



QUARTERLY MARKET REVIEW

MARCH 2015



**LIQUOR
DISTRIBUTION
BRANCH**

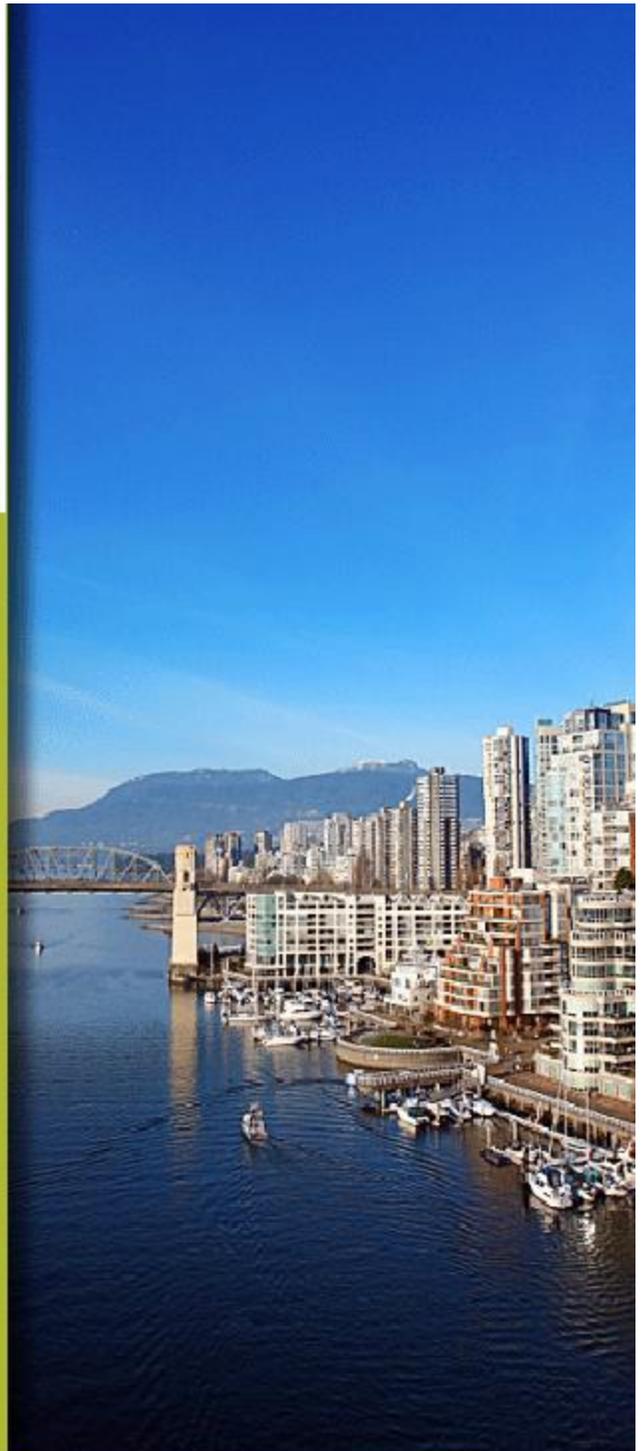


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Introduction

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

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).

Note: Between July 1, 2010 and March 31, 2013 the harmonized sales tax (HST) was in effect in British Columbia.

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

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

HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

All figures in this section compare the current quarter to the same quarter in the previous year.

BEER- DOMESTIC	% Change
Breweries with Annual Production over 160,000HL - Draft	-5.59%
Breweries with Annual Production over 160,000HL - Packaged	0.62%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	-8.68%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	2.75%
Breweries with Annual Production up to 15,000HL - Draft	39.87%
Breweries with Annual Production up to 15,000HL - Packaged	49.70%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-4.38%
MEXICO	0.18%
NETHERLANDS	-0.29%
BELGIUM	7.19%
IRELAND	-17.16%
GERMANY	-11.72%

CIDER - DOMESTIC	% Change
CIDER	11.13%

CIDER - IMPORTED	% Change
CIDER	21.40%

COOLERS - DOMESTIC	% Change
WINE	-13.82%
SPIRIT	-0.34%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	5.23%
SPIRIT	46.74%
BEER	36.42%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-1.96%
VODKA	-0.44%
RUM	-1.94%
LIQUEURS	-3.81%
GIN	10.15%
BRANDY	-16.85%

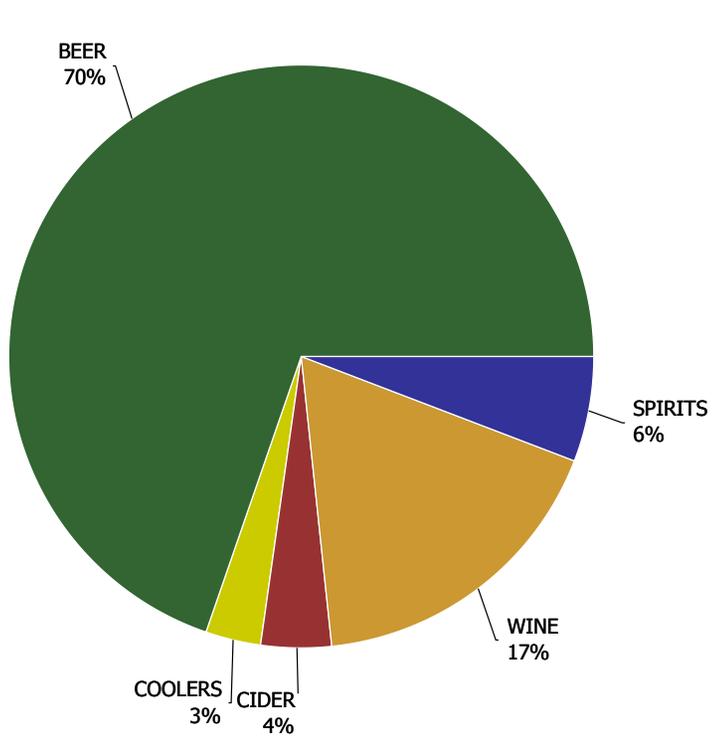
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	5.27%
VODKA	-4.95%
RUM	-9.46%
LIQUEURS	-8.80%
GIN	4.54%
BRANDY	-3.63%

WINE - DOMESTIC	% Change
TABLE WINE RED	3.86%
TABLE WINE ROSE	3.37%
TABLE WINE WHITE	4.83%
SPARKLING WINE	-10.26%
APERITIF, DESSERT AND FORTIFIED WINE	-5.67%

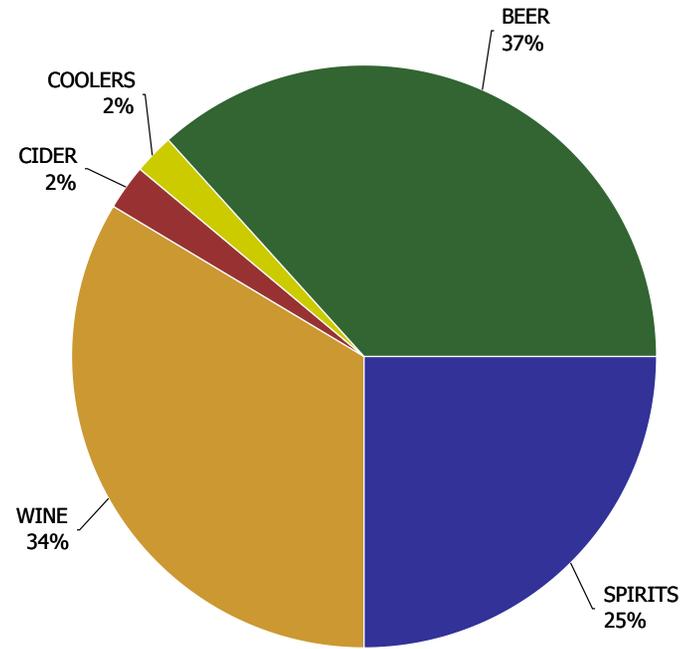
WINE - IMPORTED	% Change
TABLE WINE RED	2.02%
TABLE WINE ROSE	4.03%
TABLE WINE WHITE	5.99%
SPARKLING WINE	-15.02%
APERITIF, DESSERT AND FORTIFIED WINE	0.24%

Total Market Share

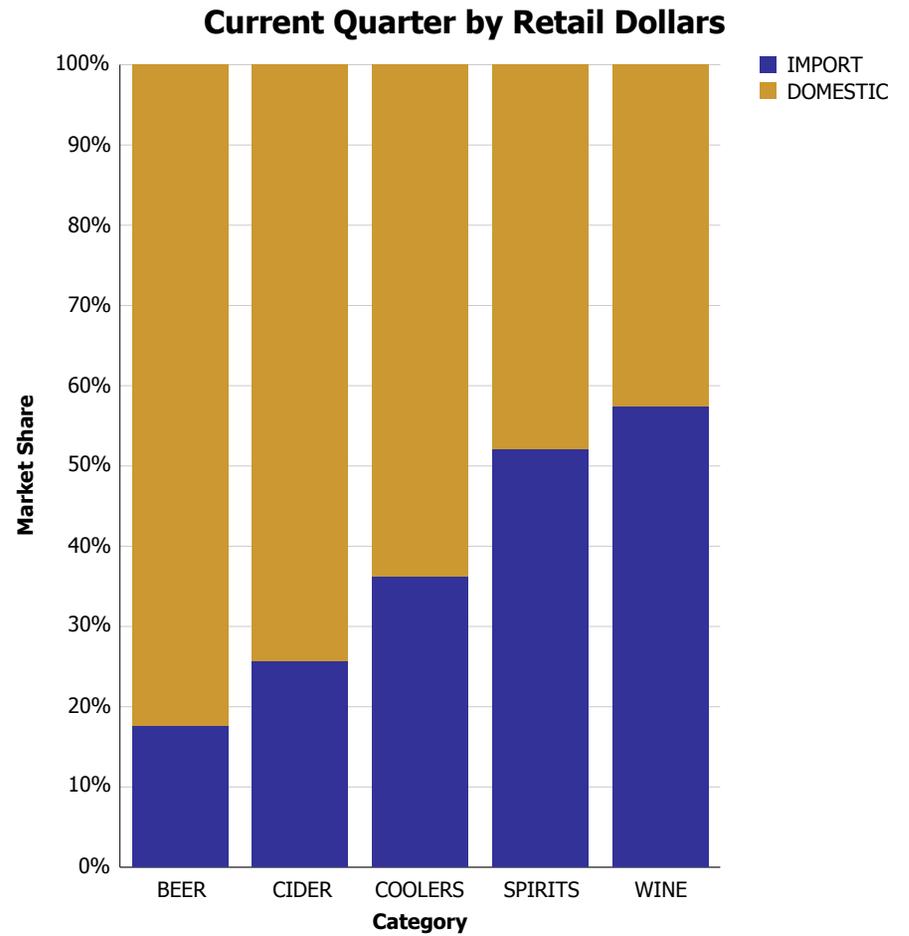
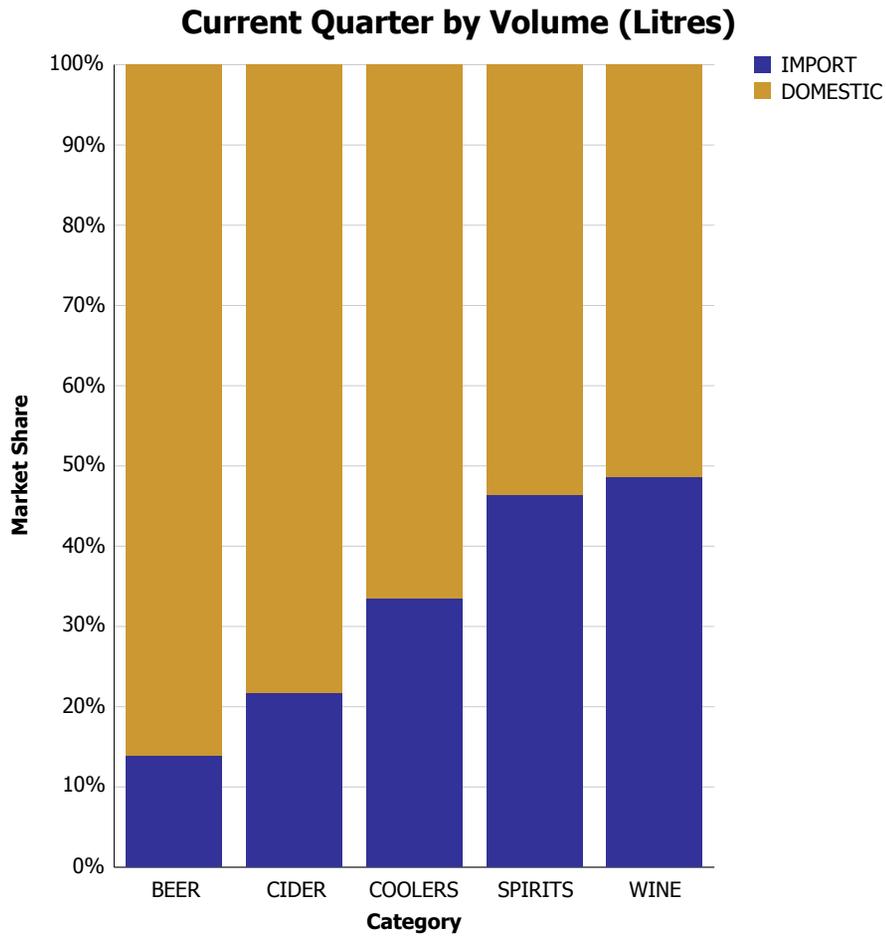
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BEER	DOMESTIC	221,768,497	228,150,994	227,161,431	230,677,633	242,125,200	50,305,814	2.14%	4.96%	21.68%
	IMPORT	50,686,834	44,557,219	43,278,913	42,229,856	41,435,670	8,127,703	-2.68%	-1.88%	23.36%
	BEER	272,455,331	272,708,213	270,440,344	272,907,489	283,560,870	58,433,517	1.44%	3.90%	21.92%
COOLERS AND CIDERS	DOMESTIC	22,075,380	22,361,723	23,397,432	24,859,289	25,277,023	4,284,093	3.20%	1.68%	6.04%
	IMPORT	3,596,454	3,684,809	4,186,219	6,737,694	10,173,086	1,598,313	30.65%	50.99%	11.67%
	COOLERS AND CIDERS	25,671,834	26,046,532	27,583,651	31,596,983	35,450,109	5,882,406	9.45%	12.19%	7.66%
SPIRITS	DOMESTIC	13,383,526	13,160,526	12,919,279	12,720,605	12,824,608	2,688,737	-1.52%	0.82%	10.79%
	IMPORT	10,608,384	11,018,702	11,326,262	11,456,572	11,786,431	2,320,987	-4.39%	2.88%	14.70%
	SPIRITS	23,991,910	24,179,228	24,245,541	24,177,177	24,611,039	5,009,724	-2.87%	1.80%	12.67%
WINE	DOMESTIC	30,188,312	30,856,815	32,106,099	34,318,067	36,659,928	7,490,170	2.28%	6.82%	13.65%
	IMPORT	30,023,946	30,845,145	31,444,006	31,423,809	32,559,721	7,097,187	0.73%	3.61%	11.94%
	WINE	60,212,258	61,701,960	63,550,105	65,741,876	69,219,649	14,587,357	1.52%	5.29%	12.84%
TOTAL LIQUOR MARKET		382,331,333	384,635,933	385,819,641	394,423,525	412,841,667	83,913,004	1.71%	4.67%	18.62%

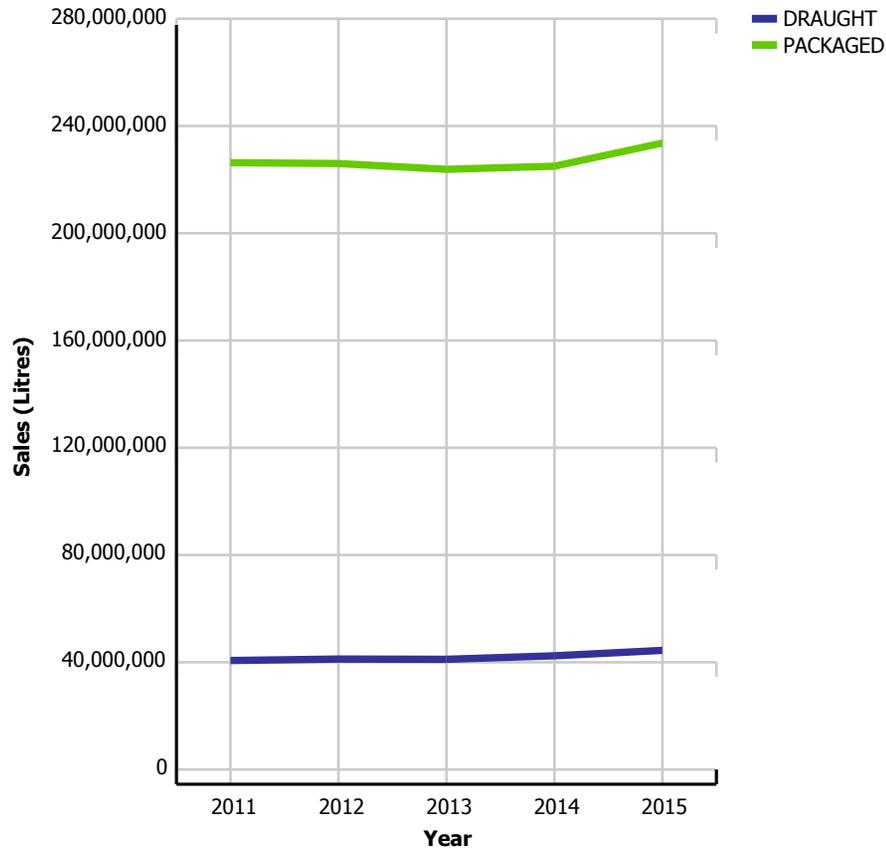
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000's)

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BEER	DOMESTIC	\$877,123	\$907,881	\$906,115	\$885,230	\$924,250	\$193,248	3.80%	4.41%	20.16%
	IMPORT	\$237,802	\$220,261	\$217,720	\$213,201	\$211,989	\$41,349	-2.69%	-0.57%	23.08%
	BEER	\$1,114,926	\$1,128,142	\$1,123,835	\$1,098,431	\$1,136,239	\$234,597	2.60%	3.44%	20.70%
COOLERS AND CIDERS	DOMESTIC	\$99,333	\$102,820	\$106,673	\$110,213	\$115,418	\$19,813	5.30%	4.72%	6.41%
	IMPORT	\$21,744	\$22,375	\$25,068	\$37,689	\$56,617	\$8,885	30.04%	50.22%	10.79%
	COOLERS AND CIDERS	\$121,078	\$125,195	\$131,741	\$147,902	\$172,035	\$28,698	11.89%	16.32%	7.85%
SPIRITS	DOMESTIC	\$390,889	\$387,173	\$376,864	\$361,256	\$365,574	\$76,719	-1.35%	1.20%	10.54%
	IMPORT	\$366,178	\$385,309	\$392,982	\$392,651	\$411,841	\$83,196	-1.80%	4.89%	15.19%
	SPIRITS	\$757,067	\$772,482	\$769,845	\$753,907	\$777,415	\$159,915	-1.58%	3.12%	13.00%
WINE	DOMESTIC	\$381,131	\$400,215	\$417,227	\$436,616	\$475,842	\$91,550	3.54%	8.98%	14.45%
	IMPORT	\$485,812	\$513,972	\$537,188	\$536,004	\$566,745	\$123,543	1.86%	5.74%	14.47%
	WINE	\$866,943	\$914,187	\$954,415	\$972,620	\$1,042,587	\$215,093	2.57%	7.19%	14.46%
TOTAL LIQUOR MARKET		\$2,860,014	\$2,940,007	\$2,979,836	\$2,972,860	\$3,128,276	\$638,302	1.88%	5.23%	16.00%

Beer Market - Packaged vs Draft (Domestic & Imported)

