

Liquor Market Review

Fiscal 2025/26 Q1

June 2025



**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)	27
Glossary	34

Introduction

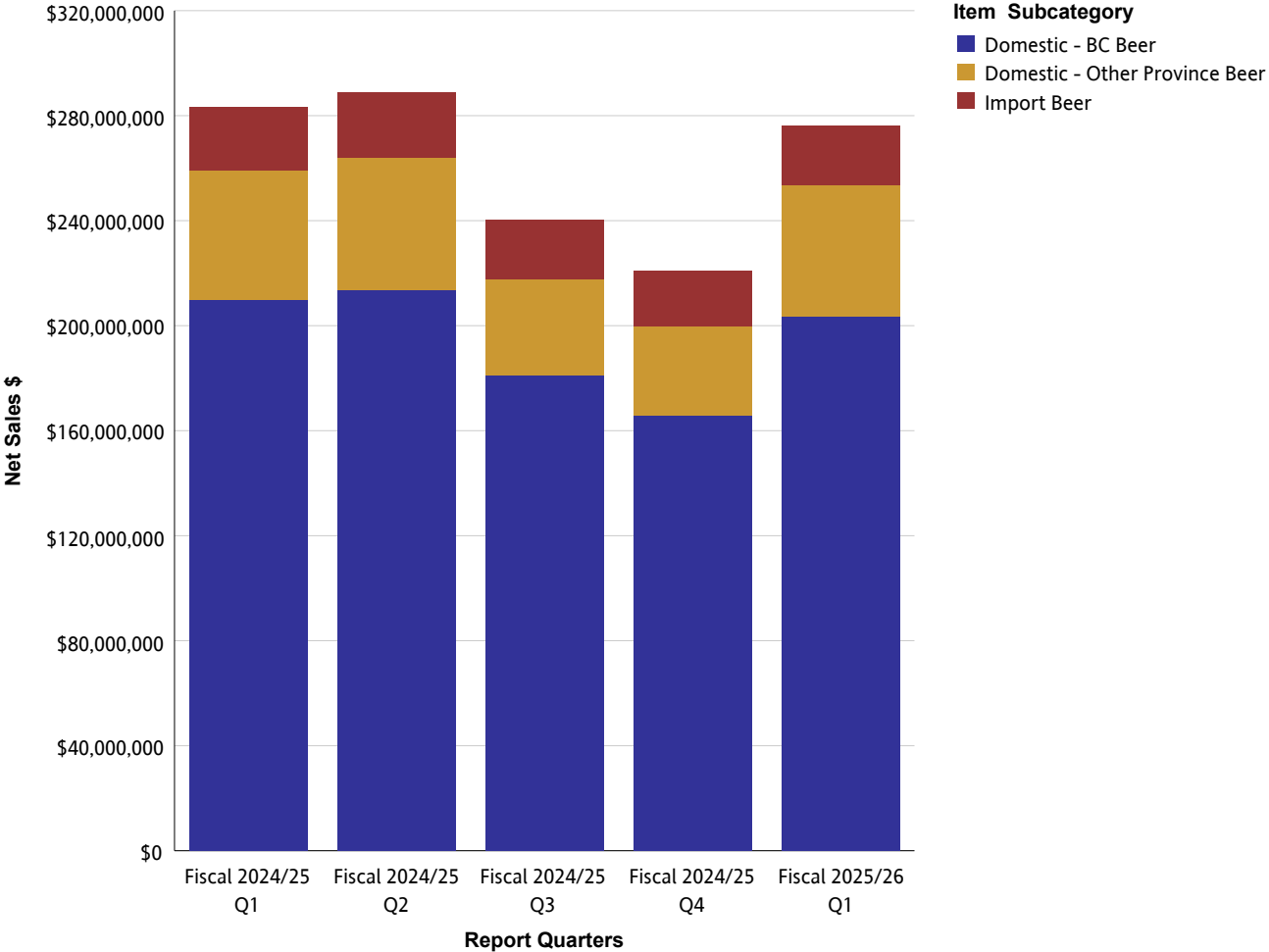
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

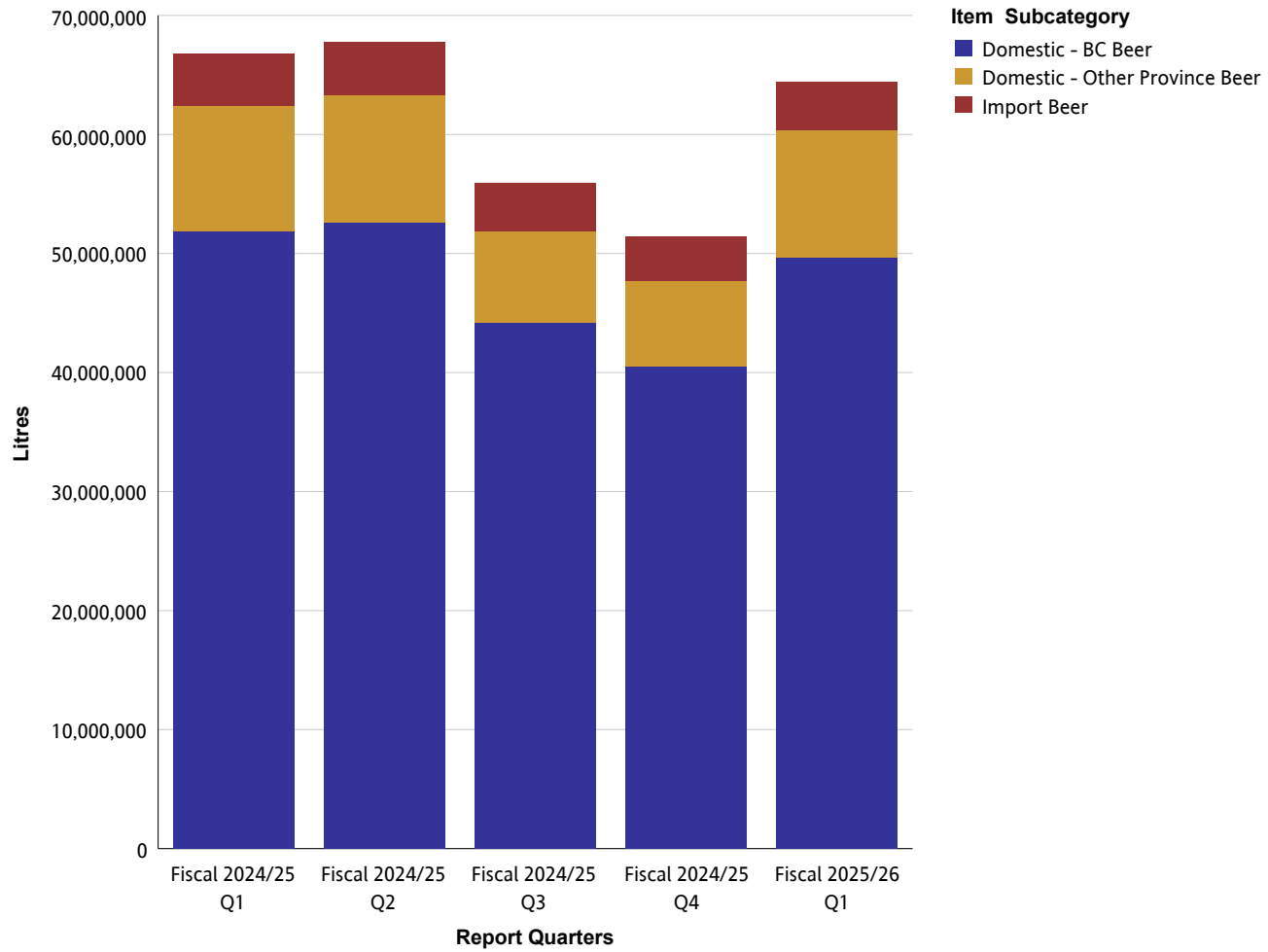


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	\$117,588,906	\$118,276,668	\$101,448,870	\$92,915,862	\$110,125,917
	Domestic - BC Micro Brew Beer	\$37,591,698	\$40,364,904	\$31,134,782	\$29,087,672	\$37,272,277
	Domestic - BC Regional Beer	\$54,648,886	\$55,044,160	\$48,584,576	\$43,766,570	\$56,047,006
	Summary	\$209,829,490	\$213,685,732	\$181,168,227	\$165,770,105	\$203,445,199
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$48,808,662	\$49,459,271	\$36,121,404	\$33,555,523	\$49,174,741
	Domestic - Other Province Micro Brew Beer	\$102,222	\$202,178	\$197,971	\$138,141	\$194,492
	Domestic - Other Province Regional Beer	\$555,957	\$516,105	\$465,121	\$493,752	\$645,598
	Summary	\$49,466,841	\$50,177,555	\$36,784,496	\$34,187,416	\$50,014,832
Import Beer	Asia And South Pacific Beer	\$1,770,352	\$1,925,110	\$1,763,305	\$1,660,804	\$1,922,111
	Europe Beer	\$17,998,980	\$18,358,912	\$17,525,225	\$16,591,520	\$17,182,278
	Mexico And Caribbean Beer	\$2,945,867	\$3,310,361	\$2,230,129	\$1,968,593	\$2,763,208
	Other Country Beer	\$647,958	\$716,862	\$660,592	\$617,009	\$680,222
	USA Beer	\$615,480	\$525,573	\$253,749	\$179,983	\$75,664
	Summary	\$23,978,637	\$24,836,819	\$22,433,001	\$21,017,910	\$22,623,483
Summary		\$283,274,968	\$288,700,106	\$240,385,724	\$220,975,430	\$276,083,514

