

Hospitality Liquor Market Review

Fiscal 2016/17 Q1

June 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

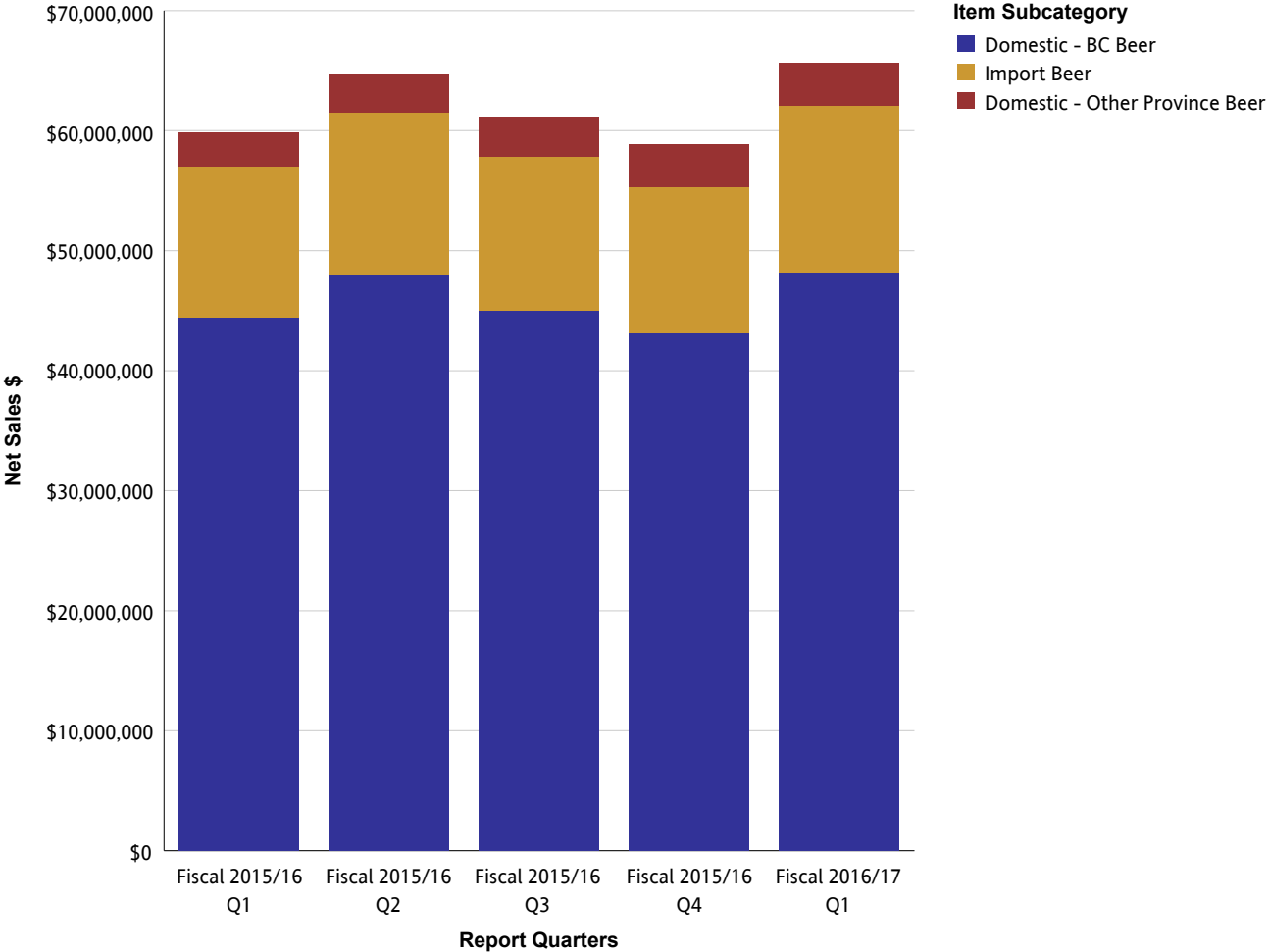
The Hospitality Liquor Market Review provides provincial sales to Hospitality customers (restaurants, pubs, nightclubs, etc.) from all channels for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer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

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

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

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

Beer Sales (Net \$)