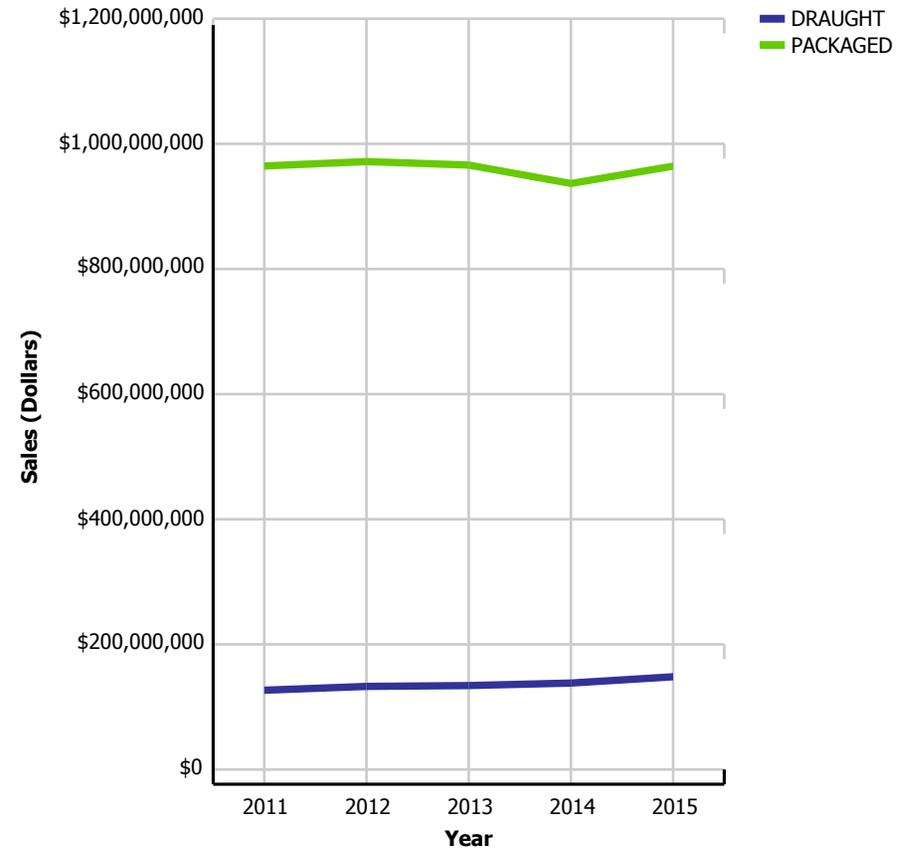
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

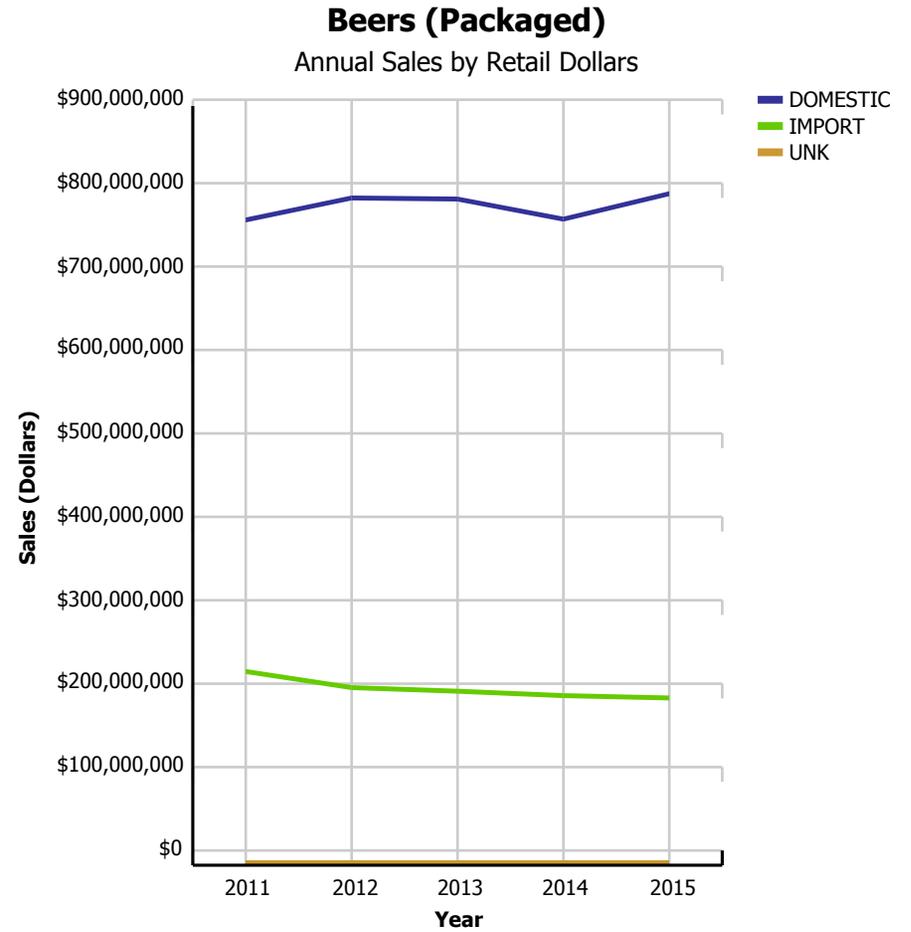
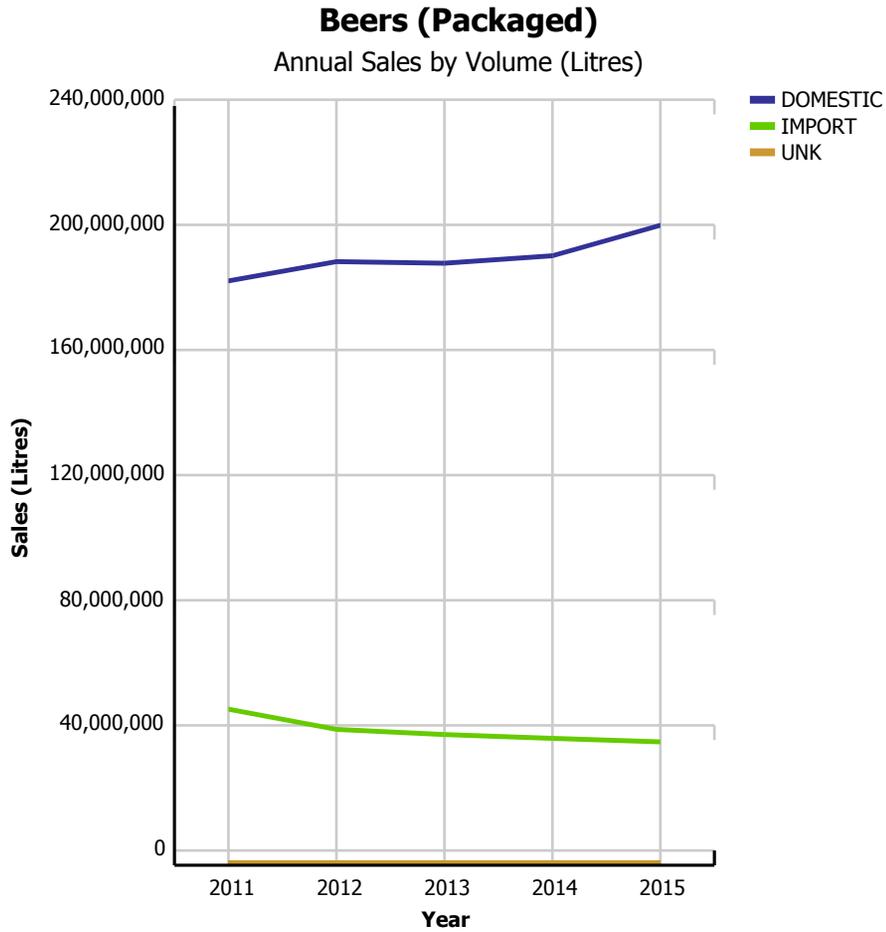


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



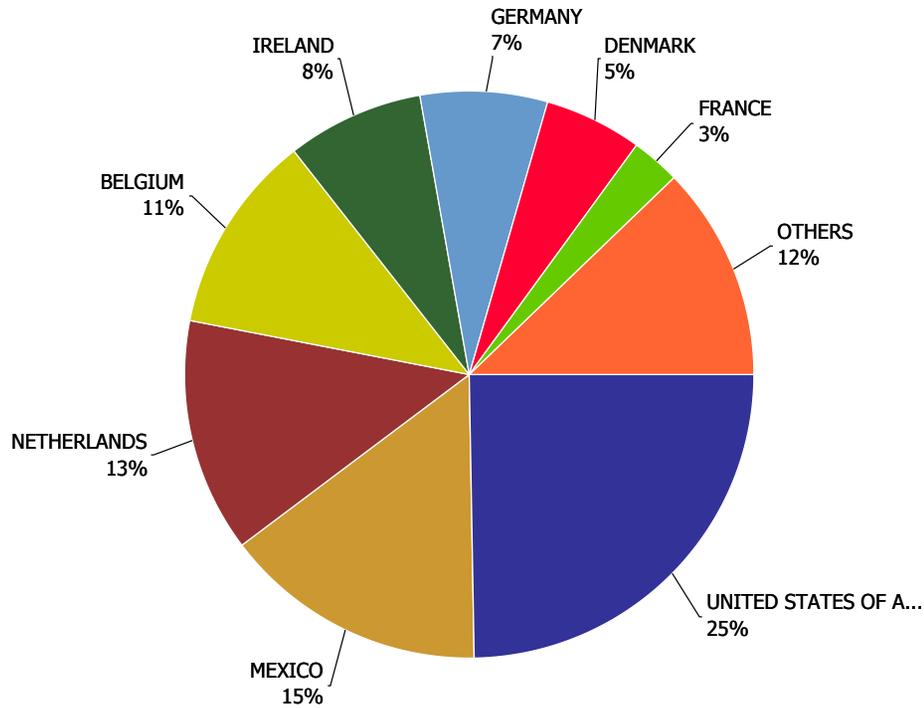
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

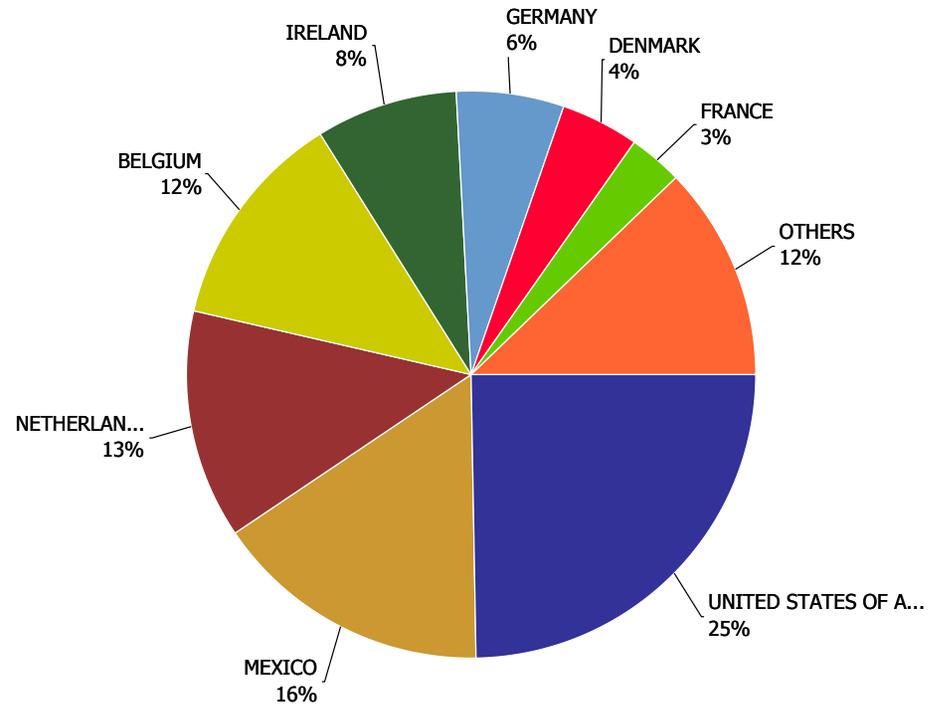
Import Beer Market Share

Current Quarter by Volume (Litres)



Import Beer Market Share

Current Quarter by Retail Dollars



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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
Breweries with Annual Production over 160,000HL	DRAUGHT	30,493,010	29,242,294	27,100,655	26,194,809	25,138,826	5,816,669	-7.49%	-4.03%	98.64%
	PACKAGED	159,734,326	161,515,437	157,140,192	157,683,632	163,916,746	32,447,021	0.18%	3.95%	6.86%
	TOTAL	190,227,336	190,757,731	184,240,847	183,878,441	189,055,572	38,263,690	-1.06%	2.82%	19.07%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAUGHT	4,130,483	5,124,471	5,942,325	6,485,830	6,292,238	1,379,909	-10.38%	-2.98%	95.16%
	PACKAGED	20,240,254	24,423,473	26,717,844	26,663,919	26,649,637	5,611,549	2.20%	-0.05%	2.64%
	TOTAL	24,370,737	29,547,944	32,660,169	33,149,749	32,941,875	6,991,458	-0.55%	-0.63%	20.31%
Breweries with Annual Production up to 15,000HL	DRAUGHT	4,267,161	4,744,479	5,596,908	7,085,526	10,039,432	2,586,014	36.08%	41.69%	92.56%
	PACKAGED	2,903,261	3,100,857	4,663,509	6,563,917	10,088,325	2,464,689	49.91%	53.69%	4.53%
	TOTAL	7,170,422	7,845,336	10,260,417	13,649,443	20,127,757	5,050,703	42.50%	47.46%	48.44%
DOMESTIC DRAUGHT - TOTAL		38,890,654	39,111,244	38,639,888	39,766,165	41,470,496	9,782,592	0.56%	4.29%	96.64%
DOMESTIC PACKAGED - TOTAL		182,877,841	189,039,767	188,521,545	190,911,468	200,654,708	40,523,259	2.53%	5.10%	6.18%
DOMESTIC BEER - TOTAL		221,768,495	228,151,011	227,161,433	230,677,633	242,125,204	50,305,851	2.14%	4.96%	21.68%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
Breweries with Annual Production over 160,000HL	DRAUGHT	\$92,146	\$91,480	\$85,256	\$81,431	\$79,414	\$18,544	-5.59%	-2.48%	98.58%
	PACKAGED	\$669,436	\$677,265	\$658,577	\$623,581	\$631,780	\$125,908	0.61%	1.31%	8.11%
	TOTAL	\$761,582	\$768,745	\$743,834	\$705,012	\$711,194	\$144,453	-0.23%	0.88%	18.21%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAUGHT	\$12,269	\$15,531	\$18,378	\$19,798	\$19,501	\$4,279	-8.68%	-1.50%	95.04%
	PACKAGED	\$74,022	\$91,056	\$100,356	\$100,302	\$102,327	\$21,410	2.75%	2.02%	3.27%
	TOTAL	\$86,292	\$106,586	\$118,735	\$120,100	\$121,828	\$25,689	0.65%	1.44%	17.96%
Breweries with Annual Production up to 15,000HL	DRAUGHT	\$13,895	\$15,662	\$18,556	\$24,202	\$34,988	\$9,150	39.61%	44.57%	92.33%
	PACKAGED	\$15,354	\$16,888	\$24,991	\$35,916	\$56,240	\$13,956	49.93%	56.59%	4.59%
	TOTAL	\$29,249	\$32,550	\$43,546	\$60,118	\$91,228	\$23,106	45.67%	51.75%	38.24%
DOMESTIC DRAUGHT - TOTAL		\$118,310	\$122,672	\$122,190	\$125,431	\$133,903	\$31,973	3.53%	6.75%	96.43%
DOMESTIC PACKAGED - TOTAL		\$758,813	\$785,209	\$783,925	\$759,800	\$790,347	\$161,275	3.86%	4.02%	7.23%
DOMESTIC BEER - TOTAL		\$877,123	\$907,881	\$906,115	\$885,230	\$924,250	\$193,248	3.80%	4.41%	20.16%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ARGENTINA	PACKAGED	1,196	2,253	858	1,339	580	0	-100.00%	-56.63%	0.00%
	ARGENTINA - Total	1,196	2,253	858	1,339	580	0	-100.00%	-56.63%	0.00%
AUSTRALIA	PACKAGED	33,538	26,647	32,346	20,203	16,801	4,965	1.72%	-16.83%	24.01%
	AUSTRALIA - Total	33,538	26,647	32,346	20,203	16,801	4,965	1.72%	-16.83%	24.01%
AUSTRIA	DRAUGHT	8,775	12,125	13,450	19,325	24,200	5,100	-9.73%	25.23%	99.17%
	PACKAGED	59,093	62,807	71,802	64,986	70,253	14,700	5.63%	8.10%	18.76%
	AUSTRIA - Total	67,868	74,932	85,252	84,311	94,453	19,800	1.19%	12.02%	39.36%
BARBADOS	PACKAGED	0	0	0	0	503	214	n/a	n/a	32.21%
	BARBADOS - Total	0	0	0	0	503	214	n/a	n/a	32.21%
BELGIUM	DRAUGHT	939,000	811,945	758,540	806,325	965,435	219,825	9.59%	19.73%	99.30%
	PACKAGED	3,373,879	3,449,983	3,466,537	3,262,716	3,369,850	709,285	12.03%	3.28%	17.72%
	BELGIUM - Total	4,312,879	4,261,928	4,225,077	4,069,041	4,335,285	929,110	11.45%	6.54%	35.88%
BRAZIL	PACKAGED	136,831	289	-17	0	504	44	n/a	n/a	0.00%
	BRAZIL - Total	136,831	289	-17	0	504	44	n/a	n/a	0.00%
CHILE	PACKAGED	685	338	0	0	0	0	n/a	n/a	0.00%
	CHILE - Total	685	338	0	0	0	0	n/a	n/a	0.00%
CHINA	PACKAGED	322,524	307,556	292,097	292,398	293,208	63,987	-4.57%	0.28%	44.69%
	CHINA - Total	322,524	307,556	292,097	292,398	293,208	63,987	-4.57%	0.28%	44.69%
CROATIA	PACKAGED	66,322	42,337	25,038	25	0	0	n/a	-100.00%	0.00%
	CROATIA - Total	66,322	42,337	25,038	25	0	0	n/a	-100.00%	0.00%
CUBA	PACKAGED	0	0	0	0	589	193	n/a	n/a	31.41%
	CUBA - Total	0	0	0	0	589	193	n/a	n/a	31.41%
CZECH REPUBLIC	DRAUGHT	37,563	41,577	41,665	30,735	38,706	10,109	51.97%	25.93%	94.78%
	PACKAGED	759,730	811,587	818,303	879,123	1,055,335	194,001	1.06%	20.04%	3.87%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
CZECH REPUBLIC	CZECH REPUBLIC - Total	797,293	853,164	859,968	909,858	1,094,041	204,110	2.76%	20.24%	7.08%
DENMARK	DRAUGHT	58,400	79,400	143,700	133,600	183,500	38,150	19.78%	37.35%	99.48%
	PACKAGED	1,361,975	1,352,409	1,592,398	1,781,631	1,931,410	400,811	-7.97%	8.41%	0.92%
	DENMARK - Total	1,420,375	1,431,809	1,736,098	1,915,231	2,114,910	438,961	-6.08%	10.43%	9.47%
ESTONIA	PACKAGED	432	0	0	0	0	0	n/a	n/a	0.00%
	ESTONIA - Total	432	0	0	0	0	0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	0	0	0	792	0	0	n/a	-100.00%	0.00%
	ETHIOPIA - Total	0	0	0	792	0	0	n/a	-100.00%	0.00%
FIJI	PACKAGED	0	0	0	5,750	9,035	1,401	-70.29%	57.16%	1.59%
	FIJI - Total	0	0	0	5,750	9,035	1,401	-70.29%	57.16%	1.59%
FRANCE	DRAUGHT	102,750	241,740	282,700	335,650	385,960	86,670	17.14%	14.99%	99.92%
	PACKAGED	194,490	367,239	460,991	658,599	782,501	148,812	6.86%	18.81%	10.32%
	FRANCE - Total	297,240	608,979	743,691	994,249	1,168,461	235,482	10.43%	17.52%	39.92%
GERMANY	DRAUGHT	142,910	133,330	143,890	177,240	194,360	36,760	-0.16%	9.66%	98.41%
	PACKAGED	3,245,743	3,301,838	2,847,472	2,978,034	2,840,553	551,981	-13.77%	-4.62%	3.20%
	GERMANY - Total	3,388,653	3,435,168	2,991,362	3,155,274	3,034,913	588,741	-13.03%	-3.81%	9.29%
GREECE	PACKAGED	8,064	11,600	12,153	14,290	18,770	4,246	20.97%	31.38%	88.57%
	GREECE - Total	8,064	11,600	12,153	14,290	18,770	4,246	20.97%	31.38%	88.57%
GREENLAND	PACKAGED	0	0	241	0	0	0	n/a	n/a	0.00%
	GREENLAND - Total	0	0	241	0	0	0	n/a	n/a	0.00%
ICELAND	DRAUGHT	0	0	0	0	520	480	n/a	n/a	100.00%
	PACKAGED	0	0	0	10,931	72,220	27,314	339.77%	560.69%	1.46%
	ICELAND - Total	0	0	0	10,931	72,740	27,794	339.77%	560.69%	2.16%
INDIA	PACKAGED	48,173	13,746	4,716	5,338	11,240	3,295	19.86%	110.56%	39.29%