Beer Sales (Litres)

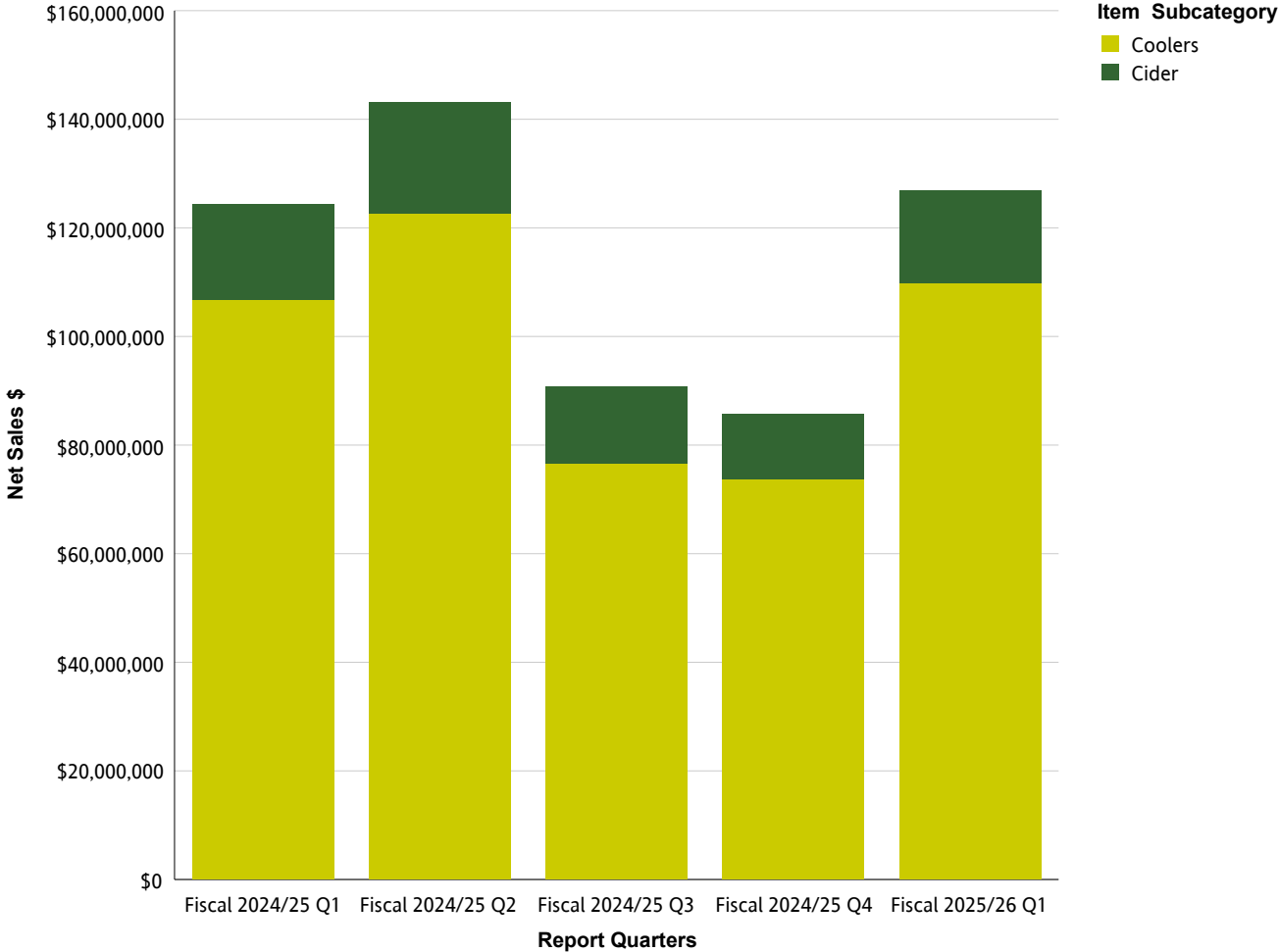


Beer Sales (Litres)

Beer

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	30,186,179	30,474,912	25,656,254	23,403,328	27,826,139
	Domestic - BC Micro Brew Beer	7,452,401	7,968,294	6,058,865	5,756,132	7,281,959
	Domestic - BC Regional Beer	14,220,137	14,189,727	12,468,773	11,379,660	14,528,083
	Summary	51,858,718	52,632,933	44,183,892	40,539,119	49,636,181
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	10,428,920	10,503,368	7,535,138	7,007,222	10,582,788
	Domestic - Other Province Micro Brew Beer	16,622	32,014	26,279	20,560	30,509
	Domestic - Other Province Regional Beer	144,529	131,145	119,865	130,879	171,532
	Summary	10,590,071	10,666,526	7,681,283	7,158,661	10,784,829
Import Beer	Asia And South Pacific Beer	301,859	330,992	300,872	280,137	324,585
	Europe Beer	3,346,016	3,390,398	3,220,027	2,984,754	3,126,840
	Mexico And Caribbean Beer	493,201	541,430	357,119	310,821	438,377
	Other Country Beer	102,750	113,715	106,396	97,992	108,243
	USA Beer	104,565	81,763	41,107	25,497	10,472
	Summary	4,348,390	4,458,299	4,025,520	3,699,202	4,008,516
Summary		66,797,179	67,757,759	55,890,695	51,396,982	64,429,527

Refreshment Beverages Sales (Net \$)