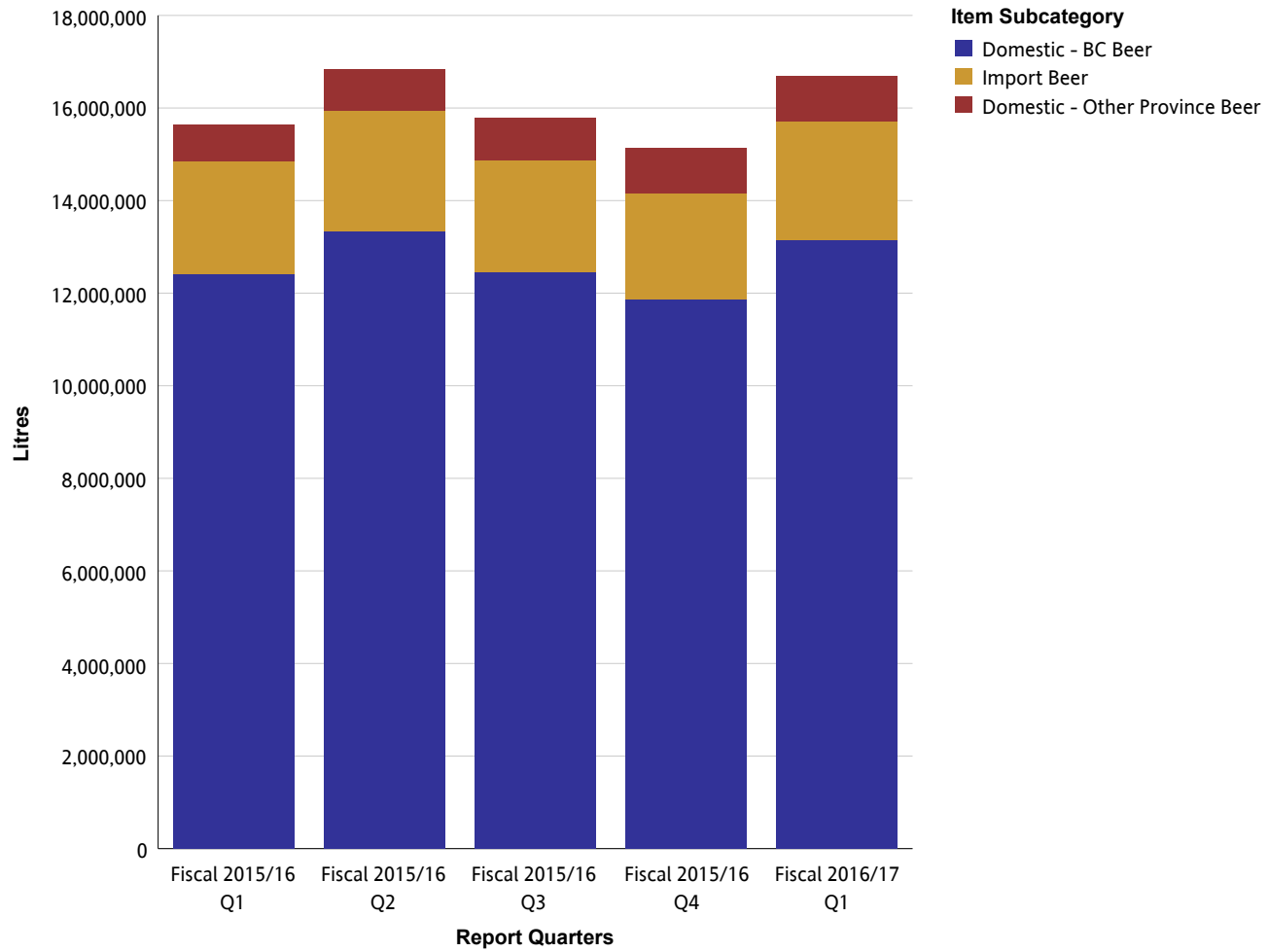


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	\$30,078,872	\$31,378,341	\$30,191,469	\$28,069,548	\$30,282,965
	Domestic - BC Micro Brew Beer	\$6,743,914	\$8,153,257	\$7,449,796	\$7,905,759	\$9,270,013
	Domestic - BC Regional Beer	\$7,653,513	\$8,516,899	\$7,368,664	\$7,135,481	\$8,600,653
	Summary	\$44,476,299	\$48,048,497	\$45,009,929	\$43,110,789	\$48,153,631
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$1,986,079	\$2,314,118	\$2,383,835	\$2,578,028	\$2,561,424
	Domestic - Other Province Micro Brew Beer	\$44,354	\$42,108	\$48,322	\$58,806	\$51,242
	Domestic - Other Province Regional Beer	\$811,033	\$877,934	\$858,987	\$925,132	\$962,973
	Summary	\$2,841,467	\$3,234,159	\$3,291,145	\$3,561,966	\$3,575,638
Import Beer	Asia And South Pacific Beer	\$969,908	\$1,160,784	\$1,038,585	\$973,662	\$1,164,908
	Europe Beer	\$6,686,708	\$7,036,485	\$7,190,656	\$7,122,719	\$7,472,566
	Mexico And Caribbean Beer	\$2,747,539	\$3,137,786	\$2,414,820	\$2,191,542	\$3,079,121
	Other Country Beer	\$9,675	\$17,895	\$20,095	\$24,971	\$27,038
	USA Beer	\$2,123,287	\$2,128,293	\$2,144,593	\$1,909,536	\$2,207,960
	Summary	\$12,537,118	\$13,481,243	\$12,808,749	\$12,222,431	\$13,951,592
Summary		\$59,854,883	\$64,763,900	\$61,109,823	\$58,895,186	\$65,680,861

Beer Sales (Litres)

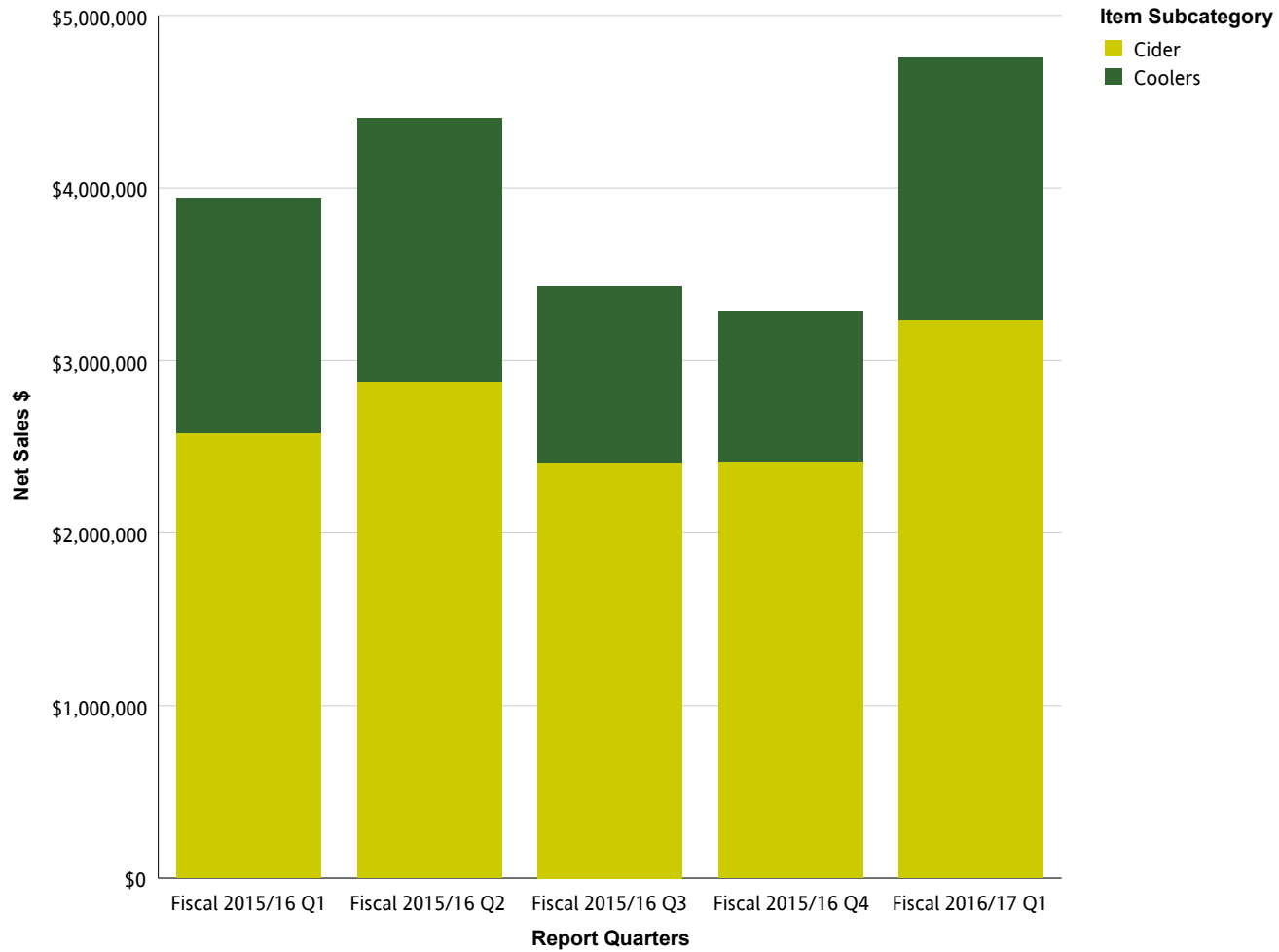


Beer Sales (Litres)

Beer

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	8,295,427	8,596,213	8,242,628	7,623,769	8,145,142
	Domestic - BC Micro Brew Beer	1,837,828	2,206,804	2,003,227	2,137,638	2,482,576
	Domestic - BC Regional Beer	2,276,600	2,532,787	2,197,402	2,107,524	2,513,571
	Summary	12,409,855	13,335,804	12,443,257	11,868,932	13,141,289
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	521,169	601,971	626,387	663,221	660,120
	Domestic - Other Province Micro Brew Beer	6,105	5,495	6,507	7,950	7,063
	Domestic - Other Province Regional Beer	267,069	288,715	286,876	301,509	315,562
	Summary	794,342	896,181	919,770	972,679	982,746
Import Beer	Asia And South Pacific Beer	182,490	212,817	186,370	170,488	199,665
	Europe Beer	1,319,613	1,375,655	1,398,756	1,364,922	1,411,697
	Mexico And Caribbean Beer	510,176	574,724	421,114	372,504	525,778
	Other Country Beer	1,540	2,858	3,681	4,122	4,904
	USA Beer	433,350	430,794	426,739	378,649	427,878
	Summary	2,447,168	2,596,848	2,436,660	2,290,685	2,569,922
Summary		15,651,366	16,828,833	15,799,687	15,132,296	16,693,957

Refreshment Beverages Sales (Net \$)

