

Liquor Market Review

Fiscal 2016/17 Q2

September 2016



**LIQUOR
DISTRIBUTION
BRANCH**

Table of Contents

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

Introduction

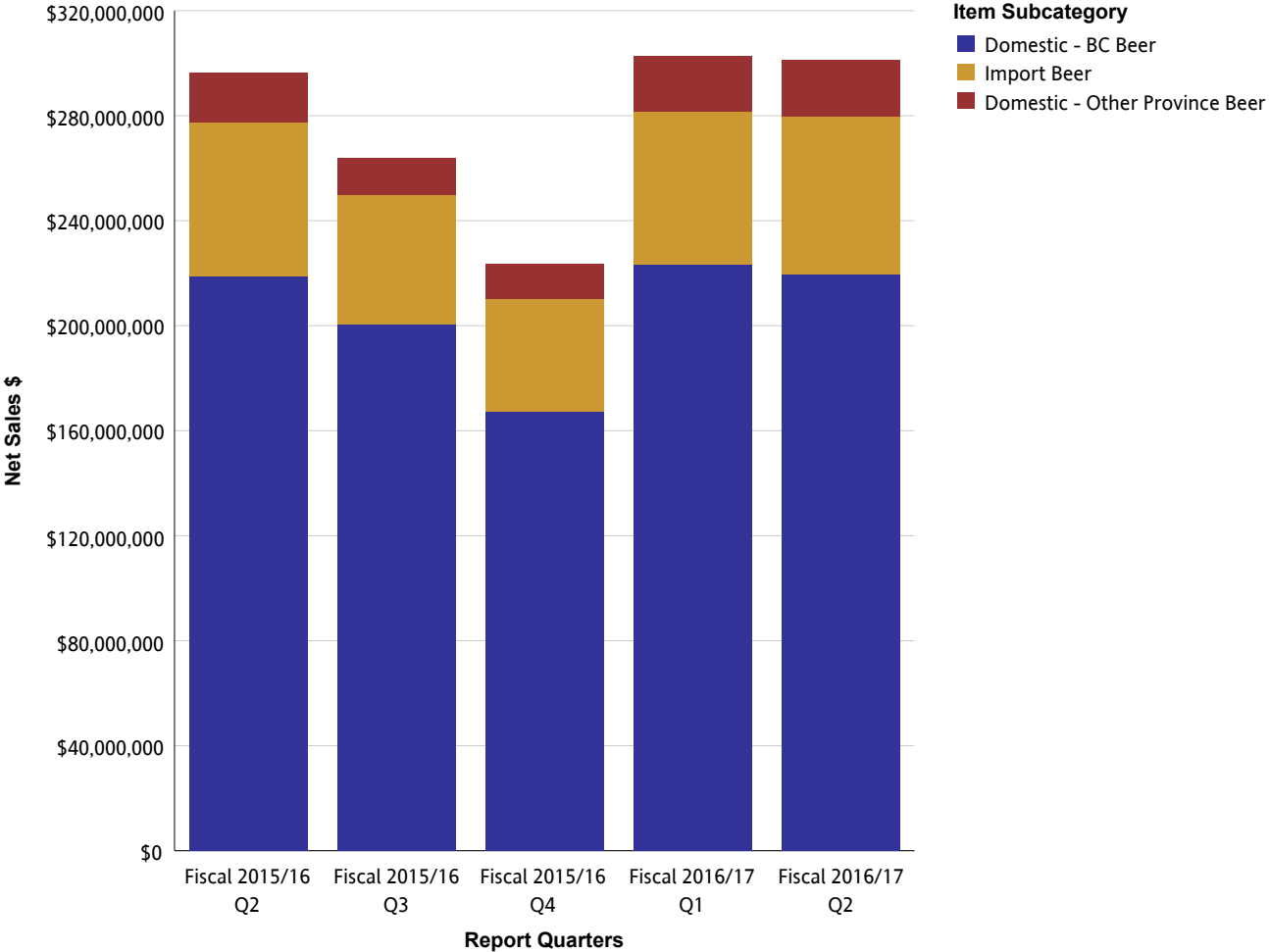
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

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

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

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

Beer Sales (Net \$)

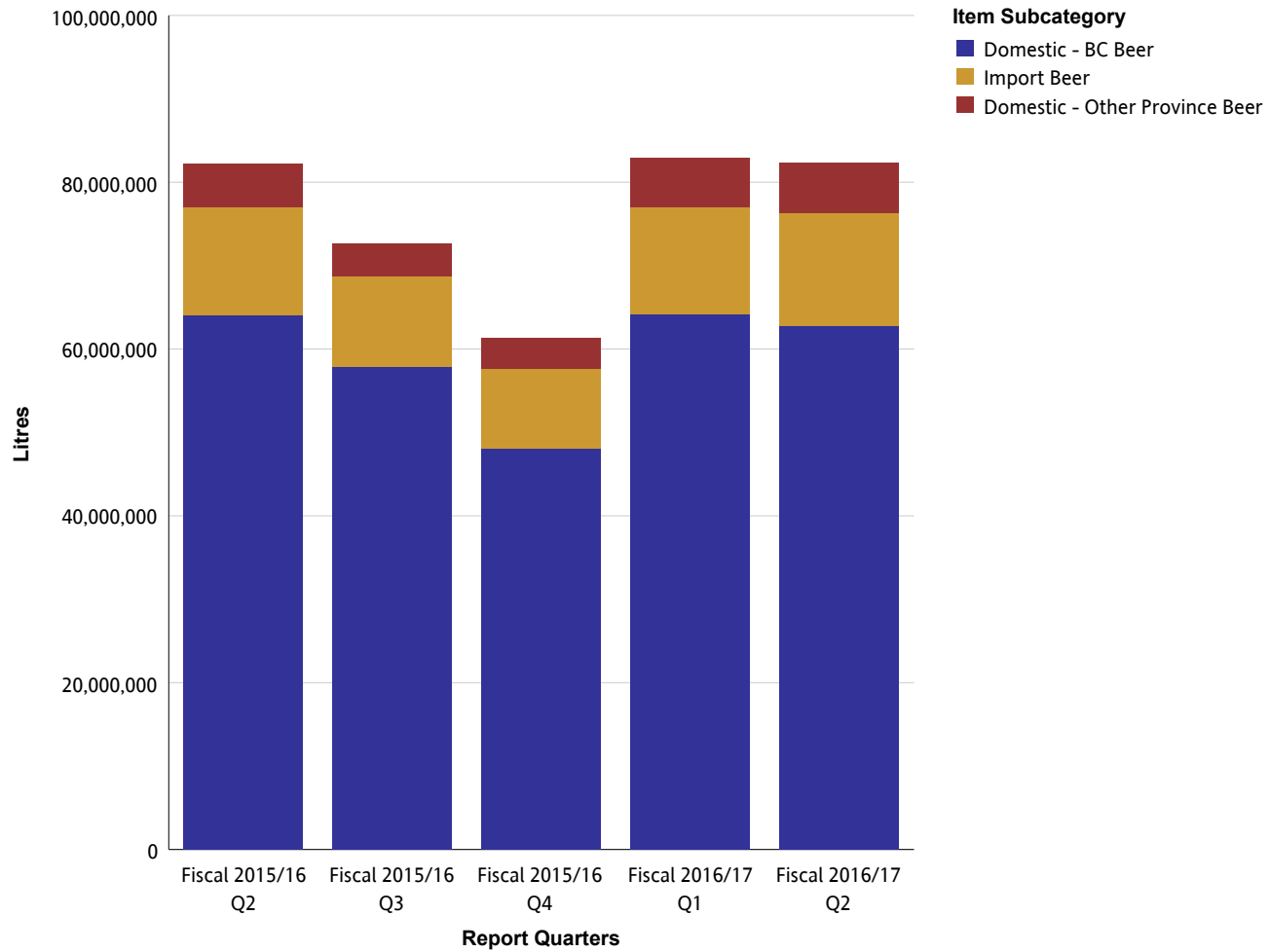


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	\$163,756,001	\$148,943,932	\$121,198,594	\$162,845,886	\$156,412,982
	Domestic - BC Micro Brew Beer	\$20,686,134	\$19,862,814	\$19,051,413	\$24,630,320	\$25,821,343
	Domestic - BC Regional Beer	\$34,532,790	\$31,742,046	\$27,071,675	\$35,919,400	\$37,192,319
	Summary	\$218,974,924	\$200,548,793	\$167,321,682	\$223,395,606	\$219,426,644
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$15,679,261	\$11,332,123	\$10,877,140	\$18,460,618	\$18,581,207
	Domestic - Other Province Micro Brew Beer	\$209,169	\$184,506	\$186,476	\$266,712	\$260,430
	Domestic - Other Province Regional Beer	\$2,921,565	\$2,619,411	\$2,304,105	\$2,560,056	\$2,514,586
	Summary	\$18,809,995	\$14,136,040	\$13,367,722	\$21,287,386	\$21,356,223
Import Beer	Asia And South Pacific Beer	\$1,935,735	\$1,685,655	\$1,476,216	\$1,816,808	\$1,847,580
	Europe Beer	\$27,532,078	\$26,891,040	\$23,280,651	\$28,248,249	\$28,465,932
	Mexico And Caribbean Beer	\$14,744,190	\$8,632,368	\$7,443,022	\$13,960,819	\$15,023,865
	Other Country Beer	\$48,241	\$42,022	\$46,977	\$58,474	\$56,119
	USA Beer	\$14,268,206	\$11,799,863	\$10,446,299	\$14,073,973	\$15,003,745
	Summary	\$58,528,451	\$49,050,948	\$42,693,164	\$58,158,323	\$60,397,242
Summary		\$296,313,370	\$263,735,781	\$223,382,568	\$302,841,315	\$301,180,108