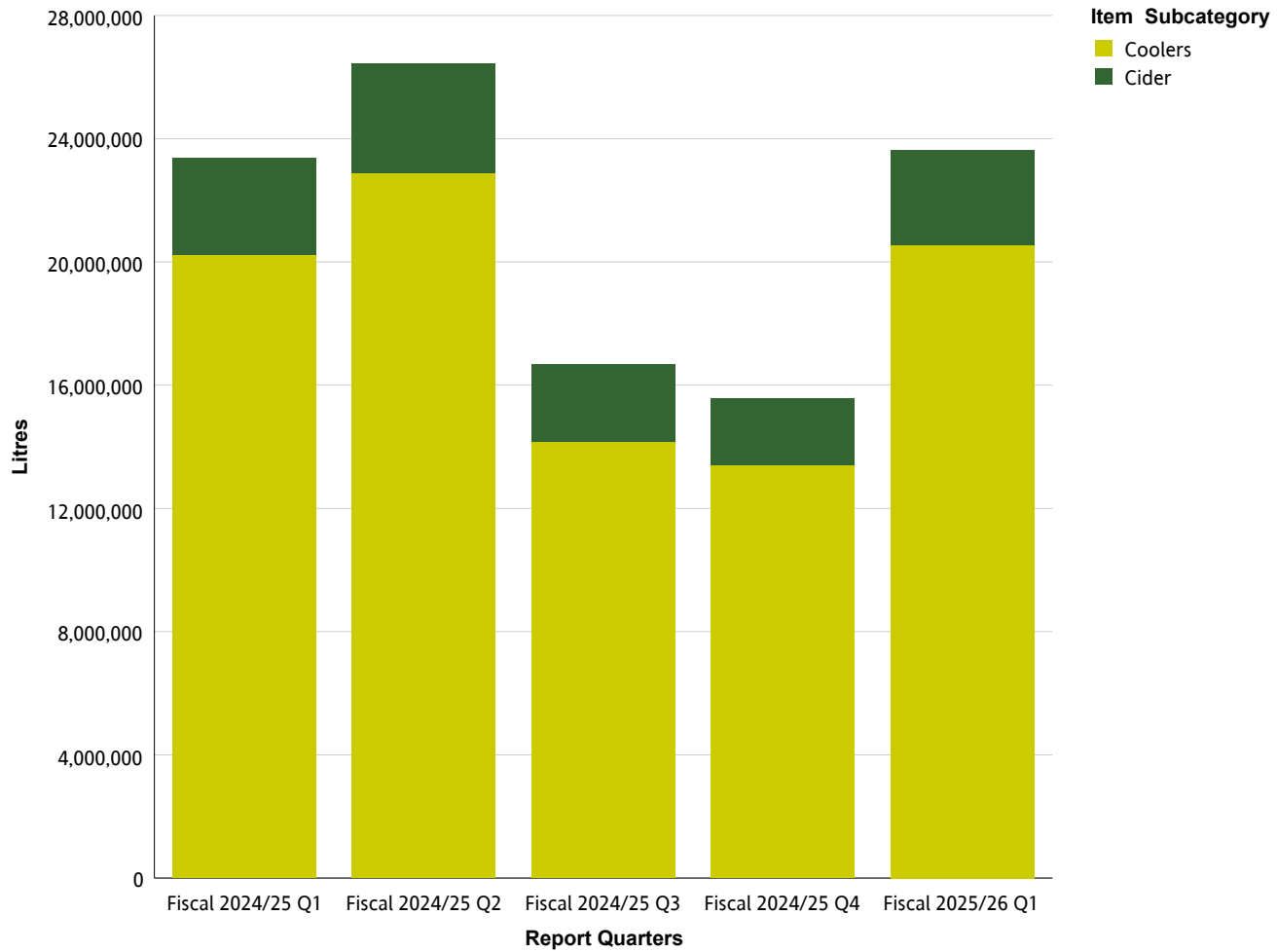


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Cider	Domestic Cider	\$14,224,127	\$16,888,687	\$11,196,930	\$9,417,257	\$13,603,006
	Import Cider	\$3,385,628	\$3,547,950	\$3,050,117	\$2,621,819	\$3,470,164
	Summary	\$17,609,755	\$20,436,637	\$14,247,048	\$12,039,076	\$17,073,169
Coolers	Malt-Based Coolers	\$363,377	\$577,771	\$263,161	\$221,683	\$202,861
	Spirit Coolers	\$105,116,631	\$120,968,839	\$75,547,221	\$72,694,520	\$108,526,781
	Wine/Fruit Coolers	\$1,275,019	\$1,138,113	\$822,523	\$854,849	\$1,043,341
	Summary	\$106,755,026	\$122,684,723	\$76,632,904	\$73,771,052	\$109,772,983
Summary		\$124,364,781	\$143,121,359	\$90,879,952	\$85,810,128	\$126,846,152

Refreshment Beverages Sales (Litres)

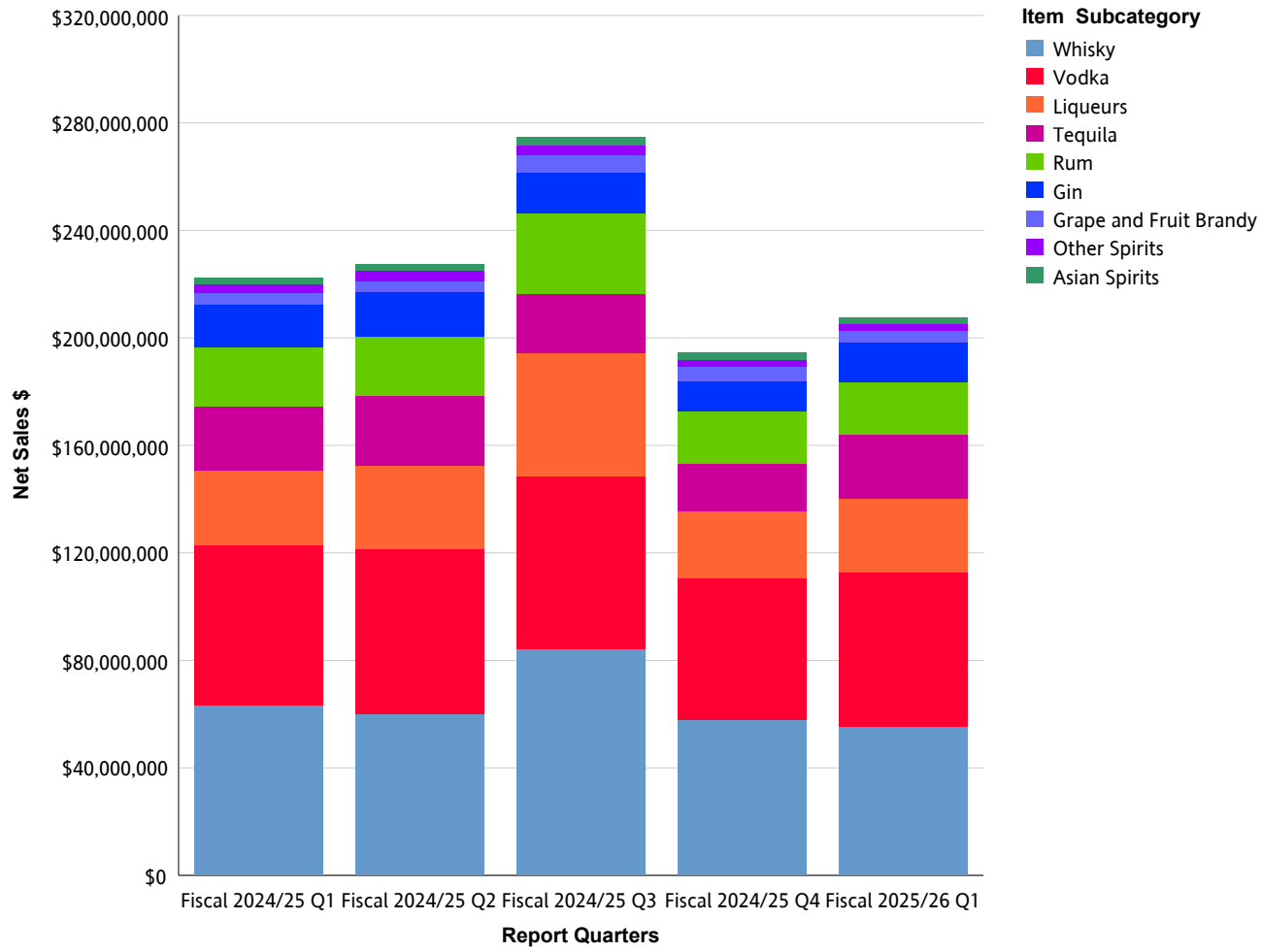


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Cider	Domestic Cider	2,491,312	2,848,527	1,905,192	1,660,438	2,410,187
	Import Cider	647,830	691,478	605,747	494,481	677,601
	Summary	3,139,141	3,540,004	2,510,939	2,154,919	3,087,788
Coolers	Malt-Based Coolers	70,037	117,201	52,005	40,682	32,840
	Spirit Coolers	19,995,242	22,624,910	14,011,494	13,278,828	20,383,181
	Wine/Fruit Coolers	156,275	142,573	99,059	100,936	123,005
	Summary	20,221,555	22,884,684	14,162,559	13,420,446	20,539,025
Summary		23,360,696	26,424,689	16,673,498	15,575,365	23,626,814

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Asian Spirits	China Spirits	\$774,814	\$854,498	\$1,657,988	\$1,455,746	\$784,261
	Korea Spirits	\$1,249,008	\$1,420,019	\$1,417,005	\$1,270,656	\$1,290,297
	Other Country Asian Spirits	\$150,099	\$170,605	\$168,408	\$162,967	\$111,724
	Summary	\$2,173,921	\$2,445,122	\$3,243,401	\$2,889,369	\$2,186,282
Gin	Dry Gin	\$13,779,822	\$14,415,265	\$13,199,647	\$10,177,052	\$12,972,728
	Flavoured Gin	\$1,168,915	\$1,194,470	\$1,017,220	\$779,435	\$1,276,651
	Other Gin	\$1,004,660	\$811,398	\$741,361	\$562,253	\$799,430
	Summary	\$15,953,397	\$16,421,133	\$14,958,228	\$11,518,739	\$15,048,809
Grape and Fruit Brandy	Armagnac	\$27,790	\$38,497	\$56,954	\$48,284	\$36,832
	Brandy	\$1,989,105	\$1,935,321	\$3,224,104	\$2,062,821	\$1,894,827
	Cognac	\$1,867,628	\$1,756,788	\$2,852,656	\$2,557,535	\$1,732,944
	Eau de Vie	\$266,303	\$273,235	\$378,369	\$240,257	\$308,020
	Grappa And Marc	\$61,560	\$53,493	\$85,520	\$63,854	\$51,570
	Pisco	\$137,896	\$132,506	\$135,319	\$145,198	\$131,034
	Summary	\$4,350,282	\$4,189,840	\$6,732,922	\$5,117,949	\$4,155,226
Liqueurs	Anise And Herbal/Spice Liqueurs	\$9,250,684	\$9,300,653	\$10,393,253	\$8,131,436	\$9,626,567
	Coffee And Cocoa Liqueurs	\$1,749,309	\$2,048,655	\$3,593,735	\$1,926,085	\$1,763,735
	Cream/Dairy Liqueurs	\$6,274,718	\$7,834,161	\$19,166,462	\$5,964,526	\$5,916,616
	Fruit Liqueurs	\$6,584,692	\$7,453,980	\$7,570,588	\$5,712,842	\$6,330,617
	Nut Liqueurs	\$1,422,362	\$1,551,869	\$1,794,484	\$1,071,658	\$1,455,706
	Other Liqueurs	\$1,117,327	\$1,385,733	\$1,485,052	\$927,469	\$1,164,002
	Whiskey Liqueurs	\$1,299,387	\$1,320,122	\$2,133,466	\$1,515,319	\$1,146,481
	Summary	\$27,698,480	\$30,895,172	\$46,137,041	\$25,249,335	\$27,403,725
Other Spirits	Cachaca	\$38,574	\$48,140	\$32,788	\$42,205	\$50,903
	Flavoured Spirits	\$123,152	\$153,016	\$474,591	\$84,871	\$90,916
	Miscellaneous/Other Spirits	\$192,584	\$255,170	\$211,053	\$233,371	\$185,630