IMPORT BEER MARKET
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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
INDIA	INDIA - Total	48,173	13,746	4,716	5,338	11,240	3,295	19.86%	110.56%	39.29%
IRELAND	DRAUGHT	1,221,050	1,269,550	1,249,600	1,200,400	1,113,350	319,150	-11.17%	-7.25%	99.69%
	PACKAGED	1,188,026	1,273,708	1,446,456	1,457,785	1,278,134	328,906	-22.04%	-12.32%	12.58%
	IRELAND - Total	2,409,076	2,543,258	2,696,056	2,658,185	2,391,484	648,056	-17.04%	-10.03%	53.14%
ISRAEL	PACKAGED	0	0	0	87	16	0	-100.00%	-81.61%	0.00%
	ISRAEL - Total	0	0	0	87	16	0	-100.00%	-81.61%	0.00%
ITALY	DRAUGHT	0	22,410	63,930	84,600	101,490	21,660	17.78%	19.96%	99.67%
	PACKAGED	208,622	273,246	285,747	288,979	293,545	54,817	-5.79%	1.58%	24.65%
	ITALY - Total	208,622	295,656	349,677	373,579	395,035	76,477	-0.13%	5.74%	43.93%
JAMAICA	PACKAGED	222,895	233,939	234,397	221,696	197,483	39,179	-12.22%	-10.92%	19.41%
	JAMAICA - Total	222,895	233,939	234,397	221,696	197,483	39,179	-12.22%	-10.92%	19.41%
JAPAN	DRAUGHT	29,640	63,764	79,477	83,372	91,827	19,152	-5.44%	10.14%	98.68%
	PACKAGED	502,224	471,904	450,990	450,669	470,667	106,986	2.14%	4.44%	64.28%
	JAPAN - Total	531,864	535,668	530,467	534,041	562,494	126,138	0.91%	5.33%	69.90%
KENYA	PACKAGED	10,272	8,161	10,883	9,626	7,316	1,110	26.86%	-24.01%	46.47%
	KENYA - Total	10,272	8,161	10,883	9,626	7,316	1,110	26.86%	-24.01%	46.47%
KOREA - SOUTH	PACKAGED	10,978	23,796	29,371	29,576	25,473	5,018	-15.16%	-13.87%	67.25%
	KOREA - SOUTH - Total	10,978	23,796	29,371	29,576	25,473	5,018	-15.16%	-13.87%	67.25%
LAOS	PACKAGED	103	672	414	325	317	207	269.64%	-2.74%	67.51%
	LAOS - Total	103	672	414	325	317	207	269.64%	-2.74%	67.51%
LEBANON	PACKAGED	0	292	1,101	1,251	533	214	-20.45%	-57.43%	100.00%
	LEBANON - Total	0	292	1,101	1,251	533	214	-20.45%	-57.43%	100.00%
LITHUANIA	PACKAGED	0	30	0	0	0	0	n/a	n/a	0.00%
	LITHUANIA - Total	0	30	0	0	0	0	n/a	n/a	0.00%
MEXICO	PACKAGED	9,747,603	8,474,150	8,349,283	8,023,092	7,643,565	1,208,717	1.61%	-4.73%	23.32%
	MEXICO - Total	9,747,603	8,474,150	8,349,283	8,023,092	7,643,565	1,208,717	1.61%	-4.73%	23.32%

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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
MONTENEGRO	PACKAGED	2,134	1,205	358	1,456	1,831	276	-14.29%	25.58%	0.00%
	MONTENEGRO - Total	2,134	1,205	358	1,456	1,831	276	-14.29%	25.58%	0.00%
NETHERLANDS	DRAUGHT	482,090	502,390	479,470	446,090	368,840	79,570	-24.78%	-17.32%	99.57%
	PACKAGED	5,465,610	5,339,670	5,122,980	4,748,997	5,159,114	1,003,404	7.15%	8.64%	13.53%
	NETHERLANDS - Total	5,947,700	5,842,060	5,602,450	5,195,087	5,527,954	1,082,974	3.91%	6.41%	19.27%
NEW ZEALAND	DRAUGHT	0	0	60	1,110	810	0	-100.00%	-27.03%	0.00%
	PACKAGED	71,283	74,541	80,318	77,922	58,871	13,588	-15.02%	-24.45%	4.55%
	NEW ZEALAND - Total	71,283	74,541	80,378	79,032	59,681	13,588	-15.65%	-24.49%	5.64%
NORWAY	PACKAGED	966	1,594	793	1,813	438	132	-16.46%	-75.88%	13.70%
	NORWAY - Total	966	1,594	793	1,813	438	132	-16.46%	-75.88%	13.70%
PHILIPPINES	PACKAGED	66,725	76,254	74,204	75,028	62,911	13,028	-19.22%	-16.15%	4.08%
	PHILIPPINES - Total	66,725	76,254	74,204	75,028	62,911	13,028	-19.22%	-16.15%	4.08%
POLAND	PACKAGED	115,880	113,029	110,766	116,799	120,321	24,532	6.88%	3.02%	3.76%
	POLAND - Total	115,880	113,029	110,766	116,799	120,321	24,532	6.88%	3.02%	3.76%
PORTUGAL	PACKAGED	0	10,852	16,411	16,648	22,328	5,113	58.25%	34.12%	10.40%
	PORTUGAL - Total	0	10,852	16,411	16,648	22,328	5,113	58.25%	34.12%	10.40%
RUSSIA (USSR)	PACKAGED	29,751	40,171	61,569	69,707	65,088	13,237	-30.87%	-6.63%	2.70%
	RUSSIA (USSR) - Total	29,751	40,171	61,569	69,707	65,088	13,237	-30.87%	-6.63%	2.70%
SERBIA	PACKAGED	586	1,882	2,461	3,849	4,038	955	5.29%	4.91%	0.00%
	SERBIA - Total	586	1,882	2,461	3,849	4,038	955	5.29%	4.91%	0.00%
SINGAPORE	PACKAGED	59,606	63,238	68,023	80,758	79,124	16,605	-3.73%	-2.02%	38.32%
	SINGAPORE - Total	59,606	63,238	68,023	80,758	79,124	16,605	-3.73%	-2.02%	38.32%

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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SLOVAK REPUBLIC	PACKAGED	3,850	1,902	2,100	2,480	2,111	570	32.56%	-14.84%	0.05%
	SLOVAK REPUBLIC - Total	3,850	1,902	2,100	2,480	2,111	570	32.56%	-14.84%	0.05%
SLOVENIA	PACKAGED	1,524	539	0	0	0	0	n/a	n/a	0.00%
	SLOVENIA - Total	1,524	539	0	0	0	0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	30,257	34,057	24,650	26,657	24,719	4,868	-14.64%	-7.27%	5.49%
	SOUTH AFRICA - Total	30,257	34,057	24,650	26,657	24,719	4,868	-14.64%	-7.27%	5.49%
SPAIN	PACKAGED	215,874	243,919	325,666	380,596	333,849	81,800	53.40%	-12.28%	9.32%
	SPAIN - Total	215,874	243,919	325,666	380,596	333,849	81,800	53.40%	-12.28%	9.32%
SWEDEN	PACKAGED	0	0	0	249	92	40	-83.94%	-63.05%	17.39%
	SWEDEN - Total	0	0	0	249	92	40	-83.94%	-63.05%	17.39%
SWITZERLAND	PACKAGED	0	0	742	185	7	0	-100.00%	-96.28%	0.00%
	SWITZERLAND - Total	0	0	742	185	7	0	-100.00%	-96.28%	0.00%
TAIWAN	PACKAGED	0	0	0	0	8,870	0	n/a	n/a	0.00%
	TAIWAN - Total	0	0	0	0	8,870	0	n/a	n/a	0.00%
THAILAND	PACKAGED	81,422	90,072	86,592	91,939	82,160	17,129	-11.74%	-10.64%	65.46%
	THAILAND - Total	81,422	90,072	86,592	91,939	82,160	17,129	-11.74%	-10.64%	65.46%
TRINIDAD AND TOBAGO	PACKAGED	22,313	24,114	20,233	18,909	13,885	2,373	-23.80%	-26.57%	11.48%
	TRINIDAD AND TOBAGO - Total	22,313	24,114	20,233	18,909	13,885	2,373	-23.80%	-26.57%	11.48%
TURKEY	PACKAGED	32,960	51,879	58,728	65,075	57,633	7,128	-51.86%	-11.44%	2.46%
	TURKEY - Total	32,960	51,879	58,728	65,075	57,633	7,128	-51.86%	-11.44%	2.46%
UKRAINE	PACKAGED	2,630	0	2,560	0	0	0	n/a	n/a	0.00%
	UKRAINE - Total	2,630	0	2,560	0	0	0	n/a	n/a	0.00%

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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
UNITED KINGDOM	DRAUGHT	61,440	69,810	109,870	144,740	137,310	35,550	-2.84%	-5.13%	99.56%
	PACKAGED	727,411	719,518	859,089	858,319	876,110	170,157	-7.44%	2.07%	3.51%
	UNITED KINGDOM - Total	788,851	789,328	968,959	1,003,059	1,013,420	205,707	-6.68%	1.03%	16.53%
UNITED STATES OF AMERICA	DRAUGHT	64,122	228,665	484,557	553,319	741,078	188,399	36.85%	33.93%	98.03%
	PACKAGED	19,104,329	13,679,770	12,073,665	11,113,118	9,722,035	1,821,604	-10.45%	-12.52%	11.58%
	UNITED STATES OF AMERICA - Total	19,168,451	13,908,435	12,558,222	11,666,437	10,463,113	2,010,003	-7.45%	-10.31%	17.70%
VIETNAM	PACKAGED	593	1,791	2,522	3,604	2,356	205	-83.86%	-34.71%	89.69%
	VIETNAM - Total	593	1,791	2,522	3,604	2,356	205	-83.86%	-34.71%	89.69%
IMPORT DRAUGHT - TOTAL		3,147,740	3,476,706	3,850,909	4,016,506	4,347,386	1,060,575	2.60%	8.24%	99.19%
IMPORT PACKAGED - TOTAL		47,539,102	41,080,524	39,428,007	38,213,349	37,088,292	7,067,147	-3.43%	-2.94%	14.48%
IMPORT BEER - TOTAL		50,686,842	44,557,230	43,278,916	42,229,855	41,435,678	8,127,722	-2.68%	-1.88%	23.36%

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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ARGENTINA	PACKAGED	\$6	\$12	\$5	\$8	\$3	\$0	-100.00%	-56.90%	0.00%
	ARGENTINA - Total	\$6	\$12	\$5	\$8	\$3	\$0	-100.00%	-56.90%	0.00%
AUSTRALIA	PACKAGED	\$184	\$141	\$213	\$108	\$88	\$26	5.27%	-18.75%	25.11%
	AUSTRALIA - Total	\$184	\$141	\$213	\$108	\$88	\$26	5.27%	-18.75%	25.11%
AUSTRIA	DRAUGHT	\$46	\$64	\$71	\$95	\$118	\$25	-10.16%	24.61%	99.18%
	PACKAGED	\$260	\$281	\$328	\$282	\$309	\$65	8.58%	9.31%	18.96%
	AUSTRIA - Total	\$306	\$345	\$399	\$377	\$427	\$90	2.68%	13.16%	41.22%
BARBADOS	PACKAGED	\$0	\$0	\$0	\$0	\$3	\$1	n/a	n/a	33.19%
	BARBADOS - Total	\$0	\$0	\$0	\$0	\$3	\$1	n/a	n/a	33.19%
BELGIUM	DRAUGHT	\$4,388	\$3,954	\$3,747	\$3,961	\$4,732	\$1,097	10.78%	19.48%	99.37%
	PACKAGED	\$19,701	\$20,083	\$20,285	\$19,329	\$19,625	\$4,023	6.25%	1.53%	17.94%
	BELGIUM - Total	\$24,089	\$24,037	\$24,032	\$23,290	\$24,357	\$5,120	7.19%	4.58%	33.76%
BRAZIL	PACKAGED	\$687	\$2	\$0	\$0	\$3	\$0	n/a	n/a	0.00%
	BRAZIL - Total	\$687	\$2	\$0	\$0	\$3	\$0	n/a	n/a	0.00%
CHILE	PACKAGED	\$5	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE - Total	\$5	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
CHINA	PACKAGED	\$1,502	\$1,474	\$1,407	\$1,391	\$1,405	\$307	-4.00%	1.03%	45.31%
	CHINA - Total	\$1,502	\$1,474	\$1,407	\$1,391	\$1,405	\$307	-4.00%	1.03%	45.31%
CROATIA	PACKAGED	\$277	\$189	\$112	\$0	\$0	\$0	n/a	-100.00%	0.00%
	CROATIA - Total	\$277	\$189	\$112	\$0	\$0	\$0	n/a	-100.00%	0.00%
CUBA	PACKAGED	\$0	\$0	\$0	\$0	\$4	\$1	n/a	n/a	31.43%
	CUBA - Total	\$0	\$0	\$0	\$0	\$4	\$1	n/a	n/a	31.43%
CZECH REPUBLIC	DRAUGHT	\$155	\$172	\$173	\$124	\$156	\$41	51.98%	25.93%	94.78%
	PACKAGED	\$3,549	\$3,755	\$3,796	\$3,957	\$4,664	\$895	2.22%	17.85%	4.05%
	CZECH REPUBLIC - Total	\$3,704	\$3,927	\$3,968	\$4,081	\$4,820	\$936	3.70%	18.10%	6.99%

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DENMARK	DRAUGHT	\$252	\$346	\$626	\$575	\$798	\$166	19.78%	38.67%	99.48%
	PACKAGED	\$5,808	\$5,842	\$6,717	\$7,246	\$7,907	\$1,675	-6.24%	9.12%	1.06%
	DENMARK - Total	\$6,060	\$6,188	\$7,342	\$7,822	\$8,705	\$1,841	-4.37%	11.29%	10.08%
ESTONIA	PACKAGED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ESTONIA - Total	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	\$0	\$0	\$0	\$6	\$0	\$0	n/a	-100.00%	0.00%
	ETHIOPIA - Total	\$0	\$0	\$0	\$6	\$0	\$0	n/a	-100.00%	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$37	\$58	\$9	-70.34%	59.32%	1.57%
	FIJI - Total	\$0	\$0	\$0	\$37	\$58	\$9	-70.34%	59.32%	1.57%
FRANCE	DRAUGHT	\$467	\$1,136	\$1,363	\$1,599	\$1,868	\$421	18.48%	16.85%	99.92%
	PACKAGED	\$1,115	\$2,137	\$2,756	\$3,781	\$4,480	\$870	9.38%	18.48%	11.15%
	FRANCE - Total	\$1,582	\$3,274	\$4,119	\$5,380	\$6,349	\$1,291	12.19%	18.00%	37.28%
GERMANY	DRAUGHT	\$629	\$599	\$655	\$813	\$911	\$173	1.06%	12.04%	98.44%
	PACKAGED	\$14,252	\$14,282	\$12,885	\$13,005	\$12,383	\$2,418	-12.52%	-4.78%	3.84%
	GERMANY - Total	\$14,881	\$14,881	\$13,540	\$13,818	\$13,294	\$2,591	-11.72%	-3.79%	10.32%
GREECE	PACKAGED	\$50	\$72	\$76	\$89	\$121	\$28	23.90%	36.15%	88.75%
	GREECE - Total	\$50	\$72	\$76	\$89	\$121	\$28	23.90%	36.15%	88.75%
GREENLAND	PACKAGED	\$0	\$0	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
	GREENLAND - Total	\$0	\$0	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
ICELAND	DRAUGHT	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	100.00%
	PACKAGED	\$0	\$0	\$0	\$49	\$263	\$96	243.92%	440.36%	1.51%
	ICELAND - Total	\$0	\$0	\$0	\$49	\$266	\$99	243.92%	440.36%	2.56%
INDIA	PACKAGED	\$319	\$91	\$27	\$26	\$51	\$15	14.35%	93.96%	47.44%
	INDIA - Total	\$319	\$91	\$27	\$26	\$51	\$15	14.35%	93.96%	47.44%
IRELAND	DRAUGHT	\$5,496	\$5,803	\$5,760	\$5,500	\$5,103	\$1,466	-11.12%	-7.22%	99.72%

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IRELAND	PACKAGED	\$6,699	\$7,180	\$7,975	\$8,105	\$7,152	\$1,839	-21.42%	-11.76%	12.76%
	IRELAND - Total	\$12,195	\$12,983	\$13,735	\$13,605	\$12,254	\$3,306	-17.16%	-9.93%	48.97%
ISRAEL	PACKAGED	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-78.34%	0.00%
	ISRAEL - Total	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-78.34%	0.00%
ITALY	DRAUGHT	\$0	\$113	\$323	\$417	\$500	\$107	17.78%	19.96%	99.67%
	PACKAGED	\$1,207	\$1,606	\$1,752	\$1,714	\$1,749	\$331	-4.15%	2.05%	25.93%
	ITALY - Total	\$1,207	\$1,719	\$2,076	\$2,131	\$2,249	\$438	0.41%	5.55%	42.33%
JAMAICA	PACKAGED	\$1,179	\$1,247	\$1,253	\$1,185	\$1,074	\$216	-10.63%	-9.35%	19.50%
	JAMAICA - Total	\$1,179	\$1,247	\$1,253	\$1,185	\$1,074	\$216	-10.63%	-9.35%	19.50%
JAPAN	DRAUGHT	\$156	\$337	\$420	\$429	\$473	\$99	-5.44%	10.14%	98.68%
	PACKAGED	\$2,702	\$2,565	\$2,466	\$2,435	\$2,569	\$584	2.78%	5.47%	64.77%
	JAPAN - Total	\$2,858	\$2,902	\$2,886	\$2,865	\$3,041	\$683	1.50%	6.17%	70.04%
KENYA	PACKAGED	\$67	\$53	\$71	\$62	\$48	\$7	28.88%	-22.64%	46.48%
	KENYA - Total	\$67	\$53	\$71	\$62	\$48	\$7	28.88%	-22.64%	46.48%
KOREA - SOUTH	PACKAGED	\$52	\$118	\$145	\$145	\$125	\$25	-14.12%	-13.32%	67.16%
	KOREA - SOUTH - Total	\$52	\$118	\$145	\$145	\$125	\$25	-14.12%	-13.32%	67.16%
LAOS	PACKAGED	\$1	\$4	\$3	\$2	\$2	\$1	271.35%	-2.74%	67.50%
	LAOS - Total	\$1	\$4	\$3	\$2	\$2	\$1	271.35%	-2.74%	67.50%
LEBANON	PACKAGED	\$0	\$2	\$7	\$8	\$4	\$1	-13.15%	-53.58%	100.00%
	LEBANON - Total	\$0	\$2	\$7	\$8	\$4	\$1	-13.15%	-53.58%	100.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
MEXICO	PACKAGED	\$48,771	\$45,542	\$44,726	\$43,055	\$41,316	\$6,507	0.18%	-4.04%	22.65%
	MEXICO - Total	\$48,771	\$45,542	\$44,726	\$43,055	\$41,316	\$6,507	0.18%	-4.04%	22.65%
MONTENEGRO	PACKAGED	\$11	\$4	\$2	\$6	\$8	\$1	-24.33%	18.72%	0.00%
	MONTENEGRO - Total	\$11	\$4	\$2	\$6	\$8	\$1	-24.33%	18.72%	0.00%