Beer Sales (Litres)

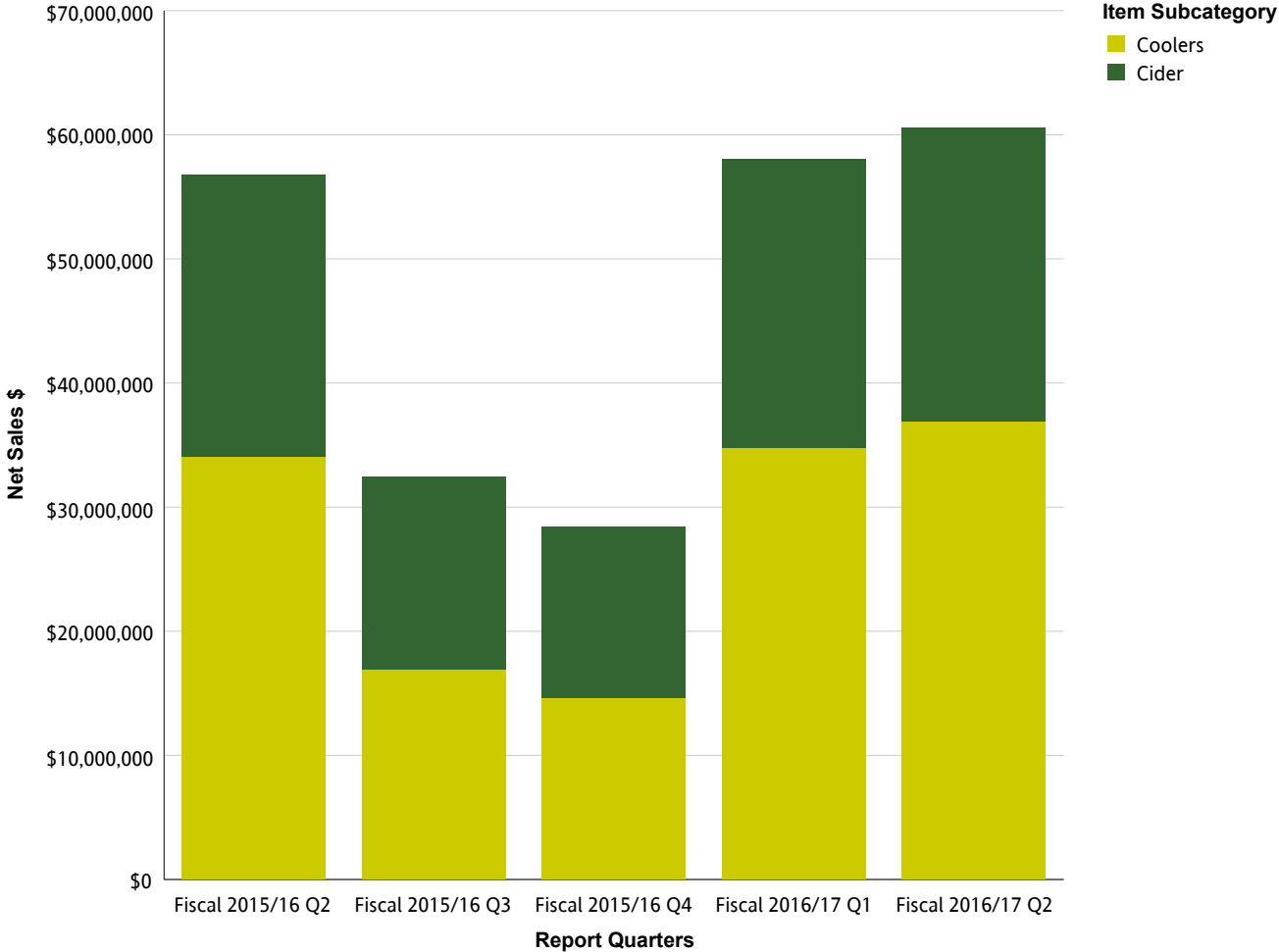


Beer Sales (Litres)

Beer

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	49,519,951	44,761,632	36,098,732	48,515,473	46,496,545
	Domestic - BC Micro Brew Beer	4,775,776	4,433,613	4,366,017	5,593,113	5,965,643
	Domestic - BC Regional Beer	9,722,444	8,694,384	7,600,940	10,033,609	10,390,856
	Summary	64,018,171	57,889,628	48,065,690	64,142,194	62,853,045
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	4,332,159	3,086,776	2,992,090	5,126,311	5,306,478
	Domestic - Other Province Micro Brew Beer	30,976	27,223	26,580	40,086	39,901
	Domestic - Other Province Regional Beer	852,399	766,143	670,790	722,172	697,061
	Summary	5,215,534	3,880,143	3,689,460	5,888,569	6,043,441
Import Beer	Asia And South Pacific Beer	415,405	357,325	307,965	380,181	398,190
	Europe Beer	6,200,342	6,017,686	5,235,413	6,365,750	6,405,438
	Mexico And Caribbean Beer	3,023,266	1,719,690	1,436,040	2,757,203	2,951,582
	Other Country Beer	10,993	9,929	10,563	13,473	12,767
	USA Beer	3,359,540	2,736,908	2,530,638	3,389,088	3,668,457
	Summary	13,009,545	10,841,537	9,520,619	12,905,696	13,436,434
Summary		82,243,250	72,611,309	61,275,769	82,936,459	82,332,919

Refreshment Beverages Sales (Net \$)