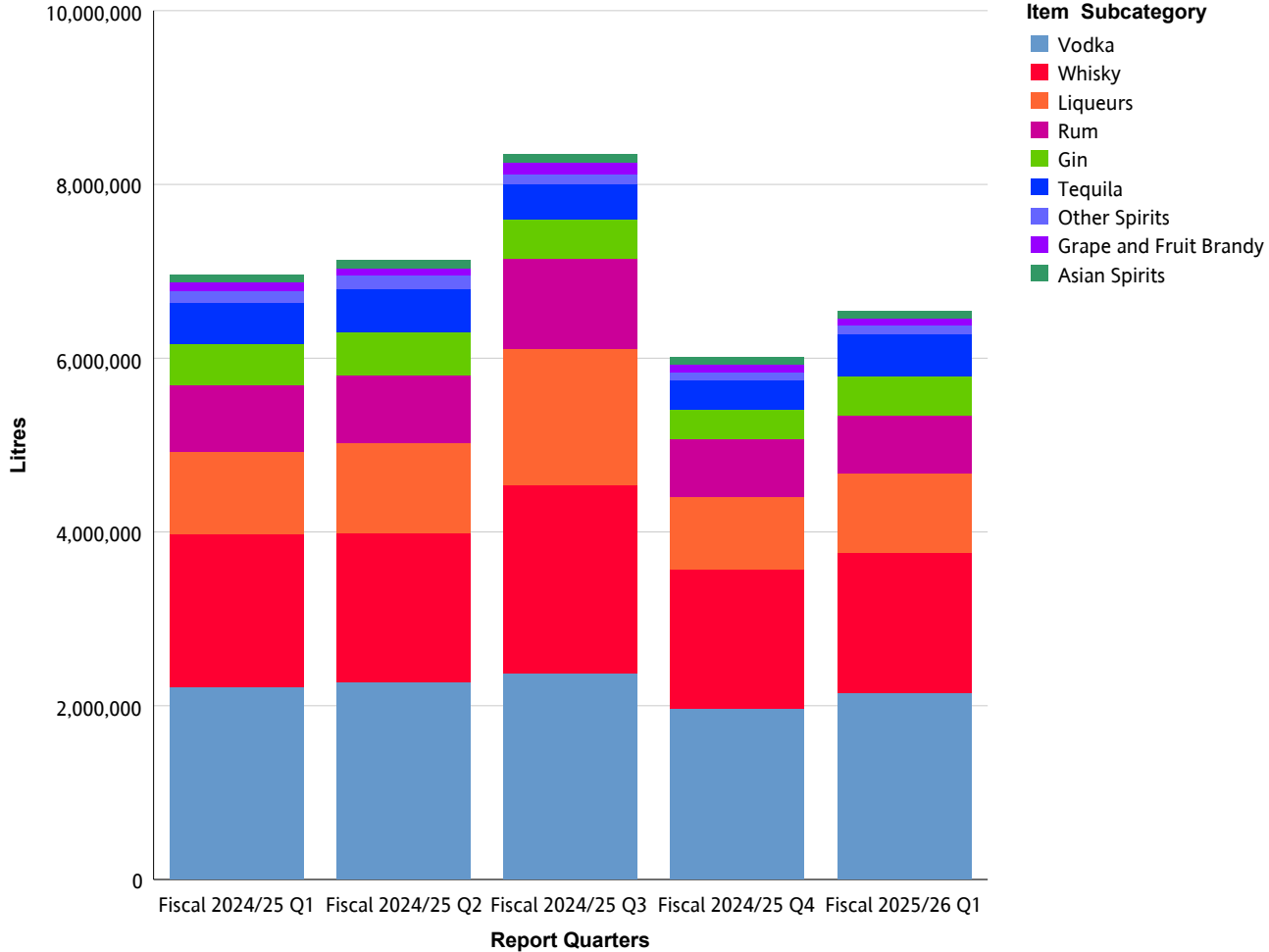
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Other Spirits	Moonshine Spirits	\$545,487	\$656,801	\$626,064	\$413,007	\$171,249
	Ready to Mix Cocktails	\$540,775	\$565,754	\$517,400	\$473,349	\$573,108
	Ready to Serve Cocktails	\$1,937,009	\$1,978,686	\$1,370,774	\$1,182,130	\$1,490,801
	Schnapps and Akvavit	\$36,309	\$36,179	\$77,952	\$45,896	\$41,324
	Summary	\$3,413,891	\$3,693,746	\$3,310,621	\$2,474,829	\$2,603,931
Rum	Amber Rum	\$5,548,581	\$5,744,085	\$7,835,310	\$4,879,050	\$4,798,244
	Dark Rum	\$2,434,481	\$2,347,432	\$3,601,239	\$2,458,945	\$2,654,448
	Flavoured Rum	\$407,629	\$449,130	\$489,524	\$373,076	\$315,424
	Spiced Rum	\$6,637,788	\$6,647,524	\$10,933,386	\$6,080,225	\$5,292,421
	White Rum	\$6,860,016	\$7,093,339	\$7,154,280	\$5,507,126	\$6,162,394
	Summary	\$21,888,494	\$22,281,510	\$30,013,740	\$19,298,422	\$19,222,930
Tequila	Blanco/Silver Tequila	\$10,322,490	\$12,061,795	\$9,103,748	\$7,966,119	\$10,602,184
	Flavoured Tequila	\$994,023	\$1,036,314	\$942,166	\$622,431	\$1,257,483
	Gold Tequila	\$11,452,337	\$11,721,646	\$10,829,780	\$8,075,055	\$11,080,863
	Mezcal	\$1,130,809	\$1,182,362	\$971,853	\$943,342	\$1,114,986
	Summary	\$23,899,660	\$26,002,117	\$21,847,547	\$17,606,948	\$24,055,516
Vodka	Flavoured Vodka	\$4,612,632	\$4,589,808	\$4,222,439	\$3,687,149	\$3,717,451
	Straight Vodka	\$55,321,392	\$56,909,045	\$59,978,425	\$48,943,951	\$53,785,008
	Summary	\$59,934,024	\$61,498,853	\$64,200,863	\$52,631,100	\$57,502,459
Whisky	American Whiskey	\$2,920,597	\$2,752,420	\$3,861,557	\$2,525,901	\$321,000
	Blended Malt Scotch Whisky	\$213,457	\$247,446	\$336,337	\$256,288	\$253,154
	Blended Scotch Whisky	\$7,800,875	\$7,157,899	\$9,410,912	\$7,139,807	\$6,980,436
	Bourbon Whiskey	\$6,313,418	\$5,702,506	\$8,862,492	\$5,179,484	\$419,971
	Canadian Whisky	\$29,066,717	\$28,605,601	\$33,687,735	\$26,574,853	\$31,309,847
	Flavoured Whisky	\$607,639	\$1,032,943	\$1,314,804	\$664,242	\$418,890
	Irish Whiskey	\$4,674,964	\$5,268,994	\$7,430,855	\$5,477,868	\$5,314,696
	Other Country Whisky	\$1,395,139	\$1,132,184	\$3,016,923	\$1,335,623	\$1,350,206
	Single Malt Scotch Whisky	\$10,098,977	\$8,066,775	\$16,274,171	\$8,581,950	\$8,920,136

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Whisky	Summary	\$63,091,783	\$59,966,767	\$84,195,786	\$57,736,016	\$55,288,337
Summary		\$222,403,931	\$227,394,261	\$274,640,150	\$194,522,707	\$207,467,217

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Asian Spirits	China Spirits	13,431	13,655	16,953	15,843	12,208
	Korea Spirits	66,314	76,274	75,298	67,378	68,448
	Other Country Asian Spirits	3,506	3,980	3,924	3,828	2,602
	Summary	83,251	93,908	96,176	87,049	83,259
Gin	Dry Gin	425,204	443,014	400,279	309,691	402,590
	Flavoured Gin	32,390	33,095	25,906	20,945	34,722
	Other Gin	19,326	15,780	14,649	10,877	15,825
	Summary	476,920	491,889	440,834	341,514	453,136
Grape and Fruit Brandy	Armagnac	267	378	575	340	347
	Brandy	67,223	62,780	106,122	68,208	63,768
	Cognac	16,195	16,417	26,920	21,454	16,221
	Eau de Vie	5,581	4,776	7,748	4,731	5,931
	Grappa And Marc	1,152	971	1,383	1,077	911
	Pisco	3,311	3,042	3,319	3,297	2,968
	Summary	93,728	88,364	146,066	99,108	90,146
Liqueurs	Anise And Herbal/Spice Liqueurs	305,487	301,251	341,276	259,293	315,127
	Coffee And Cocoa Liqueurs	65,678	74,604	132,791	70,469	62,366
	Cream/Dairy Liqueurs	225,650	279,020	689,125	217,412	212,970
	Fruit Liqueurs	216,577	238,989	232,406	176,363	201,836
	Nut Liqueurs	55,137	58,760	64,218	37,942	54,830
	Other Liqueurs	34,126	41,346	45,725	27,671	34,156
	Whiskey Liqueurs	41,857	43,687	68,094	50,390	39,738
	Summary	944,511	1,037,657	1,573,634	839,540	921,024
Other Spirits	Cachaca	1,124	1,442	927	1,267	1,518
	Flavoured Spirits	2,369	2,893	17,905	1,887	1,726
	Miscellaneous/Other Spirits	3,968	5,383	4,104	4,577	4,025

