11.22%	52.90%	14.28%	
	TOTAL	780,392	893,262	1,083,429	1,201,273	1,423,325	326,926	10.31%	18.48%	6.83%		
SWITZERLAND	WHITE	IMPORT BOTTLED	0	306	13	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	0	306	13	0	0	0	n/a	n/a	0.00%	
		TOTAL	0	306	13	0	0	0	n/a	n/a	0.00%	
TURKEY	RED	IMPORT BOTTLED	180	0	648	287	395	63	-50.00%	37.63%	2.28%	
		RED - TOTAL	180	0	648	287	395	63	-50.00%	37.63%	2.28%	
		TOTAL	180	0	648	287	395	63	-50.00%	37.63%	2.28%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	0	0	14	0	0	n/a	n/a	0.00%	
			ICE WINE WHITE - TOTAL	0	0	14	0	0	n/a	n/a	0.00%	
		RED	CANADA BOTTLED	504,547	447,324	385,172	320,378	294,426	74,949	-5.56%	-8.10%	1.70%
			IMPORT BOTTLED	2,763,501	2,917,284	3,321,319	3,887,651	4,120,130	972,147	3.59%	5.98%	12.91%
			RED - TOTAL	3,268,048	3,364,608	3,706,491	4,208,029	4,414,556	1,047,096	2.88%	4.91%	12.16%
		ROSE	CANADA BOTTLED	11,174	3,895	1,026	486	0	0	-100.00%	-100.00%	0.00%
			IMPORT BOTTLED	498,462	480,549	466,308	467,209	466,233	105,920	1.06%	-0.21%	5.16%
			ROSE - TOTAL	509,636	484,444	467,334	467,695	466,233	105,920	1.06%	-0.31%	5.16%
		WHITE	CANADA BOTTLED	267,884	225,397	190,277	128,409	114,415	29,290	5.97%	-10.90%	2.30%
			IMPORT BOTTLED	1,678,511	1,693,223	1,821,053	1,904,312	1,890,441	396,458	-1.87%	-0.73%	10.70%
WHITE - TOTAL	1,946,395		1,918,620	2,011,330	2,032,721	2,004,856	425,748	-1.37%	-1.37%	10.22%		
TOTAL			5,724,079	5,767,672	6,185,169	6,708,445	6,885,645	1,578,764	1.58%	2.64%	11.12%	
URUGUAY	RED	IMPORT BOTTLED	1,275	2,644	1,062	846	112	0	-100.00%	-86.71%	0.00%	
		RED - TOTAL	1,275	2,644	1,062	846	112	0	-100.00%	-86.71%	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			1,275	2,680	1,114	845	112	0	-100.00%	-86.69%	0.00%
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	1,495,118	1,215,904	1,052,602	936,256	905,928	221,200	-4.87%	-3.24%	8.21%	
		IMPORT BOTTLED	26,274,455	26,595,900	27,573,743	28,212,064	28,080,357	6,243,777	-1.39%	-0.47%	11.32%	
IMPORT TABLE WINE - TOTAL			27,769,573	27,811,804	28,626,345	29,148,320	28,986,285	6,464,977	-1.51%	-0.56%	11.23%	
SPARKLING WINE	ARGENTINA	RED	0	36	54	36	0	0	n/a	-100.00%	0.00%	
		ROSE	0	135	223	186	384	46	-59.65%	107.49%	44.53%	
		WHITE	2,409	2,551	2,793	5,615	5,713	1,353	4.88%	1.74%	7.95%	
		TOTAL	2,409	2,722	3,070	5,837	6,097	1,399	-0.36%	4.49%	10.25%	
	AUSTRALIA	RED	12,289	10,332	9,641	8,136	7,205	1,350	-26.55%	-11.37%	0.40%	
		ROSE	84,701	78,702	73,687	81,276	82,599	19,862	-6.64%	1.62%	4.32%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	AUSTRALIA	WHITE	115,703	96,289	91,496	104,021	98,864	20,707	-3.14%	-4.95%	5.03%
		TOTAL	212,693	185,323	174,824	193,433	188,668	41,919	-5.78%	-2.46%	4.55%
	AUSTRIA	ROSE	0	0	9	9	9	9	n/a	n/a	100.00%
		TOTAL	0	0	9	9	9	9	n/a	n/a	100.00%
	BRAZIL	WHITE	0	0	0	0	744	358	n/a	n/a	6.32%
		TOTAL	0	0	0	0	744	358	n/a	n/a	6.32%
CHILE	ROSE		13,999	17,014	18,869	16,661	13,076	4,218	33.99%	-21.46%	2.37%
	WHITE		18	92	124	23	167	85	n/a	626.09%	0.00%
	TOTAL		14,017	17,106	18,993	16,684	13,243	4,303	33.99%	-20.57%	2.37%
CHINA	WHITE		0	9	147	150	8	0	-100.00%	-94.70%	0.00%
	TOTAL		0	9	147	150	8	0	-100.00%	-94.70%	0.00%
CZECH REPUBLIC	WHITE		5	2	0	0	0	0	n/a	n/a	0.00%
	TOTAL		5	2	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		30,314	37,526	45,803	45,775	43,866	9,374	-5.19%	-4.12%	8.79%
	ROSE TABLE WINE		0	1,648	3,086	3,979	5,074	1,032	43.53%	27.64%	5.14%
	WHITE		177,067	168,921	172,700	183,746	196,219	42,574	6.89%	6.79%	25.31%
	WHITE TABLE WINE		4,763	6,867	5,469	5,422	5,996	1,504	7.58%	10.60%	15.98%
	TOTAL		212,144	214,962	229,037	238,922	251,155	54,484	5.11%	5.13%	21.79%