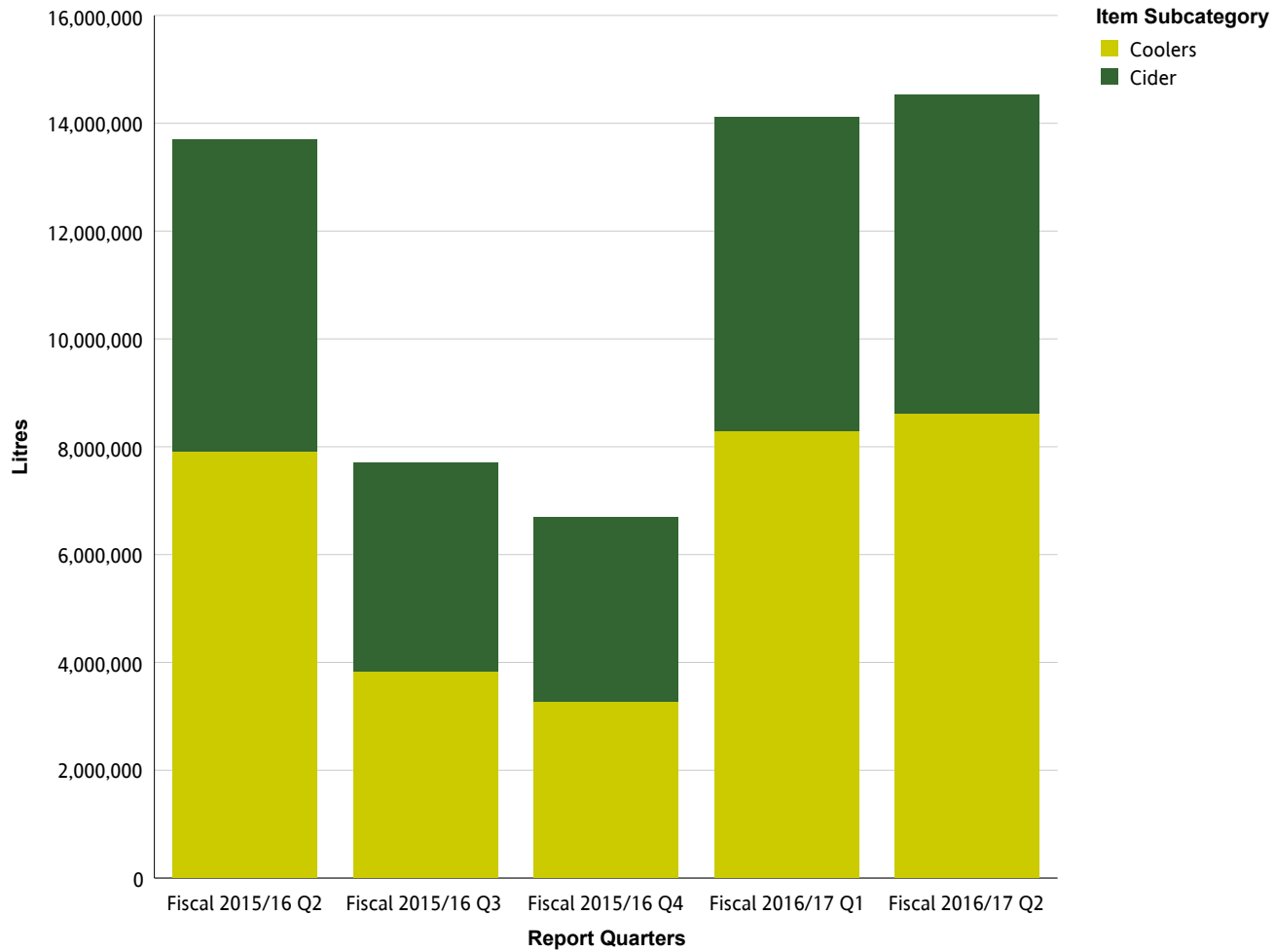


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Cider	Domestic Cider	\$16,521,829	\$11,529,716	\$10,131,009	\$17,073,245	\$17,266,603
	Import Cider	\$6,201,816	\$4,016,979	\$3,670,430	\$6,201,705	\$6,375,166
	Summary	\$22,723,645	\$15,546,695	\$13,801,439	\$23,274,949	\$23,641,769
Coolers	Malt-Based Coolers	\$7,011,127	\$2,484,351	\$2,278,876	\$5,799,917	\$6,678,867
	Spirit Coolers	\$25,980,848	\$13,682,975	\$11,698,479	\$27,996,942	\$29,313,162
	Wine/Fruit Coolers	\$1,072,345	\$777,734	\$631,556	\$978,597	\$967,848
	Summary	\$34,064,321	\$16,945,059	\$14,608,911	\$34,775,456	\$36,959,876
Summary		\$56,787,965	\$32,491,755	\$28,410,351	\$58,050,406	\$60,601,645

Refreshment Beverages Sales (Litres)

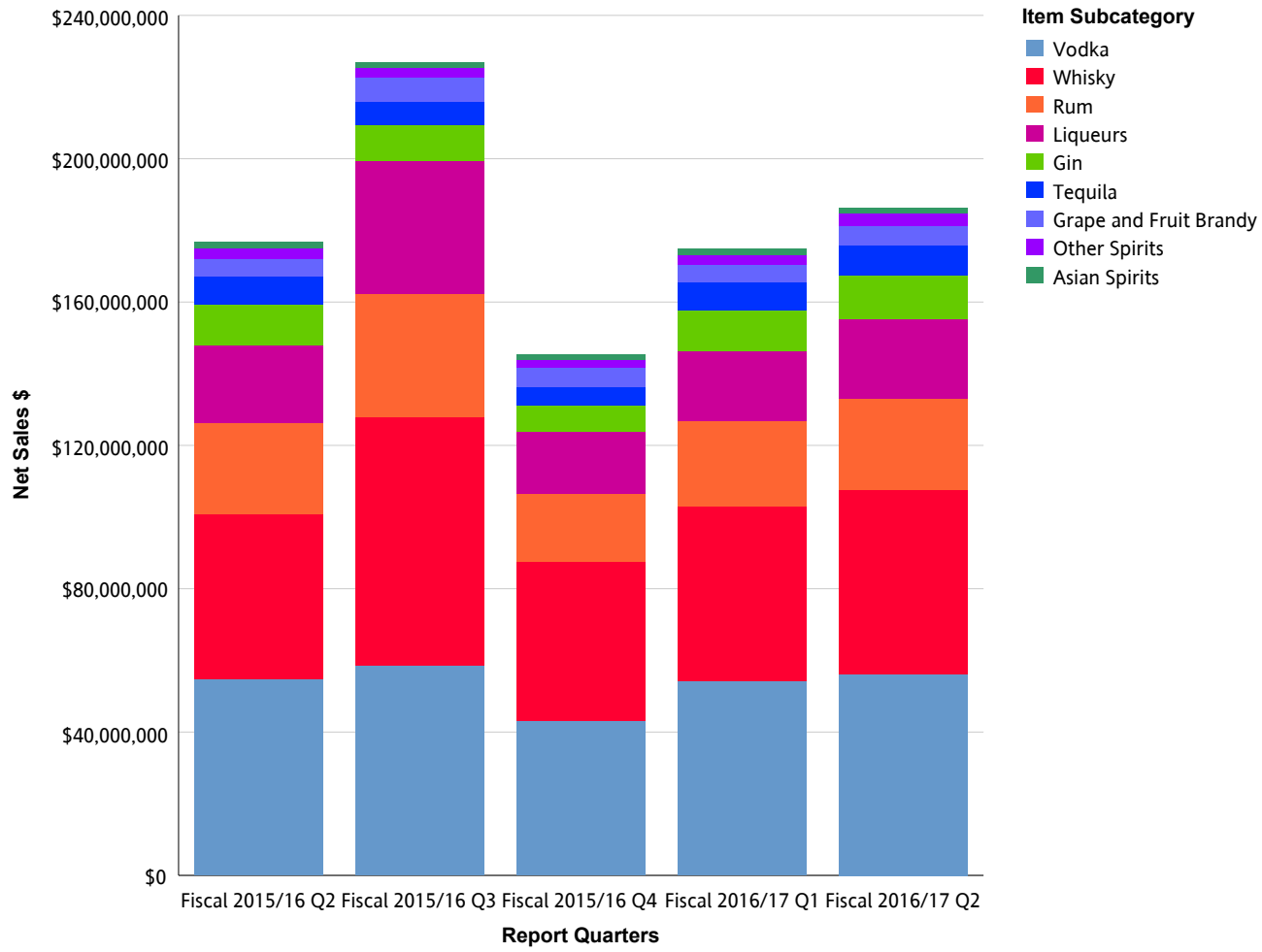


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Cider	Domestic Cider	4,425,536	3,016,699	2,630,509	4,479,911	4,525,859
	Import Cider	1,360,866	861,647	784,248	1,348,673	1,379,408
	Summary	5,786,402	3,878,346	3,414,757	5,828,583	5,905,267
Coolers	Malt-Based Coolers	1,607,639	548,939	505,760	1,345,621	1,518,830
	Spirit Coolers	6,083,320	3,118,164	2,645,067	6,751,294	6,916,263
	Wine/Fruit Coolers	222,538	158,989	131,519	189,648	182,730
	Summary	7,913,497	3,826,092	3,282,346	8,286,563	8,617,823
Summary		13,699,899	7,704,438	6,697,103	14,115,146	14,523,090

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Asian Spirits	China Spirits	\$1,146,021	\$684,919	\$857,050	\$868,542	\$730,927
	Korea Spirits	\$533,235	\$753,108	\$692,262	\$815,377	\$832,478
	Other Country Asian Spirits	\$67,483	\$59,838	\$55,917	\$68,035	\$65,609
	Summary	\$1,746,738	\$1,497,865	\$1,605,229	\$1,751,953	\$1,629,014
Gin	Dry Gin	\$10,973,775	\$9,374,550	\$7,158,862	\$10,552,958	\$11,319,463
	Flavoured Gin	\$343,050	\$204,976	\$182,956	\$349,008	\$410,780
	Other Gin	\$182,747	\$206,678	\$137,079	\$219,542	\$261,678
	Summary	\$11,499,573	\$9,786,204	\$7,478,896	\$11,121,508	\$11,991,921
Grape and Fruit Brandy	Armagnac	\$104,563	\$50,904	\$105,357	\$69,614	\$69,586
	Brandy	\$2,297,736	\$3,111,883	\$2,405,209	\$2,238,256	\$2,203,164
	Cognac	\$2,259,902	\$2,997,128	\$2,353,813	\$2,146,048	\$2,862,476
	Eau de Vie	\$220,274	\$353,151	\$207,438	\$227,211	\$258,488
	Grappa And Marc	\$62,369	\$83,760	\$54,430	\$60,102	\$60,816
	Pisco	\$76,854	\$71,253	\$64,307	\$77,873	\$122,563
	Summary	\$5,021,698	\$6,668,080	\$5,190,554	\$4,819,104	\$5,577,093
Liqueurs	Anise And Herbal/Spice Liqueurs	\$5,777,965	\$7,617,722	\$5,387,901	\$5,569,235	\$5,785,831
	Coffee And Cocoa Liqueurs	\$1,754,771	\$3,469,446	\$1,088,741	\$1,327,753	\$1,727,584
	Cream/Dairy Liqueurs	\$6,423,008	\$15,890,059	\$4,919,186	\$5,228,738	\$6,952,553
	Fruit Liqueurs	\$4,271,418	\$5,260,027	\$2,982,934	\$4,227,870	\$4,426,137
	Nut Liqueurs	\$1,494,587	\$1,878,732	\$1,046,646	\$1,435,664	\$1,460,218
	Other Liqueurs	\$567,498	\$832,984	\$497,669	\$538,747	\$595,873
	Whiskey Liqueurs	\$1,437,273	\$2,288,906	\$1,339,261	\$1,231,350	\$1,508,742
	Summary	\$21,726,520	\$37,237,876	\$17,262,338	\$19,559,357	\$22,456,939
Other Spirits	Cachaca	\$47,343	\$30,630	\$31,362	\$42,809	\$50,678
	Flavoured Spirits	\$557,607	\$712,041	\$547,109	\$701,779	\$861,940
	Miscellaneous/Other Spirits	\$483,804	\$680,299	\$436,655	\$502,787	\$576,256

