

Liquor Market Review

Fiscal 2021/22 Q1

June 2021



**LIQUOR
DISTRIBUTION
BRANCH**

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Introduction

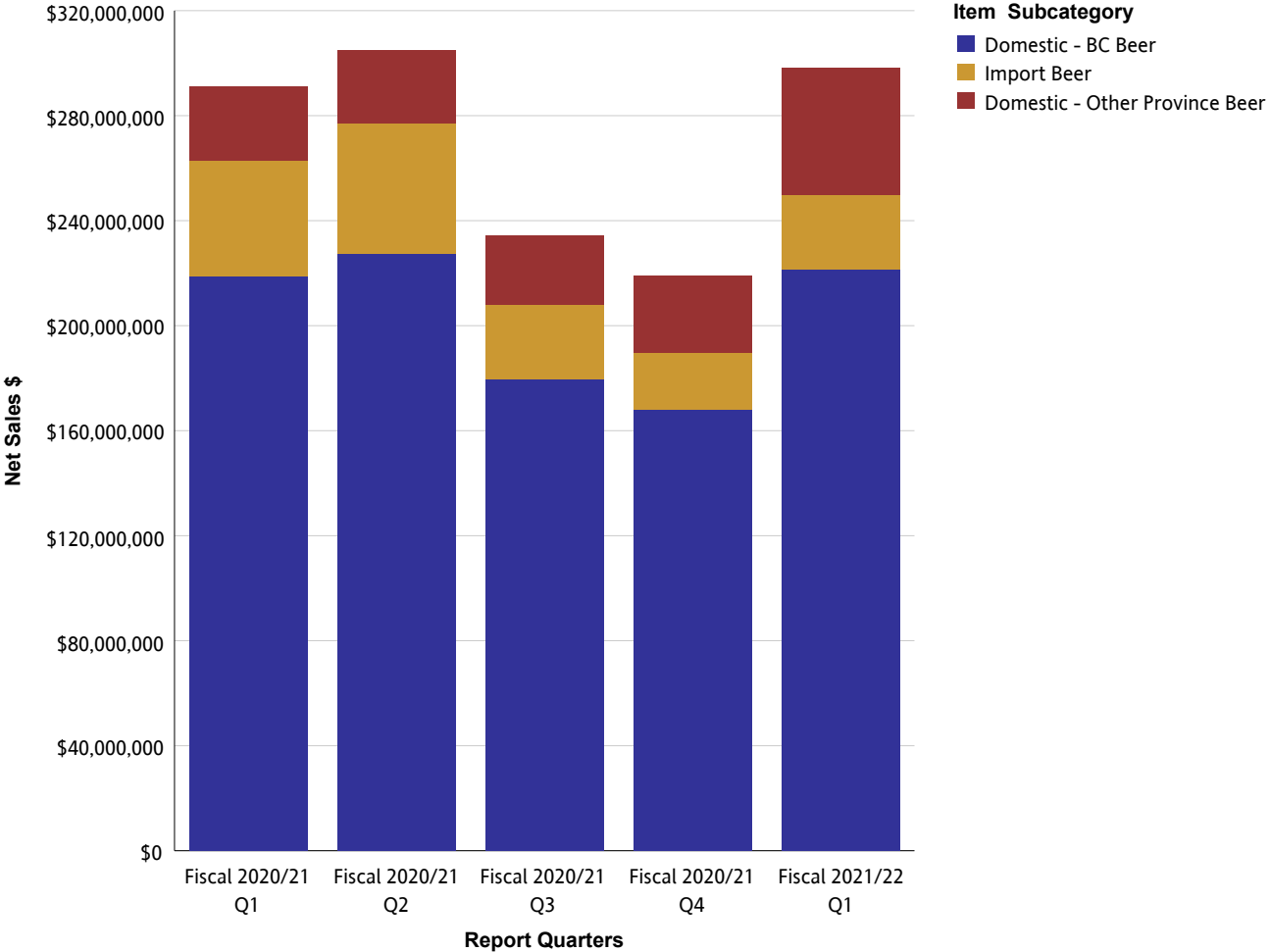
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

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

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

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

Beer Sales (Net \$)

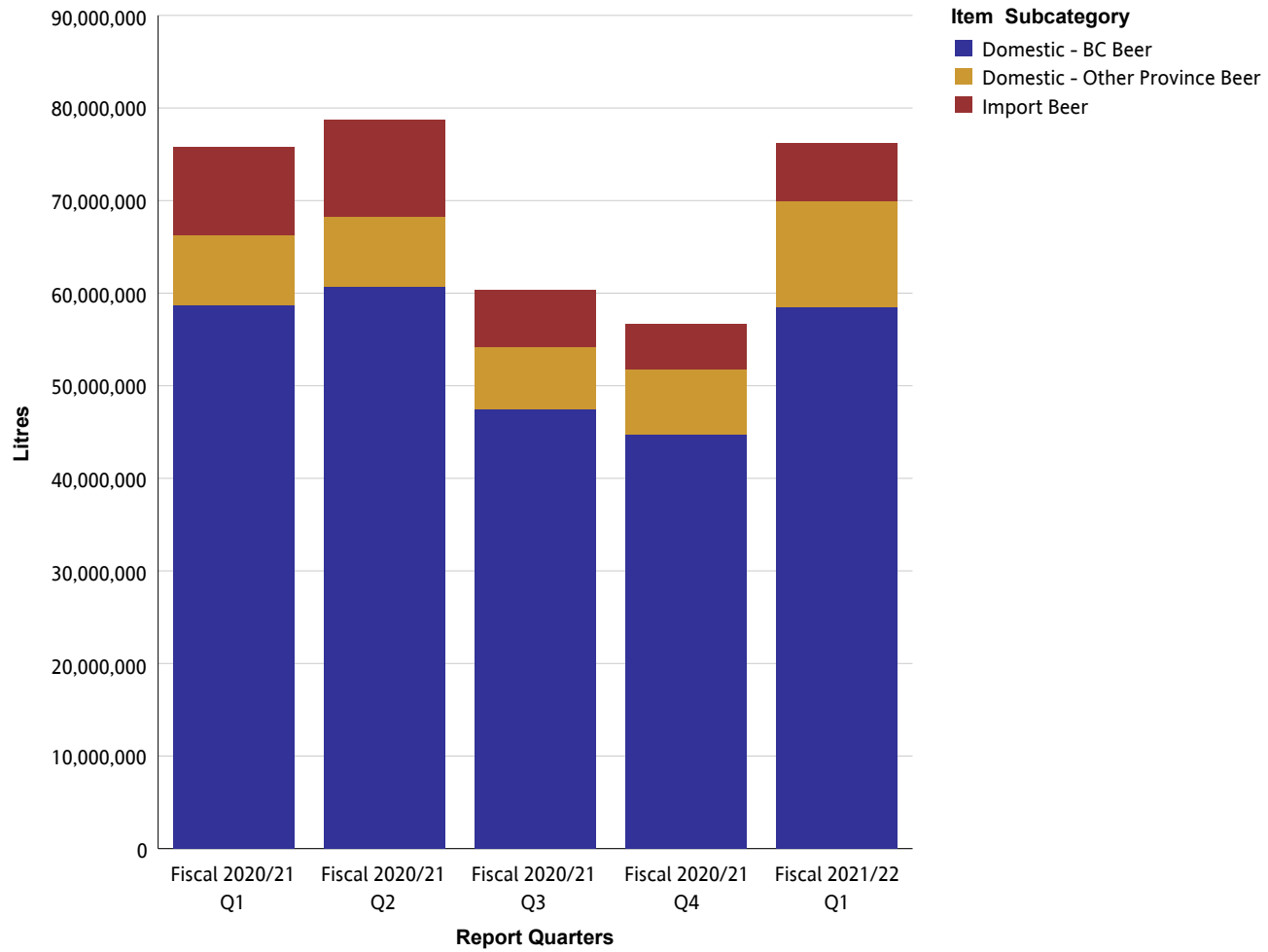


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	\$136,222,660	\$136,117,705	\$104,815,457	\$99,969,933	\$129,431,570
	Domestic - BC Micro Brew Beer	\$33,147,382	\$38,492,046	\$30,968,540	\$29,809,626	\$40,189,842
	Domestic - BC Regional Beer	\$49,341,729	\$52,904,002	\$44,005,674	\$38,014,952	\$51,664,127
	Summary	\$218,711,771	\$227,513,753	\$179,789,671	\$167,794,511	\$221,285,539
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$27,067,651	\$26,556,592	\$25,558,598	\$28,205,203	\$47,004,155
	Domestic - Other Province Micro Brew Beer	\$93,129	\$150,470	\$129,763	\$150,630	\$192,047
	Domestic - Other Province Regional Beer	\$888,718	\$1,163,330	\$828,606	\$830,137	\$1,323,148
	Summary	\$28,049,498	\$27,870,392	\$26,516,966	\$29,185,970	\$48,519,349
Import Beer	Asia And South Pacific Beer	\$1,060,200	\$1,355,234	\$1,141,080	\$1,122,806	\$1,242,337
	Europe Beer	\$25,282,565	\$27,520,449	\$19,165,293	\$17,344,171	\$21,468,330
	Mexico And Caribbean Beer	\$15,495,375	\$18,746,416	\$6,182,590	\$1,808,334	\$3,688,402
	Other Country Beer	\$54,429	\$61,143	\$80,740	\$122,427	\$117,914
	USA Beer	\$2,361,193	\$2,033,265	\$1,561,354	\$1,610,268	\$2,078,638
	Summary	\$44,253,761	\$49,716,507	\$28,131,056	\$22,008,007	\$28,595,621
Summary		\$291,015,030	\$305,100,653	\$234,437,692	\$218,988,487	\$298,400,510