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SALES IN RETAIL DOLLARS (000s)

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
NETHERLANDS	DRAUGHT	\$2,170	\$2,330	\$2,243	\$2,069	\$1,708	\$373	-23.93%	-17.47%	99.58%
	PACKAGED	\$28,677	\$28,483	\$27,385	\$25,469	\$26,341	\$5,098	2.04%	3.42%	14.41%
	NETHERLANDS - Total	\$30,847	\$30,812	\$29,628	\$27,538	\$28,049	\$5,472	-0.29%	1.85%	19.60%
NEW ZEALAND	DRAUGHT	\$0	\$0	\$0	\$6	\$4	\$0	-100.00%	-22.16%	0.00%
	PACKAGED	\$375	\$416	\$501	\$502	\$365	\$82	-20.50%	-27.32%	4.65%
	NEW ZEALAND - Total	\$375	\$416	\$501	\$507	\$369	\$82	-21.01%	-27.26%	5.58%
NORWAY	PACKAGED	\$13	\$19	\$10	\$24	\$7	\$2	-11.12%	-71.47%	13.94%
	NORWAY - Total	\$13	\$19	\$10	\$24	\$7	\$2	-11.12%	-71.47%	13.94%
PHILIPPINES	PACKAGED	\$309	\$364	\$359	\$359	\$306	\$63	-17.07%	-14.84%	4.40%
	PHILIPPINES - Total	\$309	\$364	\$359	\$359	\$306	\$63	-17.07%	-14.84%	4.40%
POLAND	PACKAGED	\$544	\$534	\$533	\$543	\$561	\$115	6.03%	3.28%	3.78%
	POLAND - Total	\$544	\$534	\$533	\$543	\$561	\$115	6.03%	3.28%	3.78%
PORTUGAL	PACKAGED	\$0	\$64	\$95	\$94	\$95	\$19	2.72%	0.74%	12.45%
	PORTUGAL - Total	\$0	\$64	\$95	\$94	\$95	\$19	2.72%	0.74%	12.45%
RUSSIA (USSR)	PACKAGED	\$131	\$179	\$280	\$308	\$286	\$60	-28.10%	-7.17%	2.72%
	RUSSIA (USSR) - Total	\$131	\$179	\$280	\$308	\$286	\$60	-28.10%	-7.17%	2.72%
SERBIA	PACKAGED	\$3	\$8	\$11	\$16	\$16	\$4	4.67%	-0.09%	0.00%
	SERBIA - Total	\$3	\$8	\$11	\$16	\$16	\$4	4.67%	-0.09%	0.00%
SINGAPORE	PACKAGED	\$285	\$304	\$318	\$364	\$359	\$75	-4.84%	-1.29%	41.48%
	SINGAPORE - Total	\$285	\$304	\$318	\$364	\$359	\$75	-4.84%	-1.29%	41.48%
SLOVAK REPUBLIC	PACKAGED	\$19	\$11	\$12	\$14	\$12	\$3	33.44%	-14.62%	0.02%
	SLOVAK REPUBLIC - Total	\$19	\$11	\$12	\$14	\$12	\$3	33.44%	-14.62%	0.02%
SLOVENIA	PACKAGED	\$6	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SLOVENIA	SLOVENIA - Total	\$6	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	\$121	\$138	\$100	\$105	\$98	\$19	-14.64%	-7.27%	5.49%
	SOUTH AFRICA - Total	\$121	\$138	\$100	\$105	\$98	\$19	-14.64%	-7.27%	5.49%
SPAIN	PACKAGED	\$934	\$1,077	\$1,473	\$1,736	\$1,544	\$358	33.51%	-11.09%	11.65%
	SPAIN - Total	\$934	\$1,077	\$1,473	\$1,736	\$1,544	\$358	33.51%	-11.09%	11.65%
SWEDEN	PACKAGED	\$0	\$0	\$0	\$5	\$2	\$1	-85.40%	-65.56%	16.94%
	SWEDEN - Total	\$0	\$0	\$0	\$5	\$2	\$1	-85.40%	-65.56%	16.94%
SWITZERLAND	PACKAGED	\$0	\$0	\$10	\$2	\$0	\$0	-100.00%	-95.24%	0.00%
	SWITZERLAND - Total	\$0	\$0	\$10	\$2	\$0	\$0	-100.00%	-95.24%	0.00%
TAIWAN	PACKAGED	\$0	\$0	\$0	\$0	\$44	\$0	n/a	n/a	0.00%
	TAIWAN - Total	\$0	\$0	\$0	\$0	\$44	\$0	n/a	n/a	0.00%
THAILAND	PACKAGED	\$423	\$472	\$457	\$476	\$456	\$96	-9.24%	-4.33%	65.53%
	THAILAND - Total	\$423	\$472	\$457	\$476	\$456	\$96	-9.24%	-4.33%	65.53%
TRINIDAD AND TOBAGO	PACKAGED	\$118	\$126	\$109	\$100	\$75	\$13	-21.86%	-24.97%	11.48%
	TRINIDAD AND TOBAGO - Total	\$118	\$126	\$109	\$100	\$75	\$13	-21.86%	-24.97%	11.48%
TURKEY	PACKAGED	\$160	\$253	\$283	\$285	\$270	\$36	-44.91%	-4.97%	2.59%
	TURKEY - Total	\$160	\$253	\$283	\$285	\$270	\$36	-44.91%	-4.97%	2.59%
UKRAINE	PACKAGED	\$12	\$0	\$12	\$0	\$0	\$0	n/a	n/a	0.00%
	UKRAINE - Total	\$12	\$0	\$12	\$0	\$0	\$0	n/a	n/a	0.00%
UNITED KINGDOM	DRAUGHT	\$268	\$319	\$517	\$674	\$646	\$169	-1.22%	-4.15%	99.58%
	PACKAGED	\$4,428	\$4,544	\$5,267	\$5,194	\$5,548	\$1,004	-7.85%	6.81%	3.62%
	UNITED KINGDOM - Total	\$4,695	\$4,864	\$5,784	\$5,869	\$6,194	\$1,174	-6.95%	5.55%	13.64%

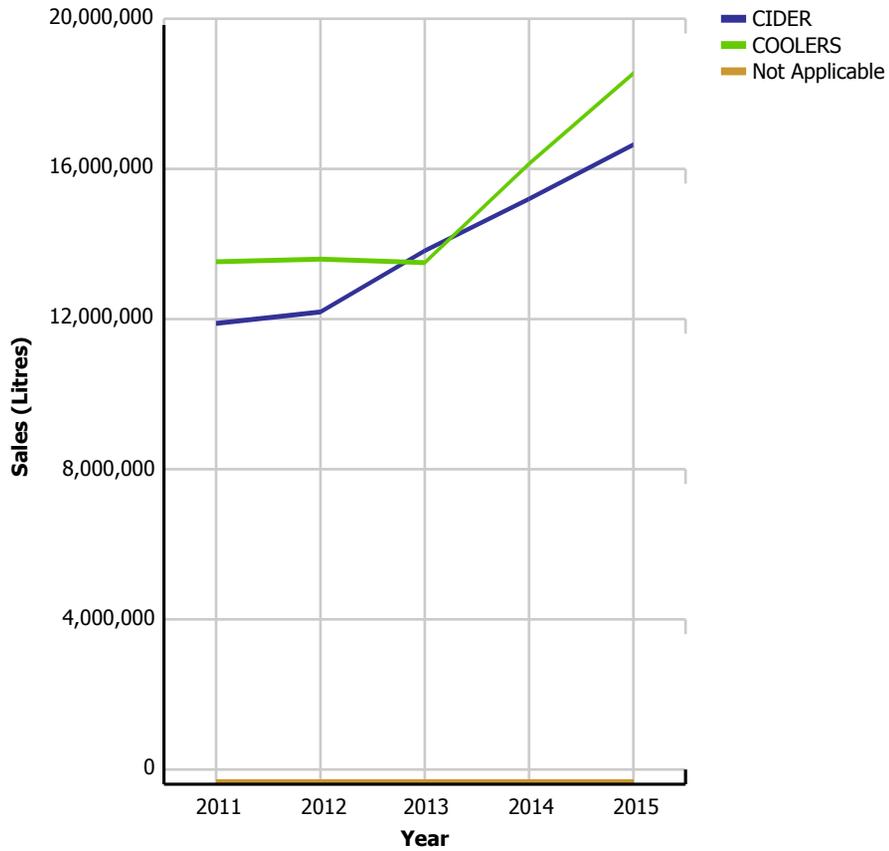
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
UNITED STATES OF AMERICA	DRAUGHT	\$317	\$943	\$2,003	\$2,444	\$3,262	\$832	34.91%	33.47%	98.25%
	PACKAGED	\$78,495	\$60,458	\$55,584	\$52,848	\$49,897	\$9,385	-6.79%	-5.58%	11.43%
	UNITED STATES OF AMERICA - Total	\$78,812	\$61,401	\$57,587	\$55,292	\$53,159	\$10,217	-4.38%	-3.86%	16.76%
VIETNAM	PACKAGED	\$3	\$9	\$12	\$17	\$12	\$1	-82.23%	-29.98%	89.73%
	VIETNAM - Total	\$3	\$9	\$12	\$17	\$12	\$1	-82.23%	-29.98%	89.73%
IMPORT DRAUGHT - TOTAL		\$14,344	\$16,117	\$17,899	\$18,706	\$20,283	\$4,973	2.84%	8.43%	99.27%
IMPORT PACKAGED - TOTAL		\$223,459	\$204,144	\$199,821	\$194,494	\$191,706	\$36,376	-3.40%	-1.43%	15.01%
IMPORT BEER - TOTAL		\$237,802	\$220,261	\$217,720	\$213,201	\$211,989	\$41,349	-2.69%	-0.57%	23.08%

Cooler and Cider Sales

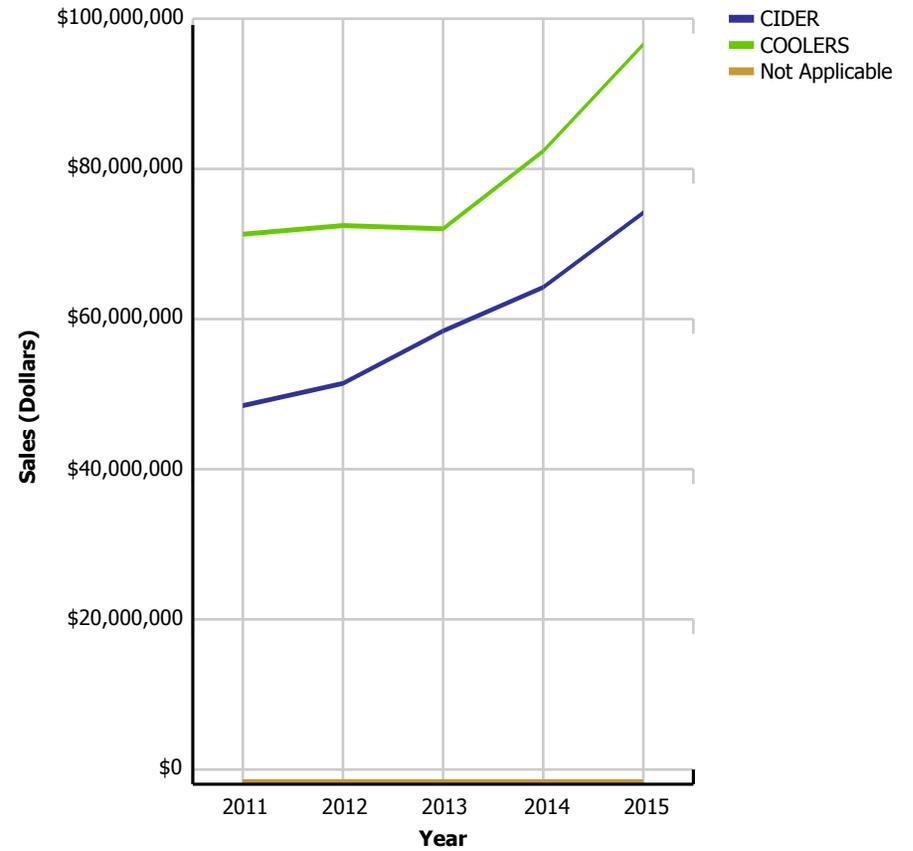
Coolers and Ciders (Domestic & Imported)

Annual Sales by Volume (Litres)



Coolers and Ciders (Domestic & Imported)

Annual Sales by Retail Dollars



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

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC DRAFT	92,233	109,879	157,853	198,585	189,889	45,796	6.48%	-4.38%	92.59%
PACKAGED	9,882,552	9,948,849	11,323,659	12,178,264	12,851,813	2,413,766	6.77%	5.53%	5.45%
PACKAGED - OTHER	31,294	32,022	39,589	49,049	57,760	10,791	19.54%	17.78%	5.84%
DOMESTIC - TOTAL	10,006,079	10,090,750	11,521,101	12,425,898	13,099,462	2,470,353	6.81%	5.42%	6.72%
IMPORT DRAFT	361,250	378,675	394,425	482,484	586,591	135,293	15.01%	21.58%	97.86%
PACKAGED	1,582,185	1,785,293	1,969,594	2,357,217	3,019,024	547,734	21.11%	28.07%	13.45%
PACKAGED - OTHER	0	0	18	40	4,722	2,278	n/a	11,720.00%	0.40%
IMPORT - TOTAL	1,943,435	2,163,968	2,364,037	2,839,741	3,610,337	685,305	20.25%	27.14%	27.15%
CIDER - TOTAL	11,949,514	12,254,718	13,885,138	15,265,639	16,709,799	3,155,658	9.47%	9.46%	11.13%

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

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC DRAFT	\$362	\$428	\$637	\$797	\$711	\$173	-0.30%	-10.80%	92.54%
PACKAGED	\$37,966	\$39,222	\$44,823	\$47,939	\$53,745	\$10,270	11.24%	12.11%	5.86%
PACKAGED - OTHER	\$591	\$546	\$660	\$824	\$955	\$178	17.88%	15.96%	6.06%
DOMESTIC - TOTAL	\$38,919	\$40,196	\$46,120	\$49,560	\$55,412	\$10,621	11.13%	11.81%	6.98%
IMPORT DRAFT	\$1,643	\$1,726	\$1,804	\$2,169	\$2,654	\$613	15.52%	22.40%	97.99%
PACKAGED	\$8,234	\$9,837	\$10,815	\$12,828	\$16,340	\$3,015	21.07%	27.37%	14.15%
PACKAGED - OTHER	\$0	\$0	\$0	\$1	\$82	\$39	n/a	13,651.68%	0.40%
IMPORT - TOTAL	\$9,877	\$11,563	\$12,619	\$14,997	\$19,076	\$3,668	21.40%	27.20%	25.75%
CIDER - TOTAL	\$48,796	\$51,759	\$58,739	\$64,557	\$74,488	\$14,289	13.60%	15.38%	11.79%

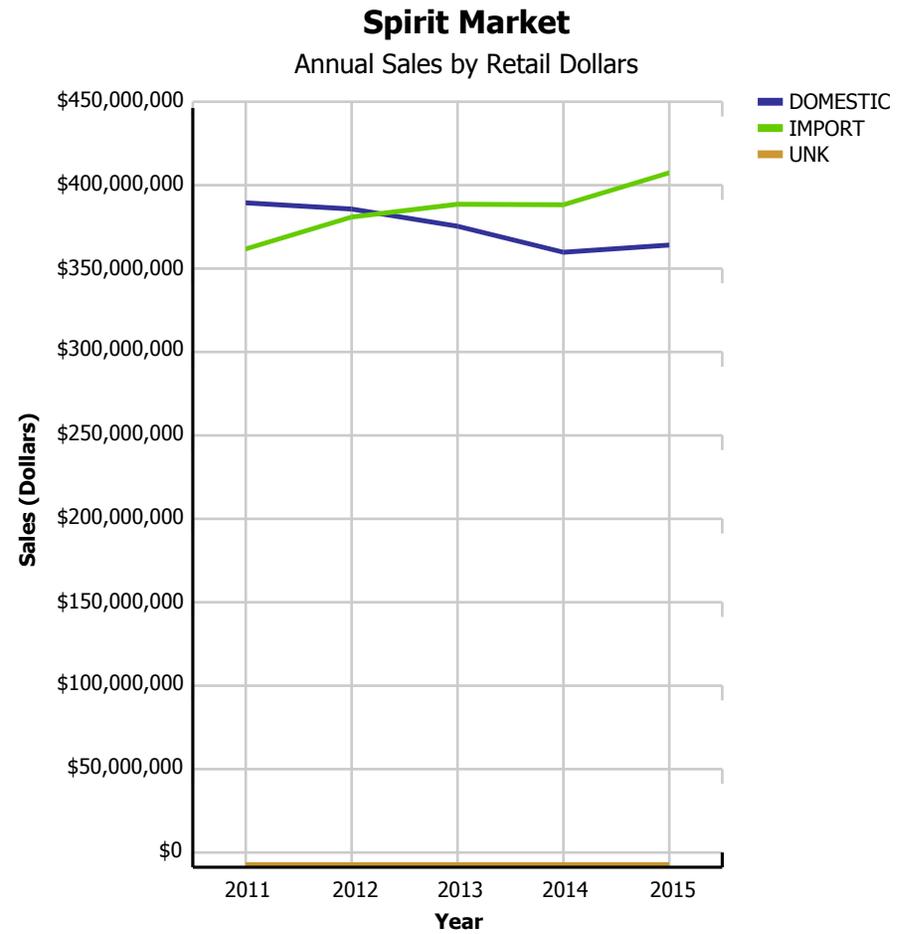
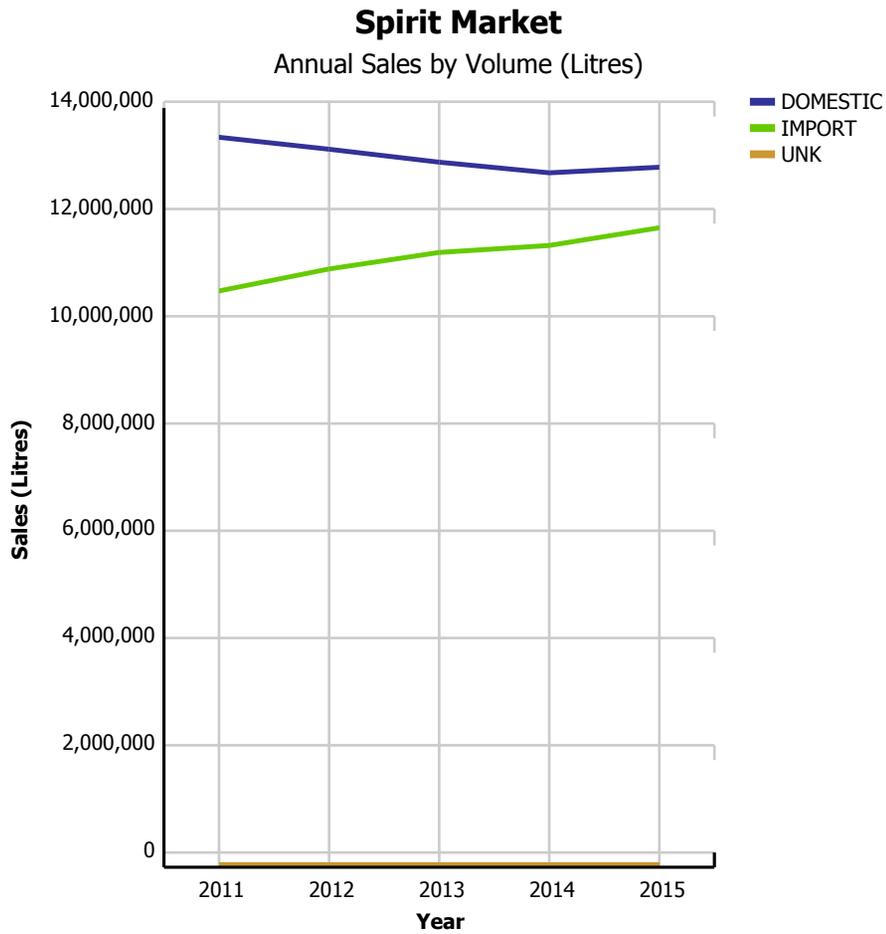
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC BEER	-5	0	-2	0	60,160	4,298	n/a	n/a	2.21%
OTHER	0	0	0	0	154	154	n/a	n/a	0.00%
SPIRIT	11,214,466	11,587,048	11,277,079	11,901,096	11,577,535	1,719,114	-0.74%	-2.72%	5.54%
WINE	854,834	683,945	599,276	532,305	539,751	90,239	-15.40%	1.40%	0.72%
DOMESTIC - TOTAL	12,069,295	12,270,993	11,876,353	12,433,401	12,177,600	1,813,805	-1.35%	-2.06%	5.31%
IMPORT BEER	1,394	3,707	231,506	2,329,032	4,030,214	518,253	31.96%	73.04%	3.06%
OTHER	0	-197	-6	0	0	0	n/a	n/a	0.00%
SPIRIT	1,327,123	1,225,104	1,301,865	1,292,510	2,209,641	340,369	64.99%	70.96%	2.68%
WINE	324,508	292,245	288,820	276,414	322,917	54,396	-0.04%	16.82%	7.63%
IMPORT - TOTAL	1,653,025	1,520,859	1,822,185	3,897,956	6,562,772	913,018	39.72%	68.36%	3.16%
COOLERS - TOTAL	13,722,320	13,791,852	13,698,538	16,331,357	18,740,372	2,726,823	9.42%	14.75%	4.56%