GERMANY	ROSE		12,426	15,938	18,420	20,373	19,124	4,985	8.87%	-6.13%	4.48%
	WHITE		156,367	162,641	157,143	156,709	161,073	37,838	19.31%	2.78%	11.74%
	TOTAL		168,793	178,579	175,563	177,082	180,197	42,823	17.99%	1.76%	10.97%
HUNGARY	ROSE		0	0	0	63	139	83	31.75%	126.98%	6.47%
	WHITE		20,563	19,202	16,650	12,718	13,759	2,449	-2.31%	8.16%	2.83%
	TOTAL		20,563	19,202	16,650	12,781	13,898	2,532	-1.48%	8.74%	2.86%
ITALY	RED		36	5	73	44	87	64	n/a	97.78%	16.09%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	ITALY	ROSE	10,472	12,049	11,568	12,678	15,233	3,019	28.03%	20.17%	8.26%
		WHITE	159,172	172,138	203,731	255,947	362,646	91,395	61.72%	41.68%	21.36%
		TOTAL	169,680	184,192	215,372	268,669	377,966	94,478	60.37%	40.67%	20.83%
NEW ZEALAND		ROSE	45	54	2,686	5,205	5,242	1,436	22.63%	0.71%	9.18%
		WHITE	3,748	5,887	13,468	13,470	12,065	3,084	7.34%	-10.44%	5.35%
		TOTAL	3,793	5,941	16,154	18,675	17,307	4,520	11.77%	-7.33%	6.51%
PORTUGAL		ROSE	599	557	2	0	0	0	n/a	n/a	0.00%
		WHITE	261	474	141	248	1,009	393	627.78%	300.00%	1.78%
		TOTAL	860	1,031	143	248	1,009	393	627.78%	300.00%	1.78%
SLOVENIA		ROSE TABLE WINE	0	0	0	0	48	7	n/a	n/a	0.00%
		TOTAL	0	0	0	0	48	7	n/a	n/a	0.00%
SOUTH AFRICA		ROSE	185	54	126	153	180	36	-66.67%	17.65%	0.00%
		WHITE	16,007	18,876	16,866	15,797	14,613	3,039	-22.43%	-7.53%	6.06%
		TOTAL	16,192	18,930	16,992	15,950	14,793	3,075	-23.62%	-7.29%	6.06%
SPAIN		RED	0	27	73	0	0	0	n/a	n/a	0.00%
		ROSE	14,849	20,918	15,488	12,593	11,763	2,687	-8.45%	-6.57%	12.01%
		WHITE	260,858	265,281	257,488	262,560	261,668	55,479	-3.57%	-0.34%	17.79%
		TOTAL	275,707	286,226	273,049	275,153	273,431	58,166	-3.80%	-0.62%	17.54%
UNITED STATES OF AMERICA		ROSE	19,982	10,548	3,727	2,191	1,485	241	-58.87%	-32.29%	1.75%
		WHITE	113,787	107,357	105,554	98,833	108,355	26,730	18.36%	9.63%	11.71%
		TOTAL	133,769	117,905	109,281	101,024	109,840	26,971	16.41%	8.71%	11.57%
IMPORT SPARKLING WINE - TOTAL			1,230,625	1,232,130	1,249,284	1,324,617	1,448,413	335,437	15.51%	9.35%	15.60%
WINE - GIFT PACKS		AUSTRALIA	7,110	3,980	20	0	0	0	n/a	n/a	0.00%
		CHILE	0	0	823	306	78	0	-100.00%	-74.51%	0.00%
		FRANCE	993	1,689	1,934	2,513	1,236	197	-60.76%	-50.81%	0.65%
		ITALY	45	0	1,795	6	0	0	n/a	-100.00%	0.00%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
WINE - GIFT PACKS	PORTUGAL	35	0	0	0	540	0	n/a	n/a	0.00%
	SOUTH AFRICA	8,650	33	0	2,871	17	0	-100.00%	-99.37%	0.00%
	SPAIN	2,066	1,012	0	2,273	114	5	-99.32%	-94.98%	0.00%
	UNITED STATES OF AMERICA	0	0	2,915	0	8,210	2,150	n/a	n/a	0.65%
IMPORT WINE - GIFT PACKS - TOTAL		18,899	6,714	7,487	7,969	10,195	2,352	-8.38%	27.84%	0.62%
IMPORT WINE - TOTAL		30,004,990	30,025,019	30,849,310	31,450,073	31,431,783	7,047,967	-0.57%	-0.06%	12.06%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$65	\$71	\$58	\$48	\$46	\$10	13.08%	-4.12%	2.67%
		FRANCE	\$0	\$0	\$5	\$27	\$2	\$0	-94.14%	-93.37%	0.00%
		ITALY	\$1	\$118	\$347	\$345	\$248	\$43	-20.34%	-28.03%	23.70%
		SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		SOUTH AFRICA	\$0	\$0	\$0	\$34	\$16	\$0	n/a	-52.91%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$0	\$13	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$28	\$26	\$36	\$319	\$405	\$85	-3.87%	27.03%	2.74%
		FLAVOURED	\$94	\$215	\$446	\$774	\$730	\$139	-10.72%	-7.36%	10.19%
FRUIT	DENMARK	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	FRANCE	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	JAPAN	\$286	\$283	\$295	\$305	\$289	\$70	-7.36%	-5.38%	34.95%	
	KOREA - SOUTH	\$3	\$4	\$4	\$5	\$40	\$8	281.51%	685.79%	37.28%	
	TURKEY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$41	\$57	\$66	\$131	\$169	\$45	10.79%	29.28%	25.35%	