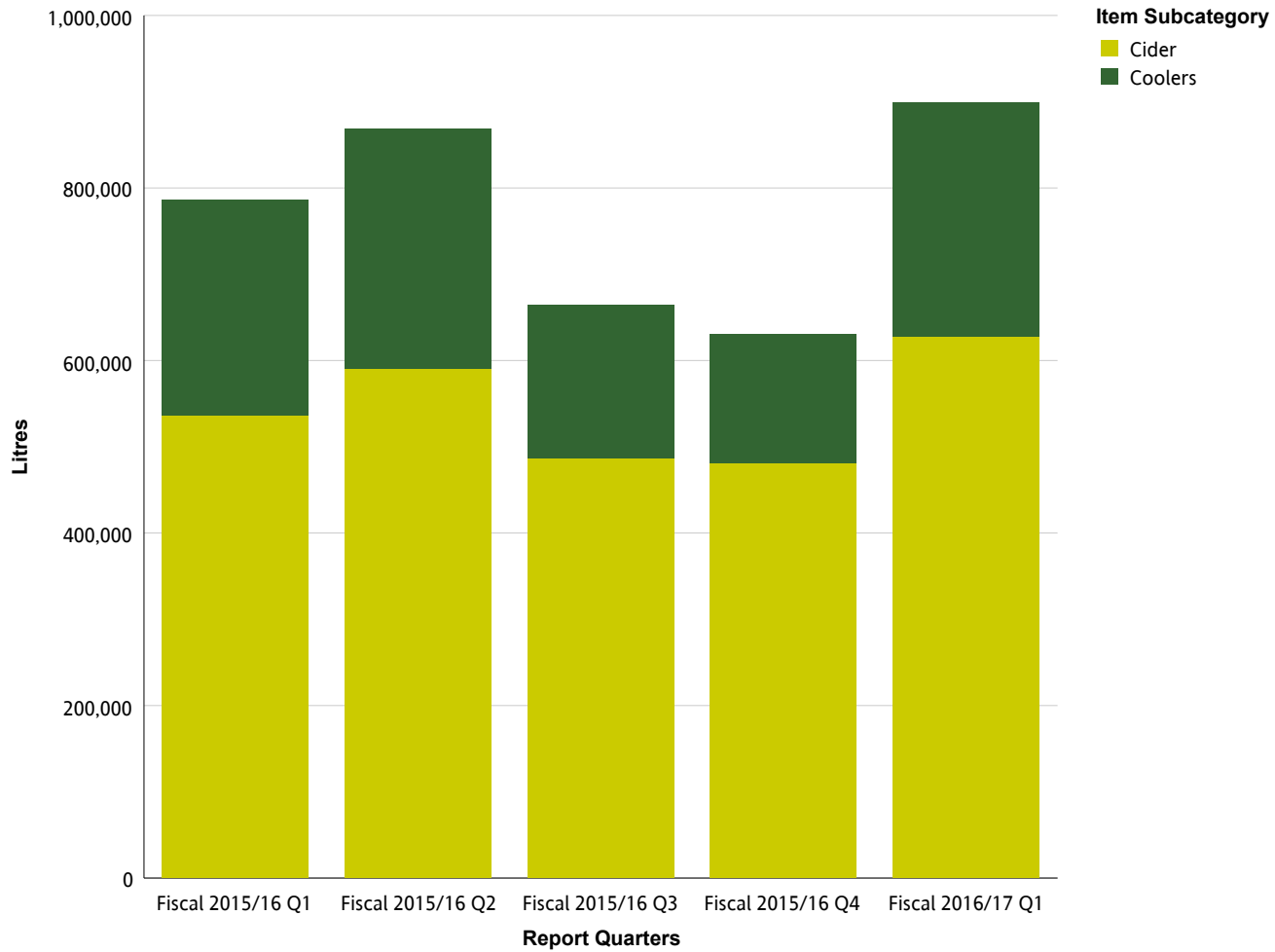


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Cider	Domestic Cider	\$1,232,556	\$1,549,917	\$1,223,295	\$1,227,240	\$1,730,570
	Import Cider	\$1,347,703	\$1,330,478	\$1,180,431	\$1,187,547	\$1,502,226
	Summary	\$2,580,259	\$2,880,395	\$2,403,726	\$2,414,787	\$3,232,796
Coolers	Malt-Based Coolers	\$216,607	\$230,652	\$136,971	\$106,994	\$216,771
	Spirit Coolers	\$1,096,159	\$1,233,578	\$840,914	\$725,407	\$1,227,643
	Wine/Fruit Coolers	\$52,022	\$64,706	\$44,208	\$36,945	\$76,083
	Summary	\$1,364,787	\$1,528,936	\$1,022,093	\$869,347	\$1,520,498
Summary		\$3,945,046	\$4,409,331	\$3,425,818	\$3,284,134	\$4,753,294

Refreshment Beverages Sales (Litres)

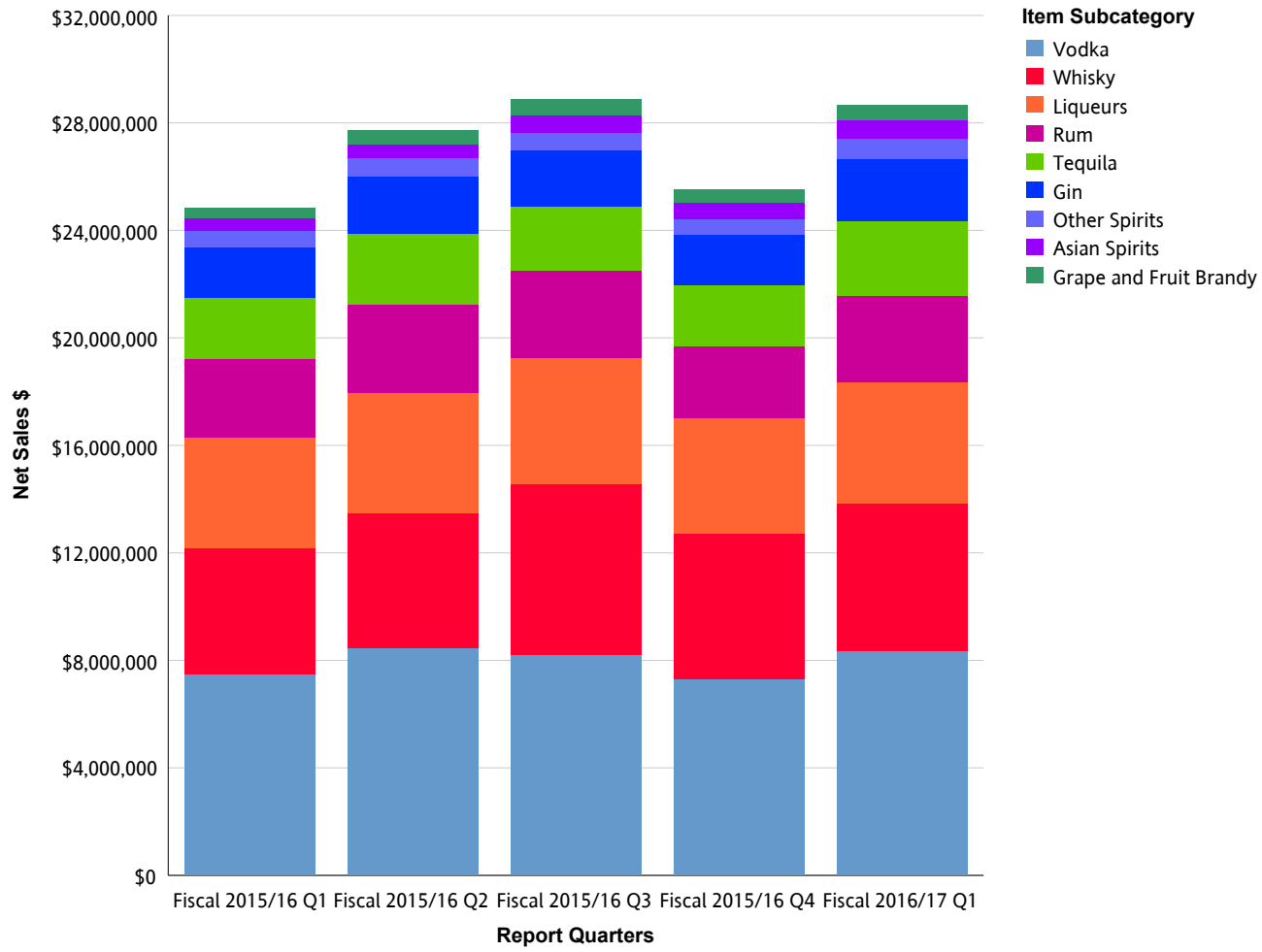


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Cider	Domestic Cider	267,992	331,467	256,917	252,277	343,199
	Import Cider	268,399	259,319	229,352	228,189	284,403
	Summary	536,391	590,786	486,269	480,466	627,601
Coolers	Malt-Based Coolers	39,261	42,600	23,792	18,662	39,956
	Spirit Coolers	203,311	224,398	146,883	125,741	220,598
	Wine/Fruit Coolers	7,924	10,630	7,323	5,444	11,034
	Summary	250,496	277,628	177,997	149,847	271,589
Summary		786,887	868,414	664,266	630,313	899,190