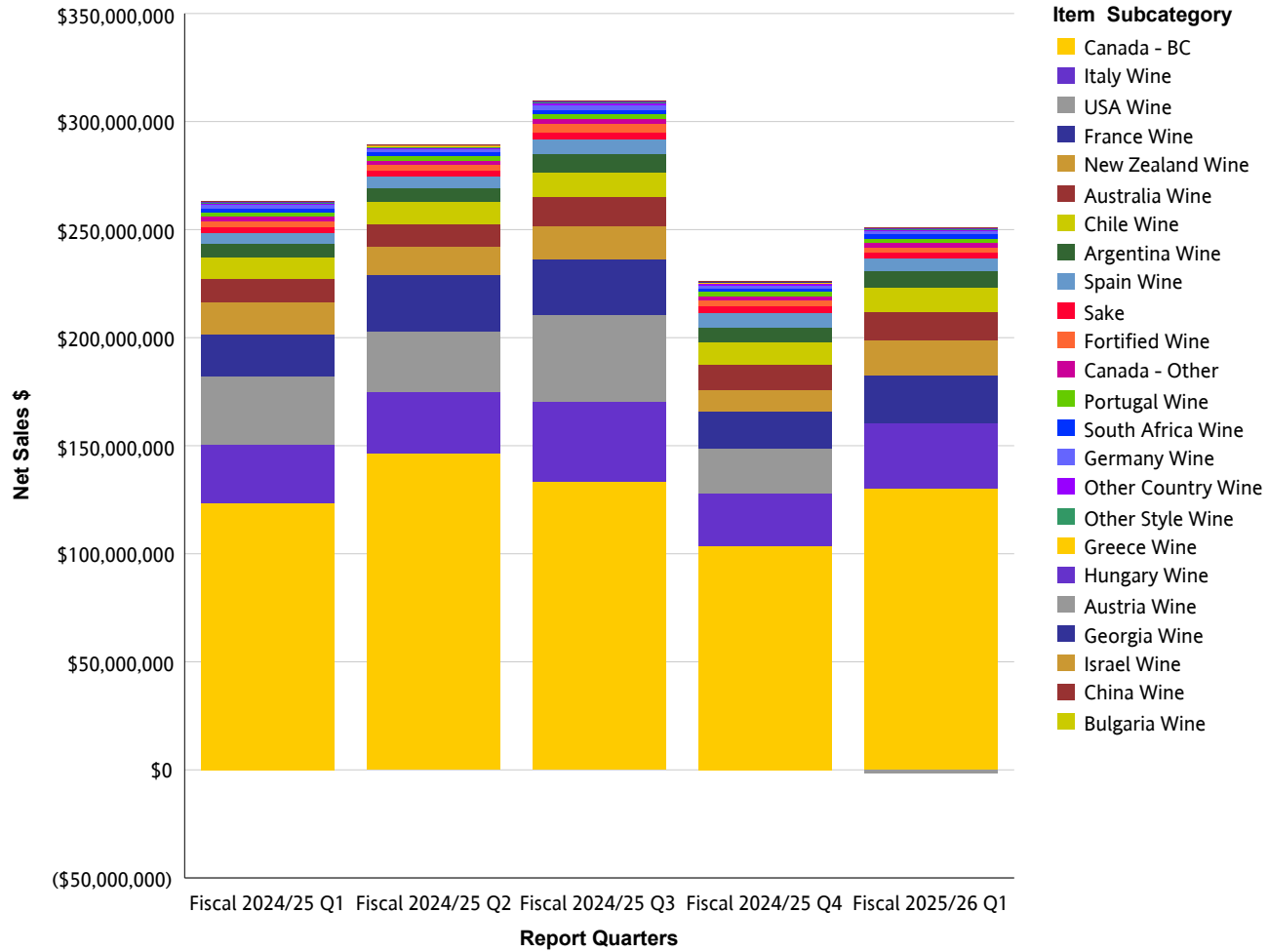
Spirits Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Other Spirits	Moonshine Spirits	11,808	14,737	13,042	8,974	3,662
	Ready to Mix Cocktails	27,133	28,841	25,584	23,656	28,623
	Ready to Serve Cocktails	95,942	96,719	48,679	44,142	58,371
	Schnapps and Akvavit	874	879	1,571	917	954
	Summary	143,218	150,895	111,814	85,420	98,880
Rum	Amber Rum	176,631	180,964	245,381	151,381	146,935
	Dark Rum	84,682	80,504	120,467	83,830	90,794
	Flavoured Rum	14,267	15,657	14,054	11,215	8,561
	Spiced Rum	219,930	221,764	374,126	200,015	177,232
	White Rum	278,414	284,439	289,248	217,469	244,280
	Summary	773,924	783,328	1,043,276	663,910	667,802
Tequila	Blanco/Silver Tequila	210,349	244,509	176,971	161,258	217,895
	Flavoured Tequila	18,072	20,366	17,549	11,924	25,823
	Gold Tequila	221,990	222,106	194,204	149,831	215,840
	Mezcal	16,769	17,782	14,372	13,742	16,656
	Summary	467,181	504,763	403,096	336,755	476,213
Vodka	Flavoured Vodka	145,942	146,091	133,722	116,357	119,216
	Straight Vodka	2,068,263	2,121,721	2,242,864	1,851,873	2,027,350
	Summary	2,214,205	2,267,813	2,376,587	1,968,230	2,146,566
Whisky	American Whiskey	73,116	69,545	89,930	62,318	12,225
	Blended Malt Scotch Whisky	3,365	4,379	5,383	4,397	4,345
	Blended Scotch Whisky	220,489	201,197	246,803	197,612	197,744
	Bourbon Whiskey	136,296	124,175	182,415	112,076	13,293
	Canadian Whisky	1,066,978	1,046,214	1,221,944	956,487	1,121,370
	Flavoured Whisky	17,906	31,126	37,799	19,358	13,590
	Irish Whiskey	115,937	133,056	183,153	138,128	130,209
	Other Country Whisky	19,022	13,961	28,486	15,855	16,347
	Single Malt Scotch Whisky	107,401	90,776	164,738	90,933	99,358

Spirits Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Whisky	Summary	1,760,510	1,714,429	2,160,650	1,597,164	1,608,480
Summary		6,957,448	7,133,046	8,352,132	6,018,690	6,545,506

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Argentina Wine	Argentina Red Wine	\$5,672,540	\$5,479,716	\$8,221,868	\$6,643,271	\$7,105,215
	Argentina Rose Wine	\$104,550	\$105,396	\$39,821	\$38,926	\$111,321
	Argentina Sparkling Wine	\$6,592	\$10,974	\$10,256	\$8,773	\$10,450
	Argentina White Wine	\$292,790	\$324,104	\$379,780	\$544,710	\$707,953
	Summary	\$6,076,472	\$5,920,190	\$8,651,725	\$7,235,680	\$7,934,939
Australia Wine	Australia Fruit and Dessert Wine	\$520	\$192	\$429	\$5,871	\$1,010
	Australia Red Wine	\$6,108,347	\$5,393,024	\$7,400,320	\$6,996,647	\$6,961,885
	Australia Rose Wine	\$290,981	\$230,973	\$305,850	\$219,415	\$311,084
	Australia Sparkling Wine	\$792,734	\$770,180	\$1,147,352	\$598,083	\$805,384
	Australia White Wine	\$3,918,695	\$3,715,642	\$4,238,263	\$3,473,585	\$4,734,229
	Summary	\$11,111,277	\$10,110,010	\$13,092,214	\$11,293,602	\$12,813,592
Austria Wine	Austria Fruit and Dessert Wine	\$4,474	\$2,779	\$6,297	\$4,176	\$2,438
	Austria Red Wine	\$34,782	\$35,434	\$36,550	\$34,396	\$30,714
	Austria Rose Wine	\$5,309	\$9,542	\$6,765	\$13,457	\$12,263
	Austria Sparkling Wine	\$3,324	\$5,270	\$5,975	\$287	\$2,920
	Austria White Wine	\$88,325	\$116,264	\$108,595	\$107,802	\$132,301
	Summary	\$136,213	\$169,290	\$164,183	\$160,118	\$180,636
Bulgaria Wine	Bulgaria Red Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria Rose Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$0	\$0	\$0	\$0	\$0
Canada - BC	Canada - BC Dessert Wine	\$129,770	\$322,881	\$210,497	\$197,815	\$203,542
	Canada - BC Fruit Wine	\$898,582	\$1,404,221	\$1,301,850	\$719,025	\$949,025
	Canada - BC Ice Wine	\$742,252	\$1,118,339	\$887,417	\$794,502	\$840,296
	Canada - BC Red Wine	\$51,264,602	\$61,088,846	\$65,877,490	\$49,702,837	\$54,920,005
	Canada - BC Rose Wine	\$10,827,253	\$13,019,887	\$6,829,947	\$5,883,440	\$11,016,998