FRUIT	\$331	\$344	\$365	\$441	\$498	\$123	4.34%	12.78%	31.87%		
MADEIRA	PORTUGAL	\$174	\$179	\$174	\$159	\$168	\$40	12.23%	5.70%	29.24%	
	MADEIRA	\$174	\$179	\$174	\$159	\$168	\$40	12.23%	5.70%	29.24%	
MONTILLA	SPAIN	\$177	\$188	\$205	\$216	\$217	\$49	-19.16%	0.32%	7.47%	
	MONTILLA	\$177	\$188	\$205	\$216	\$217	\$49	-19.16%	0.32%	7.47%	
OTHER	AUSTRALIA	\$0	\$0	\$4	\$7	\$5	\$1	-62.25%	-24.25%	0.00%	
	OTHER	\$0	\$0	\$4	\$7	\$5	\$1	-62.25%	-24.25%	0.00%	
OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$804	\$835	\$850	\$749	\$689	\$149	-17.69%	-8.06%	6.85%	
	CHINA	\$134	\$194	\$187	\$172	\$186	\$59	20.82%	7.86%	14.64%	
	FRANCE	\$565	\$549	\$571	\$596	\$567	\$134	3.49%	-4.77%	11.76%	
	GREECE	\$1	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	\$317	\$323	\$319	\$314	\$323	\$78	-0.57%	2.91%	31.17%
		JAPAN	\$5	\$27	\$53	\$78	\$111	\$30	112.59%	42.10%	84.62%
		KOREA - SOUTH	\$193	\$189	\$210	\$232	\$369	\$116	78.71%	59.02%	34.02%
		SOUTH AFRICA	\$555	\$625	\$572	\$522	\$358	\$110	28.48%	-31.46%	3.99%
		SPAIN	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$66	\$66	\$67	\$57	\$45	\$10	-30.01%	-21.34%	29.39%
		URUGUAY	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		OTHER FORTIFIED	\$2,640	\$2,812	\$2,832	\$2,720	\$2,648	\$687	11.33%	-2.66%	18.47%
PORT	AUSTRALIA	\$9	\$14	\$6	\$3	\$0	\$0	n/a	-100.00%	0.00%	
	PORTUGAL	\$3,215	\$3,375	\$3,083	\$2,960	\$3,030	\$662	9.83%	2.35%	11.61%	
	SOUTH AFRICA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	PORT	\$3,225	\$3,391	\$3,089	\$2,962	\$3,030	\$662	9.83%	2.27%	11.61%	
SAKE	JAPAN	\$1,708	\$1,870	\$2,002	\$2,246	\$2,588	\$673	12.89%	15.21%	55.35%	
	KOREA - SOUTH	\$40	\$31	\$38	\$33	\$28	\$5	-23.94%	-16.54%	68.10%	
	UNITED STATES OF AMERICA	\$3,164	\$3,175	\$3,200	\$3,204	\$3,233	\$863	2.23%	0.90%	57.93%	
	SAKE	\$4,912	\$5,076	\$5,239	\$5,484	\$5,849	\$1,541	6.50%	6.65%	56.83%	
SHERRY	NEW ZEALAND	\$341	\$77	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SPAIN	\$1,426	\$1,449	\$1,383	\$1,329	\$1,290	\$289	-2.76%	-2.93%	3.79%	
	SHERRY	\$1,767	\$1,525	\$1,383	\$1,329	\$1,290	\$289	-2.76%	-2.93%	3.79%	
VERMOUTH	AUSTRALIA	\$0	\$0	\$0	\$0	\$6	\$6	n/a	n/a	5.00%	
	FRANCE	\$228	\$223	\$222	\$187	\$60	\$6	-86.56%	-67.81%	18.17%	
	ITALY	\$2,349	\$2,287	\$2,219	\$2,224	\$2,241	\$531	6.61%	0.79%	8.37%	
	SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	\$8	\$8	\$10	\$9	\$14	\$2	49.66%	44.99%	34.10%	
	VERMOUTH	\$2,584	\$2,518	\$2,451	\$2,421	\$2,321	\$545	-1.18%	-4.37%	8.77%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$15,905	\$16,248	\$16,189	\$16,513	\$16,755	\$4,076	5.00%	1.46%	28.13%	
TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	\$32,168	\$38,328	\$41,198	\$41,474	\$39,713	\$9,151	-7.82%	-4.24%	15.21%
		RED - TOTAL	\$32,168	\$38,328	\$41,198	\$41,474	\$39,713	\$9,151	-7.82%	-4.24%	15.21%	
	ROSE	IMPORT BOTTLED	\$62	\$132	\$141	\$79	\$126	\$31	147.45%	59.25%	0.95%	
		ROSE - TOTAL	\$62	\$132	\$141	\$79	\$126	\$31	147.45%	59.25%	0.95%	
	WHITE	IMPORT BOTTLED	\$4,030	\$4,446	\$4,845	\$4,908	\$4,473	\$863	-13.29%	-8.87%	8.30%	
		WHITE - TOTAL	\$4,030	\$4,446	\$4,845	\$4,908	\$4,473	\$863	-13.29%	-8.87%	8.30%	
	TOTAL		\$36,260	\$42,906	\$46,184	\$46,461	\$44,312	\$10,045	-8.15%	-4.62%	14.47%	
	ARMENIA	WHITE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
AUSTRALIA	RED	CANADA BOTTLED	\$100	\$86	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$77,646	\$72,819	\$70,752	\$64,714	\$55,848	\$12,694	-9.99%	-13.70%	10.81%	
		RED - TOTAL	\$77,746	\$72,905	\$70,752	\$64,714	\$55,848	\$12,694	-9.99%	-13.70%	10.81%	