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

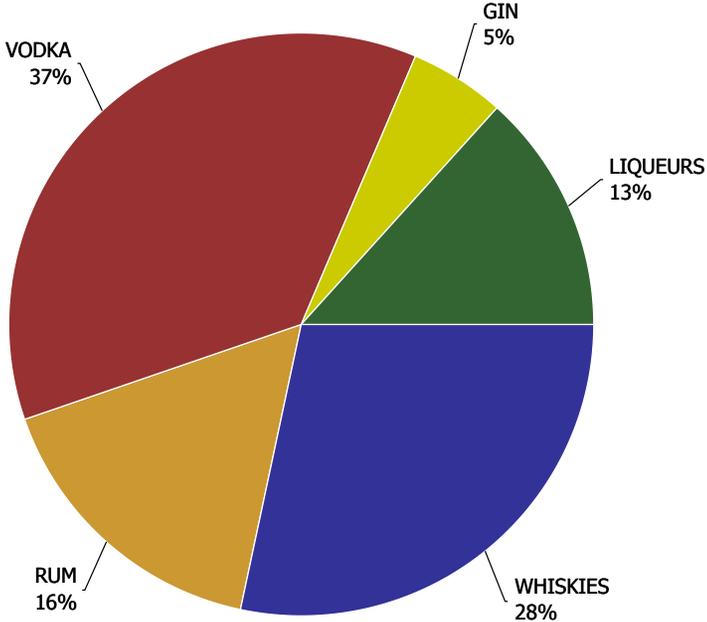
	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC BEER	\$0	\$0	\$0	\$0	\$262	\$19	n/a	n/a	2.21%
OTHER	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
SPIRIT	\$56,497	\$59,683	\$58,111	\$58,645	\$57,501	\$8,823	-0.34%	-1.95%	6.11%
WINE	\$3,917	\$2,941	\$2,441	\$2,008	\$2,242	\$349	-13.82%	11.66%	0.70%
DOMESTIC - TOTAL	\$60,414	\$62,624	\$60,553	\$60,654	\$60,006	\$9,192	-0.72%	-1.07%	5.89%
IMPORT BEER	\$8	\$20	\$1,261	\$12,118	\$21,613	\$2,776	36.42%	78.34%	3.09%
OTHER	\$0	(\$1)	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$9,516	\$8,672	\$9,060	\$8,562	\$13,462	\$2,023	46.74%	57.22%	2.72%
WINE	\$2,343	\$2,122	\$2,128	\$2,011	\$2,467	\$418	5.23%	22.68%	6.52%
IMPORT - TOTAL	\$11,867	\$10,812	\$12,449	\$22,692	\$37,541	\$5,217	36.90%	65.44%	3.18%
COOLERS - TOTAL	\$72,281	\$73,436	\$73,002	\$83,345	\$97,548	\$14,409	10.25%	17.04%	4.85%

Spirit Sales

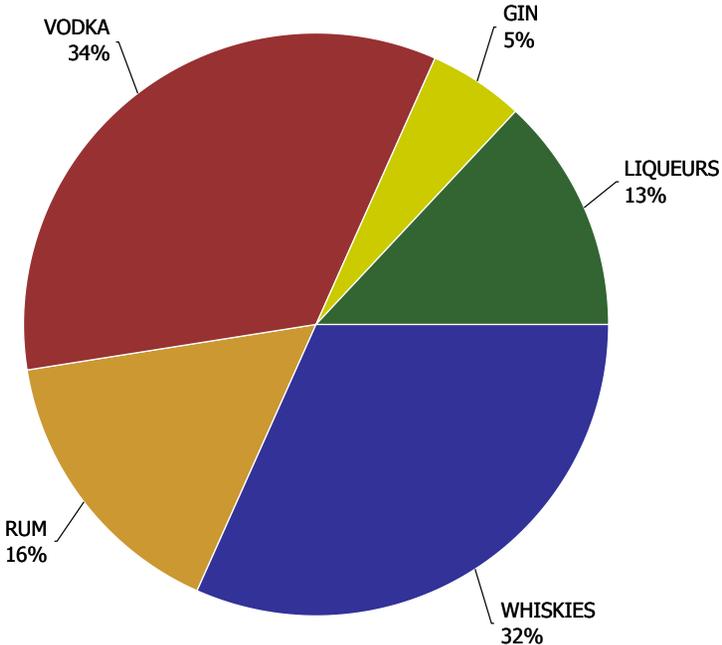


Spirit Market

Spirit Market Share
Current Quarter by Volume (Litres)



Spirit Market Share
Current Quarter by Retail Dollars



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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
ARMAGNAC		1,377	1,988	1,965	2,099	1,876	335	-33.27%	-10.80%	7.41%	
ASIAN SPIRITS		133,136	140,511	146,743	145,644	157,352	39,432	4.09%	8.05%	48.35%	
BRANDY	DOMESTIC	73,518	68,232	66,432	57,386	47,988	10,525	-17.69%	-16.38%	6.35%	
	IMPORT	391,548	383,158	373,572	371,573	373,606	82,951	-4.02%	0.55%	4.84%	
BRANDY		465,066	451,390	440,004	428,959	421,594	93,476	-5.78%	-1.72%	5.02%	
CACHACA		4,468	3,997	4,476	4,237	5,109	891	-12.04%	20.70%	36.82%	
COGNAC		41,358	46,309	48,214	52,205	56,384	13,093	-0.40%	7.93%	12.46%	
EAUX DE VIE	DOMESTIC	721	725	1,228	1,898	1,679	207	-2.82%	-11.01%	12.51%	
	IMPORT	13,277	14,301	15,436	16,372	16,840	3,625	-6.84%	2.93%	8.61%	
EAUX DE VIE		13,998	15,026	16,664	18,270	18,519	3,832	-6.63%	1.48%	8.96%	
GIN	DOMESTIC	320,729	302,720	296,912	288,320	297,554	59,715	5.01%	3.22%	18.57%	
	IMPORT	823,813	857,409	915,736	947,222	1,009,263	189,031	3.99%	6.55%	16.76%	
GIN		1,144,542	1,160,129	1,212,648	1,235,542	1,306,817	248,746	4.23%	5.77%	17.17%	
RUM	AMBER	DOMESTIC	1,161,081	1,149,919	1,114,662	1,100,348	1,126,931	219,647	-0.19%	2.42%	8.62%
		IMPORT	705,033	750,109	819,129	814,371	765,316	138,354	-14.88%	-6.02%	7.62%
AMBER		1,866,114	1,900,028	1,933,791	1,914,719	1,892,247	358,001	-6.43%	-1.17%	8.21%	
DARK	DOMESTIC	418,065	392,587	372,630	355,540	349,793	70,747	-4.07%	-1.62%	10.68%	
	IMPORT	190,813	206,274	242,441	280,301	289,599	54,900	-7.85%	3.32%	4.49%	
DARK		608,878	598,861	615,071	635,841	639,392	125,647	-5.76%	0.56%	7.88%	
WHITE	DOMESTIC	1,628,037	1,529,098	1,482,123	1,396,160	1,359,461	269,991	-3.30%	-2.63%	12.92%	
	IMPORT	102,337	108,244	90,732	77,843	83,003	16,214	15.86%	6.61%	21.68%	
WHITE		1,730,374	1,637,342	1,572,855	1,474,003	1,442,464	286,205	-2.38%	-2.14%	13.42%	
RUM	DOMESTIC	3,207,183	3,071,604	2,969,415	2,852,048	2,836,185	560,385	-2.20%	-0.56%	10.93%	
	IMPORT	998,183	1,064,627	1,152,302	1,172,515	1,137,918	209,468	-11.29%	-2.95%	7.85%	
RUM		4,205,366	4,136,231	4,121,717	4,024,563	3,974,103	769,853	-4.85%	-1.25%	10.05%	
TEQUILA	DOMESTIC	0	13	117	0	0	0	n/a	n/a	0.00%	
	IMPORT	516,901	549,529	602,778	618,497	648,498	123,846	3.71%	4.86%	33.44%	
TEQUILA		516,901	549,542	602,895	618,497	648,498	123,846	3.71%	4.86%	33.44%	

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
VODKA	DOMESTIC	4,848,253	4,724,316	4,661,323	4,599,081	4,669,084	1,024,242	-0.42%	1.52%	12.11%
	IMPORT	3,034,403	3,214,432	3,265,354	3,271,063	3,356,488	682,561	-4.50%	2.61%	12.85%
VODKA		7,882,656	7,938,748	7,926,677	7,870,144	8,025,572	1,706,803	-2.09%	1.98%	12.42%
WHISKY	AMERICAN WHISKY	344,526	396,715	429,637	468,393	537,394	118,740	5.41%	14.73%	25.26%
	CANADIAN WHISKY	4,051,705	4,078,665	4,038,444	4,028,190	4,016,394	843,129	-2.49%	-0.29%	6.33%
	IRISH WHISKY	124,593	147,800	165,272	196,016	243,718	65,010	14.29%	24.33%	26.93%
	JAPANESE WHISKY	382	1,015	1,726	2,106	4,005	1,007	35.90%	89.35%	7.32%
	SCOTCH - BLEND	1,038,114	1,025,812	992,284	979,442	987,923	216,498	-3.05%	0.86%	2.80%
	SCOTCH - MALT	326,828	342,428	364,836	382,450	408,551	80,157	-1.39%	6.82%	7.67%
	OTHER WHISKY	4,226	6,077	7,161	7,822	6,287	1,190	-40.83%	-19.61%	1.97%
WHISKY		5,890,387	5,998,516	5,999,360	6,064,419	6,204,272	1,325,731	-1.18%	2.31%	8.30%
OTHER SPIRITS	RESTRICTED	1,386	1,433	1,391	1,301	1,501	317	16.97%	15.24%	0.13%
	APERITIF	14,253	19,039	23,013	26,432	31,440	4,942	-16.75%	18.95%	29.41%
	FLAVOURED	5,515	2,947	2,307	53,791	82,427	16,404	-4.43%	53.27%	7.38%
	READY TO MIX COCKTAILS	154,056	149,032	143,020	128,083	128,603	25,376	-6.91%	0.40%	55.59%
	READY TO SERVE COCKTAILS	161,401	180,957	219,022	123,992	87,536	11,677	-32.48%	-29.38%	0.37%
	SCHNAPPS	6,459	5,560	5,247	5,774	6,148	1,166	-14.45%	6.54%	5.27%
OTHER SPIRITS		343,070	358,968	394,000	339,373	337,655	59,882	-13.58%	-0.49%	25.90%
SPIRIT - GIFT PACKS	DOMESTIC	9,319	33,806	15,677	10,160	6,889	437	-37.57%	-32.28%	0.38%
	IMPORT	18,165	16,972	25,320	27,856	15,063	1,611	-48.79%	-45.91%	0.85%
SPIRIT - GIFT PACKS		27,484	50,778	40,997	38,016	21,952	2,048	-46.75%	-42.27%	0.70%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ARMAGNAC		\$155	\$220	\$252	\$287	\$224	\$48	-40.87%	-22.05%	8.00%
ASIAN SPIRITS		\$5,263	\$7,414	\$8,204	\$5,451	\$5,880	\$1,680	3.69%	7.89%	32.32%
BRANDY	DOMESTIC	\$2,086	\$1,949	\$1,886	\$1,595	\$1,349	\$296	-16.85%	-15.39%	6.35%
	IMPORT	\$11,389	\$11,224	\$10,792	\$10,576	\$10,735	\$2,379	-3.63%	1.50%	5.45%
BRANDY		\$13,475	\$13,173	\$12,678	\$12,171	\$12,085	\$2,675	-5.29%	-0.71%	5.55%
CACHACA		\$185	\$167	\$168	\$150	\$189	\$33	1.37%	25.95%	37.17%
COGNAC		\$4,419	\$5,779	\$6,203	\$7,402	\$8,387	\$2,036	8.84%	13.31%	10.35%
EAUX DE VIE	DOMESTIC	\$77	\$74	\$117	\$165	\$150	\$19	0.87%	-8.96%	13.61%
	IMPORT	\$620	\$663	\$727	\$742	\$790	\$173	-3.59%	6.49%	10.73%
EAUX DE VIE		\$697	\$737	\$844	\$907	\$940	\$192	-3.16%	3.68%	11.19%
GIN	DOMESTIC	\$9,277	\$8,934	\$8,747	\$8,457	\$9,107	\$1,839	10.15%	7.69%	17.76%
	IMPORT	\$25,284	\$26,459	\$27,773	\$28,492	\$30,798	\$5,759	4.54%	8.09%	17.38%
GIN		\$34,561	\$35,394	\$36,520	\$36,949	\$39,905	\$7,597	5.84%	8.00%	17.47%
RUM	AMBER	\$35,507	\$35,899	\$34,544	\$33,152	\$33,820	\$6,630	-0.12%	2.02%	8.81%
	IMPORT	\$23,134	\$24,898	\$26,609	\$25,982	\$24,855	\$4,582	-13.01%	-4.34%	8.04%
	AMBER	\$58,641	\$60,797	\$61,153	\$59,134	\$58,675	\$11,212	-5.82%	-0.78%	8.48%
	DARK	\$12,194	\$11,476	\$10,723	\$9,909	\$9,794	\$1,975	-4.52%	-1.16%	10.72%
	IMPORT	\$6,011	\$6,859	\$8,303	\$9,612	\$10,169	\$1,935	-5.71%	5.80%	4.76%
	DARK	\$18,206	\$18,335	\$19,026	\$19,521	\$19,963	\$3,909	-5.11%	2.27%	7.69%
	WHITE	\$46,267	\$44,021	\$41,867	\$38,194	\$37,318	\$7,414	-2.83%	-2.29%	12.98%
	IMPORT	\$3,013	\$3,262	\$2,697	\$2,272	\$2,456	\$483	17.21%	8.11%	21.97%
	WHITE	\$49,281	\$47,283	\$44,563	\$40,465	\$39,774	\$7,896	-1.80%	-1.71%	13.54%
RUM	DOMESTIC	\$93,969	\$91,396	\$87,133	\$81,254	\$80,932	\$16,019	-1.94%	-0.40%	10.96%
	IMPORT	\$32,159	\$35,019	\$37,609	\$37,866	\$37,480	\$7,000	-9.46%	-1.02%	8.07%
RUM		\$126,127	\$126,415	\$124,742	\$119,120	\$118,412	\$23,018	-4.36%	-0.59%	10.05%
TEQUILA	DOMESTIC	\$0	\$2	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$21,771	\$22,496	\$24,285	\$24,643	\$26,061	\$5,076	5.12%	5.76%	32.71%
TEQUILA		\$21,771	\$22,498	\$24,288	\$24,643	\$26,061	\$5,076	5.12%	5.76%	32.71%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
VODKA	DOMESTIC	\$138,579	\$136,296	\$134,695	\$129,035	\$131,667	\$28,844	-0.44%	2.04%	12.03%
	IMPORT	\$97,896	\$104,216	\$104,611	\$101,987	\$104,265	\$21,163	-4.95%	2.23%	14.36%
VODKA		\$236,475	\$240,512	\$239,306	\$231,022	\$235,932	\$50,007	-2.40%	2.13%	13.06%
WHISKY	AMERICAN WHISKY	\$12,622	\$14,736	\$16,075	\$17,537	\$20,466	\$4,615	8.23%	16.70%	26.52%
	CANADIAN WHISKY	\$122,420	\$123,315	\$119,613	\$115,915	\$115,989	\$24,473	-2.04%	0.06%	6.39%
	IRISH WHISKY	\$4,984	\$5,869	\$6,409	\$7,642	\$9,548	\$2,520	13.75%	24.93%	26.56%
	JAPANESE WHISKY	\$53	\$125	\$207	\$241	\$478	\$127	41.40%	98.14%	7.19%
	SCOTCH - BLEND	\$35,459	\$35,085	\$33,405	\$32,070	\$32,738	\$7,184	-1.29%	2.08%	4.00%
	SCOTCH - MALT	\$23,984	\$25,539	\$27,400	\$29,489	\$33,206	\$7,335	12.59%	12.60%	8.61%
	OTHER WHISKY	\$283	\$342	\$360	\$389	\$376	\$82	-18.24%	-3.35%	4.05%
WHISKY		\$199,807	\$205,011	\$203,469	\$203,285	\$212,800	\$46,335	1.96%	4.68%	9.21%
OTHER SPIRITS	RESTRICTED	\$64	\$66	\$64	\$60	\$69	\$15	16.76%	15.22%	0.13%
	APERITIF	\$428	\$576	\$680	\$757	\$908	\$141	-17.61%	20.02%	29.96%
	FLAVOURED	\$265	\$129	\$77	\$2,551	\$4,049	\$779	-5.85%	58.75%	8.39%
	READY TO MIX COCKTAILS	\$3,666	\$3,570	\$3,382	\$2,964	\$2,937	\$584	-6.67%	-0.92%	55.03%
	READY TO SERVE COCKTAILS	\$3,766	\$4,045	\$4,761	\$3,041	\$2,364	\$366	-20.54%	-22.27%	0.31%
	SCHNAPPS	\$249	\$216	\$210	\$242	\$271	\$52	-14.41%	12.27%	5.65%
OTHER SPIRITS		\$8,439	\$8,602	\$9,173	\$9,615	\$10,599	\$1,937	-10.26%	10.24%	21.23%
SPIRIT - GIFT PACKS	DOMESTIC	\$472	\$1,138	\$797	\$556	\$406	\$23	-65.34%	-26.87%	0.36%
	IMPORT	\$928	\$885	\$1,116	\$1,155	\$829	\$87	-35.48%	-28.26%	1.44%
SPIRIT - GIFT PACKS		\$1,400	\$2,023	\$1,913	\$1,711	\$1,235	\$109	-45.33%	-27.81%	1.08%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ALMOND	DOMESTIC	13,104	12,007	4,103	536	702	193	250.91%	31.66%	78.06%
	IMPORT	107,555	102,498	103,406	100,769	97,434	18,277	-6.93%	-3.33%	16.73%
	ALMOND - TOTAL	120,659	114,505	107,509	101,305	98,136	18,470	-6.21%	-3.14%	17.17%
ANISE / LICORICE	DOMESTIC	1,492	1,297	1,141	690	614	166	159.38%	-10.68%	33.55%
	IMPORT	138,865	134,328	128,315	122,174	122,293	24,924	-3.38%	0.10%	18.05%
	ANISE / LICORICE - TOTAL	140,357	135,625	129,456	122,864	122,907	25,090	-2.98%	0.04%	18.13%
APPLE	DOMESTIC	253	431	423	137	768	96	174.29%	464.71%	70.31%
	IMPORT	42,243	37,862	31,721	27,130	24,308	4,715	-20.81%	-10.42%	40.88%
	APPLE - TOTAL	42,496	38,293	32,144	27,267	25,076	4,811	-19.67%	-8.05%	41.78%
APRICOT	DOMESTIC	8,371	8,282	7,676	6,870	5,795	1,069	-31.03%	-15.62%	9.23%
	IMPORT	20,151	20,289	19,629	20,037	22,114	4,193	-0.73%	10.36%	40.01%
	APRICOT - TOTAL	28,522	28,571	27,305	26,907	27,909	5,262	-8.87%	3.73%	33.62%
BANANA	DOMESTIC	3,778	3,229	2,513	1,530	1,556	274	5.79%	1.63%	38.43%
	IMPORT	32,185	31,128	28,352	25,228	22,780	4,570	-16.50%	-9.70%	60.54%
	BANANA - TOTAL	35,963	34,357	30,865	26,758	24,336	4,844	-15.49%	-9.05%	59.12%
BERRY - OTHER	DOMESTIC	461	951	518	1,078	407	20	-61.54%	-62.37%	4.42%
	IMPORT	804	579	741	492	357	62	-30.34%	-27.09%	22.41%
	BERRY - OTHER - TOTAL	1,265	1,530	1,259	1,570	764	82	-41.84%	-51.34%	12.83%
BLACK CURRANT / CASSIS	DOMESTIC	109	112	287	1,213	2,348	431	16.17%	93.83%	10.90%
	IMPORT	6,856	6,644	6,233	5,822	5,801	1,069	-13.30%	-0.33%	40.48%
	BLACK CURRANT / CASSIS - TOTAL	6,965	6,756	6,520	7,035	8,149	1,500	-6.48%	15.92%	31.95%
BLACKBERRY	DOMESTIC	29	19	57	75	57	14	133.33%	-25.33%	19.30%
	IMPORT	3,031	2,573	2,283	2,344	2,314	507	1.00%	-1.53%	35.35%