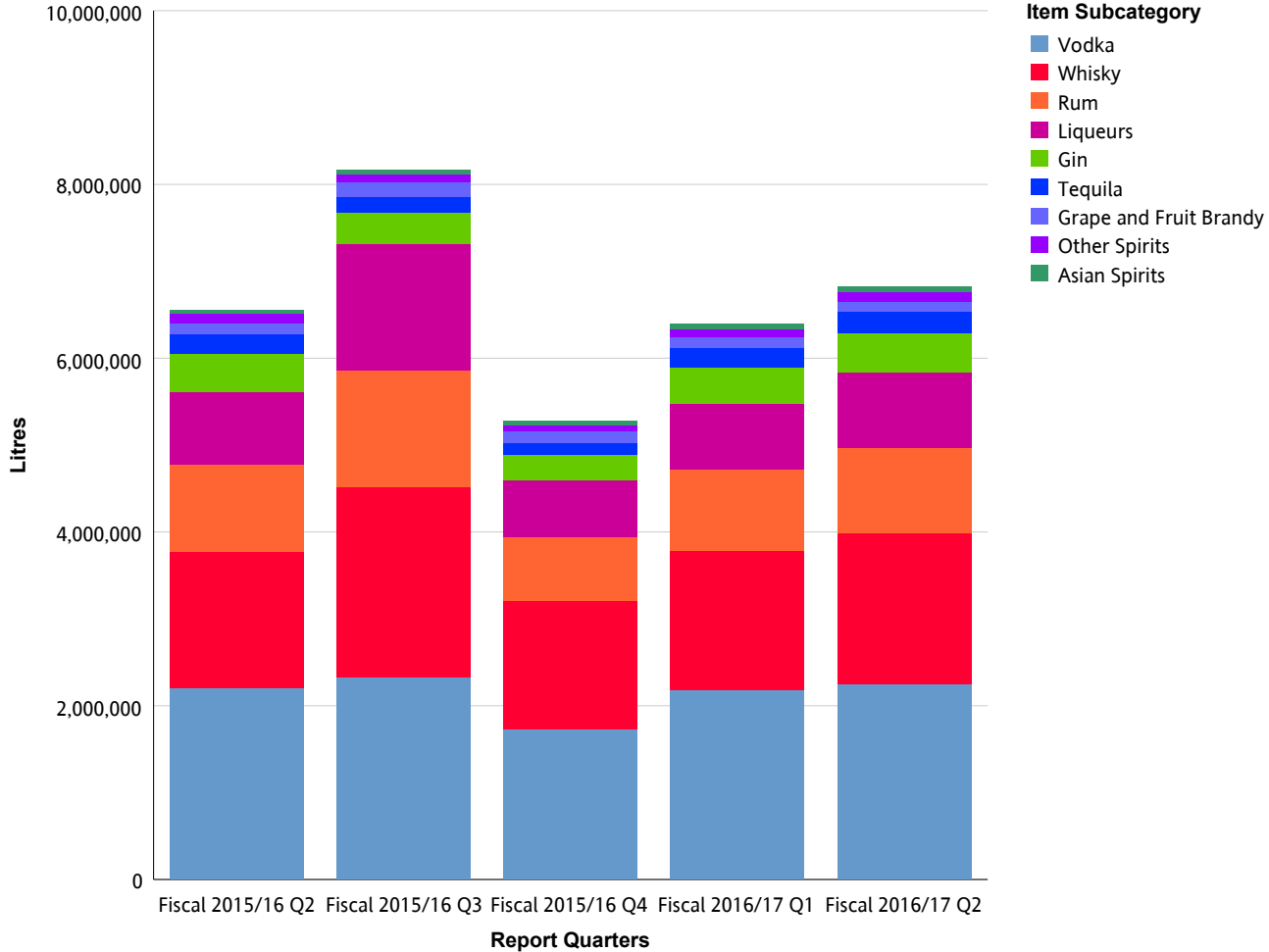
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Other Spirits	Moonshine Spirits	\$218,267	\$235,166	\$130,731	\$145,670	\$157,337
	Ready to Mix Cocktails	\$775,101	\$556,356	\$516,208	\$695,285	\$720,675
	Ready to Serve Cocktails	\$554,516	\$482,163	\$339,078	\$567,707	\$780,833
	Schnapps and Akvavit	\$65,349	\$118,716	\$60,085	\$68,686	\$95,172
	Summary	\$2,701,986	\$2,815,372	\$2,061,227	\$2,724,724	\$3,242,892
Rum	Amber Rum	\$5,798,807	\$8,234,116	\$4,296,969	\$5,483,571	\$5,806,009
	Dark Rum	\$2,825,395	\$4,292,372	\$2,527,308	\$2,652,896	\$2,799,967
	Flavoured Rum	\$262,277	\$206,954	\$168,901	\$408,285	\$516,561
	Spiced Rum	\$7,832,219	\$12,412,594	\$5,737,288	\$7,415,859	\$7,919,973
	White Rum	\$8,643,607	\$9,398,007	\$6,075,708	\$8,026,962	\$8,210,311
	Summary	\$25,362,305	\$34,544,044	\$18,806,174	\$23,987,573	\$25,252,821
Tequila	Blanco/Silver Tequila	\$2,035,616	\$1,867,893	\$1,507,352	\$2,438,246	\$2,542,249
	Flavoured Tequila	\$117,312	\$160,767	\$132,294	\$197,884	\$208,137
	Gold Tequila	\$5,527,895	\$4,508,827	\$3,564,290	\$5,314,832	\$5,597,179
	Mezcal	\$83,181	\$73,055	\$77,566	\$147,826	\$110,682
	Summary	\$7,764,003	\$6,610,542	\$5,281,502	\$8,098,788	\$8,458,247
Vodka	Flavoured Vodka	\$3,733,985	\$3,608,460	\$2,662,667	\$3,399,281	\$3,558,099
	Straight Vodka	\$51,157,090	\$54,884,905	\$40,390,778	\$50,825,874	\$52,514,815
	Summary	\$54,891,075	\$58,493,365	\$43,053,445	\$54,225,155	\$56,072,914
Whisky	American Whiskey	\$2,339,247	\$3,016,063	\$1,995,465	\$2,354,714	\$2,460,703
	Blended Malt Scotch Whisky	\$54,434	\$124,056	\$71,808	\$76,779	\$60,601
	Blended Scotch Whisky	\$6,971,000	\$9,284,541	\$6,342,897	\$7,458,266	\$7,088,450
	Bourbon Whiskey	\$2,467,404	\$3,372,322	\$2,816,790	\$2,767,776	\$2,824,776
	Canadian Whisky	\$24,635,813	\$34,234,764	\$22,710,545	\$25,159,213	\$28,638,879
	Flavoured Whisky	\$48,120	\$53,451	\$55,573	\$18,575	\$37,533
	Irish Whiskey	\$2,010,578	\$3,504,687	\$2,729,418	\$2,155,405	\$2,454,957
	Other Country Whisky	\$265,458	\$833,107	\$430,295	\$442,332	\$534,829
	Single Malt Scotch Whisky	\$7,156,578	\$14,892,974	\$7,429,628	\$8,210,736	\$7,529,757

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Whisky	Summary	\$45,948,633	\$69,315,964	\$44,582,419	\$48,643,796	\$51,630,485
Summary		\$176,662,531	\$226,969,312	\$145,321,784	\$174,931,958	\$186,312,326