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Asian Spirits	China Spirits	\$53,545	\$48,710	\$64,860	\$61,659	\$72,905
	Korea Spirits	\$391,637	\$407,253	\$554,564	\$480,425	\$572,203
	Other Country Asian Spirits	\$51,474	\$55,032	\$43,487	\$41,357	\$53,854
	Summary	\$496,655	\$510,995	\$662,911	\$583,442	\$698,963
Gin	Dry Gin	\$1,775,729	\$2,048,333	\$2,034,722	\$1,801,565	\$2,191,484
	Flavoured Gin	\$54,300	\$60,964	\$35,519	\$45,677	\$91,100
	Other Gin	\$15,361	\$22,329	\$27,168	\$20,146	\$31,780
	Summary	\$1,845,390	\$2,131,626	\$2,097,409	\$1,867,387	\$2,314,364
Grape and Fruit Brandy	Armagnac	\$2,708	\$6,693	\$7,834	\$4,495	\$16,386
	Brandy	\$130,411	\$148,835	\$143,615	\$126,657	\$154,017
	Cognac	\$169,230	\$283,787	\$343,987	\$279,874	\$310,870
	Eau de Vie	\$23,715	\$21,128	\$47,030	\$29,356	\$23,722
	Grappa And Marc	\$14,444	\$18,185	\$20,549	\$17,739	\$18,597
	Pisco	\$28,877	\$40,274	\$36,496	\$40,738	\$46,456
	Summary	\$369,384	\$518,902	\$599,510	\$498,860	\$570,048
Liqueurs	Anise And Herbal/Spice Liqueurs	\$1,324,708	\$1,409,040	\$1,618,487	\$1,464,110	\$1,474,975
	Coffee And Cocoa Liqueurs	\$274,695	\$303,029	\$377,195	\$308,422	\$304,905
	Cream/Dairy Liqueurs	\$378,015	\$416,469	\$515,737	\$483,293	\$389,818
	Fruit Liqueurs	\$1,468,599	\$1,660,112	\$1,436,144	\$1,335,962	\$1,655,214
	Nut Liqueurs	\$256,182	\$288,788	\$292,999	\$255,966	\$275,670
	Other Liqueurs	\$230,482	\$239,779	\$264,181	\$235,417	\$255,354
	Whiskey Liqueurs	\$148,881	\$166,246	\$200,103	\$179,814	\$168,148
	Summary	\$4,081,562	\$4,483,462	\$4,704,845	\$4,262,984	\$4,524,084
Other Spirits	Cachaca	\$18,288	\$24,330	\$18,225	\$16,882	\$23,417
	Flavoured Spirits	\$75,304	\$92,550	\$107,312	\$111,056	\$134,917
	Miscellaneous/Other Spirits	\$76,133	\$81,962	\$112,229	\$117,871	\$131,381

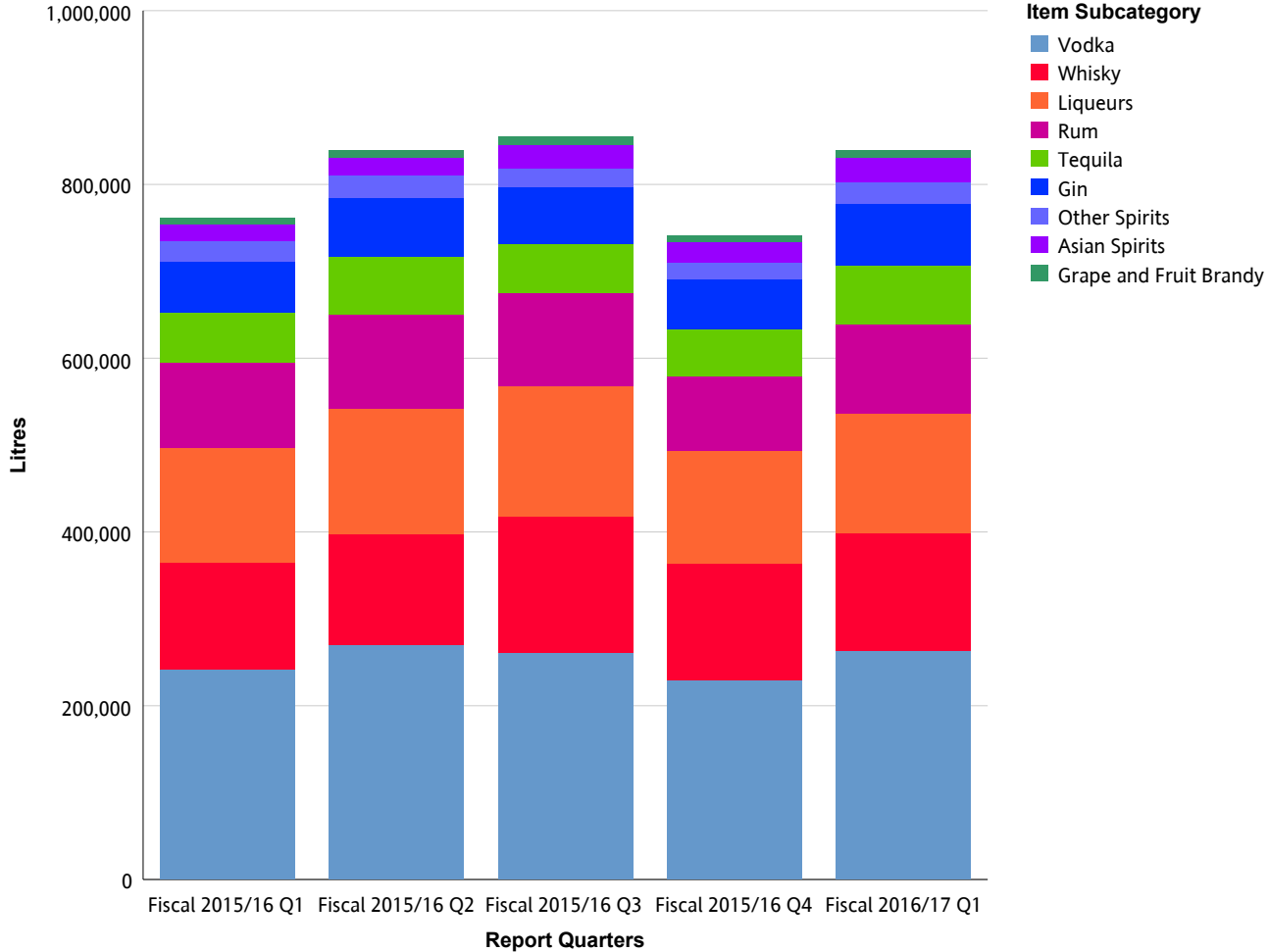
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Other Spirits	Moonshine Spirits	\$4,518	\$4,540	\$4,558	\$3,463	\$3,785
	Ready to Mix Cocktails	\$431,344	\$473,400	\$367,735	\$334,665	\$439,370
	Ready to Serve Cocktails	\$1,302	\$1,802	\$1,691	\$665	\$1,035
	Schnapps and Akvavit	\$3,080	\$10,220	\$4,177	\$6,308	\$4,444
	Summary	\$609,970	\$688,804	\$615,927	\$590,910	\$738,350
Rum	Amber Rum	\$446,196	\$477,627	\$472,175	\$393,808	\$478,042
	Dark Rum	\$318,882	\$358,347	\$448,079	\$344,114	\$384,240
	Flavoured Rum	\$39,146	\$33,224	\$25,311	\$26,543	\$32,841
	Spiced Rum	\$770,888	\$839,151	\$996,941	\$814,656	\$830,507
	White Rum	\$1,361,123	\$1,557,032	\$1,306,670	\$1,106,379	\$1,475,304
	Summary	\$2,936,234	\$3,265,381	\$3,249,177	\$2,685,501	\$3,200,934
Tequila	Blanco/Silver Tequila	\$723,671	\$848,426	\$788,077	\$818,238	\$1,006,689
	Flavoured Tequila	\$6,581	\$4,056	\$12,378	\$6,834	\$10,014
	Gold Tequila	\$1,532,135	\$1,765,660	\$1,567,633	\$1,418,522	\$1,737,600
	Mezcal	\$30,409	\$33,528	\$26,514	\$33,571	\$46,342
	Summary	\$2,292,796	\$2,651,670	\$2,394,602	\$2,277,164	\$2,800,646
Vodka	Flavoured Vodka	\$808,112	\$875,831	\$776,132	\$702,086	\$853,486
	Straight Vodka	\$6,676,889	\$7,565,579	\$7,420,016	\$6,590,261	\$7,494,370
	Summary	\$7,485,001	\$8,441,409	\$8,196,148	\$7,292,347	\$8,347,857
Whisky	American Whiskey	\$556,005	\$591,333	\$652,624	\$544,203	\$563,335
	Blended Malt Scotch Whisky	\$2,247	\$4,520	\$4,315	\$1,711	\$1,587
	Blended Scotch Whisky	\$293,569	\$349,854	\$395,141	\$339,773	\$350,711
	Bourbon Whiskey	\$797,810	\$862,391	\$1,054,737	\$1,006,722	\$1,001,097
	Canadian Whisky	\$1,698,249	\$1,735,358	\$2,191,325	\$1,788,041	\$1,849,505
	Flavoured Whisky	\$0	\$62	\$175	\$131	\$195
	Irish Whiskey	\$676,302	\$739,800	\$881,031	\$929,163	\$907,406
	Other Country Whisky	\$13,348	\$19,731	\$50,480	\$34,815	\$32,148
	Single Malt Scotch Whisky	\$684,009	\$738,975	\$1,135,617	\$807,243	\$775,504