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Canada - BC	Canada - BC Sparkling Wine	\$5,272,748	\$6,787,098	\$6,758,477	\$3,900,139	\$6,823,583
	Canada - BC White Wine	\$54,333,465	\$62,879,556	\$51,732,137	\$42,310,784	\$55,585,417
	Summary	\$123,468,672	\$146,620,828	\$133,597,815	\$103,508,542	\$130,338,866
Canada - Other	Canada - Other Dessert Wine	\$4,503	\$6,752	\$11,992	\$4,162	\$4,036
	Canada - Other Fruit Wine	\$2,498	\$4,724	\$1,807	\$1,093	\$1,574
	Canada - Other Ice Wine	\$599,585	\$573,495	\$791,542	\$901,687	\$508,044
	Canada - Other Red Wine	\$253,242	\$318,354	\$351,238	\$311,134	\$306,456
	Canada - Other Rose Wine	\$100,155	\$83,292	\$54,404	\$42,591	\$104,643
	Canada - Other Sparkling Wine	\$541,032	\$535,291	\$826,732	\$436,740	\$683,107
	Canada - Other White Wine	\$594,583	\$485,133	\$479,944	\$401,842	\$524,468
	Summary	\$2,095,597	\$2,007,041	\$2,517,658	\$2,099,249	\$2,132,326
Chile Wine	Chile Fruit and Dessert Wine	\$320	\$640	\$640	\$480	\$481
	Chile Red Wine	\$5,761,819	\$6,136,002	\$7,888,562	\$6,825,361	\$6,811,691
	Chile Rose Wine	\$742,419	\$697,032	\$263,047	\$277,056	\$586,642
	Chile Sparkling Wine	\$40,166	\$43,468	\$58,295	\$44,312	\$44,068
	Chile White Wine	\$3,420,081	\$3,845,838	\$3,282,790	\$3,183,204	\$3,784,795
	Summary	\$9,964,805	\$10,722,980	\$11,493,335	\$10,330,412	\$11,227,676
China Wine	China Fruit and Dessert Wine	\$12,225	\$7,279	\$10,928	\$15,095	\$3,945
	China Red Wine	\$125	\$251	\$793	\$3,829	\$125
	China White Wine	\$125	\$125	\$251	\$0	\$13,317
	Summary	\$12,475	\$7,656	\$11,972	\$18,923	\$17,387
Fortified Wine	Other Fortified Domestic Wine	\$621,728	\$831,142	\$808,514	\$627,272	\$628,777
	Other Fortified Import Wine	\$331,262	\$302,519	\$444,144	\$344,998	\$352,124
	Port Wine	\$434,341	\$493,539	\$1,125,303	\$505,466	\$479,072
	Sherry Wine	\$235,806	\$211,104	\$471,357	\$265,364	\$230,111
	Vermouth Wine	\$862,885	\$847,477	\$1,028,428	\$797,168	\$875,704
	Summary	\$2,486,021	\$2,685,782	\$3,877,747	\$2,540,269	\$2,565,787
France Wine	France Champagne Wine	\$3,293,085	\$4,275,605	\$7,626,297	\$2,990,248	\$3,854,924

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
France Wine	France Fruit and Dessert Wine	\$9,128	\$51,886	\$17,601	\$26,062	\$14,904
	France Red Wine	\$6,108,637	\$10,871,149	\$9,243,467	\$7,269,303	\$7,375,557
	France Rose Wine	\$4,281,462	\$4,493,437	\$2,066,788	\$1,842,927	\$4,161,833
	France Sparkling Wine	\$822,712	\$940,650	\$1,177,008	\$746,617	\$958,205
	France White Wine	\$5,115,486	\$5,135,959	\$5,342,684	\$4,596,256	\$5,889,322
	Summary	\$19,630,509	\$25,768,687	\$25,473,846	\$17,471,413	\$22,254,746
Georgia Wine	Georgia Red Wine	\$77,163	\$60,762	\$112,556	\$86,462	\$82,533
	Georgia Rose Wine	\$1,586	\$399	\$3,346	\$389	\$520
	Georgia Sparkling Wine	\$3,865	\$1,288	\$1,503	\$429	\$1,332
	Georgia White Wine	\$19,242	\$15,880	\$16,017	\$17,950	\$21,465
	Summary	\$101,856	\$78,330	\$133,422	\$105,231	\$105,850
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$1,560	\$0	\$0	\$0
	Germany Red Wine	\$37,182	\$34,209	\$37,563	\$40,225	\$35,941
	Germany Rose Wine	\$6,625	\$5,821	\$0	\$324	\$2,258
	Germany Sparkling Wine	\$784,746	\$558,139	\$1,132,392	\$437,480	\$623,129
	Germany White Wine	\$803,004	\$858,105	\$1,133,017	\$792,004	\$860,868
	Summary	\$1,631,557	\$1,457,835	\$2,302,972	\$1,270,034	\$1,522,196
Greece Wine	Greece Fruit and Dessert Wine	\$3,658	\$0	\$0	\$2,194	\$0
	Greece Red Wine	\$129,090	\$79,848	\$133,077	\$136,359	\$136,640
	Greece Rose Wine	\$21,174	\$20,167	\$12,714	\$7,701	\$15,927
	Greece Sparkling Wine	\$3,644	\$3,838	\$6,997	\$4,938	\$9,340
	Greece White Wine	\$171,754	\$118,999	\$99,102	\$155,553	\$168,928
	Summary	\$329,320	\$222,853	\$251,891	\$306,745	\$330,835
Hungary Wine	Hungary Fruit and Dessert Wine	\$18,354	\$18,675	\$20,985	\$41,750	\$13,525
	Hungary Red Wine	\$14,170	\$16,365	\$19,191	\$20,569	\$18,266
	Hungary Rose Wine	\$300	\$901	\$78	\$0	\$0
	Hungary Sparkling Wine	\$89,877	\$103,994	\$100,965	\$53,834	\$66,504
	Hungary White Wine	\$58,399	\$84,220	\$80,828	\$72,381	\$71,377

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Hungary Wine	Summary	\$181,101	\$224,154	\$222,047	\$188,535	\$169,673
Israel Wine	Israel Red Wine	\$37,032	\$24,376	\$31,926	\$31,051	\$37,197
	Israel Rose Wine	\$6,318	\$4,379	\$1,521	\$6,761	\$5,412
	Israel White Wine	\$10,757	\$6,102	\$4,829	\$7,748	\$13,367
	Summary	\$54,107	\$34,858	\$38,276	\$45,559	\$55,976
Italy Wine	Italy Fruit and Dessert Wine	\$12,611	\$14,910	\$15,493	\$4,826	\$12,353
	Italy Red Wine	\$11,191,726	\$10,791,407	\$16,392,718	\$12,237,708	\$12,625,376
	Italy Rose Wine	\$440,735	\$431,305	\$194,667	\$203,512	\$441,388
	Italy Sparkling Wine	\$2,211,463	\$2,376,633	\$2,770,537	\$1,899,035	\$2,359,476
	Italy White Wine	\$6,195,322	\$6,545,400	\$6,456,173	\$5,151,102	\$6,892,586
	Prosecco Wine	\$7,138,204	\$8,035,404	\$10,964,479	\$4,995,444	\$7,817,891
	Summary	\$27,190,062	\$28,195,058	\$36,794,068	\$24,491,628	\$30,149,070
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$816	\$0	\$0
	New Zealand Red Wine	\$495,618	\$504,934	\$671,656	\$400,455	\$608,864
	New Zealand Rose Wine	\$395,464	\$388,213	\$190,718	\$153,259	\$477,096
	New Zealand Sparkling Wine	\$65,685	\$65,406	\$143,345	\$68,956	\$57,643
	New Zealand White Wine	\$13,724,700	\$12,427,887	\$14,734,729	\$9,335,123	\$15,157,124
	Summary	\$14,681,467	\$13,386,440	\$15,741,263	\$9,957,794	\$16,300,728
Other Country Wine	Other Country Fruit and Dessert Wine	\$336,479	\$325,207	\$390,864	\$391,101	\$326,520
	Other Country Red Wine	\$121,584	\$123,044	\$168,474	\$125,273	\$137,165
	Other Country Rose Wine	\$20,834	\$20,075	\$9,597	\$12,771	\$13,704
	Other Country Sparkling Wine	\$28,438	\$26,997	\$26,056	\$23,817	\$32,071
	Other Country White Wine	\$77,055	\$90,144	\$91,152	\$86,285	\$108,090
	Summary	\$584,389	\$585,466	\$686,144	\$639,246	\$617,551
Other Style Wine	Aperitif And Flavoured Wine	\$74,441	\$75,188	\$97,573	\$68,503	\$28,825
	Mead	\$148,338	\$298,847	\$165,302	\$147,698	\$138,769
	Rice Wine	\$69,799	\$68,782	\$76,682	\$69,328	\$55,181
	Summary	\$292,578	\$442,817	\$339,557	\$285,530	\$222,776