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Asian Spirits	China Spirits	9,741	10,105	10,915	9,676	9,099
	Korea Spirits	30,273	42,369	38,538	45,770	47,033
	Other Country Asian Spirits	2,057	1,996	1,772	2,091	2,027
	Summary	42,070	54,471	51,225	57,537	58,159
Gin	Dry Gin	422,730	352,747	273,959	399,535	424,411
	Flavoured Gin	12,636	6,766	6,381	12,381	14,628
	Other Gin	4,209	4,753	3,180	5,042	5,982
	Summary	439,575	364,266	283,520	416,958	445,021
Grape and Fruit Brandy	Armagnac	772	692	676	559	741
	Brandy	97,159	129,172	100,971	94,098	91,503
	Cognac	18,535	23,794	18,722	15,495	20,508
	Eau de Vie	4,791	7,860	4,722	4,932	5,319
	Grappa And Marc	1,414	1,686	1,144	1,196	1,228
	Pisco	2,094	1,922	1,667	2,125	3,142
	Summary	124,765	165,126	127,902	118,405	122,440
Liqueurs	Anise And Herbal/Spice Liqueurs	204,001	275,718	189,107	197,104	201,435
	Coffee And Cocoa Liqueurs	73,945	141,414	45,472	55,048	71,378
	Cream/Dairy Liqueurs	264,183	656,288	206,417	217,648	289,787
	Fruit Liqueurs	167,598	190,922	115,115	162,368	171,665
	Nut Liqueurs	66,033	78,074	43,330	62,101	63,349
	Other Liqueurs	20,582	32,163	20,249	20,390	21,671
	Whiskey Liqueurs	48,361	77,240	44,954	41,534	52,734
	Summary	844,703	1,451,819	664,645	756,192	872,018
Other Spirits	Cachaca	1,455	926	1,040	1,309	1,571
	Flavoured Spirits	11,951	15,347	11,624	14,696	18,845
	Miscellaneous/Other Spirits	13,989	18,706	12,837	14,766	16,161

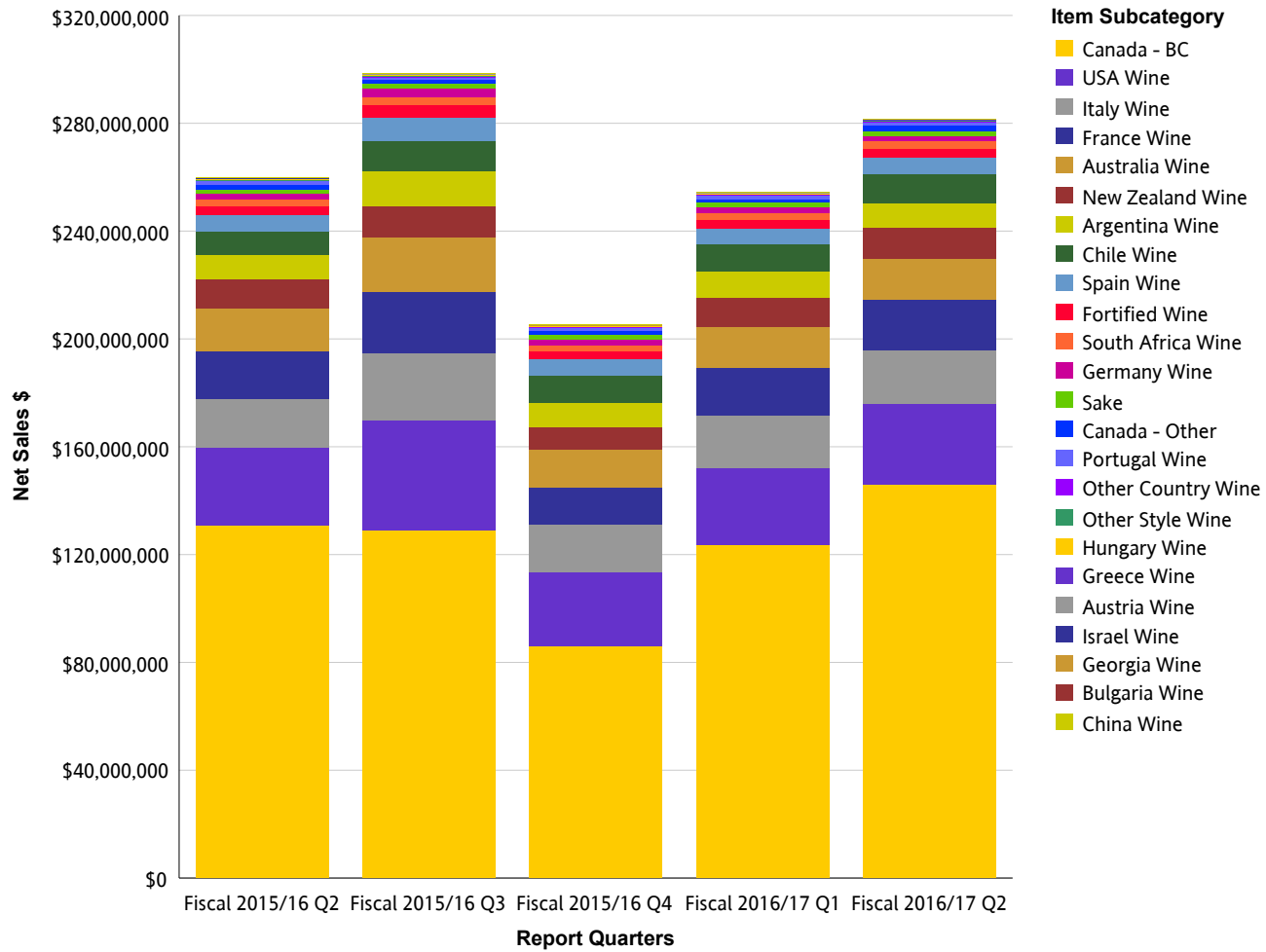
Spirits Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Other Spirits	Moonshine Spirits	6,142	6,891	4,115	4,576	4,585
	Ready to Mix Cocktails	40,005	28,033	26,153	35,233	36,622
	Ready to Serve Cocktails	29,541	14,609	11,758	26,088	33,660
	Schnapps and Akvavit	1,784	3,108	1,623	1,839	2,469
	Summary	104,867	87,621	69,149	98,508	113,914
Rum	Amber Rum	222,862	315,494	161,908	205,720	218,647
	Dark Rum	111,689	171,276	97,977	103,340	108,970
	Flavoured Rum	10,880	8,666	7,091	17,072	21,952
	Spiced Rum	288,757	449,953	206,040	271,172	290,272
	White Rum	369,295	400,858	259,563	337,404	346,552
	Summary	1,003,483	1,346,248	732,579	934,708	986,394
Tequila	Blanco/Silver Tequila	55,300	46,383	39,072	66,050	68,219
	Flavoured Tequila	3,142	4,131	3,282	5,122	5,402
	Gold Tequila	167,096	127,701	103,373	155,666	168,322
	Mezcal	1,282	1,078	1,075	2,266	1,606
	Summary	226,820	179,293	146,802	229,105	243,549
Vodka	Flavoured Vodka	143,655	131,446	99,510	127,856	134,522
	Straight Vodka	2,054,247	2,193,134	1,630,825	2,048,829	2,118,807
	Summary	2,197,902	2,324,579	1,730,336	2,176,685	2,253,329
Whisky	American Whiskey	74,406	95,343	66,060	75,638	78,898
	Blended Malt Scotch Whisky	663	1,495	854	909	814
	Blended Scotch Whisky	244,767	319,288	223,443	259,264	245,744
	Bourbon Whiskey	71,203	92,061	77,993	77,179	79,464
	Canadian Whisky	1,015,300	1,385,764	920,479	1,017,303	1,141,226
	Flavoured Whisky	1,804	2,031	2,001	766	1,419
	Irish Whiskey	58,909	104,243	81,271	60,802	72,602
	Other Country Whisky	2,822	8,639	5,188	5,700	6,998
	Single Malt Scotch Whisky	98,549	183,039	95,950	110,552	103,382

Spirits Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Whisky	Summary	1,568,425	2,191,902	1,473,239	1,608,113	1,730,547
Summary		6,552,609	8,165,324	5,279,398	6,396,209	6,825,372