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Whisky	Summary	\$4,721,539	\$5,042,026	\$6,365,444	\$5,451,802	\$5,481,486
Summary		\$24,838,532	\$27,734,274	\$28,885,973	\$25,510,397	\$28,676,732

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Asian Spirits	China Spirits	511	540	759	667	667
	Korea Spirits	17,903	18,645	25,366	21,741	25,886
	Other Country Asian Spirits	1,153	1,192	963	925	1,153
	Summary	19,567	20,377	27,088	23,333	27,706
Gin	Dry Gin	57,002	65,407	63,960	55,509	67,308
	Flavoured Gin	1,698	1,848	973	1,312	2,702
	Other Gin	286	405	466	338	514
	Summary	58,987	67,660	65,398	57,160	70,524
Grape and Fruit Brandy	Armagnac	28	52	65	39	39
	Brandy	4,425	5,124	4,782	4,246	5,058
	Cognac	1,606	2,049	2,556	2,019	2,106
	Eau de Vie	353	331	687	411	348
	Grappa And Marc	236	306	306	282	268
	Pisco	690	903	825	870	1,009
	Summary	7,339	8,766	9,222	7,867	8,827
Liqueurs	Anise And Herbal/Spice Liqueurs	36,486	38,485	44,120	38,528	37,689
	Coffee And Cocoa Liqueurs	9,921	10,987	13,426	10,656	10,433
	Cream/Dairy Liqueurs	11,826	13,018	16,964	14,731	11,751
	Fruit Liqueurs	52,723	59,240	49,773	44,760	56,365
	Nut Liqueurs	9,019	10,031	10,126	8,325	9,118
	Other Liqueurs	8,319	8,511	9,841	8,147	8,502
	Whiskey Liqueurs	4,039	4,497	5,400	4,729	4,300
	Summary	132,333	144,767	149,650	129,877	138,159
Other Spirits	Cachaca	472	617	462	428	592
	Flavoured Spirits	1,299	1,578	1,858	1,837	2,245
	Miscellaneous/Other Spirits	2,313	2,277	3,045	3,165	3,572

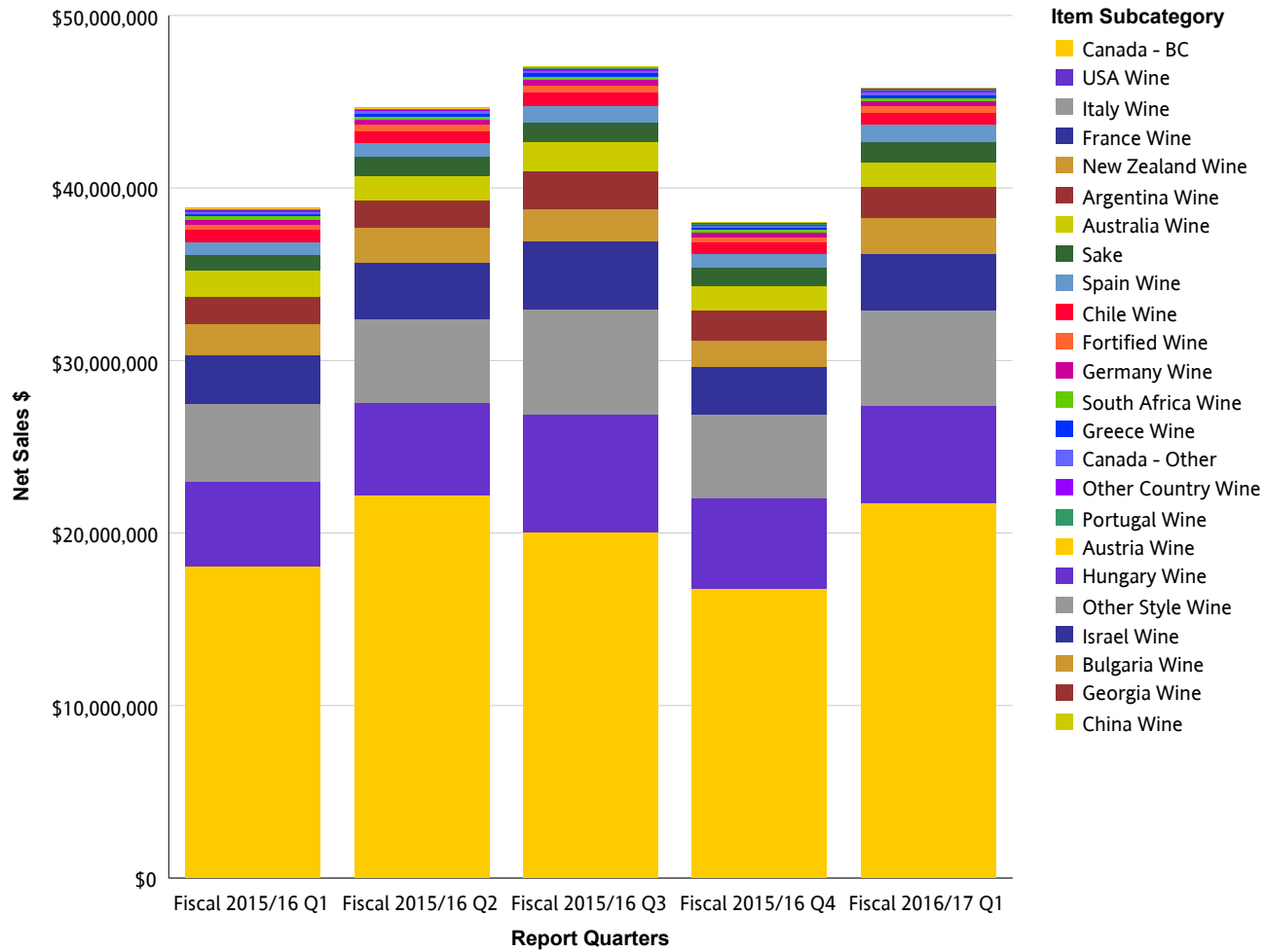
Spirits Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Other Spirits	Moonshine Spirits	98	100	90	74	81
	Ready to Mix Cocktails	19,062	20,979	16,083	14,659	19,093
	Ready to Serve Cocktails	63	93	59	25	33
	Schnapps and Akvavit	69	211	89	119	95
	Summary	23,375	25,856	21,686	20,308	25,711
Rum	Amber Rum	13,013	13,954	13,383	10,787	13,207
	Dark Rum	10,727	11,797	14,898	10,862	12,175
	Flavoured Rum	1,346	1,130	862	893	1,103
	Spiced Rum	24,342	26,270	31,625	24,820	25,560
	White Rum	48,625	55,335	46,342	38,749	50,965
	Summary	98,053	108,486	107,109	86,112	103,010
Tequila	Blanco/Silver Tequila	16,555	19,031	16,896	17,702	22,457
	Flavoured Tequila	134	94	192	146	196
	Gold Tequila	40,342	46,415	39,998	35,147	43,985
	Mezcal	428	452	342	423	632
	Summary	57,458	65,991	57,429	53,418	67,271
Vodka	Flavoured Vodka	25,420	27,444	23,774	21,334	26,122
	Straight Vodka	216,603	242,546	237,082	208,629	237,146
	Summary	242,023	269,991	260,856	229,963	263,268
Whisky	American Whiskey	15,077	15,890	17,533	14,358	14,790
	Blended Malt Scotch Whisky	3	39	38	14	17
	Blended Scotch Whisky	6,289	6,939	8,252	6,558	7,010
	Bourbon Whiskey	18,005	19,019	23,244	22,006	21,947
	Canadian Whisky	58,346	58,997	74,408	59,493	60,861
	Flavoured Whisky	0	2	5	4	6
	Irish Whiskey	17,421	18,803	22,996	23,599	22,706
	Other Country Whisky	109	169	392	274	238
	Single Malt Scotch Whisky	7,398	7,695	9,940	7,420	7,522

Spirits Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Whisky	Summary	122,648	127,553	156,808	133,726	135,097
Summary		761,782	839,447	855,247	741,764	839,573