	ROSE	IMPORT BOTTLED	\$307	\$261	\$202	\$205	\$245	\$44	30.44%	19.27%	5.41%	
		ROSE - TOTAL	\$307	\$261	\$202	\$205	\$245	\$44	30.44%	19.27%	5.41%	
	WHITE	CANADA BOTTLED	\$63	\$37	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	\$29,453	\$26,879	\$27,177	\$26,898	\$24,922	\$4,892	-12.48%	-7.35%	7.24%	
		WHITE - TOTAL	\$29,515	\$26,916	\$27,177	\$26,898	\$24,922	\$4,892	-12.48%	-7.35%	7.24%	
	TOTAL		\$107,568	\$100,082	\$98,131	\$91,817	\$81,015	\$17,631	-10.63%	-11.77%	9.69%	
	AUSTRIA	RED	IMPORT BOTTLED	\$39	\$13	\$25	\$38	\$30	\$11	-13.78%	-21.89%	22.37%
RED - TOTAL			\$39	\$13	\$25	\$38	\$30	\$11	-13.78%	-21.89%	22.37%	
ROSE		IMPORT BOTTLED	\$10	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$10	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	\$182	\$298	\$228	\$184	\$188	\$47	38.49%	1.95%	25.13%	
		WHITE - TOTAL	\$182	\$298	\$228	\$184	\$188	\$47	38.49%	1.95%	25.13%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	AUSTRIA	TOTAL	\$231	\$311	\$252	\$223	\$218	\$59	24.18%	-2.14%	24.76%	
	BULGARIA	RED	IMPORT BOTTLED	\$1	\$1	\$12	\$14	\$37	\$10	76.04%	155.63%	4.21%
		RED - TOTAL	\$1	\$1	\$12	\$14	\$37	\$10	76.04%	155.63%	4.21%	
		WHITE	IMPORT BOTTLED	\$0	\$2	\$15	\$5	\$0	\$0	-100.00%	-91.81%	0.00%
		WHITE - TOTAL	\$0	\$2	\$15	\$5	\$0	\$0	-100.00%	-91.81%	0.00%	
		TOTAL	\$1	\$4	\$28	\$19	\$37	\$10	71.98%	95.66%	4.21%	
	CHILE	RED	CANADA BOTTLED	\$2,154	\$1,669	\$1,255	\$930	\$767	\$191	-12.34%	-17.47%	27.39%
			IMPORT BOTTLED	\$27,969	\$28,891	\$29,403	\$28,134	\$27,877	\$6,543	0.73%	-0.91%	6.02%
		RED - TOTAL	\$30,122	\$30,560	\$30,658	\$29,064	\$28,644	\$6,734	0.30%	-1.44%	6.59%	
		ROSE	IMPORT BOTTLED	\$124	\$120	\$105	\$79	\$113	\$35	238.14%	42.32%	3.15%
		ROSE - TOTAL	\$124	\$120	\$105	\$79	\$113	\$35	238.14%	42.32%	3.15%	
		WHITE	CANADA BOTTLED	\$1,708	\$1,268	\$928	\$722	\$614	\$153	-16.35%	-14.94%	30.63%
			IMPORT BOTTLED	\$11,538	\$12,176	\$12,674	\$13,373	\$11,955	\$2,591	-6.94%	-10.61%	8.92%
		WHITE - TOTAL	\$13,246	\$13,444	\$13,602	\$14,095	\$12,569	\$2,744	-7.52%	-10.83%	9.98%	
		TOTAL	\$43,492	\$44,124	\$44,364	\$43,238	\$41,325	\$9,513	-1.84%	-4.42%	7.61%	
	CHINA	RED	IMPORT BOTTLED	\$66	\$47	\$28	\$9	\$6	\$2	-28.46%	-38.44%	0.00%
		RED - TOTAL	\$66	\$47	\$28	\$9	\$6	\$2	-28.46%	-38.44%	0.00%	
		WHITE	IMPORT BOTTLED	\$4	\$5	\$13	\$18	\$1	\$0	-99.60%	-93.06%	0.00%
		WHITE - TOTAL	\$4	\$5	\$13	\$18	\$1	\$0	-99.60%	-93.06%	0.00%	
		TOTAL	\$70	\$51	\$41	\$27	\$7	\$2	-74.90%	-74.47%	0.00%	
	CROATIA	RED	IMPORT BOTTLED	\$59	\$37	\$18	\$3	\$1	\$0	n/a	-56.20%	0.00%
		RED - TOTAL	\$59	\$37	\$18	\$3	\$1	\$0	n/a	-56.20%	0.00%	
		WHITE	IMPORT BOTTLED	\$1	\$3	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
		WHITE - TOTAL	\$1	\$3	\$0	\$0	\$1	\$1	n/a	n/a	0.00%	
		TOTAL	\$60	\$40	\$18	\$3	\$2	\$1	n/a	-56.20%	0.00%	
	CZECH REPUBLIC	RED	IMPORT BOTTLED	\$8	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	CZECH REPUBLIC	RED	RED - TOTAL	\$8	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$11	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			WHITE - TOTAL	\$11	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			TOTAL	\$19	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	RED	CANADA BOTTLED		\$1,315	\$1,206	\$1,341	\$1,620	\$1,770	\$432	2.42%	9.25%	1.52%
		IMPORT BOTTLED		\$29,947	\$31,613	\$36,188	\$40,454	\$40,127	\$9,400	13.64%	-0.81%	9.04%
		RED - TOTAL		\$31,261	\$32,820	\$37,529	\$42,074	\$41,897	\$9,832	13.10%	-0.42%	8.72%
	ROSE	IMPORT BOTTLED		\$1,189	\$1,083	\$1,165	\$1,443	\$1,745	\$181	4.22%	20.97%	9.88%
		ROSE - TOTAL		\$1,189	\$1,083	\$1,165	\$1,443	\$1,745	\$181	4.22%	20.97%	9.88%