Beer Sales (Litres)

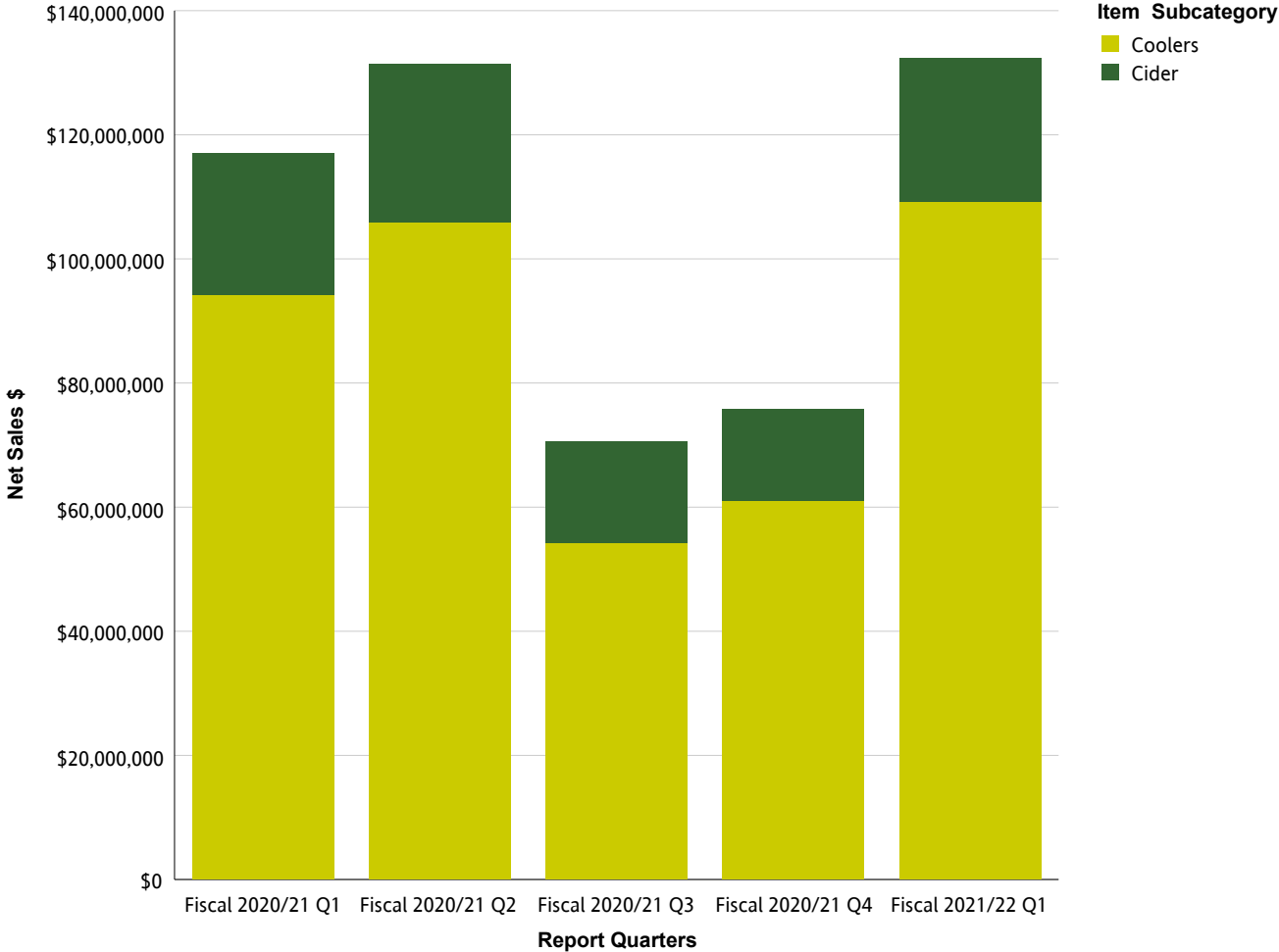


Beer Sales (Litres)

Beer

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	39,277,035	38,931,314	29,761,211	28,684,671	36,880,230
	Domestic - BC Micro Brew Beer	6,276,590	7,698,789	5,983,660	5,826,698	7,912,866
	Domestic - BC Regional Beer	13,095,300	14,122,578	11,705,017	10,218,453	13,667,122
	Summary	58,648,925	60,752,682	47,449,887	44,729,823	58,460,218
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	7,444,718	7,195,881	6,486,524	6,758,410	11,037,586
	Domestic - Other Province Micro Brew Beer	14,419	22,824	17,816	21,524	27,099
	Domestic - Other Province Regional Beer	204,302	287,207	210,935	216,519	351,866
	Summary	7,663,439	7,505,912	6,715,275	6,996,453	11,416,551
Import Beer	Asia And South Pacific Beer	214,868	265,847	227,092	216,977	239,755
	Europe Beer	5,727,210	6,129,526	4,426,990	3,963,595	4,830,842
	Mexico And Caribbean Beer	3,004,514	3,657,187	1,174,048	358,477	756,969
	Other Country Beer	11,450	13,026	19,838	29,489	26,884
	USA Beer	511,847	409,681	328,521	333,405	444,329
	Summary	9,469,890	10,475,268	6,176,489	4,901,942	6,298,778
Summary		75,782,254	78,733,861	60,341,651	56,628,218	76,175,547

Refreshment Beverages Sales (Net \$)