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BLACKBERRY	BLACKBERRY - TOTAL	3,060	2,592	2,340	2,419	2,371	521	2.56%	-2.26%	34.96%
BUTTERSCOTCH	DOMESTIC	440	701	742	349	442	96	-26.15%	27.22%	92.76%
	IMPORT	52,417	59,513	65,178	64,249	60,895	13,004	-13.89%	-5.22%	56.38%
	BUTTERSCOTCH - TOTAL	52,857	60,214	65,920	64,598	61,337	13,100	-14.00%	-5.05%	56.64%
CACAO / CHOCOLATE	DOMESTIC	6,174	5,538	5,555	5,799	8,458	1,471	5.98%	45.68%	9.40%
	IMPORT	0	1	81	705	1,184	951	1,005.81%	67.18%	0.42%
	CACAO / CHOCOLATE - TOTAL	6,174	5,539	5,636	6,504	9,642	2,422	64.31%	48.02%	8.30%
CACAO / WHITE	DOMESTIC	23,410	23,213	21,865	23,353	21,412	4,336	-21.96%	-8.30%	52.68%
	IMPORT	5	3	90	296	1,943	694	1,827.78%	551.51%	1.90%
	CACAO / WHITE - TOTAL	23,415	23,216	21,955	23,649	23,355	5,030	-10.05%	-1.23%	48.45%
CHERRY	DOMESTIC	253	269	777	2,696	5,242	1,162	50.13%	94.33%	3.91%
	IMPORT	8,513	8,672	9,097	10,260	10,580	2,110	-8.30%	3.15%	26.95%
	CHERRY - TOTAL	8,766	8,941	9,874	12,956	15,822	3,272	6.41%	22.12%	19.31%
CHESTNUT	IMPORT	22	5	0	171	9	0	-100.00%	-94.22%	0.00%
	CHESTNUT - TOTAL	22	5	0	171	9	0	-100.00%	-94.22%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	0	810	451	1,095	4,874	129	12.17%	343.95%	1.60%
	CITRUS OTHER THAN ORANGE - TOTAL	0	810	451	1,095	4,874	129	12.17%	343.95%	1.60%
COCONUT	DOMESTIC	116,774	119,172	113,883	116,686	123,516	20,149	5.46%	5.86%	11.57%
	IMPORT	14,846	13,096	12,484	10,565	6,975	877	-55.39%	-34.02%	21.00%
	COCONUT - TOTAL	131,620	132,268	126,367	127,251	130,491	21,026	-0.21%	2.55%	12.08%
COFFEE	DOMESTIC	2,290	1,541	375	162	268	116	222.22%	67.28%	12.69%
	IMPORT	297,219	289,993	281,076	276,999	269,591	42,696	-15.58%	-2.66%	12.61%

SPIRITS MARKET - LIQUEURS
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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
COFFEE	COFFEE - TOTAL	299,509	291,534	281,451	277,161	269,859	42,812	-15.41%	-2.62%	12.61%
CRANBERRY	DOMESTIC	28	38	95	189	171	16	6.67%	-9.63%	17.54%
	IMPORT	0	0	0	18	0	0	-100.00%	-100.00%	0.00%
	CRANBERRY - TOTAL	28	38	95	207	171	16	-33.33%	-17.56%	17.54%
CREAM	DOMESTIC	1,614	2,121	4,551	22,844	32,245	5,390	-11.76%	41.16%	1.00%
	IMPORT	1,033,316	1,035,541	1,028,635	1,047,602	1,102,133	166,888	-11.03%	5.21%	4.63%
	CREAM - TOTAL	1,034,930	1,037,662	1,033,186	1,070,446	1,134,378	172,278	-11.05%	5.97%	4.53%
EGG	IMPORT	5,693	5,227	5,108	5,013	5,411	857	-1.15%	7.87%	1.53%
	EGG - TOTAL	5,693	5,227	5,108	5,013	5,411	857	-1.15%	7.87%	1.53%
FRUIT - OTHER	DOMESTIC	7,287	3,662	2,874	1,804	1,720	279	-8.52%	-4.70%	9.88%
	IMPORT	67,816	59,726	53,167	45,655	41,326	7,910	-19.64%	-9.48%	39.64%
	FRUIT - OTHER - TOTAL	75,103	63,388	56,041	47,459	43,046	8,189	-19.30%	-9.30%	38.45%
GRAPE	DOMESTIC	18	9	2,928	836	29	0	-100.00%	-96.43%	0.00%
	IMPORT	2,729	1,959	1,365	1,679	916	244	-29.89%	-45.33%	15.61%
	GRAPE - TOTAL	2,747	1,968	4,293	2,515	945	244	-34.76%	-62.36%	15.13%
GRAPE FRUIT	IMPORT	758	636	548	558	7,525	601	607.06%	1,247.05%	2.33%
	GRAPE FRUIT - TOTAL	758	636	548	558	7,525	601	607.06%	1,247.05%	2.33%
HAZELNUT	IMPORT	20,431	19,217	19,159	19,269	18,419	3,510	-14.93%	-4.42%	36.05%
	HAZELNUT - TOTAL	20,431	19,217	19,159	19,269	18,419	3,510	-14.93%	-4.42%	36.05%
HERBAL	DOMESTIC	1,367	1,289	1,550	1,963	2,056	341	-26.03%	4.59%	11.28%
	IMPORT	313,743	311,824	301,103	291,388	282,726	59,809	-12.16%	-2.97%	40.67%
	HERBAL - TOTAL	315,110	313,113	302,653	293,351	284,782	60,150	-12.25%	-2.92%	40.45%
HONEY	IMPORT	0	0	18	0	2,757	836	n/a	n/a	2.50%
	HONEY - TOTAL	0	0	18	0	2,757	836	n/a	n/a	2.50%
LEMON	DOMESTIC	0	0	0	0	175	82	n/a	n/a	9.71%

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LEMON	IMPORT	22,829	23,237	22,870	20,055	20,967	3,485	0.14%	4.47%	17.85%
	LEMON - TOTAL	22,829	23,237	22,870	20,055	21,142	3,567	2.50%	5.35%	17.78%
LOGANBERRY	IMPORT	270	180	288	299	209	17	41.67%	-30.10%	0.00%
	LOGANBERRY - TOTAL	270	180	288	299	209	17	41.67%	-30.10%	0.00%
MACADAMIA	IMPORT	3,544	3,428	3,160	3,215	2,688	397	-27.55%	-16.36%	3.24%
	MACADAMIA - TOTAL	3,544	3,428	3,160	3,215	2,688	397	-27.55%	-16.36%	3.24%
MELON	DOMESTIC	3,671	1,687	1,651	874	888	138	-20.23%	1.71%	51.80%
	IMPORT	14,705	14,699	13,334	13,542	13,349	2,574	-10.93%	-1.35%	47.13%
	MELON - TOTAL	18,376	16,386	14,985	14,416	14,237	2,712	-11.46%	-1.16%	47.42%
MINT	DOMESTIC	22,303	22,797	20,782	21,534	20,307	3,590	-19.34%	-5.69%	19.87%
	IMPORT	189	192	149	51	51	4	0.00%	-2.00%	0.00%
	MINT - TOTAL	22,492	22,989	20,931	21,585	20,358	3,594	-19.33%	-5.68%	19.90%
ORANGE	DOMESTIC	105,682	104,620	105,400	109,732	111,615	20,583	-6.12%	1.72%	27.46%
	IMPORT	157,433	155,665	154,296	152,958	154,685	27,062	-9.45%	1.13%	25.24%
	ORANGE - TOTAL	263,115	260,285	259,696	262,690	266,300	47,645	-8.04%	1.38%	26.17%
OTHER	DOMESTIC	829	1,626	1,697	4,003	3,257	744	86.93%	-18.65%	11.94%
	IMPORT	7,206	5,871	5,525	7,257	15,034	3,400	147.81%	107.02%	16.33%
	OTHER - TOTAL	8,035	7,497	7,222	11,260	18,291	4,144	134.12%	62.39%	15.55%
OTHER NUT	IMPORT	14	14	450	216	90	0	-100.00%	-58.06%	0.00%
	OTHER NUT - TOTAL	14	14	450	216	90	0	-100.00%	-58.06%	0.00%
PEACH	DOMESTIC	44,800	46,502	49,097	52,048	56,141	10,842	-3.55%	7.86%	53.70%
	IMPORT	2,024	1,230	940	612	3,429	787	642.45%	458.54%	19.10%
	PEACH - TOTAL	46,824	47,732	50,037	52,660	59,570	11,629	2.49%	13.12%	51.71%
PEAR	DOMESTIC	10	12	24	107	179	22	100.00%	67.29%	15.64%
	IMPORT	3,623	3,005	2,754	2,795	2,751	455	-16.97%	-1.46%	18.47%
	PEAR - TOTAL	3,633	3,017	2,778	2,902	2,930	477	-14.67%	1.07%	18.29%