	WHITE	CANADA BOTTLED		\$562	\$385	\$458	\$561	\$599	\$131	-1.24%	6.69%	1.70%
		IMPORT BOTTLED		\$11,700	\$11,654	\$11,506	\$12,517	\$12,728	\$3,002	15.60%	1.68%	18.26%
		WHITE - TOTAL		\$12,263	\$12,038	\$11,964	\$13,079	\$13,327	\$3,133	14.78%	1.90%	17.52%
	TOTAL		\$44,713	\$45,941	\$50,658	\$56,595	\$56,969	\$13,146	13.36%	0.66%	10.81%	
GEORGIA	RED	IMPORT BOTTLED		\$0	\$145	\$187	\$228	\$209	\$44	-27.67%	-8.38%	0.72%
		RED - TOTAL		\$0	\$145	\$187	\$228	\$209	\$44	-27.67%	-8.38%	0.72%
	WHITE	IMPORT BOTTLED		\$0	\$2	\$10	\$40	\$33	\$7	-29.54%	-16.90%	3.91%
		WHITE - TOTAL		\$0	\$2	\$10	\$40	\$33	\$7	-29.54%	-16.90%	3.91%
	TOTAL		\$0	\$147	\$197	\$268	\$242	\$51	-27.94%	-9.65%	1.15%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$2	\$1	\$1	\$0	n/a	-2.55%	0.00%
		ICE WINE WHITE - TOTAL		\$0	\$0	\$2	\$1	\$1	\$0	n/a	-2.55%	0.00%
	RED	IMPORT BOTTLED		\$233	\$245	\$184	\$198	\$192	\$42	-8.98%	-2.93%	2.70%
		RED - TOTAL		\$233	\$245	\$184	\$198	\$192	\$42	-8.98%	-2.93%	2.70%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$14	\$14	n/a	n/a	0.63%
		ROSE - TOTAL		\$0	\$0	\$0	\$0	\$14	\$14	n/a	n/a	0.63%
	WHITE	IMPORT BOTTLED		\$7,136	\$7,156	\$7,269	\$7,312	\$6,875	\$1,452	-9.86%	-5.97%	9.24%
		WHITE - TOTAL		\$7,136	\$7,156	\$7,269	\$7,312	\$6,875	\$1,452	-9.86%	-5.97%	9.24%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	GERMANY	TOTAL	\$7,368	\$7,400	\$7,455	\$7,511	\$7,082	\$1,508	-9.84%	-5.89%	9.05%	
	GREECE	RED	IMPORT BOTTLED	\$782	\$718	\$667	\$620	\$599	\$137	-2.96%	-3.43%	62.26%
		RED - TOTAL	\$782	\$718	\$667	\$620	\$599	\$137	-2.96%	-3.43%	62.26%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$656	\$664	\$610	\$568	\$575	\$114	-1.42%	1.13%	51.56%	
		WHITE - TOTAL	\$656	\$664	\$610	\$568	\$575	\$114	-1.42%	1.13%	51.56%	
	TOTAL	\$1,439	\$1,382	\$1,277	\$1,189	\$1,174	\$251	-2.26%	-1.25%	57.02%		
	HUNGARY	RED	IMPORT BOTTLED	\$269	\$266	\$242	\$389	\$305	\$73	-6.28%	-21.71%	2.42%
			RED - TOTAL	\$269	\$266	\$242	\$389	\$305	\$73	-6.28%	-21.71%	2.42%
		WHITE	IMPORT BOTTLED	\$1,002	\$1,058	\$1,151	\$1,056	\$928	\$195	0.83%	-12.14%	7.82%
			WHITE - TOTAL	\$1,002	\$1,058	\$1,151	\$1,056	\$928	\$195	0.83%	-12.14%	7.82%
		TOTAL	\$1,271	\$1,324	\$1,393	\$1,446	\$1,233	\$269	-1.22%	-14.72%	6.49%	
	INDIA	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			ROSE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	\$0	\$0	\$0	\$21	\$26	\$6	-41.88%	22.70%	46.24%	
		WHITE - TOTAL	\$0	\$0	\$0	\$21	\$26	\$6	-41.88%	22.70%	46.24%	
TOTAL		\$0	\$0	\$0	\$21	\$26	\$6	-41.88%	22.70%	46.24%		
ISRAEL	RED	IMPORT BOTTLED	\$216	\$134	\$165	\$180	\$120	\$31	-49.50%	-33.15%	1.81%	
		RED - TOTAL	\$216	\$134	\$165	\$180	\$120	\$31	-49.50%	-33.15%	1.81%	
	ROSE	IMPORT BOTTLED	\$0	\$3	\$14	\$16	\$9	\$2	-47.48%	-42.06%	0.00%	
		ROSE - TOTAL	\$0	\$3	\$14	\$16	\$9	\$2	-47.48%	-42.06%	0.00%	
	WHITE	IMPORT BOTTLED	\$77	\$71	\$75	\$78	\$55	\$13	-53.28%	-29.99%	1.01%	
WHITE - TOTAL		\$77	\$71	\$75	\$78	\$55	\$13	-53.28%	-29.99%	1.01%		
TOTAL	\$293	\$207	\$254	\$275	\$185	\$46	-50.49%	-32.78%	1.56%			
ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$23	\$8	n/a	n/a	100.00%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ITALY	RED	IMPORT BOTTLED	\$35,725	\$36,883	\$38,284	\$39,481	\$40,197	\$9,790	3.22%	1.81%	21.95%
		RED - TOTAL	\$35,725	\$36,883	\$38,284	\$39,481	\$40,220	\$9,798	3.31%	1.87%	21.99%	
		ROSE	IMPORT BOTTLED	\$113	\$595	\$804	\$831	\$804	\$129	3.25%	-3.21%	4.27%
		ROSE - TOTAL	\$113	\$595	\$804	\$831	\$804	\$129	3.25%	-3.21%	4.27%	
		WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$31	\$10	n/a	n/a	100.00%