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Argentina Wine	Argentina Red Wine	\$1,501,438	\$1,492,147	\$2,080,918	\$1,705,614	\$1,666,061
	Argentina Rose Wine	\$975	\$2,226	\$1,019	\$903	\$855
	Argentina Sparkling Wine	\$3,569	\$889	\$1,063	\$1,437	\$903
	Argentina White Wine	\$84,943	\$82,617	\$94,847	\$59,422	\$87,588
	Summary	\$1,590,924	\$1,577,878	\$2,177,847	\$1,767,376	\$1,755,407
Australia Wine	Australia Red Wine	\$1,079,160	\$1,035,304	\$1,356,769	\$1,089,788	\$1,041,073
	Australia Rose Wine	\$1,467	\$1,990	\$960	\$632	\$2,338
	Australia Sparkling Wine	\$38,506	\$40,510	\$40,750	\$21,128	\$39,640
	Australia White Wine	\$360,602	\$359,328	\$322,698	\$264,884	\$354,693
	Summary	\$1,479,735	\$1,437,132	\$1,721,177	\$1,376,431	\$1,437,743
Austria Wine	Austria Red Wine	\$6,177	\$2,280	\$2,513	\$10,516	\$6,764
	Austria Rose Wine	\$0	\$0	\$0	\$0	\$0
	Austria Sparkling Wine	\$0	\$0	\$0	\$0	\$0
	Austria White Wine	\$29,330	\$24,757	\$14,611	\$15,672	\$16,373
	Summary	\$35,507	\$27,037	\$17,124	\$26,188	\$23,138
Bulgaria Wine	Bulgaria Red Wine	\$195	\$177	\$1,485	\$976	\$542
	Bulgaria Sparkling Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria White Wine	\$0	\$0	\$247	\$123	\$111
	Summary	\$195	\$177	\$1,732	\$1,100	\$654
Canada - BC	Canada - BC Dessert Wine	\$10,107	\$15,659	\$7,119	\$12,239	\$12,604
	Canada - BC Fruit Wine	\$24,962	\$80,236	\$48,413	\$28,323	\$41,797
	Canada - BC Ice Wine	\$43,327	\$71,702	\$52,247	\$47,585	\$53,860
	Canada - BC Red Wine	\$7,854,351	\$9,394,173	\$10,140,006	\$8,427,743	\$9,427,971
	Canada - BC Rose Wine	\$447,872	\$665,462	\$210,585	\$181,116	\$632,666
	Canada - BC Sparkling Wine	\$391,579	\$570,052	\$487,488	\$383,642	\$520,579
	Canada - BC White Wine	\$9,318,614	\$11,411,048	\$9,065,645	\$7,707,261	\$11,066,357

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Canada - BC	Summary	\$18,090,812	\$22,208,332	\$20,011,503	\$16,787,908	\$21,755,834
Canada - Other	Canada - Other Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Canada - Other Fruit Wine	\$430	\$315	\$1,562	\$318	\$752
	Canada - Other Ice Wine	\$2,960	\$1,839	\$2,312	\$849	\$3,890
	Canada - Other Red Wine	\$3,680	\$3,663	\$5,290	\$4,311	\$1,916
	Canada - Other Rose Wine	\$0	\$0	\$0	\$0	\$0
	Canada - Other Sparkling Wine	\$102,312	\$104,272	\$120,590	\$77,917	\$140,531
	Canada - Other White Wine	\$5,763	\$7,872	\$2,699	\$4,319	\$1,719
	Summary	\$115,145	\$117,961	\$132,452	\$87,714	\$148,808
Chile Wine	Chile Fruit and Dessert Wine	\$2,280	\$1,404	\$2,367	\$1,054	\$1,508
	Chile Red Wine	\$415,098	\$402,302	\$500,982	\$411,680	\$421,339
	Chile Rose Wine	\$860	\$597	\$10	\$443	\$2,987
	Chile Sparkling Wine	\$444	\$724	\$1,985	\$3,013	\$2,165
	Chile White Wine	\$293,484	\$313,592	\$260,085	\$219,196	\$302,235
	Summary	\$712,166	\$718,618	\$765,428	\$635,386	\$730,235
China Wine	China Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	China Red Wine	\$0	\$20	\$180	\$40	\$512
	China White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$0	\$20	\$180	\$40	\$512
Fortified Wine	Other Fortified Domestic Wine	\$51,575	\$76,701	\$62,934	\$53,523	\$54,397
	Other Fortified Import Wine	\$76,817	\$92,724	\$100,643	\$83,160	\$93,472
	Port Wine	\$95,122	\$103,314	\$129,527	\$91,039	\$99,714
	Sherry Wine	\$17,983	\$16,183	\$20,011	\$13,893	\$18,124
	Vermouth Wine	\$70,406	\$74,743	\$85,169	\$82,022	\$90,622
	Summary	\$311,903	\$363,665	\$398,283	\$323,637	\$356,330
France Wine	France Champagne Wine	\$774,849	\$1,070,384	\$1,281,726	\$867,266	\$946,328
	France Fruit and Dessert Wine	\$13,979	\$9,555	\$11,247	\$11,990	\$10,131
	France Red Wine	\$957,974	\$999,502	\$1,679,366	\$1,036,542	\$1,098,539

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
France Wine	France Rose Wine	\$129,767	\$152,174	\$43,035	\$44,404	\$207,509
	France Sparkling Wine	\$164,691	\$174,245	\$195,887	\$146,116	\$190,096
	France White Wine	\$749,689	\$830,855	\$724,392	\$680,365	\$841,514
	Summary	\$2,790,949	\$3,236,715	\$3,935,654	\$2,786,683	\$3,294,116
Georgia Wine	Georgia Red Wine	\$134	\$252	\$1,062	\$289	\$17
	Georgia White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$134	\$252	\$1,062	\$289	\$17
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$491	\$1,110	\$525	\$2,318	\$5,988
	Germany Rose Wine	\$182	\$92	\$82	\$59	\$0
	Germany Sparkling Wine	\$113,383	\$125,768	\$184,363	\$120,525	\$140,420
	Germany White Wine	\$161,802	\$169,180	\$161,474	\$129,865	\$142,780
	Summary	\$275,857	\$296,151	\$346,443	\$252,766	\$289,188
Greece Wine	Greece Red Wine	\$87,854	\$85,165	\$102,994	\$82,396	\$99,606
	Greece Rose Wine	\$0	\$0	\$0	\$0	\$0
	Greece White Wine	\$80,132	\$88,908	\$83,295	\$61,031	\$86,965
	Summary	\$167,986	\$174,073	\$186,290	\$143,427	\$186,571
Hungary Wine	Hungary Fruit and Dessert Wine	\$2,551	\$4,355	\$4,218	\$3,246	\$4,516
	Hungary Red Wine	\$799	\$1,509	\$1,706	\$861	\$1,367
	Hungary Sparkling Wine	\$2,664	\$2,590	\$3,771	\$3,609	\$8,046
	Hungary White Wine	\$18,758	\$17,931	\$14,303	\$12,397	\$19,125
	Summary	\$24,772	\$26,386	\$23,998	\$20,114	\$33,053
Israel Wine	Israel Red Wine	\$3,120	\$1,265	\$449	\$2,054	\$1,868
	Israel Rose Wine	\$157	\$251	(\$16)	\$0	\$16
	Israel White Wine	\$2,459	\$922	\$47	\$824	\$1,138
	Summary	\$5,736	\$2,438	\$480	\$2,878	\$3,023
Italy Wine	Italy Fruit and Dessert Wine	\$609	\$1,548	\$236	\$1,955	\$866
	Italy Red Wine	\$2,377,759	\$2,476,459	\$3,697,836	\$2,943,600	\$2,901,205