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PINEAPPLE	DOMESTIC	4,865	2,289	2,043	177	3	0	-100.00%	-97.78%	0.00%
	IMPORT	0	504	359	207	101	20	11.11%	-51.21%	0.00%
	PINEAPPLE - TOTAL	4,865	2,793	2,402	384	104	20	-23.08%	-72.87%	0.00%
PLUM	DOMESTIC	0	0	0	8	4	4	n/a	-42.86%	0.00%
	IMPORT	710	780	783	751	644	142	-13.94%	-14.23%	2.95%
	PLUM - TOTAL	710	780	783	759	648	146	-11.52%	-14.49%	2.93%
RASPBERRY	DOMESTIC	2,898	2,911	3,922	2,404	2,820	488	-20.00%	17.23%	53.69%
	IMPORT	98,466	97,804	90,858	81,304	75,320	16,153	-11.11%	-7.36%	43.81%
	RASPBERRY - TOTAL	101,364	100,715	94,780	83,708	78,140	16,641	-11.39%	-6.65%	44.16%
SPICE	DOMESTIC	327,565	352,697	363,248	385,440	410,248	92,283	-2.76%	6.44%	6.24%
	IMPORT	10,863	10,273	10,099	9,573	10,025	2,089	-6.57%	4.69%	31.68%
	SPICE - TOTAL	338,428	362,970	373,347	395,013	420,273	94,372	-2.84%	6.39%	6.84%
STRAWBERRY	DOMESTIC	0	7	314	18,545	18,524	3,724	-7.41%	-0.11%	3.84%
	IMPORT	831	2,640	4,076	2,717	2,138	434	-25.43%	-21.01%	8.51%
	STRAWBERRY - TOTAL	831	2,647	4,390	21,262	20,662	4,158	-9.69%	-2.79%	4.32%
TANGERINE	IMPORT	819	821	707	768	685	80	-55.06%	-11.01%	39.42%
	TANGERINE - TOTAL	819	821	707	768	685	80	-55.06%	-11.01%	39.42%
WALNUT	IMPORT	54	38	54	73	85	12	-68.42%	15.28%	9.41%
	WALNUT - TOTAL	54	38	54	73	85	12	-68.42%	15.28%	9.41%
WHISKY	DOMESTIC	9,300	7,886	8,510	10,979	14,336	3,476	27.09%	30.57%	3.10%
	IMPORT	120,608	138,100	152,079	165,312	168,801	34,749	-5.77%	2.12%	11.21%
	WHISKY - TOTAL	129,908	145,986	160,589	176,291	183,137	38,225	-3.50%	3.89%	10.57%
LIQUEURS - TOTAL		3,322,561	3,327,520	3,289,622	3,335,884	3,432,020	622,888	-8.12%	2.88%	16.59%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ALMOND	DOMESTIC	\$320	\$296	\$99	\$12	\$17	\$5	345.84%	41.01%	72.58%
	IMPORT	\$3,069	\$2,996	\$2,933	\$2,839	\$2,787	\$526	-6.25%	-1.83%	16.10%
	ALMOND - TOTAL	\$3,389	\$3,292	\$3,032	\$2,851	\$2,804	\$532	-5.49%	-1.66%	16.43%
ANISE / LICORICE	DOMESTIC	\$36	\$33	\$29	\$20	\$15	\$4	142.33%	-21.18%	31.17%
	IMPORT	\$4,051	\$3,916	\$3,682	\$3,484	\$3,493	\$710	-4.29%	0.28%	17.62%
	ANISE / LICORICE - TOTAL	\$4,087	\$3,948	\$3,712	\$3,503	\$3,509	\$714	-3.96%	0.16%	17.68%
APPLE	DOMESTIC	\$5	\$9	\$9	\$3	\$32	\$2	171.25%	1,047.24%	34.58%
	IMPORT	\$1,031	\$939	\$806	\$674	\$603	\$120	-20.32%	-10.45%	40.60%
	APPLE - TOTAL	\$1,037	\$948	\$815	\$677	\$636	\$122	-19.39%	-6.05%	40.29%
APRICOT	DOMESTIC	\$206	\$205	\$189	\$166	\$140	\$27	-28.83%	-15.86%	8.43%
	IMPORT	\$429	\$439	\$432	\$426	\$473	\$91	1.69%	11.23%	41.44%
	APRICOT - TOTAL	\$636	\$644	\$621	\$591	\$613	\$118	-7.34%	3.63%	33.92%
BANANA	DOMESTIC	\$99	\$79	\$62	\$39	\$37	\$6	4.46%	-3.86%	32.23%
	IMPORT	\$678	\$661	\$594	\$512	\$463	\$95	-16.02%	-9.61%	61.40%
	BANANA - TOTAL	\$777	\$739	\$655	\$550	\$500	\$101	-14.97%	-9.21%	59.23%
BERRY - OTHER	DOMESTIC	\$19	\$32	\$31	\$49	\$30	\$1	-57.80%	-38.08%	4.39%
	IMPORT	\$24	\$19	\$21	\$16	\$11	\$2	-31.65%	-29.40%	22.03%
	BERRY - OTHER - TOTAL	\$43	\$51	\$53	\$65	\$42	\$3	-45.55%	-35.95%	9.16%
BLACK CURRANT / CASSIS	DOMESTIC	\$9	\$9	\$24	\$82	\$142	\$25	18.52%	72.93%	10.40%
	IMPORT	\$264	\$257	\$244	\$242	\$247	\$45	-14.05%	2.14%	41.08%
	BLACK CURRANT / CASSIS - TOTAL	\$273	\$267	\$268	\$324	\$389	\$70	-4.73%	20.03%	29.91%
BLACKBERRY	DOMESTIC	\$3	\$2	\$5	\$6	\$5	\$1	123.64%	-23.91%	18.94%
	IMPORT	\$99	\$88	\$80	\$84	\$83	\$18	3.39%	-0.82%	35.78%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BLACKBERRY	BLACKBERRY - TOTAL	\$101	\$89	\$85	\$90	\$88	\$19	6.81%	-2.39%	34.89%
BUTTERSCOTCH	DOMESTIC	\$9	\$15	\$15	\$7	\$9	\$2	-26.35%	27.39%	92.36%
	IMPORT	\$1,322	\$1,531	\$1,650	\$1,574	\$1,490	\$322	-13.77%	-5.34%	56.93%
	BUTTERSCOTCH - TOTAL	\$1,331	\$1,545	\$1,665	\$1,582	\$1,499	\$324	-13.86%	-5.19%	57.14%
CACAO / CHOCOLATE	DOMESTIC	\$153	\$138	\$134	\$200	\$308	\$52	13.99%	54.21%	6.20%
	IMPORT	\$0	\$0	\$3	\$25	\$51	\$45	1,819.53%	103.97%	0.47%
	CACAO / CHOCOLATE - TOTAL	\$153	\$138	\$137	\$225	\$359	\$97	103.37%	59.75%	5.39%
CACAO / WHITE	DOMESTIC	\$537	\$536	\$503	\$534	\$492	\$98	-22.10%	-7.71%	52.68%
	IMPORT	\$0	\$0	\$4	\$11	\$72	\$26	1,906.09%	545.86%	1.89%
	CACAO / WHITE - TOTAL	\$537	\$536	\$507	\$545	\$564	\$124	-2.75%	3.62%	46.20%
CHERRY	DOMESTIC	\$21	\$20	\$46	\$94	\$158	\$29	36.45%	69.28%	5.13%
	IMPORT	\$234	\$243	\$257	\$299	\$324	\$66	-6.38%	8.42%	30.09%
	CHERRY - TOTAL	\$255	\$264	\$303	\$392	\$482	\$94	3.51%	22.93%	21.89%
CHESTNUT	IMPORT	\$1	\$0	\$0	\$6	\$0	\$0	-100.00%	-94.74%	0.00%
	CHESTNUT - TOTAL	\$1	\$0	\$0	\$6	\$0	\$0	-100.00%	-94.74%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$0	\$24	\$17	\$37	\$132	\$4	0.51%	255.64%	1.94%
	CITRUS OTHER THAN ORANGE - TOTAL	\$0	\$24	\$17	\$37	\$132	\$4	0.51%	255.64%	1.94%
COCONUT	DOMESTIC	\$3,237	\$3,086	\$2,889	\$2,945	\$3,143	\$513	2.36%	6.72%	11.81%
	IMPORT	\$368	\$329	\$318	\$271	\$184	\$23	-53.44%	-31.98%	20.31%
	COCONUT - TOTAL	\$3,605	\$3,414	\$3,207	\$3,216	\$3,327	\$537	-2.72%	3.46%	12.28%
COFFEE	DOMESTIC	\$53	\$34	\$8	\$3	\$14	\$6	719.86%	341.21%	7.22%
	IMPORT	\$8,822	\$8,452	\$8,143	\$7,839	\$7,785	\$1,247	-13.48%	-0.69%	12.38%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
COFFEE	COFFEE - TOTAL	\$8,874	\$8,487	\$8,151	\$7,842	\$7,799	\$1,253	-13.11%	-0.54%	12.37%
CRANBERRY	DOMESTIC	\$2	\$3	\$8	\$15	\$14	\$1	-2.35%	-9.34%	17.11%
	IMPORT	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
	CRANBERRY - TOTAL	\$2	\$3	\$8	\$17	\$14	\$1	-35.12%	-16.38%	17.11%
CREAM	DOMESTIC	\$39	\$65	\$148	\$693	\$951	\$162	-12.57%	37.27%	1.04%
	IMPORT	\$31,432	\$31,495	\$30,425	\$30,133	\$32,170	\$4,878	-9.69%	6.76%	4.92%
	CREAM - TOTAL	\$31,471	\$31,559	\$30,573	\$30,826	\$33,121	\$5,040	-9.79%	7.44%	4.80%
EGG	IMPORT	\$182	\$168	\$163	\$155	\$167	\$26	-2.68%	7.49%	1.54%
	EGG - TOTAL	\$182	\$168	\$163	\$155	\$167	\$26	-2.68%	7.49%	1.54%
FRUIT - OTHER	DOMESTIC	\$205	\$94	\$70	\$44	\$41	\$7	-10.93%	-5.66%	10.95%
	IMPORT	\$2,455	\$2,131	\$1,842	\$1,542	\$1,400	\$276	-18.96%	-9.25%	41.06%
	FRUIT - OTHER - TOTAL	\$2,660	\$2,224	\$1,913	\$1,586	\$1,441	\$283	-18.78%	-9.16%	40.20%
GRAPE	DOMESTIC	\$0	\$0	\$71	\$16	\$1	\$0	-100.00%	-96.59%	0.00%
	IMPORT	\$69	\$49	\$35	\$40	\$22	\$5	-37.55%	-44.85%	16.12%
	GRAPE - TOTAL	\$69	\$49	\$105	\$57	\$23	\$5	-40.99%	-59.91%	15.72%
GRAPE FRUIT	IMPORT	\$24	\$21	\$19	\$18	\$199	\$16	519.27%	1,019.59%	2.64%
	GRAPE FRUIT - TOTAL	\$24	\$21	\$19	\$18	\$199	\$16	519.27%	1,019.59%	2.64%
HAZELNUT	IMPORT	\$691	\$616	\$615	\$597	\$570	\$109	-15.47%	-4.44%	36.97%
	HAZELNUT - TOTAL	\$691	\$616	\$615	\$597	\$570	\$109	-15.47%	-4.44%	36.97%
HERBAL	DOMESTIC	\$133	\$126	\$144	\$164	\$167	\$28	-17.45%	1.84%	11.54%
	IMPORT	\$13,037	\$13,115	\$12,545	\$11,634	\$11,335	\$2,414	-11.97%	-2.57%	39.66%
	HERBAL - TOTAL	\$13,170	\$13,242	\$12,689	\$11,797	\$11,501	\$2,442	-12.04%	-2.51%	39.26%
HONEY	IMPORT	\$0	\$0	\$1	\$0	\$84	\$26	n/a	n/a	2.47%
	HONEY - TOTAL	\$0	\$0	\$1	\$0	\$84	\$26	n/a	n/a	2.47%
LEMON	DOMESTIC	\$0	\$0	\$0	\$0	\$8	\$4	n/a	n/a	9.28%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
LEMON	IMPORT	\$786	\$803	\$776	\$692	\$727	\$120	-1.89%	5.11%	18.03%
	LEMON - TOTAL	\$786	\$803	\$776	\$692	\$736	\$124	1.26%	6.34%	17.93%
LOGANBERRY	IMPORT	\$8	\$5	\$2	\$3	\$2	\$0	167.05%	-52.90%	0.00%
	LOGANBERRY - TOTAL	\$8	\$5	\$2	\$3	\$2	\$0	167.05%	-52.90%	0.00%
MACADAMIA	IMPORT	\$137	\$133	\$117	\$115	\$97	\$15	-25.32%	-16.07%	3.40%
	MACADAMIA - TOTAL	\$137	\$133	\$117	\$115	\$97	\$15	-25.32%	-16.07%	3.40%
MELON	DOMESTIC	\$96	\$41	\$40	\$21	\$20	\$3	-25.71%	-4.90%	46.11%
	IMPORT	\$348	\$356	\$322	\$327	\$337	\$66	-6.99%	3.07%	43.31%
	MELON - TOTAL	\$444	\$397	\$363	\$349	\$358	\$68	-7.94%	2.58%	43.47%
MINT	DOMESTIC	\$573	\$588	\$528	\$517	\$486	\$87	-18.96%	-5.89%	20.08%
	IMPORT	\$9	\$10	\$7	\$2	\$2	\$0	0.00%	-19.72%	0.00%
	MINT - TOTAL	\$582	\$598	\$536	\$519	\$488	\$87	-18.94%	-5.95%	20.13%
ORANGE	DOMESTIC	\$2,926	\$2,909	\$2,888	\$2,918	\$2,960	\$546	-6.94%	1.44%	25.18%
	IMPORT	\$6,708	\$6,635	\$6,330	\$6,138	\$6,257	\$1,090	-8.93%	1.94%	22.38%
	ORANGE - TOTAL	\$9,634	\$9,544	\$9,218	\$9,056	\$9,217	\$1,636	-8.27%	1.78%	23.28%
OTHER	DOMESTIC	\$20	\$42	\$42	\$97	\$122	\$26	168.66%	25.78%	8.17%
	IMPORT	\$311	\$311	\$362	\$440	\$678	\$142	100.41%	54.13%	19.29%
	OTHER - TOTAL	\$331	\$352	\$405	\$537	\$800	\$168	108.46%	48.99%	17.59%
OTHER NUT	IMPORT	\$1	\$1	\$14	\$7	\$3	\$0	-100.00%	-58.33%	0.00%
	OTHER NUT - TOTAL	\$1	\$1	\$14	\$7	\$3	\$0	-100.00%	-58.33%	0.00%
PEACH	DOMESTIC	\$1,065	\$1,110	\$1,165	\$1,196	\$1,285	\$250	-2.38%	7.50%	53.88%
	IMPORT	\$55	\$36	\$29	\$18	\$88	\$20	555.14%	379.52%	22.01%
	PEACH - TOTAL	\$1,120	\$1,145	\$1,194	\$1,214	\$1,373	\$270	4.06%	13.13%	51.83%
PEAR	DOMESTIC	\$1	\$1	\$2	\$7	\$15	\$2	112.02%	105.89%	13.18%
	IMPORT	\$107	\$90	\$82	\$89	\$88	\$15	-19.77%	-1.21%	19.46%
	PEAR - TOTAL	\$108	\$91	\$83	\$96	\$103	\$16	-14.32%	7.04%	18.53%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
PINEAPPLE	DOMESTIC	\$135	\$59	\$53	\$5	\$0	\$0	-100.00%	-98.30%	0.00%
	IMPORT	\$0	\$14	\$10	\$6	\$3	\$1	8.47%	-51.41%	0.00%
	PINEAPPLE - TOTAL	\$135	\$74	\$63	\$10	\$3	\$1	-22.70%	-72.65%	0.00%
PLUM	DOMESTIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-52.45%	0.00%
	IMPORT	\$21	\$23	\$23	\$22	\$19	\$4	-14.10%	-14.37%	2.91%
	PLUM - TOTAL	\$21	\$23	\$23	\$22	\$19	\$4	-9.47%	-15.24%	2.87%
RASPBERRY	DOMESTIC	\$95	\$103	\$142	\$125	\$130	\$20	-14.93%	4.38%	30.66%
	IMPORT	\$2,652	\$2,625	\$2,448	\$2,144	\$1,996	\$426	-10.78%	-6.87%	44.48%
	RASPBERRY - TOTAL	\$2,747	\$2,728	\$2,590	\$2,269	\$2,127	\$445	-10.97%	-6.25%	43.64%
SPICE	DOMESTIC	\$9,788	\$10,580	\$10,990	\$11,542	\$12,139	\$2,720	-4.03%	5.17%	5.68%
	IMPORT	\$392	\$380	\$381	\$354	\$365	\$79	-4.30%	3.17%	33.01%
	SPICE - TOTAL	\$10,180	\$10,961	\$11,371	\$11,896	\$12,504	\$2,799	-4.04%	5.11%	6.47%
STRAWBERRY	DOMESTIC	\$0	\$0	\$10	\$552	\$554	\$108	-8.47%	0.52%	3.84%
	IMPORT	\$24	\$116	\$192	\$124	\$97	\$20	-22.94%	-21.56%	8.39%
	STRAWBERRY - TOTAL	\$24	\$116	\$202	\$675	\$652	\$128	-11.06%	-3.52%	4.52%
TANGERINE	IMPORT	\$21	\$21	\$18	\$19	\$17	\$2	-54.64%	-11.62%	39.43%
	TANGERINE - TOTAL	\$21	\$21	\$18	\$19	\$17	\$2	-54.64%	-11.62%	39.43%
WALNUT	IMPORT	\$3	\$2	\$3	\$4	\$4	\$1	-69.92%	10.20%	10.43%
	WALNUT - TOTAL	\$3	\$2	\$3	\$4	\$4	\$1	-69.92%	10.20%	10.43%
WHISKY	DOMESTIC	\$357	\$334	\$354	\$374	\$435	\$101	12.90%	16.28%	3.08%
	IMPORT	\$4,286	\$4,940	\$5,440	\$5,787	\$5,963	\$1,243	-3.94%	3.05%	11.43%
	WHISKY - TOTAL	\$4,643	\$5,274	\$5,794	\$6,161	\$6,398	\$1,344	-2.85%	3.85%	10.86%
LIQUEURS - TOTAL		\$104,294	\$104,536	\$102,084	\$101,195	\$104,765	\$19,170	-7.59%	3.53%	16.61%

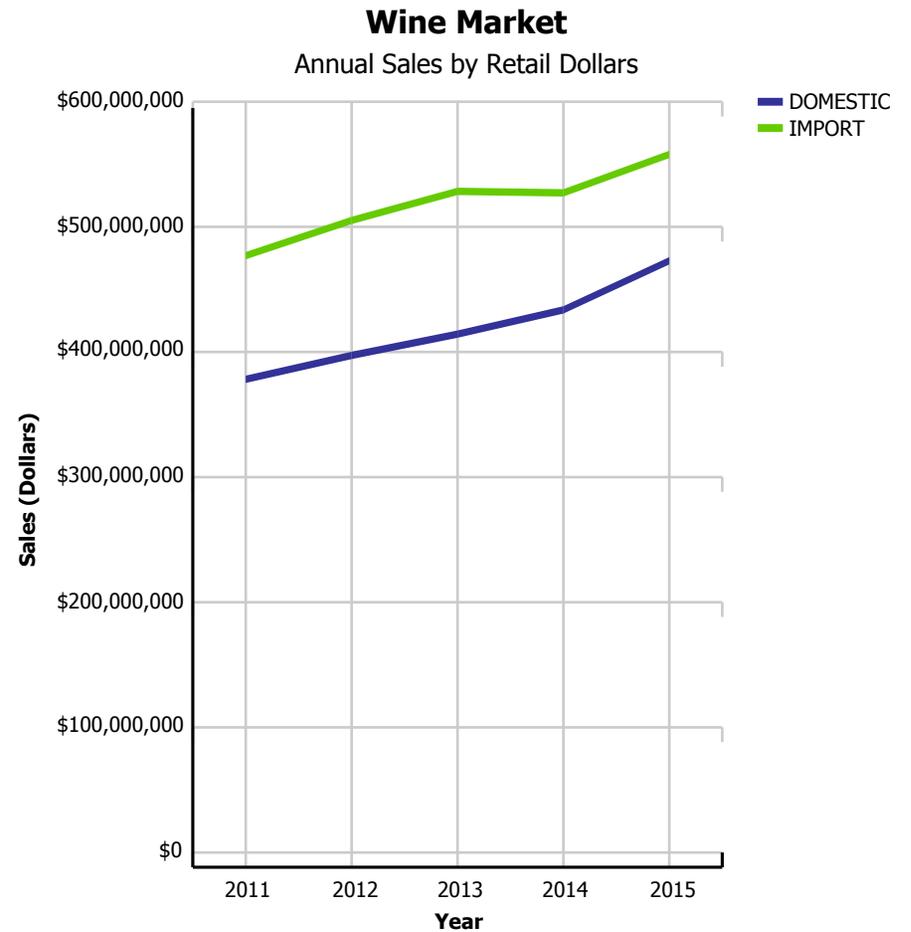
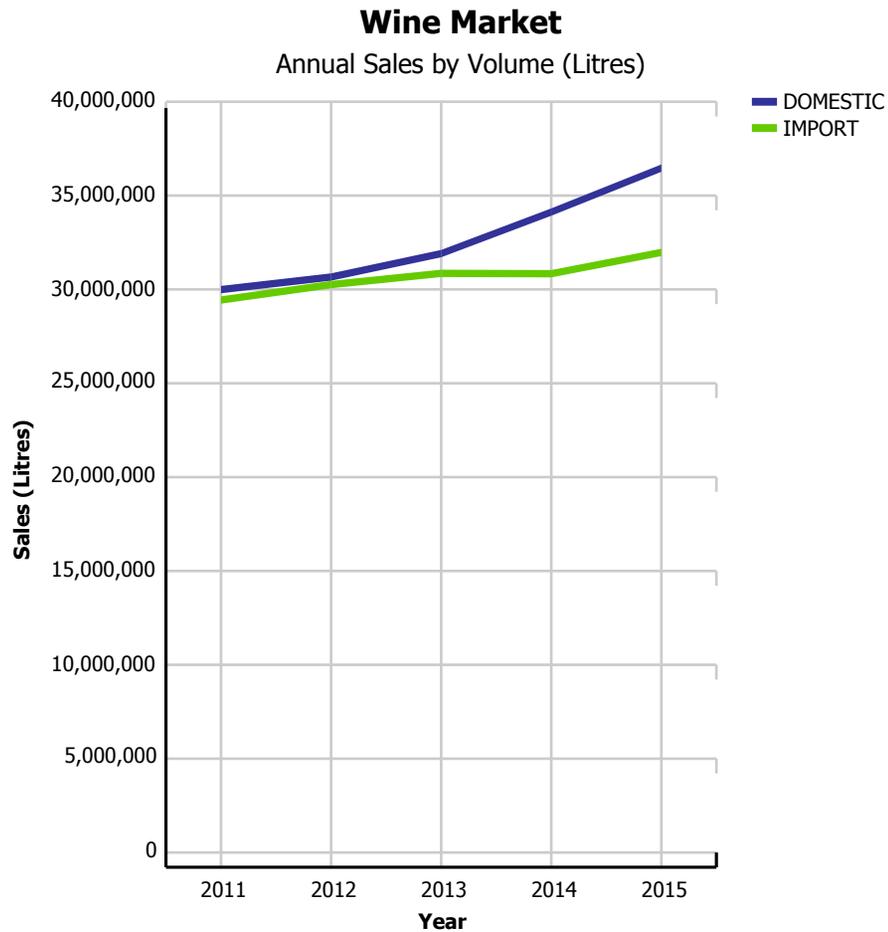
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPIRITS DOMESTIC	13,383,665	13,160,658	12,919,407	12,720,779	12,824,795	2,689,117	-1.52%	0.82%	10.79%
IMPORT	10,608,705	11,018,995	11,326,575	11,457,073	11,786,928	2,321,739	-4.39%	2.88%	14.70%
SPIRITS	23,992,370	24,179,653	24,245,982	24,177,852	24,611,723	5,010,856	-2.87%	1.80%	12.67%

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

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPIRITS DOMESTIC	\$390,889	\$387,173	\$376,864	\$361,256	\$365,574	\$76,719	-1.35%	1.20%	10.54%
IMPORT	\$366,178	\$385,310	\$392,982	\$392,651	\$411,841	\$83,196	-1.80%	4.89%	15.19%
SPIRITS	\$757,067	\$772,482	\$769,845	\$753,907	\$777,415	\$159,915	-1.58%	3.12%	13.00%

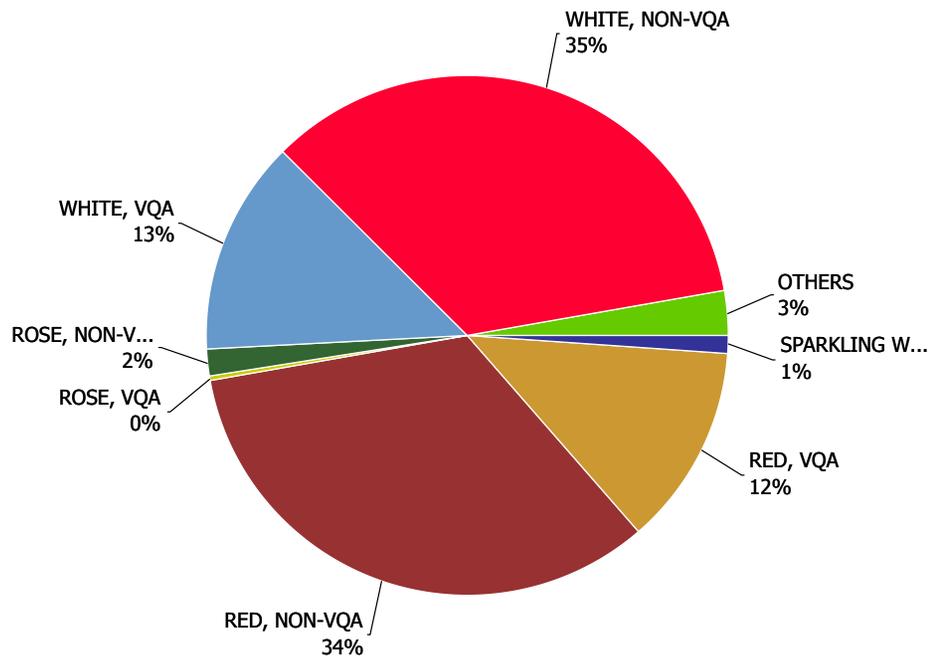
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

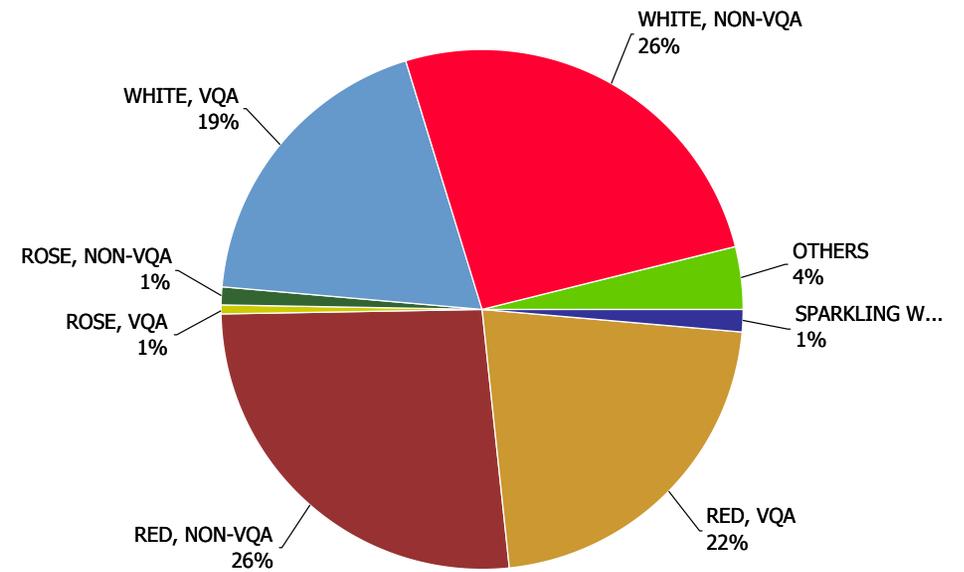
Domestic Wine Market Share

Current Quarter by Volume (Litres)