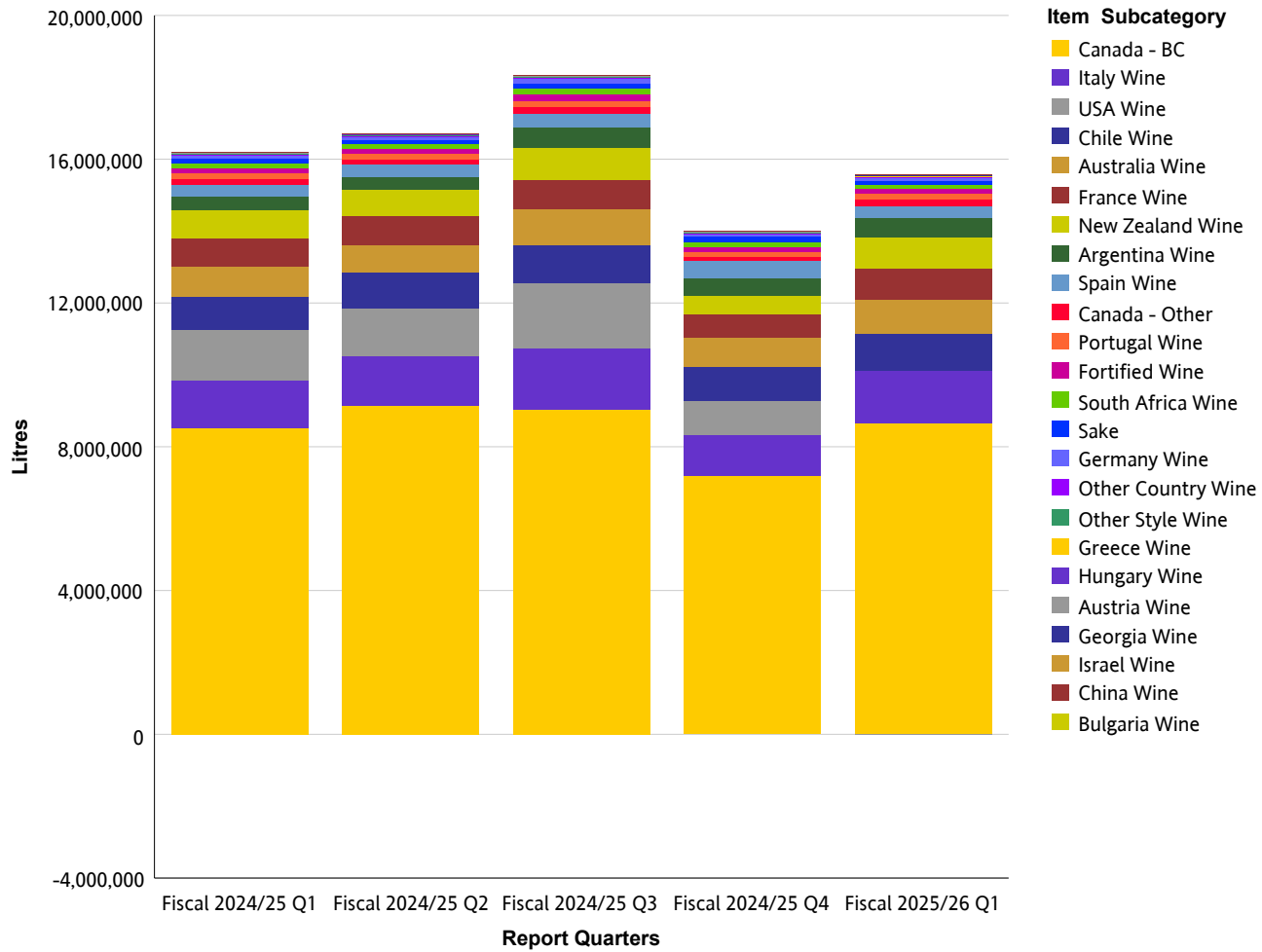
Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Portugal Wine	Portugal Fruit and Dessert Wine	\$1,295	\$351	\$1,737	\$3,347	\$4,169
	Portugal Red Wine	\$1,257,453	\$953,129	\$1,405,792	\$1,190,390	\$1,113,329
	Portugal Rose Wine	\$271,702	\$285,855	\$218,594	\$163,069	\$208,328
	Portugal Sparkling Wine	\$7,528	\$4,606	\$2,703	\$1,272	\$2,809
	Portugal White Wine	\$635,468	\$758,659	\$445,330	\$489,007	\$662,673
	Summary	\$2,173,446	\$2,002,600	\$2,074,156	\$1,847,085	\$1,991,307
Sake	Japan Sake	\$1,988,730	\$2,099,259	\$2,458,376	\$2,468,168	\$2,334,830
	Other Country Sake	\$87,092	\$135,215	\$136,869	\$97,554	\$151,733
	USA Sake	\$681,661	\$576,542	\$718,437	\$716,698	\$190,588
	Summary	\$2,757,483	\$2,811,017	\$3,313,682	\$3,282,421	\$2,677,151
South Africa Wine	South Africa Fruit and Dessert Wine	\$211	\$633	\$633	\$149	\$0
	South Africa Red Wine	\$793,956	\$681,854	\$976,007	\$825,874	\$776,638
	South Africa Rose Wine	\$40,245	\$49,933	\$20,884	\$21,316	\$43,399
	South Africa Sparkling Wine	\$3,002	\$4,402	\$2,550	\$9,543	\$1,529
	South Africa White Wine	\$944,501	\$1,049,252	\$959,037	\$874,551	\$1,041,383
	Summary	\$1,781,915	\$1,786,073	\$1,959,110	\$1,731,432	\$1,862,949
Spain Wine	Spain Fruit and Dessert Wine	\$12,277	\$11,577	\$12,766	\$11,156	\$10,707
	Spain Red Wine	\$3,175,143	\$3,314,456	\$3,991,021	\$4,221,282	\$3,500,023
	Spain Rose Wine	\$189,851	\$232,375	\$102,851	\$376,712	\$252,592
	Spain Sparkling Wine	\$1,164,367	\$1,336,991	\$2,001,632	\$1,085,693	\$1,242,881
	Spain White Wine	\$552,259	\$510,972	\$481,192	\$725,451	\$606,328
	Summary	\$5,093,898	\$5,406,370	\$6,589,462	\$6,420,295	\$5,612,530
USA Wine	USA Fruit and Dessert Wine	\$300	\$0	\$0	\$27,777	\$0
	USA Red Wine	\$23,305,230	\$19,952,741	\$32,164,110	\$15,494,049	(\$1,982,706)
	USA Rose Wine	\$852,861	\$919,741	\$704,739	\$539,748	\$264,175
	USA Sparkling Wine	\$164,079	\$260,048	\$401,020	\$181,785	(\$4,180)
	USA White Wine	\$7,028,774	\$7,257,400	\$7,095,949	\$4,457,209	\$118,843
	Summary	\$31,351,244	\$28,389,930	\$40,365,818	\$20,700,567	(\$1,603,868)

Wine Sales (Net \$)

Net Sales \$	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Summary	\$263,186,466	\$289,036,263	\$309,692,363	\$225,930,308	\$249,480,680

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Argentina Wine	Argentina Red Wine	357,730	344,182	527,610	437,776	461,147
	Argentina Rose Wine	7,708	7,132	2,696	2,785	7,822
	Argentina Sparkling Wine	405	566	526	459	522
	Argentina White Wine	20,282	22,994	27,674	41,647	52,248
	Summary	386,124	374,875	558,506	482,667	521,740
Australia Wine	Australia Fruit and Dessert Wine	10	6	10	114	21
	Australia Red Wine	437,320	369,534	526,530	496,722	476,629
	Australia Rose Wine	22,090	17,984	25,699	15,513	23,674
	Australia Sparkling Wine	53,546	50,144	78,608	38,980	53,501
	Australia White Wine	330,222	300,980	359,449	285,037	397,359
	Summary	843,189	738,648	990,296	836,366	951,184
Austria Wine	Austria Fruit and Dessert Wine	50	54	112	81	34
	Austria Red Wine	1,030	1,060	1,083	1,084	878
	Austria Rose Wine	140	242	189	387	346
	Austria Sparkling Wine	99	144	135	9	86
	Austria White Wine	2,927	3,532	3,410	3,097	4,022
	Summary	4,245	5,032	4,930	4,658	5,365
Bulgaria Wine	Bulgaria Red Wine	0	0	0	0	0
	Bulgaria Rose Wine	0	0	0	0	0
	Bulgaria White Wine	0	0	0	0	0
	Summary	0	0	0	0	0
Canada - BC	Canada - BC Dessert Wine	2,637	6,355	4,246	4,190	3,688
	Canada - BC Fruit Wine	45,177	67,760	65,078	35,416	47,939
	Canada - BC Ice Wine	7,048	10,389	8,361	6,973	6,655
	Canada - BC Red Wine	3,423,617	3,551,826	4,193,332	3,261,671	3,464,986
	Canada - BC Rose Wine	609,403	691,317	410,109	355,386	625,460