			IMPORT BOTTLED	\$16,961	\$18,111	\$19,668	\$21,530	\$22,107	\$4,364	0.54%	2.68%	22.31%
		WHITE - TOTAL	\$16,961	\$18,111	\$19,668	\$21,530	\$22,138	\$4,374	0.76%	2.82%	22.42%	
	TOTAL			\$52,798	\$55,589	\$58,755	\$61,841	\$63,162	\$14,301	2.51%	2.13%	21.91%
	LEBANON	RED	IMPORT BOTTLED	\$28	\$24	\$23	\$22	\$30	\$8	29.66%	34.88%	32.14%
			RED - TOTAL	\$28	\$24	\$23	\$22	\$30	\$8	29.66%	34.88%	32.14%
ROSE		IMPORT BOTTLED	\$0	\$3	\$4	\$3	\$6	\$0	103.25%	97.71%	0.00%	
		ROSE - TOTAL	\$0	\$3	\$4	\$3	\$6	\$0	103.25%	97.71%	0.00%	
WHITE		IMPORT BOTTLED	\$5	\$7	\$6	\$1	\$1	\$0	-100.00%	-9.97%	0.00%	
		WHITE - TOTAL	\$5	\$7	\$6	\$1	\$1	\$0	-100.00%	-9.97%	0.00%	
TOTAL			\$33	\$34	\$33	\$27	\$37	\$8	31.94%	39.86%	42.38%	
MEXICO	RED	IMPORT BOTTLED	\$15	\$23	\$16	\$10	\$12	\$6	156.01%	25.92%	19.79%	
		RED - TOTAL	\$15	\$23	\$16	\$10	\$12	\$6	156.01%	25.92%	19.79%	
	WHITE	IMPORT BOTTLED	\$3	\$7	\$3	\$1	\$0	\$0	-100.00%	-71.40%	0.00%	
		WHITE - TOTAL	\$3	\$7	\$3	\$1	\$0	\$0	-100.00%	-71.40%	0.00%	
TOTAL			\$18	\$31	\$19	\$11	\$13	\$6	139.68%	15.63%	19.79%	
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	n/a	n/a	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED	\$50	\$63	\$60	\$65	\$54	\$13	-7.96%	-16.85%	0.19%	
		RED - TOTAL	\$50	\$63	\$60	\$65	\$54	\$13	-7.96%	-16.85%	0.19%	
	TOTAL			\$50	\$63	\$60	\$65	\$54	\$13	-7.96%	-16.85%	0.19%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	MOROCCO	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,778	\$2,331	\$2,540	\$2,798	\$2,513	\$576	-3.74%	-10.18%	16.98%
		RED - TOTAL	\$1,778	\$2,331	\$2,540	\$2,798	\$2,513	\$576	-3.74%	-10.18%	16.98%
	ROSE	IMPORT BOTTLED	\$11	\$29	\$12	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE - TOTAL	\$11	\$29	\$12	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$151	\$185	\$23	-63.28%	22.26%	63.62%
		IMPORT BOTTLED	\$13,999	\$17,366	\$20,768	\$24,947	\$28,137	\$5,705	10.32%	12.79%	19.28%
WHITE - TOTAL		\$13,999	\$17,366	\$20,768	\$25,098	\$28,322	\$5,728	9.45%	12.84%	19.57%	
	TOTAL	\$15,788	\$19,726	\$23,320	\$27,896	\$30,835	\$6,304	8.09%	10.54%	19.36%	
PORTUGAL	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	\$1,653	\$1,932	\$2,048	\$1,740	\$1,948	\$454	2.96%	11.93%	5.17%
		RED - TOTAL	\$1,653	\$1,932	\$2,048	\$1,740	\$1,948	\$454	2.96%	11.90%	5.17%
	ROSE	IMPORT BOTTLED	\$697	\$870	\$791	\$823	\$728	\$142	-7.24%	-11.56%	1.76%
		ROSE - TOTAL	\$697	\$870	\$791	\$823	\$728	\$142	-7.24%	-11.56%	1.76%
	WHITE	IMPORT BOTTLED	\$1,196	\$1,350	\$1,449	\$1,625	\$1,513	\$259	-1.71%	-6.89%	5.50%
WHITE - TOTAL		\$1,196	\$1,350	\$1,449	\$1,625	\$1,513	\$259	-1.71%	-6.89%	5.50%	
TOTAL		\$3,546	\$4,153	\$4,288	\$4,188	\$4,188	\$855	-0.30%	0.00%	4.69%	
ROMANIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SERBIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	SLOVENIA	RED	RED - TOTAL	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	\$13	\$1	\$0	\$1	\$9	\$3	n/a	1,140.78%	75.22%
			WHITE - TOTAL	\$13	\$1	\$0	\$1	\$9	\$3	n/a	1,140.78%	75.22%
			TOTAL	\$13	\$1	\$0	\$1	\$9	\$3	n/a	1,140.78%	75.22%
SOUTH AFRICA	RED	CANADA BOTTLED	\$11	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$9,045	\$8,628	\$8,221	\$7,926	\$7,304	\$1,764	-5.41%	-7.85%	3.85%	
		RED - TOTAL	\$9,055	\$8,631	\$8,221	\$7,926	\$7,304	\$1,764	-5.41%	-7.85%	3.85%	
	ROSE	IMPORT BOTTLED	\$1	\$34	\$0	\$3	\$7	\$0	n/a	145.96%	0.00%	
		ROSE - TOTAL	\$1	\$34	\$0	\$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	\$4,680	\$4,877	\$5,257	\$5,156	\$5,073	\$1,053	-1.06%	-1.61%	5.34%	
		WHITE - TOTAL	\$4,688	\$4,880	\$5,257	\$5,156	\$5,073	\$1,053	-1.06%	-1.61%	5.34%	