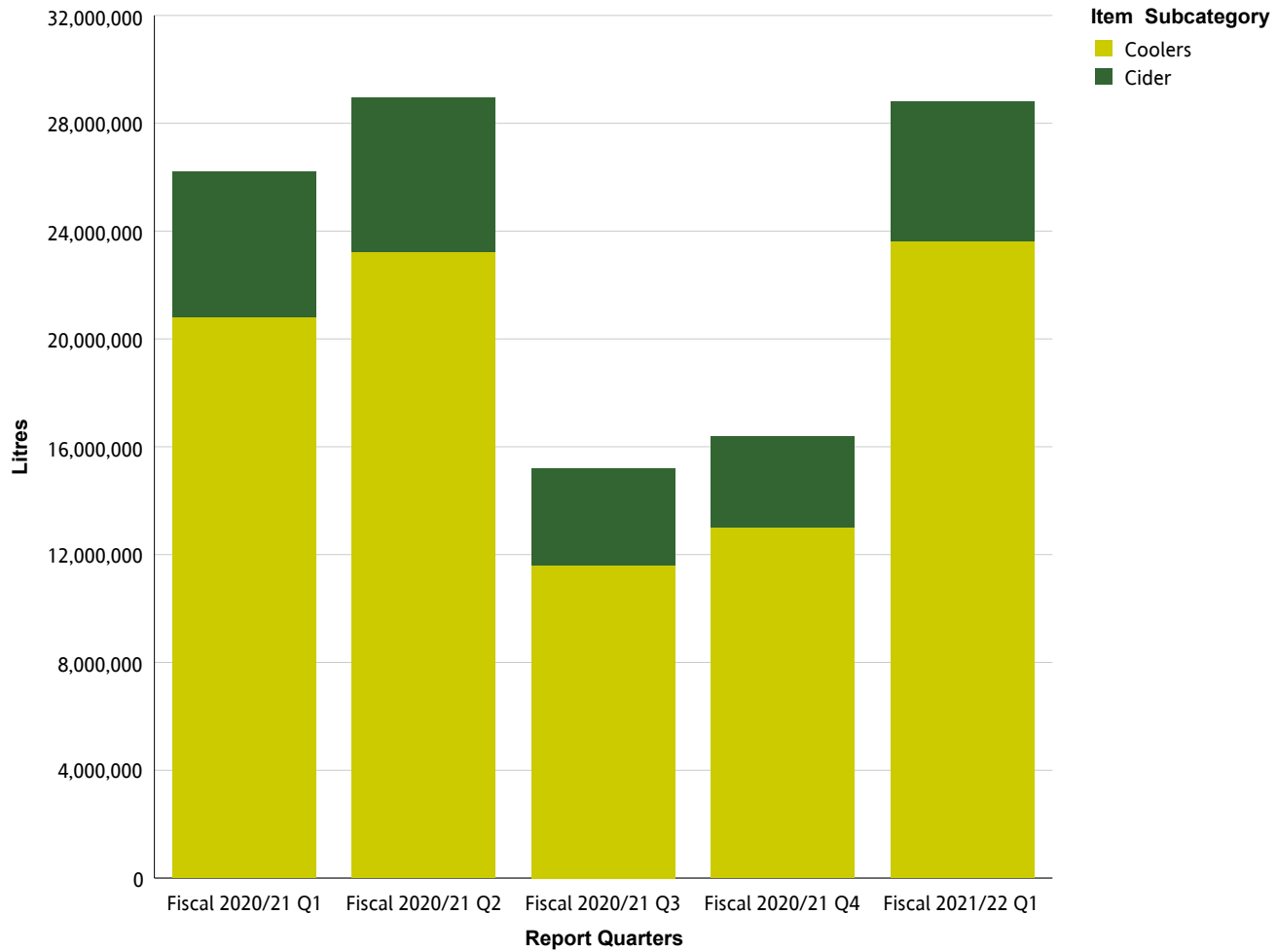


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Cider	Domestic Cider	\$19,135,143	\$22,269,624	\$14,142,953	\$12,644,549	\$19,696,190
	Import Cider	\$3,673,577	\$3,226,034	\$2,175,650	\$2,161,834	\$3,460,849
	Summary	\$22,808,720	\$25,495,659	\$16,318,603	\$14,806,383	\$23,157,038
Coolers	Malt-Based Coolers	\$462,601	\$536,419	\$218,016	\$2,376,873	\$2,261,202
	Spirit Coolers	\$92,357,851	\$103,866,719	\$52,998,183	\$57,637,196	\$104,590,334
	Wine/Fruit Coolers	\$1,398,378	\$1,537,380	\$960,123	\$1,014,476	\$2,315,235
	Summary	\$94,218,830	\$105,940,518	\$54,176,322	\$61,028,545	\$109,166,771
Summary		\$117,027,550	\$131,436,177	\$70,494,925	\$75,834,928	\$132,323,810

Refreshment Beverages Sales (Litres)

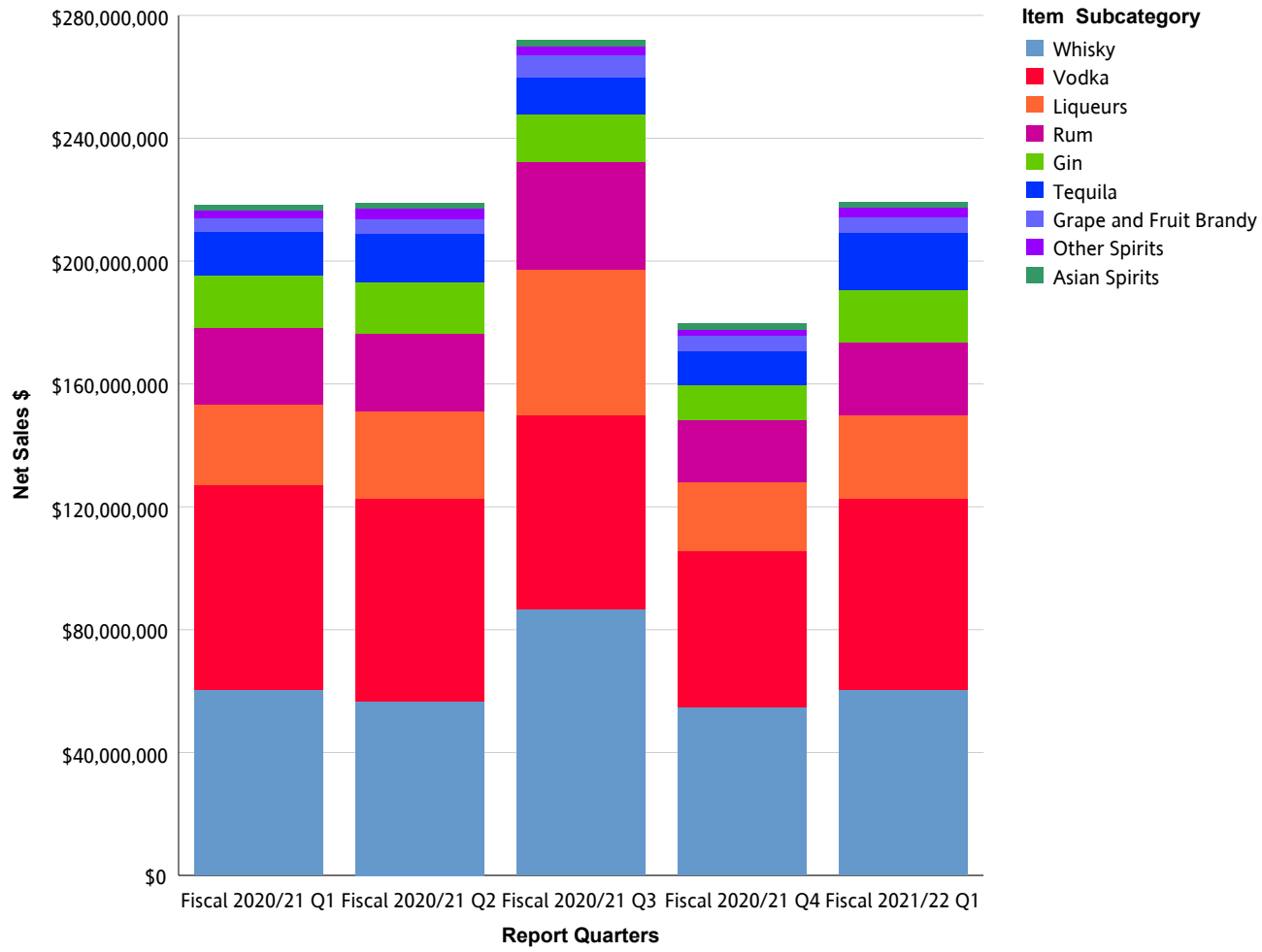


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Cider	Domestic Cider	4,512,320	4,969,886	3,123,468	2,911,980	4,422,785
	Import Cider	872,614	760,452	483,225	467,571	754,964
	Summary	5,384,934	5,730,338	3,606,693	3,379,551	5,177,749
Coolers	Malt-Based Coolers	94,755	108,755	41,943	525,123	476,640
	Spirit Coolers	20,506,034	22,860,912	11,413,383	12,345,572	22,795,186
	Wine/Fruit Coolers	223,814	245,141	136,761	154,451	367,181
	Summary	20,824,603	23,214,807	11,592,087	13,025,145	23,639,007
Summary		26,209,537	28,945,145	15,198,779	16,404,695	28,816,756

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Asian Spirits	China Spirits	\$894,781	\$691,059	\$1,011,494	\$1,076,065	\$661,151
	Korea Spirits	\$751,696	\$993,600	\$853,344	\$855,692	\$852,624
	Other Country Asian Spirits	\$66,865	\$133,795	\$116,240	\$138,417	\$122,624
	Summary	\$1,713,342	\$1,818,453	\$1,981,078	\$2,070,174	\$1,636,399
Gin	Dry Gin	\$15,332,675	\$14,996,470	\$13,628,846	\$10,041,079	\$14,876,452
	Flavoured Gin	\$1,255,432	\$1,423,699	\$1,330,560	\$1,009,603	\$1,783,406
	Other Gin	\$498,362	\$514,465	\$553,059	\$364,762	\$389,794
	Summary	\$17,086,468	\$16,934,634	\$15,512,466	\$11,415,444	\$17,049,652
Grape and Fruit Brandy	Armagnac	\$25,584	\$44,220	\$162,210	\$84,150	\$58,093
	Brandy	\$2,457,773	\$2,276,193	\$3,490,548	\$2,254,892	\$2,314,633
	Cognac	\$1,744,991	\$2,054,414	\$3,002,202	\$2,423,727	\$2,323,231
	Eau de Vie	\$286,804	\$251,055	\$408,567	\$225,237	\$243,502
	Grappa And Marc	\$46,176	\$57,768	\$101,828	\$69,436	\$70,008
	Pisco	\$58,743	\$94,232	\$72,429	\$84,045	\$89,438
	Summary	\$4,620,072	\$4,777,882	\$7,237,784	\$5,141,488	\$5,098,905
Liqueurs	Anise And Herbal/Spice Liqueurs	\$7,266,277	\$7,654,782	\$9,016,059	\$6,604,716	\$7,653,473
	Coffee And Cocoa Liqueurs	\$1,863,623	\$1,894,215	\$3,453,981	\$1,359,742	\$1,711,636
	Cream/Dairy Liqueurs	\$9,285,978	\$9,711,035	\$24,326,853	\$8,164,003	\$8,907,110
	Fruit Liqueurs	\$3,962,673	\$5,333,022	\$5,270,833	\$3,620,714	\$4,935,562
	Nut Liqueurs	\$1,695,746	\$1,719,925	\$2,026,521	\$1,199,036	\$1,747,826
	Other Liqueurs	\$660,090	\$875,758	\$1,150,200	\$606,933	\$788,913
	Whiskey Liqueurs	\$1,452,118	\$1,389,580	\$2,176,162	\$1,123,467	\$1,223,413
	Summary	\$26,186,504	\$28,578,317	\$47,420,608	\$22,678,611	\$26,967,932
Other Spirits	Cachaca	\$33,022	\$51,214	\$35,576	\$33,620	\$51,000
	Flavoured Spirits	\$81,952	\$171,211	\$172,092	\$82,708	\$114,461
	Miscellaneous/Other Spirits	\$403,806	\$343,392	\$473,798	\$211,617	\$309,874