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Argentina Wine	Argentina Red Wine	\$8,199,738	\$12,355,705	\$8,653,634	\$9,078,860	\$8,409,681
	Argentina Rose Wine	\$93,491	\$59,708	\$54,391	\$90,985	\$97,431
	Argentina Sparkling Wine	\$6,579	\$18,505	\$10,778	\$9,647	\$10,723
	Argentina White Wine	\$891,934	\$781,374	\$596,675	\$770,065	\$780,821
	Summary	\$9,191,743	\$13,215,293	\$9,315,478	\$9,949,557	\$9,298,656
Australia Wine	Australia Red Wine	\$9,752,784	\$13,272,176	\$9,200,903	\$9,378,418	\$8,921,162
	Australia Rose Wine	\$161,663	\$90,997	\$80,783	\$155,450	\$174,593
	Australia Sparkling Wine	\$561,423	\$955,843	\$481,557	\$616,245	\$632,996
	Australia White Wine	\$5,395,647	\$5,877,505	\$4,572,286	\$5,002,325	\$5,439,826
	Summary	\$15,871,516	\$20,196,521	\$14,335,530	\$15,152,438	\$15,168,577
Austria Wine	Austria Red Wine	\$7,794	\$4,205	\$14,514	\$7,938	\$4,749
	Austria Rose Wine	\$1,274	\$0	\$0	\$0	\$1,218
	Austria Sparkling Wine	\$0	\$0	\$0	\$0	\$0
	Austria White Wine	\$57,437	\$49,160	\$38,786	\$39,622	\$46,059
	Summary	\$66,504	\$53,364	\$53,300	\$47,560	\$52,026
Bulgaria Wine	Bulgaria Red Wine	\$15,583	\$36,558	\$15,822	\$22,463	\$16,016
	Bulgaria Sparkling Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria White Wine	\$204	\$1,936	\$305	\$293	\$1,018
	Summary	\$15,787	\$38,494	\$16,127	\$22,756	\$17,033
Canada - BC	Canada - BC Dessert Wine	\$298,668	\$211,653	\$111,994	\$188,760	\$389,415
	Canada - BC Fruit Wine	\$1,642,446	\$1,268,705	\$510,229	\$1,059,410	\$1,702,129
	Canada - BC Ice Wine	\$2,823,478	\$1,847,958	\$762,252	\$1,877,457	\$2,740,196
	Canada - BC Red Wine	\$56,420,736	\$65,868,199	\$42,792,017	\$54,744,481	\$65,516,104
	Canada - BC Rose Wine	\$5,551,134	\$2,569,223	\$1,952,097	\$5,357,671	\$5,714,623
	Canada - BC Sparkling Wine	\$2,170,864	\$2,275,171	\$1,027,612	\$1,943,031	\$2,647,665
	Canada - BC White Wine	\$61,788,492	\$55,055,871	\$38,777,507	\$58,250,077	\$67,342,324

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Canada - BC	Summary	\$130,695,818	\$129,096,780	\$85,933,707	\$123,420,886	\$146,052,456
Canada - Other	Canada - Other Dessert Wine	\$3,510	\$1,966	\$4,774	\$4,562	\$3,284
	Canada - Other Fruit Wine	\$22,990	\$31,824	\$25,733	\$25,394	\$26,632
	Canada - Other Ice Wine	\$1,405,968	\$600,708	\$1,197,457	\$832,870	\$1,371,069
	Canada - Other Red Wine	\$94,156	\$96,850	\$100,074	\$108,094	\$234,007
	Canada - Other Rose Wine	\$143	\$143	\$143	\$1,001	\$1,751
	Canada - Other Sparkling Wine	\$334,738	\$539,729	\$337,923	\$367,192	\$333,447
	Canada - Other White Wine	\$37,983	\$55,293	\$37,322	\$60,771	\$167,391
	Summary	\$1,899,489	\$1,326,513	\$1,703,425	\$1,399,885	\$2,137,581
Chile Wine	Chile Fruit and Dessert Wine	\$5,829	\$13,641	\$5,054	\$6,926	\$5,832
	Chile Red Wine	\$5,726,081	\$8,105,910	\$7,094,548	\$6,559,625	\$6,808,149
	Chile Rose Wine	\$45,737	\$2,374	\$2,227	\$157,462	\$236,440
	Chile Sparkling Wine	\$40,258	\$68,926	\$52,098	\$50,177	\$48,976
	Chile White Wine	\$2,969,464	\$2,872,817	\$2,714,478	\$3,231,155	\$3,420,548
	Summary	\$8,787,368	\$11,063,668	\$9,868,405	\$10,005,344	\$10,519,944
China Wine	China Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	China Red Wine	\$4,830	\$4,238	\$5,308	\$3,117	\$2,514
	China White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$4,830	\$4,238	\$5,308	\$3,117	\$2,514
Fortified Wine	Other Fortified Domestic Wine	\$1,849,234	\$1,743,420	\$1,129,326	\$1,389,157	\$1,709,294
	Other Fortified Import Wine	\$425,903	\$673,591	\$437,602	\$451,255	\$425,757
	Port Wine	\$515,141	\$1,259,733	\$576,477	\$513,018	\$533,557
	Sherry Wine	\$206,809	\$460,793	\$223,736	\$211,959	\$185,202
	Vermouth Wine	\$437,246	\$600,592	\$474,616	\$533,128	\$461,165
	Summary	\$3,434,334	\$4,738,130	\$2,841,757	\$3,098,518	\$3,314,975
France Wine	France Champagne Wine	\$2,838,507	\$5,260,785	\$2,314,388	\$2,832,223	\$3,496,699
	France Fruit and Dessert Wine	\$51,707	\$19,440	\$20,356	\$17,696	\$20,253
	France Red Wine	\$9,612,775	\$12,582,201	\$7,802,456	\$8,573,657	\$9,469,074

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
France Wine	France Rose Wine	\$1,087,683	\$344,515	\$426,236	\$2,061,985	\$1,525,199
	France Sparkling Wine	\$555,693	\$1,085,658	\$441,092	\$611,176	\$625,148
	France White Wine	\$3,263,923	\$3,367,931	\$2,628,948	\$3,404,237	\$3,502,413
	Summary	\$17,410,288	\$22,660,530	\$13,633,477	\$17,500,974	\$18,638,786
Georgia Wine	Georgia Red Wine	\$31,841	\$55,302	\$39,992	\$19,514	\$49,479
	Georgia White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$31,841	\$55,302	\$39,992	\$19,514	\$49,479
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$27,257	\$41,532	\$115,625	\$42,749	\$52,434
	Germany Rose Wine	\$14,975	\$13,489	\$5,910	\$5,269	\$6,851
	Germany Sparkling Wine	\$557,486	\$1,327,787	\$434,658	\$665,958	\$551,220
	Germany White Wine	\$1,410,287	\$1,709,408	\$1,374,186	\$1,260,174	\$1,276,892
	Summary	\$2,010,006	\$3,092,215	\$1,930,380	\$1,974,151	\$1,887,397
Greece Wine	Greece Red Wine	\$100,550	\$121,891	\$100,538	\$123,077	\$101,236
	Greece Rose Wine	\$0	\$0	\$0	\$0	\$0
	Greece White Wine	\$122,241	\$108,814	\$81,862	\$123,766	\$114,063
	Summary	\$222,791	\$230,705	\$182,399	\$246,843	\$215,299
Hungary Wine	Hungary Fruit and Dessert Wine	\$9,843	\$23,081	\$15,160	\$13,201	\$14,326
	Hungary Red Wine	\$36,324	\$49,381	\$42,457	\$30,538	\$28,452
	Hungary Sparkling Wine	\$40,231	\$63,070	\$32,089	\$65,079	\$51,502
	Hungary White Wine	\$165,046	\$175,713	\$138,283	\$148,235	\$143,782
	Summary	\$251,444	\$311,245	\$227,989	\$257,054	\$238,062
Israel Wine	Israel Red Wine	\$36,678	\$36,316	\$30,978	\$26,229	\$34,165
	Israel Rose Wine	\$4,359	\$1,296	\$968	\$0	\$4,787
	Israel White Wine	\$14,331	\$11,600	\$13,945	\$23,062	\$14,432
	Summary	\$55,368	\$49,211	\$45,892	\$49,290	\$53,384
Italy Wine	Italy Fruit and Dessert Wine	\$3,393	\$1,500	\$14,270	\$3,523	\$1,720
	Italy Red Wine	\$9,216,954	\$14,456,625	\$10,347,955	\$10,064,570	\$9,875,947