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Canada - BC	Canada - BC Sparkling Wine	166,321	218,632	185,179	113,072	179,047
	Canada - BC White Wine	4,264,612	4,608,137	4,156,606	3,424,638	4,315,680
	Summary	8,518,817	9,154,416	9,022,910	7,201,346	8,643,453
Canada - Other	Canada - Other Dessert Wine	38	58	102	41	34
	Canada - Other Fruit Wine	207	398	152	92	138
	Canada - Other Ice Wine	6,530	6,844	9,019	10,030	5,801
	Canada - Other Red Wine	17,786	22,579	32,789	26,613	28,870
	Canada - Other Rose Wine	10,474	8,405	5,552	4,482	10,668
	Canada - Other Sparkling Wine	59,221	59,072	93,136	47,171	65,560
	Canada - Other White Wine	61,861	47,597	49,591	41,027	54,724
	Summary	156,115	144,953	190,340	129,455	165,796
Chile Wine	Chile Fruit and Dessert Wine	9	18	18	14	14
	Chile Red Wine	509,439	575,303	720,082	611,208	610,363
	Chile Rose Wine	77,232	69,405	26,151	26,576	56,358
	Chile Sparkling Wine	2,106	2,365	3,299	2,190	2,175
	Chile White Wine	335,922	371,602	315,295	306,921	356,461
	Summary	924,708	1,018,693	1,064,845	946,908	1,025,370
China Wine	China Fruit and Dessert Wine	286	202	291	362	114
	China Red Wine	4	9	22	122	4
	China White Wine	4	4	9	0	225
	Summary	295	215	323	484	344
Fortified Wine	Other Fortified Domestic Wine	46,328	47,256	53,022	44,973	41,444
	Other Fortified Import Wine	14,655	12,711	19,180	14,578	13,742
	Port Wine	13,320	14,200	32,098	14,973	14,466
	Sherry Wine	10,388	9,408	21,825	11,470	10,146
	Vermouth Wine	58,080	55,300	68,827	51,524	55,001
	Summary	142,770	138,874	194,951	137,519	134,799
France Wine	France Champagne Wine	32,946	42,437	77,213	29,818	39,119

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
France Wine	France Fruit and Dessert Wine	156	526	186	298	190
	France Red Wine	283,586	302,990	380,291	299,734	321,136
	France Rose Wine	232,511	242,124	114,332	106,465	229,633
	France Sparkling Wine	41,291	49,706	61,548	37,473	48,043
	France White Wine	186,311	184,905	193,975	173,364	207,349
	Summary	776,801	822,688	827,545	647,152	845,471
Georgia Wine	Georgia Red Wine	3,408	2,733	5,098	3,765	3,584
	Georgia Rose Wine	36	9	76	9	14
	Georgia Sparkling Wine	81	27	32	9	27
	Georgia White Wine	612	572	513	608	655
	Summary	4,137	3,340	5,719	4,390	4,280
Germany Wine	Germany Fruit and Dessert Wine	0	2	0	0	0
	Germany Red Wine	1,424	1,235	1,210	1,288	1,285
	Germany Rose Wine	236	234	0	9	68
	Germany Sparkling Wine	43,524	27,289	60,063	21,543	34,091
	Germany White Wine	46,968	50,100	68,186	45,594	48,673
	Summary	92,152	78,861	129,460	68,434	84,117
Greece Wine	Greece Fruit and Dessert Wine	30	0	0	18	0
	Greece Red Wine	5,858	3,904	6,007	5,763	6,226
	Greece Rose Wine	940	920	532	303	602
	Greece Sparkling Wine	130	130	171	148	225
	Greece White Wine	6,992	5,714	4,802	6,379	7,914
	Summary	13,949	10,668	11,512	12,611	14,967
Hungary Wine	Hungary Fruit and Dessert Wine	326	276	390	658	157
	Hungary Red Wine	909	958	1,215	1,300	1,134
	Hungary Rose Wine	9	27	4	0	0
	Hungary Sparkling Wine	5,091	5,872	5,718	3,168	4,352
	Hungary White Wine	3,653	4,880	5,919	5,068	5,332

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Hungary Wine	Summary	9,989	12,014	13,246	10,194	10,975
Israel Wine	Israel Red Wine	1,332	864	1,097	1,080	1,278
	Israel Rose Wine	234	153	54	225	180
	Israel White Wine	387	234	198	270	482
	Summary	1,953	1,251	1,349	1,575	1,940
Italy Wine	Italy Fruit and Dessert Wine	118	122	151	54	122
	Italy Red Wine	475,990	469,248	672,338	497,708	539,982
	Italy Rose Wine	20,661	20,129	9,111	9,476	20,491
	Italy Sparkling Wine	113,690	119,637	133,492	94,843	122,284
	Italy White Wine	378,248	392,020	389,952	308,088	421,745
	Prosecco Wine	333,553	369,546	512,922	229,719	378,332
	Summary	1,322,260	1,370,702	1,717,967	1,139,889	1,482,957
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	9	0	0
	New Zealand Red Wine	22,509	21,304	33,628	16,906	27,203
	New Zealand Rose Wine	20,200	20,656	9,846	7,844	26,762
	New Zealand Sparkling Wine	3,122	3,127	7,214	3,091	2,835
	New Zealand White Wine	741,109	670,796	819,687	484,533	835,325
	Summary	786,940	715,884	870,384	512,373	892,125
Other Country Wine	Other Country Fruit and Dessert Wine	19,308	19,130	21,736	21,611	17,577
	Other Country Red Wine	4,750	4,742	7,220	4,790	4,946
	Other Country Rose Wine	686	938	304	405	457
	Other Country Sparkling Wine	664	1,064	937	853	1,393
	Other Country White Wine	2,818	3,620	3,504	2,938	3,674
	Summary	28,227	29,495	33,700	30,596	28,047
Other Style Wine	Aperitif And Flavoured Wine	4,352	4,425	5,340	4,036	2,623
	Mead	5,725	11,916	6,171	5,850	5,415
	Rice Wine	5,867	5,602	6,446	6,343	5,390
	Summary	15,944	21,944	17,957	16,229	13,428

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Portugal Wine	Portugal Fruit and Dessert Wine	40	14	44	63	76
	Portugal Red Wine	95,884	73,616	107,782	88,456	86,871
	Portugal Rose Wine	22,112	23,585	19,362	14,212	16,999
	Portugal Sparkling Wine	292	216	62	36	72
	Portugal White Wine	44,672	53,614	28,831	33,968	49,834
	Summary	163,000	151,044	156,082	136,735	153,853
Sake	Japan Sake	59,785	58,464	71,519	72,252	74,605
	Other Country Sake	3,143	4,512	4,327	3,370	4,433
	USA Sake	65,642	55,761	69,615	73,699	16,204
	Summary	128,570	118,737	145,461	149,321	95,242
South Africa Wine	South Africa Fruit and Dessert Wine	2	7	7	2	0
	South Africa Red Wine	55,082	45,702	70,040	57,129	49,047
	South Africa Rose Wine	2,422	3,092	1,263	1,263	2,574
	South Africa Sparkling Wine	108	166	90	660	81
	South Africa White Wine	69,252	81,966	73,371	67,044	78,773
	Summary	126,866	130,932	144,771	126,098	130,475
Spain Wine	Spain Fruit and Dessert Wine	363	328	340	308	304
	Spain Red Wine	215,764	219,964	259,213	311,124	225,308
	Spain Rose Wine	17,822	21,482	9,580	43,149	23,188
	Spain Sparkling Wine	58,894	68,700	106,416	57,021	64,546
	Spain White Wine	35,298	29,498	30,390	65,276	37,506
	Summary	328,142	339,972	405,940	476,878	350,852
USA Wine	USA Fruit and Dessert Wine	6	0	0	1,776	0
	USA Red Wine	937,066	842,283	1,344,069	623,654	-46,670
	USA Rose Wine	63,506	68,895	57,862	44,886	21,028
	USA Sparkling Wine	7,987	20,415	31,718	10,889	-173
	USA White Wine	400,834	392,368	383,740	239,307	11,449
	Summary	1,409,400	1,323,961	1,817,390	920,512	-14,365

Wine Sales (Litres)

Litres	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1
Summary	16,184,595	16,707,199	18,325,585	13,992,391	15,542,413

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.