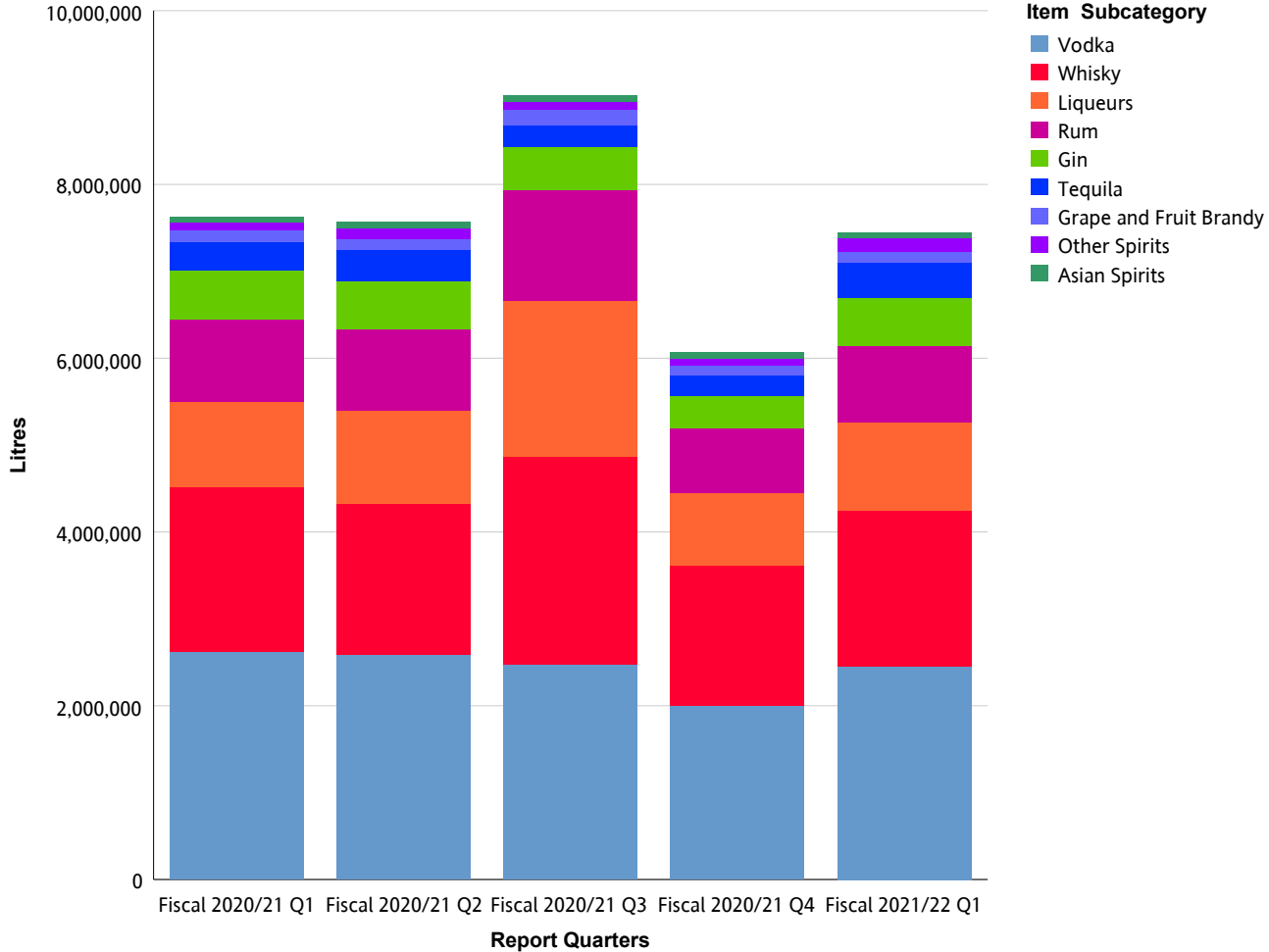
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Other Spirits	Moonshine Spirits	\$386,964	\$444,380	\$413,737	\$270,084	\$319,599
	Ready to Mix Cocktails	\$397,969	\$514,595	\$380,780	\$356,258	\$455,998
	Ready to Serve Cocktails	\$1,124,593	\$1,573,361	\$1,216,599	\$1,028,197	\$1,919,946
	Schnapps and Akvavit	\$53,130	\$66,444	\$88,494	\$47,926	\$52,328
	Summary	\$2,481,435	\$3,164,598	\$2,781,077	\$2,030,411	\$3,223,206
Rum	Amber Rum	\$6,139,899	\$6,234,195	\$8,797,398	\$5,474,260	\$6,107,809
	Dark Rum	\$2,826,254	\$2,771,603	\$4,261,026	\$2,662,785	\$2,831,889
	Flavoured Rum	\$818,329	\$601,362	\$838,093	\$469,643	\$744,698
	Spiced Rum	\$7,742,164	\$7,953,711	\$13,632,534	\$5,789,262	\$6,923,773
	White Rum	\$7,537,031	\$7,585,746	\$7,503,286	\$5,634,272	\$7,272,359
	Summary	\$25,063,677	\$25,146,617	\$35,032,337	\$20,030,222	\$23,880,528
Tequila	Blanco/Silver Tequila	\$5,043,109	\$5,652,830	\$4,160,969	\$3,967,448	\$7,369,876
	Flavoured Tequila	\$237,141	\$277,547	\$205,423	\$193,056	\$405,139
	Gold Tequila	\$8,088,854	\$9,353,952	\$6,985,119	\$6,198,864	\$10,084,602
	Mezcal	\$587,008	\$634,364	\$616,646	\$607,986	\$703,362
	Summary	\$13,956,112	\$15,918,692	\$11,968,157	\$10,967,355	\$18,562,979
Vodka	Flavoured Vodka	\$9,141,332	\$7,357,117	\$5,526,932	\$4,263,568	\$6,647,562
	Straight Vodka	\$57,446,398	\$58,612,167	\$57,699,869	\$46,338,223	\$55,805,506
	Summary	\$66,587,730	\$65,969,284	\$63,226,801	\$50,601,792	\$62,453,068
Whisky	American Whiskey	\$2,402,183	\$2,284,602	\$3,096,197	\$2,051,957	\$2,427,204
	Blended Malt Scotch Whisky	\$228,830	\$163,772	\$297,439	\$174,253	\$164,997
	Blended Scotch Whisky	\$7,916,476	\$6,972,812	\$10,350,671	\$7,118,401	\$7,451,728
	Bourbon Whiskey	\$4,396,686	\$4,249,826	\$6,623,323	\$4,450,098	\$4,984,946
	Canadian Whisky	\$30,794,521	\$28,221,649	\$36,707,456	\$24,562,396	\$29,084,064
	Flavoured Whisky	\$50,787	\$271,651	\$460,659	\$132,722	\$211,138
	Irish Whiskey	\$3,831,866	\$4,289,107	\$6,826,775	\$5,118,683	\$4,359,002
	Other Country Whisky	\$980,632	\$1,210,872	\$1,985,335	\$1,372,027	\$1,199,551
	Single Malt Scotch Whisky	\$9,921,108	\$8,913,831	\$20,265,769	\$9,940,472	\$10,415,874

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Whisky	Summary	\$60,523,089	\$56,578,123	\$86,613,624	\$54,921,010	\$60,298,505
Summary		\$218,218,428	\$218,886,601	\$271,773,933	\$179,856,506	\$219,171,175

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Asian Spirits	China Spirits	14,426	14,948	17,983	19,850	13,005
	Korea Spirits	43,683	57,726	49,682	49,693	49,369
	Other Country Asian Spirits	1,992	3,133	2,996	3,436	2,841
	Summary	60,101	75,808	70,662	72,979	65,215
Gin	Dry Gin	518,856	500,135	443,060	332,203	489,873
	Flavoured Gin	38,740	44,074	37,531	30,139	54,087
	Other Gin	9,701	10,531	10,952	7,461	7,838
	Summary	567,298	554,741	491,543	369,803	551,798
Grape and Fruit Brandy	Armagnac	264	392	1,470	678	483
	Brandy	97,010	88,454	137,441	87,920	86,691
	Cognac	18,967	20,577	28,111	22,621	21,548
	Eau de Vie	6,605	5,885	8,951	5,236	5,787
	Grappa And Marc	1,031	1,159	1,826	1,350	1,463
	Pisco	1,556	2,536	1,848	2,203	2,421
	Summary	125,433	119,004	179,647	120,009	118,392
Liqueurs	Anise And Herbal/Spice Liqueurs	261,083	269,635	324,153	232,732	278,357
	Coffee And Cocoa Liqueurs	74,465	75,451	141,028	54,203	68,762
	Cream/Dairy Liqueurs	376,367	382,249	969,921	317,526	347,704
	Fruit Liqueurs	137,930	199,053	169,288	126,030	173,717
	Nut Liqueurs	69,882	69,323	77,612	45,413	71,715
	Other Liqueurs	20,246	28,096	37,799	20,607	25,285
	Whiskey Liqueurs	47,449	44,141	67,574	36,411	42,772
	Summary	987,422	1,067,948	1,787,374	832,923	1,008,313
Other Spirits	Cachaca	987	1,442	999	886	1,376
	Flavoured Spirits	1,614	3,251	3,496	1,705	2,207
	Miscellaneous/Other Spirits	8,323	6,237	7,891	4,267	5,697