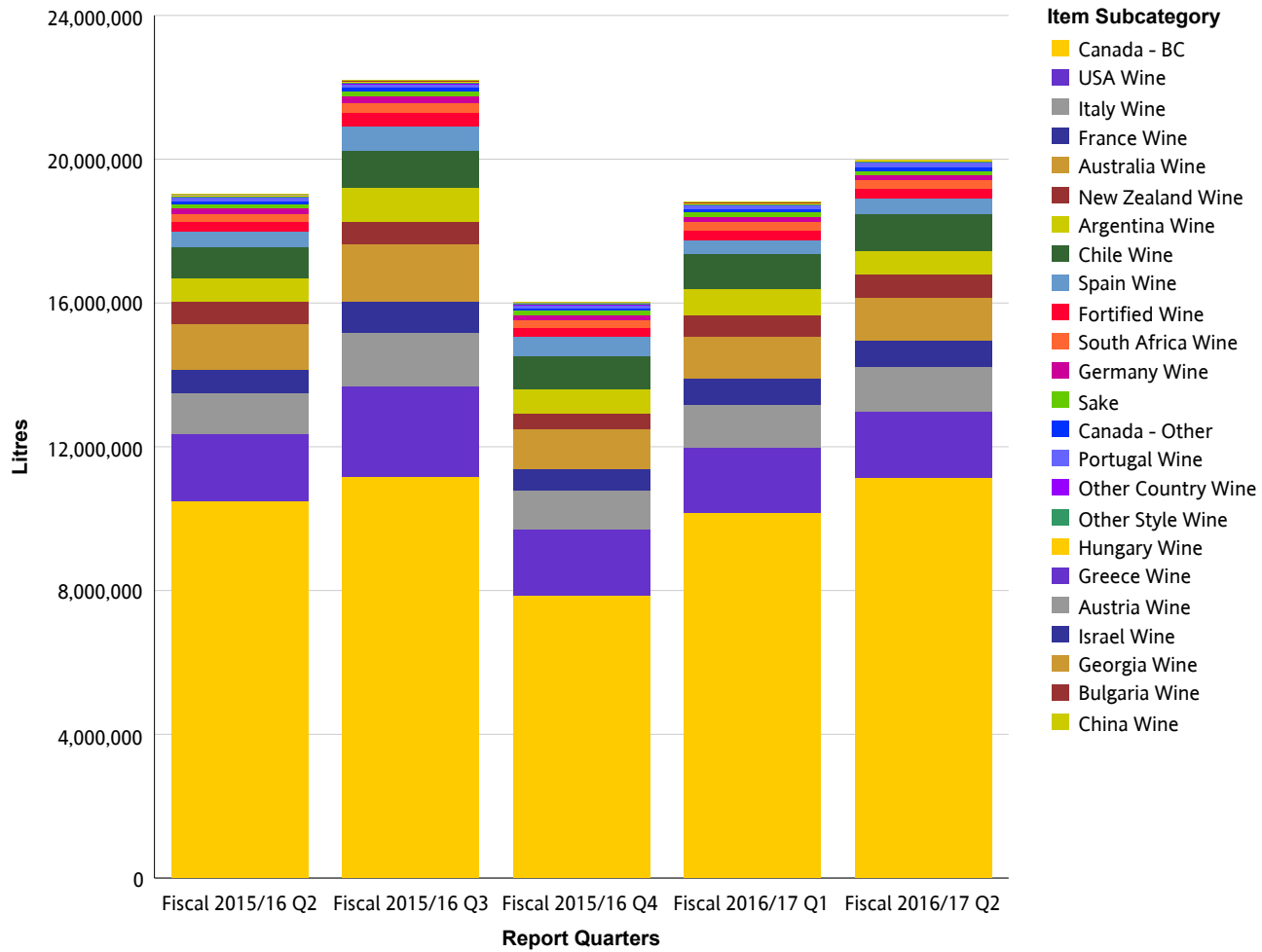
Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Italy Wine	Italy Rose Wine	\$327,213	\$169,146	\$190,372	\$192,267	\$329,332
	Italy Sparkling Wine	\$1,141,023	\$1,793,641	\$1,050,108	\$1,406,514	\$1,528,051
	Italy White Wine	\$4,867,573	\$4,802,971	\$3,745,141	\$5,008,507	\$5,364,339
	Prosecco Wine	\$2,612,670	\$3,880,085	\$2,098,042	\$2,818,874	\$2,976,401
	Summary	\$18,168,827	\$25,103,968	\$17,445,888	\$19,494,255	\$20,075,790
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$677	\$0	\$0
	New Zealand Red Wine	\$699,397	\$930,594	\$580,495	\$662,448	\$740,502
	New Zealand Rose Wine	\$17,440	\$0	\$24,763	\$131,285	\$58,768
	New Zealand Sparkling Wine	\$92,278	\$141,447	\$88,726	\$98,998	\$105,620
	New Zealand White Wine	\$10,001,943	\$10,396,010	\$7,335,517	\$9,942,821	\$10,645,045
	Summary	\$10,811,059	\$11,468,051	\$8,030,178	\$10,835,552	\$11,549,935
Other Country Wine	Other Country Fruit and Dessert Wine	\$183,197	\$215,477	\$191,960	\$187,099	\$182,198
	Other Country Red Wine	\$68,963	\$73,309	\$56,326	\$70,246	\$74,826
	Other Country Rose Wine	\$5,008	\$911	\$1,661	\$6,660	\$2,888
	Other Country Sparkling Wine	\$12,943	\$13,773	\$15,763	\$3,378	\$6,414
	Other Country White Wine	\$22,522	\$37,694	\$30,649	\$30,998	\$30,768
	Summary	\$292,633	\$341,164	\$296,359	\$298,381	\$297,094
Other Style Wine	Aperitif And Flavoured Wine	\$263,899	\$246,964	\$129,856	\$175,786	\$206,377
	Mead	\$2,386	\$13,520	\$6,618	\$9,705	\$7,614
	Rice Wine	\$43,215	\$70,614	\$55,875	\$59,687	\$45,773
	Summary	\$309,501	\$331,098	\$192,350	\$245,178	\$259,764
Portugal Wine	Portugal Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Portugal Red Wine	\$485,523	\$585,442	\$592,465	\$499,127	\$501,507
	Portugal Rose Wine	\$211,005	\$169,852	\$132,737	\$207,898	\$193,472
	Portugal Sparkling Wine	\$0	\$0	\$0	\$0	\$880
	Portugal White Wine	\$459,607	\$296,432	\$241,885	\$534,439	\$588,401
	Summary	\$1,156,135	\$1,051,726	\$967,086	\$1,241,464	\$1,284,260
Sake	Japan Sake	\$868,477	\$941,815	\$883,618	\$954,081	\$1,005,367

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Sake	Other Country Sake	\$73,096	\$77,276	\$62,611	\$72,885	\$81,062
	USA Sake	\$618,923	\$780,536	\$745,562	\$656,747	\$667,615
	Summary	\$1,560,495	\$1,799,628	\$1,691,790	\$1,683,714	\$1,754,044
South Africa Wine	South Africa Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	South Africa Red Wine	\$1,367,996	\$1,842,460	\$1,419,900	\$1,467,646	\$1,473,194
	South Africa Rose Wine	\$17,841	\$738	\$479	\$30,560	\$555
	South Africa Sparkling Wine	\$77,723	\$103,096	\$81,150	\$46,628	\$81,545
	South Africa White Wine	\$1,082,690	\$929,462	\$832,089	\$1,292,286	\$1,146,564
	Summary	\$2,546,250	\$2,875,756	\$2,333,618	\$2,837,120	\$2,701,858
Spain Wine	Spain Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Spain Red Wine	\$4,228,479	\$6,336,595	\$4,942,103	\$4,277,468	\$4,629,870
	Spain Rose Wine	\$112,762	\$29,268	\$24,450	\$164,921	\$162,449
	Spain Sparkling Wine	\$996,708	\$1,932,988	\$852,465	\$1,038,362	\$1,068,515
	Spain White Wine	\$480,866	\$446,741	\$533,768	\$332,865	\$403,755
	Summary	\$5,818,815	\$8,745,592	\$6,352,786	\$5,813,616	\$6,264,589
USA Wine	USA Fruit and Dessert Wine	\$1,341	\$2,892	\$963	\$7,070	\$7,113
	USA Red Wine	\$20,131,433	\$31,040,028	\$20,224,440	\$20,053,895	\$20,687,636
	USA Rose Wine	\$985,931	\$1,040,064	\$908,257	\$1,093,363	\$1,061,270
	USA Sparkling Wine	\$376,139	\$593,267	\$311,887	\$379,256	\$405,237
	USA White Wine	\$7,611,727	\$7,902,973	\$6,276,541	\$7,227,891	\$7,594,518
	Summary	\$29,106,571	\$40,579,225	\$27,722,088	\$28,761,474	\$29,755,774
Summary		\$259,719,411	\$298,428,418	\$205,165,309	\$254,358,640	\$281,589,276