	TOTAL	\$13,745	\$13,545	\$13,478	\$13,086	\$12,384	\$2,817	-3.83%	-5.36%	4.46%		
SPAIN	RED	IMPORT BOTTLED	\$11,847	\$13,567	\$16,487	\$17,796	\$20,222	\$5,033	10.73%	13.63%	7.51%	
		RED - TOTAL	\$11,847	\$13,567	\$16,487	\$17,796	\$20,222	\$5,033	10.73%	13.63%	7.51%	
	ROSE	IMPORT BOTTLED	\$179	\$242	\$168	\$222	\$239	\$28	-18.90%	7.64%	16.70%	
		ROSE - TOTAL	\$179	\$242	\$168	\$222	\$239	\$28	-18.90%	7.64%	16.70%	
	WHITE	IMPORT BOTTLED	\$747	\$884	\$1,108	\$1,159	\$1,551	\$266	7.56%	33.76%	18.89%	
		WHITE - TOTAL	\$747	\$884	\$1,108	\$1,159	\$1,551	\$266	7.56%	33.76%	18.89%	
	TOTAL	\$12,773	\$14,693	\$17,763	\$19,177	\$22,011	\$5,327	10.36%	14.78%	8.41%		
SWITZERLAND	WHITE	IMPORT BOTTLED	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TURKEY	RED	IMPORT BOTTLED	\$3	\$0	\$9	\$5	\$5	\$1	-48.21%	18.25%	3.26%	
		RED - TOTAL	\$3	\$0	\$9	\$5	\$5	\$1	-48.21%	18.25%	3.26%	
		TOTAL	\$3	\$0	\$9	\$5	\$5	\$1	-48.21%	18.25%	3.26%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014		
TABLE WINE	UNITED STATES OF AMERICA	ICE WINE	IMPORT BOTTLED	\$0	\$0	\$2	\$0	\$0	n/a	n/a	0.00%		
		WHITE	ICE WINE WHITE - TOTAL	\$0	\$0	\$2	\$0	\$0	n/a	n/a	0.00%		
		RED	CANADA BOTTLED	\$3,739	\$3,441	\$2,985	\$2,531	\$2,270	\$572	-8.46%	-10.30%	2.08%	
			IMPORT BOTTLED	\$49,918	\$54,821	\$64,184	\$76,364	\$82,173	\$19,330	3.76%	7.61%	17.07%	
			RED - TOTAL	\$53,657	\$58,261	\$67,169	\$78,894	\$84,443	\$19,903	3.36%	7.03%	16.66%	
		ROSE	CANADA BOTTLED	\$83	\$30	\$8	\$4	\$0	\$0	-100.00%	-100.00%	0.00%	
			IMPORT BOTTLED	\$4,444	\$4,315	\$4,194	\$4,176	\$4,193	\$941	0.54%	0.39%	6.23%	
			ROSE - TOTAL	\$4,528	\$4,344	\$4,202	\$4,180	\$4,193	\$941	0.54%	0.30%	6.23%	
		WHITE	CANADA BOTTLED	\$1,982	\$1,724	\$1,469	\$1,018	\$871	\$217	-0.63%	-14.43%	2.29%	
			IMPORT BOTTLED	\$22,608	\$23,670	\$26,079	\$28,391	\$28,367	\$6,011	-2.06%	-0.08%	14.39%	
			WHITE - TOTAL	\$24,591	\$25,394	\$27,548	\$29,408	\$29,238	\$6,228	-2.01%	-0.58%	14.03%	
		TOTAL			\$82,775	\$88,000	\$98,921	\$112,482	\$117,874	\$27,071	1.98%	4.79%	15.64%
		URUGUAY	RED	IMPORT BOTTLED	\$28	\$53	\$22	\$17	\$2	\$0	-100.00%	-90.91%	0.00%
				RED - TOTAL	\$28	\$53	\$22	\$17	\$2	\$0	-100.00%	-90.91%	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			\$28	\$53	\$23	\$17	\$2	\$0	-100.00%	-90.90%	0.00%		
IMPORT TABLE WINE - SUMMARY													
		CANADA BOTTLED	\$11,725	\$9,852	\$8,443	\$7,537	\$7,129	\$1,736	-6.68%	-5.41%	9.45%		
		IMPORT BOTTLED	\$412,631	\$429,966	\$458,479	\$480,351	\$477,273	\$107,507	0.03%	-0.64%	13.67%		
IMPORT TABLE WINE - TOTAL			\$424,356	\$439,817	\$466,922	\$487,888	\$484,402	\$109,243	-0.09%	-0.71%	13.61%		
SPARKLING WINE	ARGENTINA	RED	\$0	\$1	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%		
		ROSE	\$0	\$3	\$4	\$5	\$9	\$1	-66.01%	90.51%	45.34%		
		WHITE	\$52	\$49	\$52	\$123	\$126	\$32	8.18%	2.14%	6.04%		
		TOTAL	\$52	\$53	\$57	\$129	\$135	\$33	2.04%	4.84%	8.61%		
	AUSTRALIA	RED	\$227	\$183	\$170	\$149	\$132	\$26	-27.75%	-11.72%	0.38%		
		ROSE	\$1,363	\$1,275	\$1,176	\$1,315	\$1,278	\$307	-12.47%	-2.84%	4.27%		

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	AUSTRALIA	WHITE	\$1,935	\$1,654	\$1,510	\$1,659	\$1,557	\$338	-4.62%	-6.15%	5.23%
		TOTAL	\$3,526	\$3,112	\$2,856	\$3,123	\$2,966	\$672	-9.47%	-5.02%	4.60%
	AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	100.00%
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	100.00%
	BRAZIL	WHITE	\$0	\$0	\$0	\$0	\$14	\$7	n/a	n/a	6.26%
		TOTAL	\$0	\$0	\$0	\$0	\$14	\$7	n/a	n/a	6.26%
	CHILE	ROSE	\$282	\$322	\$355	\$316	\$239	\$76	31.17%	-24.28%	2.42%