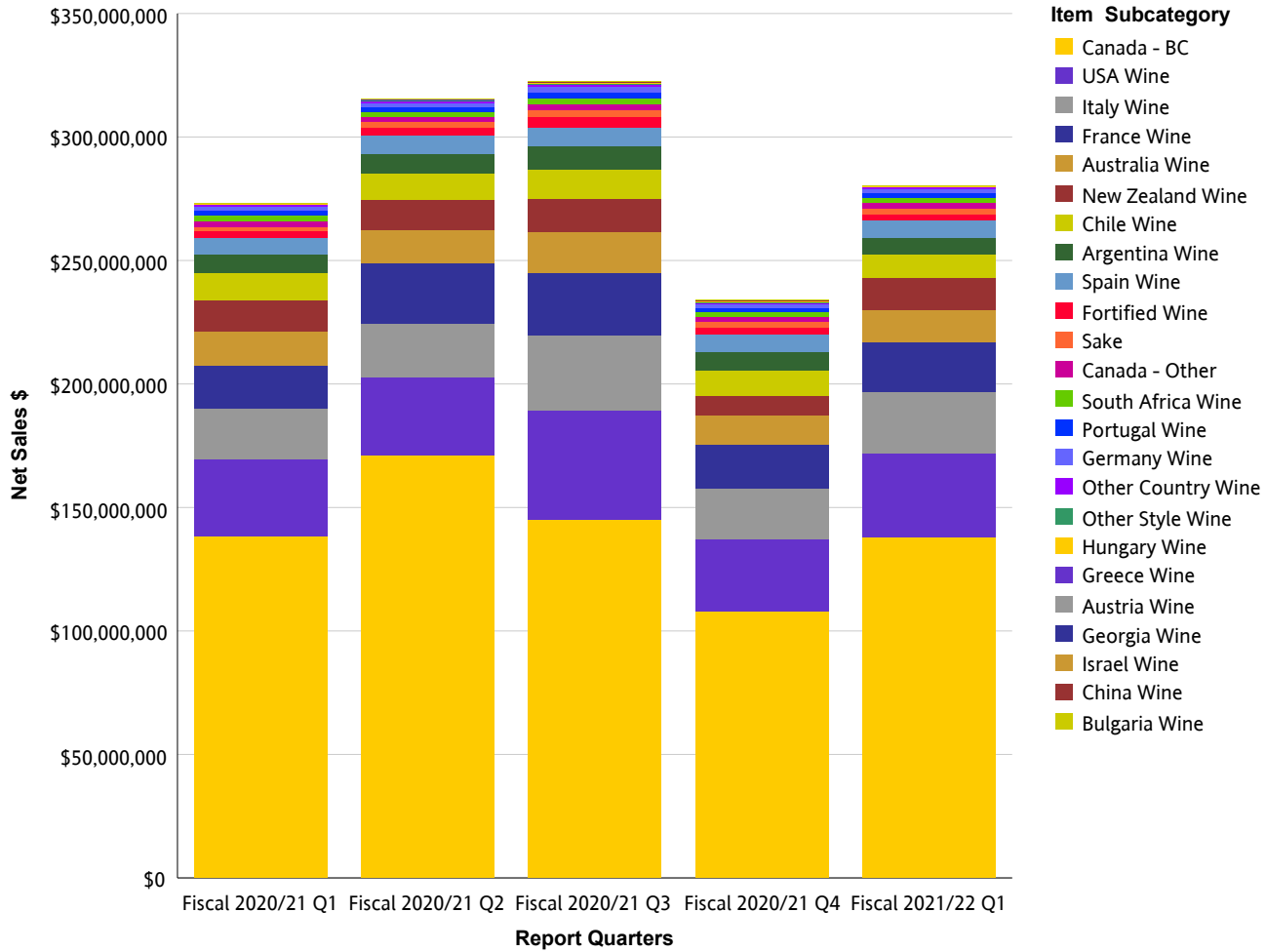
Spirits Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Other Spirits	Moonshine Spirits	10,394	11,225	10,256	6,860	7,504
	Ready to Mix Cocktails	20,196	26,389	18,947	17,838	24,498
	Ready to Serve Cocktails	53,079	79,321	50,812	40,075	114,953
	Schnapps and Akvavit	1,260	1,613	2,179	1,197	1,325
	Summary	95,854	129,479	94,580	72,829	157,560
Rum	Amber Rum	221,706	216,062	298,619	189,476	207,218
	Dark Rum	103,203	101,235	156,239	96,594	102,817
	Flavoured Rum	29,455	21,623	29,264	16,897	26,419
	Spiced Rum	271,417	279,900	482,858	200,378	241,691
	White Rum	316,082	321,881	318,189	238,839	308,715
	Summary	941,863	940,702	1,285,170	742,184	886,859
Tequila	Blanco/Silver Tequila	121,166	132,349	90,751	90,770	167,570
	Flavoured Tequila	6,028	7,325	5,160	4,696	10,753
	Gold Tequila	194,402	211,872	146,102	131,559	214,805
	Mezcal	8,896	9,512	8,895	8,976	10,364
	Summary	330,493	361,058	250,908	236,001	403,493
Vodka	Flavoured Vodka	327,517	257,397	189,731	147,873	233,250
	Straight Vodka	2,297,496	2,330,362	2,288,208	1,854,826	2,215,775
	Summary	2,625,013	2,587,759	2,477,939	2,002,699	2,449,026
Whisky	American Whiskey	68,165	64,234	79,581	55,778	66,680
	Blended Malt Scotch Whisky	3,104	2,455	4,258	2,816	2,651
	Blended Scotch Whisky	264,215	228,528	315,250	231,231	237,906
	Bourbon Whiskey	114,315	110,203	158,453	110,216	122,763
	Canadian Whisky	1,195,118	1,080,519	1,388,331	943,085	1,108,725
	Flavoured Whisky	1,791	9,570	15,887	4,770	5,990
	Irish Whiskey	99,621	115,395	173,446	137,428	113,590
	Other Country Whisky	13,020	14,287	23,103	16,209	14,761
	Single Malt Scotch Whisky	131,796	112,743	231,565	113,693	128,020

Spirits Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Whisky	Summary	1,891,145	1,737,934	2,389,874	1,615,226	1,801,086
Summary		7,624,622	7,574,431	9,027,697	6,064,653	7,441,742

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Argentina Wine	Argentina Red Wine	\$6,527,365	\$6,728,099	\$8,902,625	\$7,122,723	\$6,114,091
	Argentina Rose Wine	\$263,768	\$223,838	\$79,843	\$131,401	\$204,774
	Argentina Sparkling Wine	\$3,154	\$5,707	\$12,922	\$13,648	\$5,449
	Argentina White Wine	\$595,728	\$625,539	\$536,169	\$501,663	\$430,079
	Summary	\$7,390,015	\$7,583,183	\$9,531,559	\$7,769,435	\$6,754,394
Australia Wine	Australia Fruit and Dessert Wine	\$0	\$0	\$720	\$9,693	\$0
	Australia Red Wine	\$7,447,302	\$7,751,953	\$10,098,009	\$7,062,553	\$7,018,184
	Australia Rose Wine	\$393,408	\$398,287	\$311,574	\$304,806	\$445,785
	Australia Sparkling Wine	\$874,016	\$803,613	\$1,333,311	\$698,799	\$876,303
	Australia White Wine	\$5,010,074	\$4,587,940	\$4,952,902	\$3,784,868	\$4,510,065
	Summary	\$13,724,799	\$13,541,794	\$16,696,517	\$11,860,719	\$12,850,337
Austria Wine	Austria Fruit and Dessert Wine	\$598	\$149	\$0	\$149	\$149
	Austria Red Wine	\$14,292	\$16,696	\$39,693	\$45,410	\$50,395
	Austria Rose Wine	\$0	\$3,728	\$2,661	\$585	\$0
	Austria Sparkling Wine	\$221	\$2,493	\$6,525	\$221	\$664
	Austria White Wine	\$46,017	\$57,921	\$91,204	\$79,602	\$57,226
	Summary	\$61,128	\$80,987	\$140,083	\$125,967	\$108,435
Bulgaria Wine	Bulgaria Red Wine	\$8,064	\$5,669	\$4,187	\$2,838	\$1,774
	Bulgaria Rose Wine	\$3,198	\$6,520	\$0	\$0	\$0
	Bulgaria White Wine	\$342	\$342	\$0	\$0	\$0
	Summary	\$11,603	\$12,530	\$4,187	\$2,838	\$1,774
Canada - BC	Canada - BC Dessert Wine	\$162,036	\$576,459	\$292,972	\$118,438	\$160,610
	Canada - BC Fruit Wine	\$1,035,373	\$1,931,069	\$1,338,185	\$686,811	\$948,092
	Canada - BC Ice Wine	\$278,001	\$591,165	\$486,583	\$240,124	\$322,233
	Canada - BC Red Wine	\$61,901,840	\$78,195,968	\$77,850,801	\$54,516,811	\$60,181,073
	Canada - BC Rose Wine	\$10,944,320	\$12,975,508	\$4,483,968	\$5,603,573	\$12,865,765