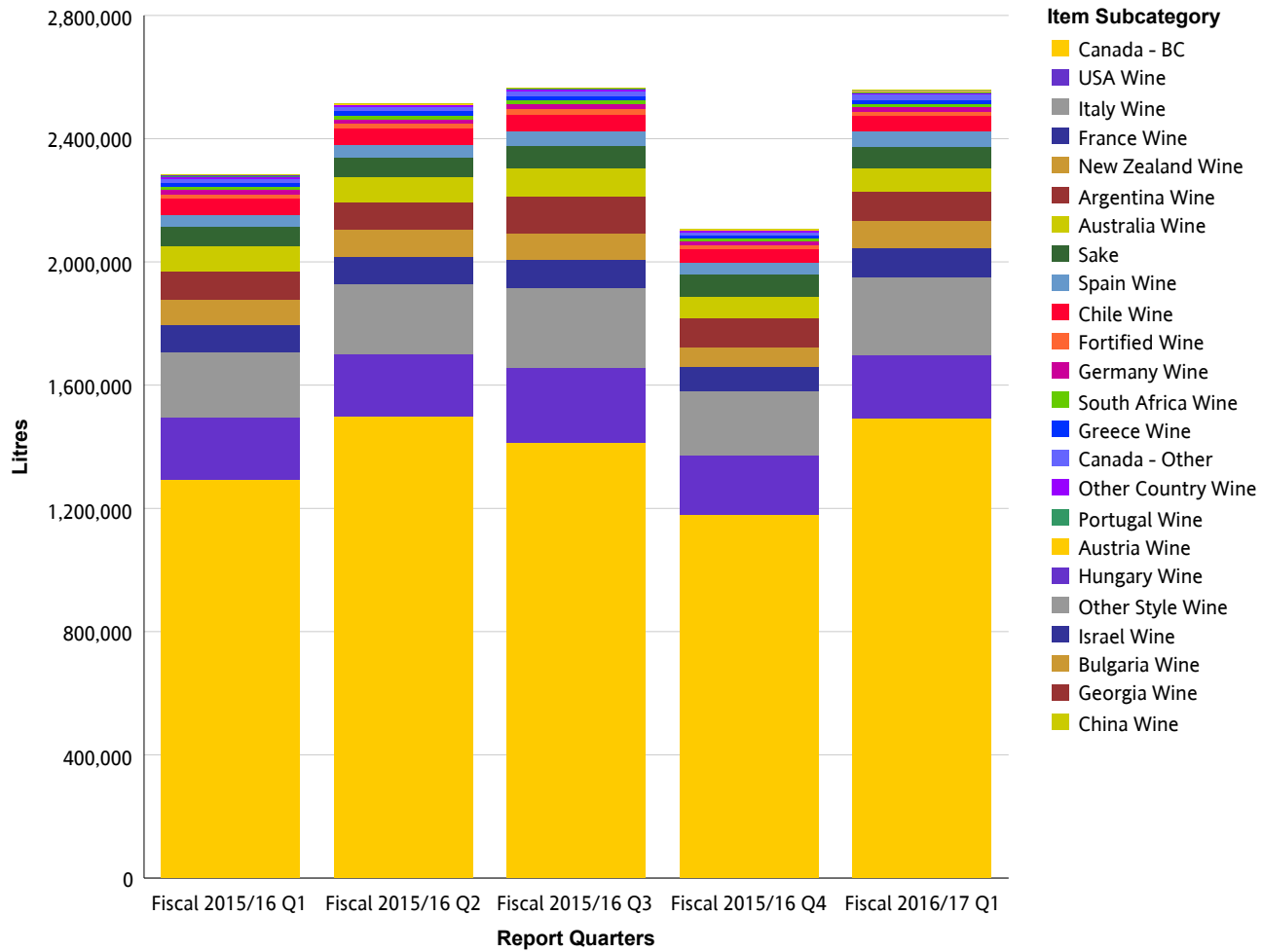
Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Italy Wine	Italy Rose Wine	\$26,889	\$28,976	\$14,832	\$9,252	\$40,862
	Italy Sparkling Wine	\$367,833	\$442,285	\$454,345	\$351,598	\$545,438
	Italy White Wine	\$1,394,933	\$1,524,506	\$1,487,617	\$1,222,743	\$1,636,641
	Prosecco Wine	\$352,715	\$415,366	\$418,114	\$298,159	\$436,625
	Summary	\$4,520,739	\$4,889,139	\$6,072,980	\$4,827,307	\$5,561,637
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	New Zealand Red Wine	\$64,104	\$77,130	\$159,851	\$60,070	\$84,637
	New Zealand Rose Wine	\$2,842	\$1,981	\$18	\$16	\$4,540
	New Zealand Sparkling Wine	\$6,385	\$6,399	\$4,313	\$10,301	\$7,931
	New Zealand White Wine	\$1,762,296	\$1,959,700	\$1,713,549	\$1,452,513	\$1,991,610
	Summary	\$1,835,626	\$2,045,210	\$1,877,730	\$1,522,899	\$2,088,717
Other Country Wine	Other Country Fruit and Dessert Wine	\$75,619	\$82,148	\$81,090	\$72,972	\$79,995
	Other Country Red Wine	\$8,004	\$6,748	\$15,284	\$9,896	\$13,558
	Other Country Rose Wine	\$523	\$2,615	\$784	\$262	\$3,603
	Other Country Sparkling Wine	\$448	\$692	\$1,820	\$534	\$670
	Other Country White Wine	\$6,685	\$6,009	\$10,609	\$6,870	\$3,830
	Summary	\$91,279	\$98,211	\$109,587	\$90,532	\$101,655
Other Style Wine	Aperitif And Flavoured Wine	\$3,318	\$4,247	\$2,545	\$2,585	\$3,638
	Mead	\$0	\$0	\$0	\$2,929	\$1,373
	Rice Wine	\$12,442	\$15,506	\$15,916	\$13,115	\$11,917
	Summary	\$15,760	\$19,753	\$18,462	\$18,629	\$16,928
Portugal Wine	Portugal Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Portugal Red Wine	\$27,431	\$16,119	\$32,599	\$25,279	\$32,966
	Portugal Rose Wine	\$5,433	\$5,257	\$3,312	\$2,736	\$4,956
	Portugal Sparkling Wine	\$0	\$0	\$0	\$0	\$0
	Portugal White Wine	\$22,684	\$18,161	\$10,289	\$11,315	\$23,478
	Summary	\$55,548	\$39,536	\$46,199	\$39,329	\$61,400
Sake	Japan Sake	\$442,535	\$609,758	\$574,789	\$544,304	\$681,880

Wine Sales (Net \$)

Net Sales \$		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Sake	Other Country Sake	\$22,841	\$22,613	\$23,808	\$19,400	\$24,315
	USA Sake	\$457,135	\$455,576	\$517,170	\$504,378	\$479,529
	Summary	\$922,511	\$1,087,947	\$1,115,767	\$1,068,082	\$1,185,724
South Africa Wine	South Africa Fruit and Dessert Wine	\$30	\$0	\$30	\$283	\$0
	South Africa Red Wine	\$84,367	\$91,272	\$99,256	\$82,778	\$87,787
	South Africa Rose Wine	\$46	\$220	\$0	\$0	\$408
	South Africa Sparkling Wine	\$3,378	\$6,888	\$6,706	\$3,631	\$2,787
	South Africa White Wine	\$96,293	\$104,008	\$80,067	\$56,930	\$85,442
	Summary	\$184,115	\$202,388	\$186,059	\$143,622	\$176,423
Spain Wine	Spain Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Spain Red Wine	\$396,505	\$403,321	\$592,020	\$539,101	\$533,296
	Spain Rose Wine	\$15,675	\$16,961	\$6,823	\$5,811	\$16,646
	Spain Sparkling Wine	\$244,531	\$256,572	\$311,750	\$233,146	\$331,474
	Spain White Wine	\$75,720	\$103,496	\$80,502	\$61,850	\$93,050
	Summary	\$732,430	\$780,350	\$991,095	\$839,908	\$974,466
USA Wine	USA Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	USA Red Wine	\$3,638,248	\$3,894,906	\$5,480,773	\$4,134,050	\$4,218,518
	USA Rose Wine	\$77,589	\$86,244	\$63,088	\$50,916	\$80,534
	USA Sparkling Wine	\$52,447	\$66,653	\$72,236	\$43,009	\$76,843
	USA White Wine	\$1,132,690	\$1,274,210	\$1,262,527	\$1,006,612	\$1,226,875
	Summary	\$4,900,974	\$5,322,013	\$6,878,624	\$5,234,587	\$5,602,770
Summary		\$38,860,803	\$44,671,385	\$47,016,154	\$37,996,834	\$45,784,348