		WHITE	\$0	\$2	\$2	\$1	\$3	\$2	n/a	343.87%	0.00%
		TOTAL	\$282	\$324	\$357	\$317	\$242	\$78	31.17%	-23.51%	2.42%
	CHINA	WHITE	\$0	\$0	\$4	\$3	\$0	\$0	-100.00%	-95.42%	0.00%
		TOTAL	\$0	\$0	\$4	\$3	\$0	\$0	-100.00%	-95.42%	0.00%
	CZECH REPUBLIC	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$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	\$1,191	\$1,346	\$1,581	\$1,736	\$1,743	\$375	2.15%	0.39%	16.99%
		ROSE TABLE WINE	\$0	\$49	\$91	\$119	\$153	\$32	51.54%	28.46%	5.10%
		WHITE	\$10,166	\$9,614	\$10,155	\$10,564	\$11,074	\$2,410	8.79%	4.83%	27.49%
		WHITE TABLE WINE	\$142	\$202	\$166	\$166	\$178	\$44	4.52%	7.23%	16.32%
		TOTAL	\$11,499	\$11,211	\$12,014	\$12,585	\$13,148	\$2,861	8.14%	4.47%	25.68%
	GERMANY	ROSE	\$207	\$264	\$324	\$366	\$335	\$87	4.72%	-8.57%	4.50%
		WHITE	\$2,645	\$2,840	\$2,823	\$2,806	\$2,787	\$649	12.40%	-0.68%	12.19%
		TOTAL	\$2,851	\$3,104	\$3,147	\$3,172	\$3,122	\$736	11.44%	-1.59%	11.37%
	HUNGARY	ROSE	\$0	\$0	\$0	\$1	\$3	\$2	6.60%	111.99%	5.22%
		WHITE	\$326	\$308	\$279	\$224	\$227	\$42	-5.00%	1.26%	2.81%
		TOTAL	\$326	\$308	\$279	\$225	\$230	\$44	-4.64%	1.96%	2.84%
	ITALY	RED	\$1	\$0	\$2	\$1	\$2	\$1	n/a	58.43%	13.18%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	ITALY	ROSE	\$220	\$237	\$230	\$261	\$320	\$63	30.48%	22.57%	8.97%
		WHITE	\$3,194	\$3,543	\$4,131	\$5,179	\$7,204	\$1,810	59.65%	39.11%	21.12%
TOTAL			\$3,414	\$3,779	\$4,363	\$5,442	\$7,527	\$1,874	58.47%	38.32%	20.60%
NEW ZEALAND		ROSE	\$1	\$1	\$73	\$147	\$143	\$39	19.08%	-2.73%	9.31%
		WHITE	\$72	\$163	\$358	\$345	\$316	\$82	9.33%	-8.53%	4.89%
TOTAL			\$73	\$164	\$431	\$492	\$459	\$121	12.29%	-6.80%	6.27%
PORTUGAL		ROSE	\$14	\$10	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$6	\$8	\$3	\$5	\$12	\$5	401.26%	151.44%	1.78%
TOTAL			\$20	\$18	\$3	\$5	\$12	\$5	401.26%	151.44%	1.78%
SLOVENIA		ROSE TABLE WINE	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%
SOUTH AFRICA		ROSE	\$6	\$2	\$4	\$4	\$4	\$1	-55.69%	14.04%	0.00%
		WHITE	\$262	\$303	\$264	\$244	\$225	\$50	-16.46%	-7.85%	6.05%
TOTAL			\$268	\$305	\$267	\$248	\$229	\$51	-17.94%	-7.52%	6.05%
SPAIN		RED	\$0	\$1	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$283	\$368	\$294	\$242	\$220	\$50	-11.95%	-9.01%	12.88%
		WHITE	\$4,669	\$4,768	\$4,745	\$4,821	\$4,657	\$995	-6.38%	-3.40%	17.60%
		TOTAL	\$4,952	\$5,136	\$5,041	\$5,063	\$4,877	\$1,045	-6.66%	-3.67%	17.39%
UNITED STATES OF AMERICA		ROSE	\$251	\$129	\$42	\$36	\$21	\$5	-57.14%	-41.29%	5.71%
		WHITE	\$1,882	\$1,878	\$1,843	\$1,754	\$1,814	\$437	8.86%	3.40%	11.39%
TOTAL			\$2,132	\$2,007	\$1,886	\$1,790	\$1,835	\$442	6.96%	2.51%	11.33%
IMPORT SPARKLING WINE - TOTAL			\$29,396	\$29,521	\$30,706	\$32,593	\$34,798	\$7,968	12.70%	6.76%	18.80%
WINE - GIFT PACKS		AUSTRALIA	\$127	\$62	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		CHILE	\$0	\$0	\$16	\$6	\$1	\$0	-100.00%	-75.19%	0.00%
		FRANCE	\$93	\$155	\$160	\$218	\$103	\$16	-63.85%	-53.00%	0.68%
		ITALY	\$1	\$0	\$30	\$0	\$0	\$0	n/a	-100.00%	0.00%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
WINE - GIFT PACKS	PORTUGAL	\$6	\$0	\$0	\$0	\$25	\$0	n/a	n/a	0.00%
	SOUTH AFRICA	\$100	\$0	\$0	\$61	\$0	\$0	-100.00%	-99.53%	0.00%
	SPAIN	\$48	\$24	\$0	\$52	\$2	\$0	-99.29%	-95.71%	0.00%
	UNITED STATES OF AMERICA	\$0	\$0	\$43	\$0	\$130	\$37	n/a	n/a	2.25%
IMPORT WINE - GIFT PACKS - TOTAL		\$375	\$241	\$250	\$337	\$261	\$53	-35.78%	-22.67%	1.40%
IMPORT WINE - TOTAL		\$470,031	\$485,827	\$514,067	\$537,331	\$536,215	\$121,340	0.80%	-0.21%	14.39%

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:

Via phone: 604-252-3010

Via e-mail: salesinfo@bcliquorstores.com