Wine Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Canada - BC	Canada - BC Sparkling Wine	\$3,038,571	\$5,601,105	\$4,219,738	\$2,632,602	\$4,513,461
	Canada - BC White Wine	\$60,944,932	\$71,224,765	\$56,242,888	\$44,118,826	\$58,908,470
	Summary	\$138,305,074	\$171,096,038	\$144,915,135	\$107,917,185	\$137,899,704
Canada - Other	Canada - Other Dessert Wine	\$2,807	\$13,003	\$4,282	\$476	\$10,476
	Canada - Other Fruit Wine	\$0	\$0	\$0	\$0	\$257
	Canada - Other Ice Wine	\$31,751	\$32,690	\$110,378	\$98,441	\$86,202
	Canada - Other Red Wine	\$1,083,015	\$844,801	\$1,047,793	\$676,296	\$835,995
	Canada - Other Rose Wine	\$107,421	\$94,819	\$10,479	\$6,007	\$55,012
	Canada - Other Sparkling Wine	\$385,235	\$427,485	\$741,162	\$367,380	\$444,723
	Canada - Other White Wine	\$797,826	\$726,713	\$736,536	\$607,195	\$766,198
	Summary	\$2,408,055	\$2,139,511	\$2,650,631	\$1,755,795	\$2,198,864
Chile Wine	Chile Fruit and Dessert Wine	\$477	\$639	\$958	\$1,597	\$958
	Chile Red Wine	\$6,952,666	\$6,542,573	\$8,708,393	\$7,023,731	\$5,799,485
	Chile Rose Wine	\$709,315	\$664,563	\$441,892	\$269,477	\$486,124
	Chile Sparkling Wine	\$114,834	\$68,084	\$110,524	\$124,251	\$90,299
	Chile White Wine	\$3,285,334	\$3,710,828	\$2,863,153	\$2,749,144	\$2,907,791
	Summary	\$11,062,626	\$10,986,688	\$12,124,921	\$10,168,200	\$9,284,657
China Wine	China Fruit and Dessert Wine	\$0	\$0	\$13,083	\$18,085	\$0
	China Red Wine	\$48	\$9,244	\$24,480	\$97,920	\$0
	China White Wine	\$0	\$0	\$0	\$553	\$0
	Summary	\$48	\$9,244	\$37,563	\$116,557	\$0
Fortified Wine	Other Fortified Domestic Wine	\$786,243	\$1,250,098	\$1,050,631	\$626,462	\$746,821
	Other Fortified Import Wine	\$391,819	\$375,107	\$524,572	\$420,184	\$386,163
	Port Wine	\$515,848	\$610,864	\$1,427,051	\$588,359	\$492,589
	Sherry Wine	\$258,239	\$269,012	\$613,107	\$286,064	\$296,996
	Vermouth Wine	\$729,894	\$565,344	\$880,284	\$746,058	\$764,798
	Summary	\$2,682,044	\$3,070,425	\$4,495,645	\$2,667,128	\$2,687,367
France Wine	France Champagne Wine	\$2,690,204	\$3,016,380	\$7,720,944	\$3,353,981	\$4,223,837

Wine Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
France Wine	France Fruit and Dessert Wine	\$3,537	\$14,124	\$11,941	\$9,006	\$7,867
	France Red Wine	\$6,359,606	\$11,830,112	\$10,759,329	\$8,597,698	\$6,924,516
	France Rose Wine	\$4,620,723	\$4,706,583	\$1,779,113	\$1,679,345	\$4,517,266
	France Sparkling Wine	\$601,763	\$759,302	\$1,095,236	\$531,022	\$752,877
	France White Wine	\$3,089,054	\$3,966,988	\$3,802,640	\$3,505,823	\$3,708,027
	Summary	\$17,364,888	\$24,293,489	\$25,169,204	\$17,676,875	\$20,134,389
Georgia Wine	Georgia Red Wine	\$59,607	\$45,360	\$73,559	\$54,588	\$56,840
	Georgia White Wine	\$490	\$1,205	\$2,676	\$2,186	\$736
	Summary	\$60,098	\$46,565	\$76,235	\$56,774	\$57,576
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$44,523	\$56,295	\$50,897	\$64,094	\$55,550
	Germany Rose Wine	\$10,927	\$12,191	\$2,843	\$12,668	\$15,821
	Germany Sparkling Wine	\$680,840	\$674,106	\$1,320,650	\$517,169	\$446,104
	Germany White Wine	\$1,021,249	\$1,004,272	\$1,298,322	\$891,249	\$1,020,682
	Summary	\$1,757,539	\$1,746,864	\$2,672,712	\$1,485,179	\$1,538,157
Greece Wine	Greece Fruit and Dessert Wine	\$0	\$165	\$0	\$330	\$0
	Greece Red Wine	\$35,005	\$59,303	\$62,640	\$76,406	\$51,874
	Greece Rose Wine	\$3,604	\$393	\$550	\$706	\$235
	Greece White Wine	\$77,387	\$80,946	\$57,515	\$69,748	\$67,572
	Summary	\$115,995	\$140,807	\$120,705	\$147,190	\$119,682
Hungary Wine	Hungary Fruit and Dessert Wine	\$13,671	\$15,196	\$29,480	\$20,053	\$14,223
	Hungary Red Wine	\$33,317	\$24,672	\$33,617	\$25,989	\$26,535
	Hungary Rose Wine	\$0	\$0	\$0	\$0	\$980
	Hungary Sparkling Wine	\$77,881	\$81,036	\$121,215	\$56,940	\$65,539
	Hungary White Wine	\$92,070	\$103,269	\$94,907	\$95,598	\$133,522
	Summary	\$216,939	\$224,173	\$279,220	\$198,581	\$240,798
Israel Wine	Israel Red Wine	\$33,027	\$24,261	\$27,177	\$22,422	\$38,192
	Israel Rose Wine	\$2,218	\$3,023	\$2,228	\$5,565	\$3,503