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Argentina Wine	Argentina Red Wine	83,979	81,732	113,079	90,100	88,278
	Argentina Rose Wine	68	134	52	55	52
	Argentina Sparkling Wine	139	46	47	64	32
	Argentina White Wine	5,560	5,453	6,290	3,754	5,552
	Summary	89,746	87,364	119,468	93,973	93,914
Australia Wine	Australia Red Wine	56,450	53,614	69,560	53,488	51,400
	Australia Rose Wine	76	115	64	32	107
	Australia Sparkling Wine	2,428	2,501	2,534	1,298	2,379
	Australia White Wine	24,583	24,672	21,835	17,178	22,802
	Summary	83,538	80,903	93,993	71,996	76,688
Austria Wine	Austria Red Wine	207	81	90	180	233
	Austria Rose Wine	0	0	0	0	0
	Austria Sparkling Wine	0	0	0	0	0
	Austria White Wine	1,108	836	560	578	617
	Summary	1,315	916	650	758	850
Bulgaria Wine	Bulgaria Red Wine	13	13	80	49	39
	Bulgaria Sparkling Wine	0	0	0	0	0
	Bulgaria White Wine	0	0	18	9	9
	Summary	13	13	98	58	48
Canada - BC	Canada - BC Dessert Wine	173	200	192	211	281
	Canada - BC Fruit Wine	892	3,436	2,041	1,238	1,748
	Canada - BC Ice Wine	690	1,029	759	527	561
	Canada - BC Red Wine	543,349	599,889	678,000	564,835	623,057
	Canada - BC Rose Wine	22,311	32,985	10,973	9,667	31,991
	Canada - BC Sparkling Wine	15,634	22,130	19,081	14,769	20,520
	Canada - BC White Wine	708,423	837,714	700,486	589,569	815,648

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Canada - BC	Summary	1,291,472	1,497,383	1,411,533	1,180,816	1,493,806
Canada - Other	Canada - Other Dessert Wine	0	0	0	0	0
	Canada - Other Fruit Wine	6	4	23	4	12
	Canada - Other Ice Wine	23	18	22	7	33
	Canada - Other Red Wine	260	263	323	301	134
	Canada - Other Rose Wine	0	0	0	0	0
	Canada - Other Sparkling Wine	12,333	12,724	14,856	9,314	16,946
	Canada - Other White Wine	311	435	176	264	116
	Summary	12,932	13,444	15,400	9,891	17,240
Chile Wine	Chile Fruit and Dessert Wine	63	37	66	27	40
	Chile Red Wine	29,619	28,420	33,280	26,279	26,841
	Chile Rose Wine	59	44	1	27	185
	Chile Sparkling Wine	22	32	80	102	73
	Chile White Wine	24,129	25,896	20,780	16,801	22,324
	Summary	53,893	54,429	54,206	43,237	49,463
China Wine	China Fruit and Dessert Wine	0	0	0	0	0
	China Red Wine	0	1	7	2	19
	China White Wine	0	0	0	0	0
	Summary	0	1	7	2	19
Fortified Wine	Other Fortified Domestic Wine	3,022	3,703	3,710	2,970	3,354
	Other Fortified Import Wine	3,317	3,736	3,928	3,382	3,781
	Port Wine	1,949	2,122	2,585	1,955	2,083
	Sherry Wine	590	578	671	506	583
	Vermouth Wine	4,811	4,967	5,360	5,276	5,812
	Summary	13,689	15,105	16,253	14,089	15,613
France Wine	France Champagne Wine	7,470	9,590	12,249	7,560	8,790
	France Fruit and Dessert Wine	182	115	122	140	140
	France Red Wine	34,735	31,316	42,962	36,014	34,465

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
France Wine	France Rose Wine	5,836	6,879	1,846	1,954	8,746
	France Sparkling Wine	8,706	8,870	10,371	7,774	9,962
	France White Wine	29,874	29,120	25,226	25,242	30,801
	Summary	86,803	85,889	92,776	78,684	92,904
Georgia Wine	Georgia Red Wine	6	11	47	13	1
	Georgia White Wine	0	0	0	0	0
	Summary	6	11	47	13	1
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	26	54	36	74	154
	Germany Rose Wine	13	8	5	4	0
	Germany Sparkling Wine	5,947	6,669	9,526	5,887	7,240
	Germany White Wine	7,761	7,903	7,437	5,863	6,652
	Summary	13,747	14,634	17,005	11,829	14,046
Greece Wine	Greece Red Wine	6,596	6,299	7,478	6,069	7,084
	Greece Rose Wine	0	0	0	0	0
	Greece White Wine	6,180	6,860	6,298	4,562	6,416
	Summary	12,775	13,158	13,776	10,630	13,499
Hungary Wine	Hungary Fruit and Dessert Wine	30	48	48	39	50
	Hungary Red Wine	59	86	75	57	79
	Hungary Sparkling Wine	190	180	241	226	526
	Hungary White Wine	1,415	1,348	1,042	948	1,360
	Summary	1,695	1,662	1,406	1,270	2,014
Israel Wine	Israel Red Wine	160	65	23	92	86
	Israel Rose Wine	8	12	-1	0	1
	Israel White Wine	127	46	2	38	50
	Summary	295	124	25	129	136
Italy Wine	Italy Fruit and Dessert Wine	4	14	2	18	6
	Italy Red Wine	92,984	93,592	130,800	104,255	108,697

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Italy Wine	Italy Rose Wine	1,142	1,257	625	443	1,839
	Italy Sparkling Wine	19,780	22,960	22,718	17,445	28,030
	Italy White Wine	83,844	90,659	85,741	71,625	95,694
	Prosecco Wine	16,772	19,484	19,571	13,834	20,126
	Summary	214,525	227,965	259,456	207,620	254,392
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	0
	New Zealand Red Wine	2,414	2,732	5,540	2,012	2,860
	New Zealand Rose Wine	134	94	1	1	206
	New Zealand Sparkling Wine	221	225	148	358	267
	New Zealand White Wine	80,721	87,842	76,527	62,352	86,357
	Summary	83,490	90,894	82,216	64,722	89,690
Other Country Wine	Other Country Fruit and Dessert Wine	4,322	4,721	4,760	4,031	4,264
	Other Country Red Wine	220	202	514	290	464
	Other Country Rose Wine	18	90	27	9	125
	Other Country Sparkling Wine	37	28	95	20	32
	Other Country White Wine	224	190	313	213	118
	Summary	4,821	5,231	5,709	4,564	5,004
Other Style Wine	Aperitif And Flavoured Wine	138	226	99	110	188
	Mead	0	0	0	292	136
	Rice Wine	701	1,002	1,062	821	841
	Summary	839	1,229	1,161	1,223	1,166
Portugal Wine	Portugal Fruit and Dessert Wine	0	0	0	0	0
	Portugal Red Wine	1,104	656	1,372	1,250	1,537
	Portugal Rose Wine	404	430	254	213	400
	Portugal Sparkling Wine	0	0	0	0	0
	Portugal White Wine	1,474	1,194	645	686	1,360
	Summary	2,982	2,279	2,272	2,150	3,297
Sake	Japan Sake	12,203	15,491	15,133	13,945	16,591

Wine Sales (Litres)

Litres		Fiscal 2015/16 Q1	Fiscal 2015/16 Q2	Fiscal 2015/16 Q3	Fiscal 2015/16 Q4	Fiscal 2016/17 Q1
Sake	Other Country Sake	1,415	1,502	1,279	1,013	1,322
	USA Sake	50,748	49,185	56,677	54,702	51,772
	Summary	64,366	66,178	73,089	69,660	69,685
South Africa Wine	South Africa Fruit and Dessert Wine	0	0	0	3	0
	South Africa Red Wine	5,267	5,785	6,168	4,840	5,212
	South Africa Rose Wine	3	14	0	0	26
	South Africa Sparkling Wine	203	436	436	222	160
	South Africa White Wine	6,212	6,980	5,289	3,641	5,524
	Summary	11,686	13,216	11,893	8,706	10,922
Spain Wine	Spain Fruit and Dessert Wine	0	0	0	0	0
	Spain Red Wine	18,317	18,817	26,640	23,947	25,685
	Spain Rose Wine	858	980	411	324	1,028
	Spain Sparkling Wine	13,280	13,763	17,437	12,348	17,461
	Spain White Wine	3,537	4,696	3,456	2,689	4,053
	Summary	35,991	38,255	47,944	39,307	48,227
USA Wine	USA Fruit and Dessert Wine	0	0	0	0	0
	USA Red Wine	135,001	133,308	176,734	139,388	138,846
	USA Rose Wine	7,063	7,706	5,826	4,750	6,552
	USA Sparkling Wine	3,310	3,794	4,381	2,727	4,209
	USA White Wine	56,566	59,503	58,468	44,741	54,341
	Summary	201,940	204,310	245,408	191,605	203,948
Summary		2,282,559	2,514,595	2,565,789	2,106,930	2,556,573

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.