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Argentina Wine	Argentina Red Wine	578,593	866,974	607,600	638,186	571,429
	Argentina Rose Wine	7,521	4,822	4,437	6,991	7,524
	Argentina Sparkling Wine	351	886	523	453	526
	Argentina White Wine	78,515	68,534	50,716	64,051	64,659
	Summary	664,981	941,216	663,275	709,680	644,138
Australia Wine	Australia Red Wine	688,126	936,724	634,706	657,118	624,476
	Australia Rose Wine	14,618	7,596	6,634	11,918	14,681
	Australia Sparkling Wine	45,411	74,778	37,226	48,315	50,208
	Australia White Wine	502,502	566,877	430,317	460,918	508,604
	Summary	1,250,656	1,585,976	1,108,883	1,178,269	1,197,969
Austria Wine	Austria Red Wine	360	176	297	315	180
	Austria Rose Wine	50	0	0	0	54
	Austria Sparkling Wine	0	0	0	0	0
	Austria White Wine	2,561	2,380	1,813	1,830	2,031
	Summary	2,971	2,557	2,110	2,145	2,265
Bulgaria Wine	Bulgaria Red Wine	1,346	3,214	1,274	2,074	1,458
	Bulgaria Sparkling Wine	0	0	0	0	0
	Bulgaria White Wine	18	171	27	27	90
	Summary	1,364	3,385	1,301	2,102	1,548
Canada - BC	Canada - BC Dessert Wine	6,663	5,104	2,574	4,095	7,955
	Canada - BC Fruit Wine	73,242	56,629	23,060	47,957	78,919
	Canada - BC Ice Wine	21,484	17,543	7,694	15,586	22,152
	Canada - BC Red Wine	4,372,880	5,515,775	3,770,819	4,345,813	4,748,575
	Canada - BC Rose Wine	378,933	225,593	180,986	360,987	391,780
	Canada - BC Sparkling Wine	93,093	97,337	43,382	82,617	112,380
	Canada - BC White Wine	5,528,378	5,260,449	3,845,976	5,297,005	5,779,653

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Canada - BC	Summary	10,474,673	11,178,429	7,874,490	10,154,059	11,141,414
Canada - Other	Canada - Other Dessert Wine	112	63	153	144	104
	Canada - Other Fruit Wine	418	594	473	472	482
	Canada - Other Ice Wine	17,689	7,815	15,699	11,020	18,469
	Canada - Other Red Wine	3,331	3,970	3,950	5,681	20,505
	Canada - Other Rose Wine	9	9	9	63	108
	Canada - Other Sparkling Wine	53,221	88,185	54,061	57,309	53,278
	Canada - Other White Wine	2,532	2,361	2,208	4,833	18,884
	Summary	77,313	102,997	76,552	79,523	111,829
Chile Wine	Chile Fruit and Dessert Wine	180	447	156	224	182
	Chile Red Wine	530,849	735,905	655,886	624,839	635,534
	Chile Rose Wine	4,036	189	159	11,748	24,988
	Chile Sparkling Wine	2,378	4,249	3,167	3,031	3,122
	Chile White Wine	311,006	293,585	279,839	333,050	360,896
	Summary	848,449	1,034,375	939,206	972,892	1,024,722
China Wine	China Fruit and Dessert Wine	0	0	0	0	0
	China Red Wine	216	190	247	140	112
	China White Wine	0	0	0	0	0
	Summary	216	190	247	140	112
Fortified Wine	Other Fortified Domestic Wine	173,847	193,878	152,316	157,055	154,070
	Other Fortified Import Wine	29,795	48,000	31,667	32,214	29,898
	Port Wine	16,670	39,734	17,815	16,301	16,345
	Sherry Wine	11,964	26,742	13,148	11,986	10,544
	Vermouth Wine	45,745	65,721	48,424	55,490	46,660
	Summary	278,021	374,077	263,370	273,046	257,517
France Wine	France Champagne Wine	34,040	63,826	26,253	32,507	38,655
	France Fruit and Dessert Wine	630	310	339	294	278
	France Red Wine	359,753	547,124	372,930	364,041	374,928

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
France Wine	France Rose Wine	68,722	22,694	29,014	119,086	90,982
	France Sparkling Wine	31,529	64,891	25,307	35,043	35,407
	France White Wine	170,486	175,986	138,435	167,019	172,666
	Summary	665,161	874,831	592,278	717,989	712,916
Georgia Wine	Georgia Red Wine	1,707	2,965	2,145	1,054	2,742
	Georgia White Wine	0	0	0	0	0
	Summary	1,707	2,965	2,145	1,054	2,742
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	2,090	3,159	6,060	2,608	3,724
	Germany Rose Wine	1,448	1,166	486	421	508
	Germany Sparkling Wine	35,352	88,138	26,818	42,655	33,785
	Germany White Wine	105,763	124,602	101,080	92,128	93,489
	Summary	144,653	217,065	134,443	137,811	131,507
Greece Wine	Greece Red Wine	8,730	10,667	8,737	10,220	8,598
	Greece Rose Wine	0	0	0	0	0
	Greece White Wine	11,491	10,013	7,524	11,233	10,198
	Summary	20,221	20,680	16,261	21,453	18,796
Hungary Wine	Hungary Fruit and Dessert Wine	178	400	279	250	272
	Hungary Red Wine	2,965	3,827	3,502	2,350	2,247
	Hungary Sparkling Wine	3,440	4,937	2,486	5,378	4,300
	Hungary White Wine	15,883	17,553	13,580	13,886	14,437
	Summary	22,466	26,718	19,846	21,864	21,256
Israel Wine	Israel Red Wine	1,883	1,959	1,622	1,398	1,822
	Israel Rose Wine	250	74	56	0	274
	Israel White Wine	843	641	754	1,252	785
	Summary	2,976	2,674	2,432	2,650	2,882
Italy Wine	Italy Fruit and Dessert Wine	29	11	133	29	22
	Italy Red Wine	525,818	778,991	587,550	578,816	576,128

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Italy Wine	Italy Rose Wine	18,982	9,784	11,138	10,757	18,648
	Italy Sparkling Wine	68,546	109,308	60,022	83,111	88,026
	Italy White Wine	374,849	375,280	286,821	384,396	414,188
	Prosecco Wine	142,477	214,545	116,681	154,623	160,220
	Summary	1,130,703	1,487,919	1,062,344	1,211,732	1,257,232
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	11	0	0
	New Zealand Red Wine	33,362	43,389	26,842	29,931	34,709
	New Zealand Rose Wine	995	0	1,306	7,106	3,216
	New Zealand Sparkling Wine	3,907	6,047	3,743	4,051	4,370
	New Zealand White Wine	581,461	595,622	411,228	559,005	607,456
	Summary	619,725	645,058	443,132	600,092	649,751
Other Country Wine	Other Country Fruit and Dessert Wine	13,235	14,884	12,667	12,692	12,958
	Other Country Red Wine	3,440	4,099	2,675	3,657	4,082
	Other Country Rose Wine	198	36	68	270	122
	Other Country Sparkling Wine	922	868	1,148	110	191
	Other Country White Wine	1,156	2,169	1,510	1,870	1,904
	Summary	18,951	22,056	18,068	18,600	19,258
Other Style Wine	Aperitif And Flavoured Wine	21,066	17,273	9,295	13,053	17,311
	Mead	92	533	426	464	282
	Rice Wine	3,574	4,928	3,964	3,687	3,717
	Summary	24,731	22,734	13,685	17,204	21,310
Portugal Wine	Portugal Fruit and Dessert Wine	0	0	0	0	0
	Portugal Red Wine	36,070	42,273	44,612	37,772	37,244
	Portugal Rose Wine	22,853	16,675	13,131	21,568	19,496
	Portugal Sparkling Wine	0	0	0	0	45
	Portugal White Wine	42,288	25,017	20,949	45,598	57,142
	Summary	101,211	83,965	78,692	104,938	113,926
Sake	Japan Sake	31,508	36,319	32,888	33,239	34,755

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1	Fiscal 2016/17 Q2
Sake	Other Country Sake	3,132	3,338	2,558	3,046	3,223
	USA Sake	73,072	91,343	88,921	77,599	78,890
	Summary	107,712	131,000	124,366	113,884	116,867
South Africa Wine	South Africa Fruit and Dessert Wine	0	0	0	0	0
	South Africa Red Wine	109,279	154,747	118,398	115,736	125,054
	South Africa Rose Wine	1,366	54	36	2,386	36
	South Africa Sparkling Wine	6,060	8,087	6,259	3,256	6,557
	South Africa White Wine	106,448	87,874	79,286	124,402	111,524
	Summary	223,152	250,762	203,979	245,780	243,172
Spain Wine	Spain Fruit and Dessert Wine	0	0	0	0	0
	Spain Red Wine	331,131	492,432	405,508	300,601	344,427
	Spain Rose Wine	7,788	2,160	1,708	13,292	12,464
	Spain Sparkling Wine	63,304	129,253	53,450	63,701	65,324
	Spain White Wine	44,046	50,061	66,300	22,516	32,653
	Summary	446,269	673,907	526,967	400,110	454,868
USA Wine	USA Fruit and Dessert Wine	108	202	68	754	451
	USA Red Wine	1,145,461	1,708,782	1,202,721	1,102,858	1,133,269
	USA Rose Wine	129,008	137,351	122,956	138,332	130,124
	USA Sparkling Wine	26,164	42,099	22,684	24,625	26,371
	USA White Wine	591,463	610,002	497,869	544,250	550,162
	Summary	1,892,203	2,498,437	1,846,298	1,810,818	1,840,379
Summary		19,020,484	22,183,972	16,014,370	18,797,837	19,988,377

GLOSSARY AND EXPLANATORY NOTES

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

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

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

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

Negative Sales

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