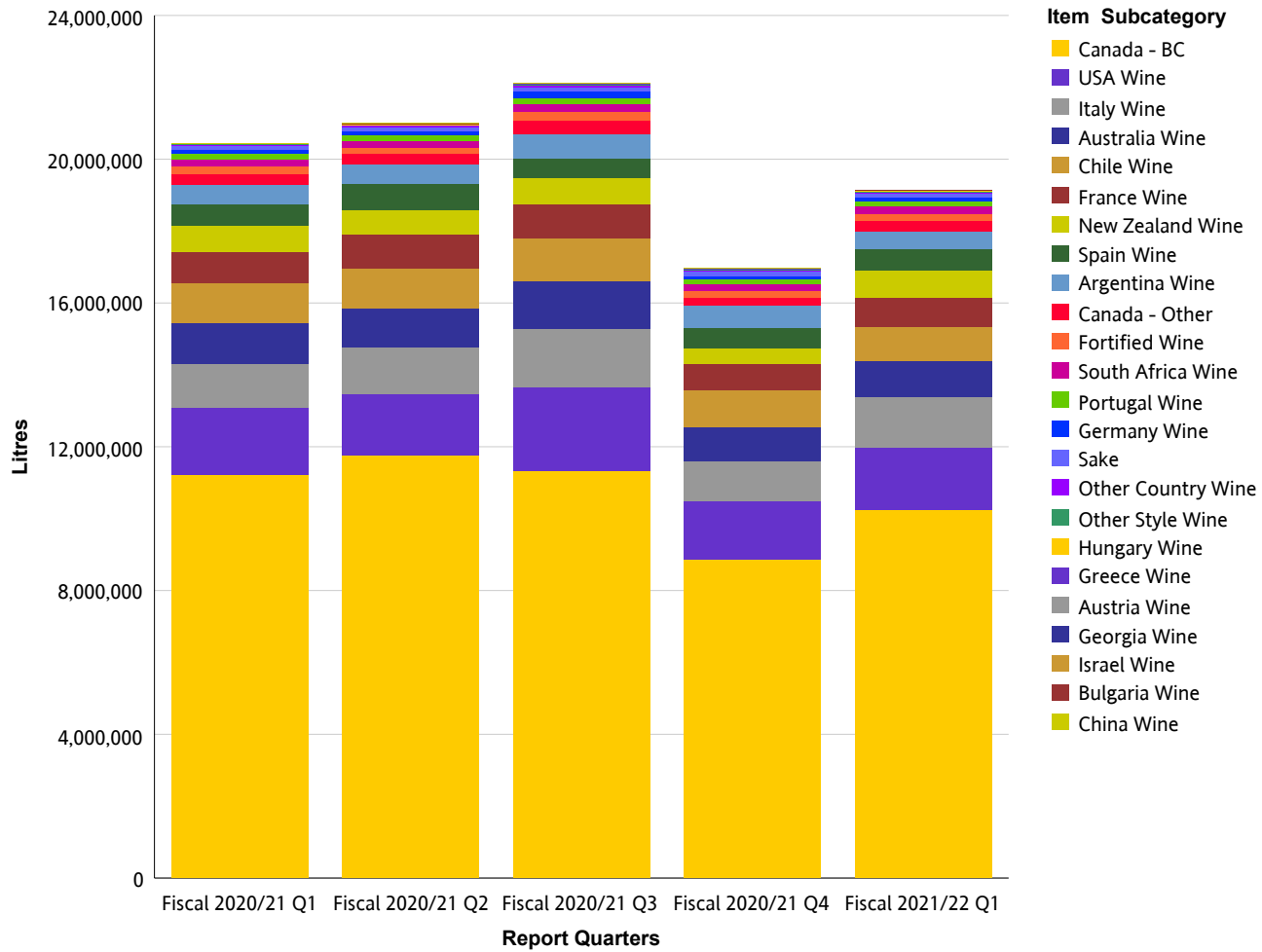
Wine Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Israel Wine	Israel White Wine	\$13,443	\$13,440	\$10,017	\$17,718	\$9,889
	Summary	\$48,687	\$40,724	\$39,422	\$45,705	\$51,584
Italy Wine	Italy Fruit and Dessert Wine	\$7,401	\$12,848	\$16,180	\$4,352	\$11,714
	Italy Red Wine	\$9,586,751	\$9,772,135	\$15,880,889	\$11,353,605	\$10,866,677
	Italy Rose Wine	\$270,455	\$299,003	\$172,185	\$180,481	\$389,970
	Italy Sparkling Wine	\$1,762,196	\$2,175,887	\$2,578,000	\$1,745,817	\$2,807,110
	Italy White Wine	\$4,337,170	\$4,892,165	\$4,587,560	\$3,851,320	\$5,222,809
	Prosecco Wine	\$4,518,822	\$4,940,290	\$7,374,114	\$3,425,026	\$5,689,123
	Summary	\$20,482,794	\$22,092,327	\$30,608,928	\$20,560,600	\$24,987,403
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$293	\$0	\$0
	New Zealand Red Wine	\$632,189	\$588,577	\$1,005,924	\$502,405	\$523,932
	New Zealand Rose Wine	\$804,420	\$609,152	\$315,525	\$308,560	\$777,305
	New Zealand Sparkling Wine	\$89,678	\$96,556	\$196,095	\$68,497	\$97,499
	New Zealand White Wine	\$11,358,411	\$10,790,898	\$11,741,514	\$6,980,043	\$11,955,763
	Summary	\$12,884,698	\$12,085,183	\$13,259,352	\$7,859,504	\$13,354,499
Other Country Wine	Other Country Fruit and Dessert Wine	\$323,314	\$374,291	\$398,334	\$383,142	\$392,393
	Other Country Red Wine	\$142,623	\$156,740	\$220,398	\$156,152	\$127,922
	Other Country Rose Wine	\$5,557	\$8,159	\$4,532	\$8,944	\$6,893
	Other Country Sparkling Wine	\$14,162	\$9,142	\$45,904	\$5,217	\$7,800
	Other Country White Wine	\$34,812	\$53,444	\$47,489	\$36,901	\$50,973
	Summary	\$520,469	\$601,777	\$716,656	\$590,356	\$585,981
Other Style Wine	Aperitif And Flavoured Wine	\$184,440	\$159,594	\$234,477	\$154,732	\$160,938
	Mead	\$68,043	\$181,380	\$75,814	\$55,991	\$103,615
	Rice Wine	\$50,972	\$53,465	\$89,465	\$89,528	\$65,664
	Summary	\$303,456	\$394,439	\$399,756	\$300,251	\$330,218
Portugal Wine	Portugal Fruit and Dessert Wine	\$2,563	\$4,782	\$63,057	\$6,719	\$4,131
	Portugal Red Wine	\$1,022,074	\$1,041,794	\$1,393,208	\$954,059	\$925,526
	Portugal Rose Wine	\$246,686	\$263,631	\$182,671	\$157,034	\$274,459

Wine Sales (Net \$)

Net Sales \$		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Portugal Wine	Portugal Sparkling Wine	\$4,340	\$8,177	\$3,734	\$4,625	\$8,450
	Portugal White Wine	\$642,663	\$631,556	\$438,023	\$408,919	\$633,842
	Summary	\$1,918,326	\$1,949,940	\$2,080,693	\$1,531,356	\$1,846,407
Sake	Japan Sake	\$1,114,793	\$1,629,973	\$1,721,885	\$1,860,796	\$1,610,637
	Other Country Sake	\$55,112	\$79,045	\$68,894	\$77,250	\$83,479
	USA Sake	\$532,065	\$597,273	\$723,242	\$740,547	\$603,235
	Summary	\$1,701,971	\$2,306,291	\$2,514,021	\$2,678,594	\$2,297,351
South Africa Wine	South Africa Fruit and Dessert Wine	\$0	\$0	\$3,239	\$6,934	\$0
	South Africa Red Wine	\$1,232,982	\$1,055,302	\$1,401,413	\$1,290,499	\$1,139,683
	South Africa Rose Wine	\$102,750	\$104,831	\$29,733	\$9,108	\$94,504
	South Africa Sparkling Wine	\$5,280	\$4,763	\$4,536	\$5,198	\$5,597
	South Africa White Wine	\$942,671	\$796,226	\$912,745	\$895,251	\$1,041,338
	Summary	\$2,283,682	\$1,961,121	\$2,351,666	\$2,206,990	\$2,281,122
Spain Wine	Spain Fruit and Dessert Wine	\$6,542	\$6,083	\$6,391	\$5,610	\$9,179
	Spain Red Wine	\$4,680,129	\$5,116,636	\$4,807,732	\$4,881,870	\$4,666,716
	Spain Rose Wine	\$438,121	\$556,178	\$187,952	\$295,574	\$407,345
	Spain Sparkling Wine	\$936,605	\$1,106,640	\$1,806,530	\$925,529	\$1,087,464
	Spain White Wine	\$619,713	\$857,034	\$426,949	\$717,705	\$667,695
	Summary	\$6,681,110	\$7,642,571	\$7,235,554	\$6,826,288	\$6,838,398
USA Wine	USA Fruit and Dessert Wine	\$530	\$2,373	\$1,451	\$1,297	\$771
	USA Red Wine	\$22,388,968	\$22,586,564	\$35,574,725	\$22,399,628	\$25,016,692
	USA Rose Wine	\$1,919,131	\$1,506,179	\$1,263,805	\$1,009,161	\$1,807,846
	USA Sparkling Wine	\$232,437	\$275,146	\$392,209	\$258,367	\$333,185
	USA White Wine	\$6,770,335	\$7,036,706	\$6,972,599	\$5,653,708	\$6,820,735
	Summary	\$31,311,401	\$31,406,967	\$44,204,790	\$29,322,162	\$33,979,229
Summary		\$273,297,444	\$315,453,641	\$322,325,153	\$233,870,228	\$280,428,325

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Argentina Wine	Argentina Red Wine	464,864	479,912	621,005	538,835	439,011
	Argentina Rose Wine	22,254	24,319	8,502	18,022	21,460
	Argentina Sparkling Wine	189	382	842	648	270
	Argentina White Wine	52,895	60,315	50,846	51,145	37,074
	Summary	540,202	564,928	681,195	608,650	497,816
Australia Wine	Australia Fruit and Dessert Wine	0	0	18	2	0
	Australia Red Wine	552,405	562,856	719,297	499,762	488,984
	Australia Rose Wine	31,472	31,670	25,062	24,056	35,469
	Australia Sparkling Wine	64,155	59,231	100,439	51,148	64,548
	Australia White Wine	469,331	423,052	472,331	352,974	419,735
	Summary	1,117,363	1,076,809	1,317,147	927,941	1,008,736
Austria Wine	Austria Fruit and Dessert Wine	9	2	0	2	2
	Austria Red Wine	458	564	1,282	1,388	1,646
	Austria Rose Wine	0	135	86	18	0
	Austria Sparkling Wine	9	68	243	9	27
	Austria White Wine	1,672	2,192	3,304	2,633	1,808
	Summary	2,148	2,960	4,914	4,051	3,482
Bulgaria Wine	Bulgaria Red Wine	648	315	219	144	90
	Bulgaria Rose Wine	198	439	0	0	0
	Bulgaria White Wine	9	9	0	0	0
	Summary	855	763	219	144	90
Canada - BC	Canada - BC Dessert Wine	3,294	12,160	6,783	2,760	3,773
	Canada - BC Fruit Wine	54,516	90,030	64,637	36,267	46,990
	Canada - BC Ice Wine	2,878	5,260	5,642	2,784	3,694
	Canada - BC Red Wine	4,804,498	4,886,115	5,616,648	4,167,197	4,190,038
	Canada - BC Rose Wine	673,600	767,159	332,371	373,254	759,255

Wine Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Canada - BC	Canada - BC Sparkling Wine	123,293	223,488	169,414	105,497	183,105
	Canada - BC White Wine	5,566,729	5,774,672	5,136,523	4,163,171	5,047,549
	Summary	11,228,808	11,758,884	11,332,018	8,850,928	10,234,405
Canada - Other	Canada - Other Dessert Wine	30	136	45	5	88
	Canada - Other Fruit Wine	0	0	0	0	38
	Canada - Other Ice Wine	369	367	1,266	1,184	1,059
	Canada - Other Red Wine	143,536	112,392	149,721	86,046	119,796
	Canada - Other Rose Wine	9,940	11,146	909	528	7,992
	Canada - Other Sparkling Wine	54,902	60,581	112,420	52,744	64,172
	Canada - Other White Wine	98,977	88,630	93,758	74,935	100,990
	Summary	307,754	273,253	358,119	215,443	294,136
Chile Wine	Chile Fruit and Dessert Wine	14	18	27	45	27
	Chile Red Wine	691,481	632,286	834,688	696,177	559,597
	Chile Rose Wine	82,784	82,750	54,924	32,946	58,241
	Chile Sparkling Wine	6,970	3,938	6,398	7,166	5,612
	Chile White Wine	344,997	404,253	307,247	294,932	302,568
	Summary	1,126,246	1,123,244	1,203,284	1,031,266	926,044
China Wine	China Fruit and Dessert Wine	0	0	510	705	0
	China Red Wine	9	32	27	108	0
	China White Wine	0	0	0	9	0
	Summary	9	32	537	822	0
Fortified Wine	Other Fortified Domestic Wine	77,178	83,102	84,526	63,084	63,761
	Other Fortified Import Wine	26,550	23,130	30,862	26,387	24,499
	Port Wine	17,314	17,663	43,854	18,101	15,911
	Sherry Wine	12,879	13,753	32,109	13,970	15,152
	Vermouth Wine	64,885	48,517	77,985	62,392	63,325
	Summary	198,805	186,165	269,337	183,935	182,649
France Wine	France Champagne Wine	27,504	30,056	82,777	36,856	44,535

Wine Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
France Wine	France Fruit and Dessert Wine	72	364	237	216	211
	France Red Wine	362,655	391,688	506,970	401,733	333,766
	France Rose Wine	286,309	298,653	119,032	108,625	257,696
	France Sparkling Wine	34,786	43,144	56,768	27,501	42,450
	France White Wine	161,645	175,589	177,428	160,071	157,875
	Summary	872,972	939,495	943,213	735,002	836,534
Georgia Wine	Georgia Red Wine	3,272	2,475	4,004	2,997	3,087
	Georgia White Wine	18	44	98	80	27
	Summary	3,290	2,519	4,102	3,077	3,114
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	2,871	2,736	3,158	2,617	1,971
	Germany Rose Wine	585	566	162	608	742
	Germany Sparkling Wine	43,663	43,462	88,766	31,123	27,808
	Germany White Wine	67,826	69,666	86,838	58,873	65,025
	Summary	114,945	116,430	178,924	93,220	95,547
Greece Wine	Greece Fruit and Dessert Wine	0	6	0	12	0
	Greece Red Wine	2,372	4,482	4,479	5,266	3,804
	Greece Rose Wine	135	22	32	40	14
	Greece White Wine	5,332	6,564	4,624	5,563	5,480
	Summary	7,840	11,074	9,134	10,882	9,298
Hungary Wine	Hungary Fruit and Dessert Wine	316	360	571	435	242
	Hungary Red Wine	2,448	1,774	2,486	1,863	2,068
	Hungary Rose Wine	0	0	0	0	72
	Hungary Sparkling Wine	6,300	6,471	10,192	4,272	5,166
	Hungary White Wine	8,311	9,155	7,894	8,761	11,948
	Summary	17,375	17,761	21,144	15,331	19,495
Israel Wine	Israel Red Wine	1,611	1,170	1,304	1,089	1,809
	Israel Rose Wine	126	171	126	315	198

Wine Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Israel Wine	Israel White Wine	666	648	483	855	477
	Summary	2,403	1,989	1,913	2,259	2,484
Italy Wine	Italy Fruit and Dessert Wine	299	418	554	49	114
	Italy Red Wine	556,125	526,926	747,344	554,294	546,498
	Italy Rose Wine	16,336	17,063	8,660	9,394	22,147
	Italy Sparkling Wine	100,518	123,913	143,606	97,960	154,660
	Italy White Wine	332,113	369,711	339,953	284,013	387,423
	Prosecco Wine	238,981	262,346	395,726	178,088	298,350
	Summary	1,244,372	1,300,377	1,635,843	1,123,798	1,409,192
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	4	0	0
	New Zealand Red Wine	28,688	27,200	46,482	22,543	23,750
	New Zealand Rose Wine	45,724	34,816	17,704	17,297	45,089
	New Zealand Sparkling Wine	4,108	4,578	9,852	3,249	4,748
	New Zealand White Wine	632,792	615,316	666,398	380,250	671,343
	Summary	711,313	681,910	740,440	423,339	744,930
Other Country Wine	Other Country Fruit and Dessert Wine	18,770	20,684	21,657	20,473	21,211
	Other Country Red Wine	6,595	7,262	10,012	7,286	5,917
	Other Country Rose Wine	225	346	194	351	306
	Other Country Sparkling Wine	533	302	1,840	108	248
	Other Country White Wine	1,393	2,232	1,958	1,464	1,984
	Summary	27,516	30,826	35,660	29,682	29,667
Other Style Wine	Aperitif And Flavoured Wine	13,028	9,254	13,732	9,354	10,546
	Mead	3,069	7,919	3,282	2,676	4,645
	Rice Wine	3,398	3,355	5,542	5,884	5,185
	Summary	19,495	20,527	22,556	17,914	20,375
Portugal Wine	Portugal Fruit and Dessert Wine	58	104	1,398	152	104
	Portugal Red Wine	86,036	87,788	113,922	83,552	79,241
	Portugal Rose Wine	24,204	26,608	17,707	16,202	28,760

Wine Sales (Litres)

Litres		Fiscal 2020/21 Q1	Fiscal 2020/21 Q2	Fiscal 2020/21 Q3	Fiscal 2020/21 Q4	Fiscal 2021/22 Q1
Portugal Wine	Portugal Sparkling Wine	166	302	158	216	375
	Portugal White Wine	55,768	52,170	34,410	33,100	52,401
	Summary	166,232	166,971	167,595	133,222	160,882
Sake	Japan Sake	36,919	47,865	52,479	50,816	49,403
	Other Country Sake	3,109	4,171	3,559	4,083	4,392
	USA Sake	51,422	63,481	75,611	79,435	61,552
	Summary	91,450	115,517	131,649	134,333	115,347
South Africa Wine	South Africa Fruit and Dessert Wine	0	0	14	45	0
	South Africa Red Wine	98,249	82,302	112,706	109,375	97,877
	South Africa Rose Wine	8,817	9,759	2,693	706	6,768
	South Africa Sparkling Wine	342	261	180	230	256
	South Africa White Wine	86,636	73,686	80,880	83,876	99,262
	Summary	194,044	166,008	196,472	194,231	204,163
Spain Wine	Spain Fruit and Dessert Wine	216	171	160	162	329
	Spain Red Wine	428,196	478,876	365,282	410,721	403,298
	Spain Rose Wine	53,306	72,780	21,238	39,519	54,358
	Spain Sparkling Wine	56,728	69,401	114,261	56,988	66,892
	Spain White Wine	69,413	102,884	39,288	81,382	69,019
	Summary	607,859	724,113	540,229	588,771	593,897
USA Wine	USA Fruit and Dessert Wine	19	130	68	66	32
	USA Red Wine	1,168,106	1,066,034	1,716,754	1,138,444	1,138,069
	USA Rose Wine	188,720	146,290	128,826	107,800	152,767
	USA Sparkling Wine	13,898	14,560	20,342	13,009	15,100
	USA White Wine	474,612	481,152	450,023	381,230	439,909
	Summary	1,845,354	1,708,167	2,316,012	1,640,549	1,745,876
Summary		20,448,650	20,990,723	22,111,657	16,968,789	19,138,158

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.