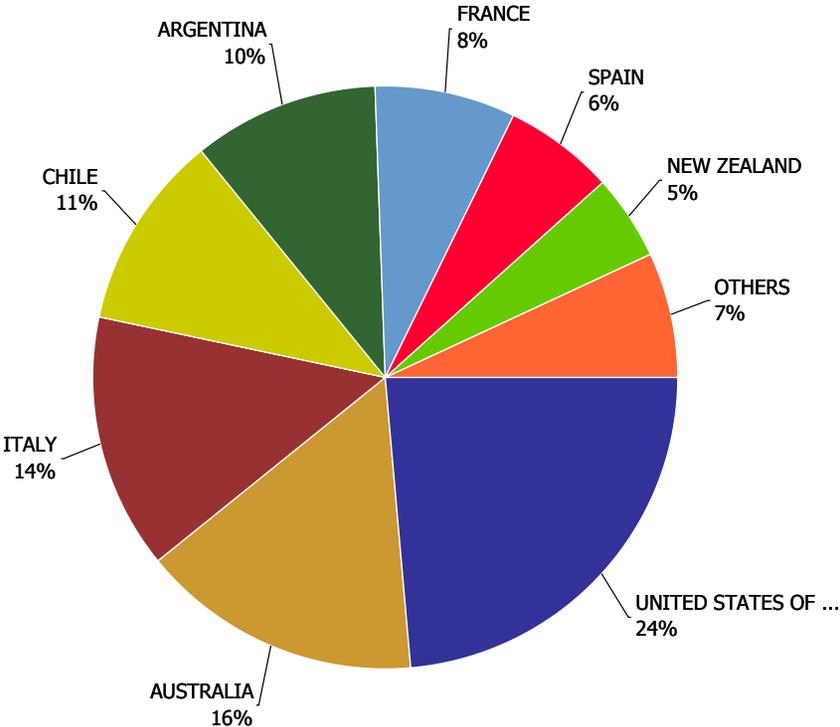
Domestic Wine Market Share

Current Quarter by Retail Dollars

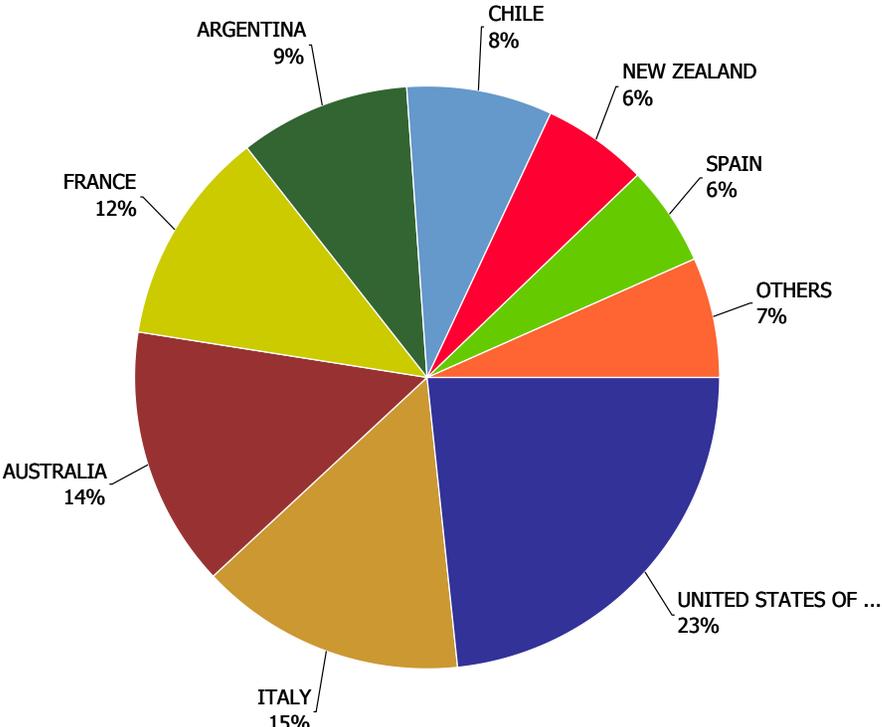


Wine Market - Import Wine

Import Wine Market Share
Current Quarter by Volume (Litres)



Import Wine Market Share
Current Quarter by Retail Dollars



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

				2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	6,397	6,976	7,002	7,595	5,910	1,637	-8.24%	-22.17%	1.66%
		BC	NON-VQA	658	782	804	666	1,192	73	-73.45%	78.42%	6.71%
	FLAVOURED			7,055	7,758	7,806	8,261	7,102	1,710	-16.95%	-14.00%	2.51%
FRUIT	OTHER	NON-VQA	2,373	3,841	2,483	2,640	2,483	752	82.52%	-5.89%	5.92%	
		BC	NON-VQA	147,394	145,304	151,908	158,194	158,227	20,409	-4.02%	-0.01%	1.00%
	FRUIT			149,767	149,145	154,391	160,834	160,710	21,161	-2.37%	-0.11%	1.07%
OTHER	BC	NON-VQA	7,879	13,429	13,615	16,420	21,003	2,961	3.57%	27.97%	2.49%	
		VQA	23	21	32	23	20	12	1,100.00%	-9.09%	0.00%	
	OTHER			7,902	13,450	13,647	16,443	21,023	2,973	3.95%	27.92%	2.48%
OTHER FORTIFIED	OTHER	NON-VQA	694	559	414	67	457	49	36.11%	585.07%	22.54%	
		VQA	0	0	0	27	90	54	200.00%	233.33%	0.00%	
	BC	NON-VQA	806,192	800,031	744,763	726,206	670,248	152,136	-13.17%	-7.71%	1.51%	
		VQA	11,180	11,705	15,167	16,223	19,891	2,055	-12.74%	22.60%	4.17%	
OTHER FORTIFIED			818,066	812,295	760,344	742,523	690,686	154,294	-13.13%	-6.98%	1.60%	
PORT	OTHER	NON-VQA	0	0	17	0	0	0	n/a	n/a	0.00%	
		BC	NON-VQA	1,831	1,393	1,760	1,603	1,353	96	118.18%	-15.49%	1.55%
	PORT	VQA	126	225	123	98	780	124	n/a	690.91%	1.92%	
			1,957	1,618	1,900	1,701	2,133	220	400.00%	25.50%	1.69%	
SAKE	BC	NON-VQA	10,452	11,759	8,587	6,423	8,475	1,865	7.06%	32.02%	38.30%	
	SAKE			10,452	11,759	8,587	6,423	8,475	1,865	7.06%	32.02%	38.30%
SHERRY	BC	NON-VQA	23,652	4,074	1,383	0	0	0	n/a	n/a	0.00%	
	SHERRY			23,652	4,074	1,383	0	0	0	n/a	n/a	0.00%
VERMOUTH	BC	NON-VQA	0	0	0	0	340	239	n/a	n/a	11.76%	
	VERMOUTH			0	0	0	0	340	239	n/a	n/a	11.76%
APERITIF, DESSERT AND FORTIFIED WINE				1,018,771	1,000,017	947,980	936,053	890,376	182,319	-11.43%	-4.87%	1.88%
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	26	11	432	5,310	6,318	894	14.18%	19.07%	13.96%

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
SPARKLING WINE	SPARKLING ICE WINE	26	11	432	5,310	6,318	894	14.18%	19.07%	13.96%	
	SPARKLING ICE WINE										
SPARKLING ICE WINE	OTHER VQA	0	0	0	0	198	120	n/a	n/a	0.00%	
RED	SPARKLING ICE WINE RED	0	0	0	0	198	120	n/a	n/a	0.00%	
RED	OTHER NON-VQA	49,957	48,794	44,842	44,434	42,231	8,148	-26.61%	-4.95%	1.34%	
	BC NON-VQA	816	3,864	3,639	3,891	4,434	556	-30.06%	13.96%	0.56%	
	VQA	1	0	0	124	320	5	-88.89%	162.60%	0.00%	
	SPARKLING WINE RED	50,774	52,658	48,481	48,449	46,985	8,709	-27.07%	-3.01%	1.26%	
ROSE	OTHER VQA	18	0	90	0	0	0	n/a	n/a	0.00%	
	BC NON-VQA	3,351	9,107	10,177	6,202	9,252	1,947	99.90%	49.12%	30.00%	
	VQA	6,385	6,316	8,218	8,576	13,157	2,215	25.85%	53.55%	12.21%	
	SPARKLING WINE ROSE	9,754	15,423	18,485	14,778	22,409	4,162	52.23%	51.69%	19.55%	
WHITE	OTHER NON-VQA	264,790	257,098	225,432	220,131	221,837	36,907	-28.14%	0.78%	20.99%	
	VQA	146	59	0	0	9	0	n/a	n/a	0.00%	
	BC NON-VQA	41,077	43,551	47,199	51,237	64,364	9,541	14.63%	25.65%	34.44%	
	VQA	90,846	88,322	96,870	108,241	119,676	17,215	-17.67%	10.55%	25.44%	
	SPARKLING WINE WHITE	396,859	389,030	369,501	379,609	405,886	63,663	-21.01%	6.93%	24.43%	
	SPARKLING WINE	457,387	457,097	436,875	448,114	481,761	77,501	-19.28%	7.51%	21.80%	
TABLE WINE	ICE WINE RED	OTHER NON-VQA	27	756	2,880	817	791	216	-0.92%	-3.06%	0.00%
	VQA	298	34	91	405	221	43	-51.14%	-46.06%	0.00%	
	BC NON-VQA	108	9	2	12	0	0	n/a	-100.00%	0.00%	
	VQA	4,441	8,189	7,729	6,612	8,659	1,562	36.06%	30.92%	1.63%	
	ICE WINE RED	4,874	8,988	10,702	7,846	9,671	1,821	25.24%	23.21%	1.46%	
ICE WINE ROSE	BC VQA	0	2	0	0	0	0	n/a	n/a	0.00%	
	ICE WINE ROSE	0	2	0	0	0	0	n/a	n/a	0.00%	

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

				2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
TABLE WINE	ICE WINE WHITE	OTHER	NON-VQA	85	1,502	17,159	15,435	25,952	2,769	-52.37%	68.13%	0.00%
			VQA	11,677	16,344	18,136	14,540	12,520	3,819	1.54%	-13.98%	0.65%
		BC	NON-VQA	628	433	13	28	14	2	n/a	-51.85%	0.00%
			VQA	29,175	26,408	21,002	28,680	25,171	5,960	12.71%	-12.20%	4.26%
		ICE WINE WHITE	41,565	44,687	56,310	58,683	63,657	12,550	-15.56%	8.47%	1.81%	
	RED	OTHER	NON-VQA	2,072	3,876	5,350	5,134	5,297	1,375	4.96%	3.11%	19.24%
			VQA	16,952	11,075	8,480	7,210	5,273	1,134	-14.67%	-26.90%	4.04%
		BC	NON-VQA	9,587,459	9,772,335	10,074,207	10,838,673	11,459,079	2,515,865	-0.55%	5.72%	10.30%
			VQA	3,475,100	3,646,718	3,737,559	4,057,109	4,601,827	933,473	10.62%	13.43%	21.76%
		TABLE WINE RED	13,081,583	13,434,004	13,825,596	14,908,126	16,071,476	3,451,847	2.24%	7.80%	13.58%	
ROSE	OTHER	VQA	0	0	0	0	18	0	n/a	n/a	0.00%	
	BC	NON-VQA	523,280	550,234	555,199	553,177	591,029	115,463	4.86%	6.84%	4.85%	
		VQA	203,629	207,103	234,265	294,094	326,367	29,111	3.20%	10.98%	8.38%	
TABLE WINE ROSE	726,909	757,337	789,464	847,271	917,414	144,574	4.52%	8.28%	6.10%			
WHITE	OTHER	NON-VQA	1,954	2,955	4,577	4,352	4,765	1,247	45.17%	9.53%	17.84%	
		VQA	10,586	9,195	12,903	14,351	11,219	2,523	-7.85%	-21.76%	7.48%	
	BC	NON-VQA	10,230,341	10,763,763	11,473,180	12,003,319	12,472,768	2,610,925	2.08%	3.91%	10.92%	
		VQA	4,559,465	4,356,637	4,545,120	5,063,988	5,728,909	1,003,025	8.39%	13.13%	22.29%	
	TABLE WINE WHITE	14,802,346	15,132,550	16,035,780	17,086,010	18,217,661	3,617,720	3.76%	6.62%	14.50%		
TABLE WINE	28,657,277	29,377,568	30,717,852	32,907,936	35,279,879	7,228,512	3.01%	7.21%	13.84%			
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	5,661	3,604	2,702	1,750	4,244	1,800	276.57%	142.71%	0.05%
			VQA	1,013	0	0	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	0	0	0	0	2,946	90	n/a	n/a	0.17%
			VQA	48,267	18,611	765	24,338	781	88	-97.50%	-96.78%	0.00%
		WINE - GIFT PACKS ALL	54,941	22,215	3,467	26,088	7,971	1,978	-50.49%	-69.44%	0.09%	
WINE - GIFT PACKS	54,941	22,215	3,467	26,088	7,971	1,978	-50.49%	-69.44%	0.09%			

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

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
Not Applicable									
DOMESTIC WINE - TOTAL	30,188,376	30,856,494	32,084,102	34,299,319	36,633,763	7,484,826	2.28%	6.81%	13.61%

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

				2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$98	\$108	\$108	\$114	\$89	\$25	-8.40%	-22.34%	1.65%
		BC	NON-VQA	\$20	\$25	\$24	\$23	\$53	\$3	-75.40%	132.31%	7.06%
	FLAVOURED				\$119	\$133	\$133	\$137	\$141	\$27	-27.66%	3.19%
FRUIT	OTHER	NON-VQA		\$81	\$227	\$95	\$107	\$100	\$27	38.19%	-6.10%	4.74%
		BC	NON-VQA	\$3,967	\$4,062	\$4,155	\$4,198	\$4,187	\$549	2.96%	-0.26%	1.28%
	FRUIT				\$4,047	\$4,289	\$4,250	\$4,305	\$4,288	\$576	4.22%	-0.40%
OTHER	BC	NON-VQA		\$233	\$397	\$396	\$462	\$593	\$84	3.93%	28.23%	2.56%
		VQA		\$1	\$1	\$1	\$1	\$1	\$0	930.56%	-7.97%	0.00%
	OTHER				\$233	\$398	\$397	\$463	\$594	\$84	4.34%	28.18%
OTHER FORTIFIED	OTHER	NON-VQA		\$33	\$27	\$18	\$2	\$19	\$2	118.09%	926.13%	12.89%
		VQA		\$0	\$0	\$0	\$1	\$2	\$1	230.03%	267.07%	0.00%
	BC	NON-VQA		\$6,485	\$6,590	\$6,450	\$6,263	\$6,113	\$1,248	-10.12%	-2.41%	1.93%
		VQA		\$505	\$537	\$605	\$660	\$760	\$78	-22.80%	15.07%	4.83%
OTHER FORTIFIED				\$7,023	\$7,154	\$7,073	\$6,926	\$6,894	\$1,329	-10.84%	-0.47%	2.28%
PORT	OTHER	NON-VQA		\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$84	\$64	\$95	\$73	\$75	\$6	172.36%	3.05%	1.35%
	PORT	VQA		\$2	\$3	\$2	\$1	\$69	\$12	n/a	4,583.59%	1.84%
				\$86	\$67	\$98	\$74	\$144	\$18	699.95%	93.47%	1.59%
SAKE	BC	NON-VQA		\$250	\$283	\$256	\$246	\$252	\$50	-14.72%	2.76%	19.96%
		SAKE			\$250	\$283	\$256	\$246	\$252	\$50	-14.72%	2.76%
SHERRY	BC	NON-VQA		\$210	\$37	\$13	\$0	\$0	\$0	n/a	n/a	0.00%
		SHERRY			\$210	\$37	\$13	\$0	\$0	\$0	n/a	n/a
VERMOUTH	BC	NON-VQA		\$0	\$0	\$0	\$0	\$17	\$12	n/a	n/a	11.81%
		VERMOUTH			\$0	\$0	\$0	\$0	\$17	\$12	n/a	n/a
APERITIF, DESSERT AND FORTIFIED WINE				\$11,968	\$12,362	\$12,220	\$12,151	\$12,330	\$2,097	-5.67%	1.47%	2.36%
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	\$4	\$2	\$25	\$173	\$203	\$37	33.99%	17.74%	11.63%

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

				2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE		\$4	\$2	\$25	\$173	\$203	\$37	33.99%	17.74%	11.63%
	SPARKLING ICE WINE RED	OTHER	VQA	\$0	\$0	\$0	\$0	\$29	\$17	n/a	n/a	0.00%
		SPARKLING ICE WINE RED		\$0	\$0	\$0	\$0	\$29	\$17	n/a	n/a	0.00%
	RED	OTHER	NON-VQA	\$388	\$390	\$358	\$346	\$328	\$63	-26.70%	-5.07%	1.35%
		BC	NON-VQA	\$27	\$91	\$87	\$90	\$100	\$13	-29.18%	11.45%	0.58%
			VQA	\$0	\$0	\$0	\$3	\$9	\$0	-90.00%	160.30%	0.00%
		SPARKLING WINE RED		\$415	\$481	\$444	\$438	\$436	\$76	-27.85%	-0.46%	1.15%
	ROSE	OTHER	VQA	\$1	\$0	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$122	\$221	\$263	\$201	\$296	\$61	80.88%	47.36%	31.56%
			VQA	\$198	\$185	\$225	\$227	\$350	\$57	21.70%	54.07%	12.37%
		SPARKLING WINE ROSE		\$321	\$406	\$491	\$428	\$647	\$118	46.31%	50.92%	21.16%
	WHITE	OTHER	NON-VQA	\$2,012	\$1,960	\$1,789	\$1,702	\$1,733	\$290	-27.49%	1.82%	21.61%
			VQA	\$5	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$881	\$976	\$1,104	\$1,174	\$1,458	\$233	19.90%	24.26%	38.31%
			VQA	\$2,684	\$2,551	\$2,734	\$2,971	\$3,235	\$459	-18.49%	8.87%	23.11%
		SPARKLING WINE WHITE		\$5,582	\$5,489	\$5,627	\$5,847	\$6,427	\$982	-15.16%	9.91%	26.15%
	SPARKLING WINE			\$6,321	\$6,377	\$6,588	\$6,887	\$7,741	\$1,231	-10.27%	12.41%	23.85%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$5	\$55	\$218	\$73	\$73	\$20	0.00%	-1.08%	0.00%
			VQA	\$40	\$5	\$11	\$44	\$24	\$5	-49.34%	-45.54%	0.00%
		BC	NON-VQA	\$14	\$2	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
			VQA	\$691	\$1,528	\$1,468	\$962	\$1,198	\$177	22.14%	24.53%	1.61%
		ICE WINE RED		\$750	\$1,590	\$1,697	\$1,080	\$1,294	\$202	15.74%	19.77%	1.49%
	ICE WINE ROSE	BC	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE ROSE		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	\$7	\$107	\$1,219	\$1,107	\$1,874	\$201	-52.41%	69.27%	0.00%

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

				2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
TABLE WINE	ICE WINE WHITE	OTHER	VQA	\$1,226	\$1,678	\$1,451	\$1,206	\$1,070	\$315	3.21%	-11.28%	0.78%
		BC	NON-VQA	\$87	\$64	\$3	\$4	\$2	\$0	n/a	-54.41%	0.00%
			VQA	\$3,942	\$3,571	\$2,840	\$3,428	\$3,060	\$598	-0.75%	-10.73%	4.16%
	ICE WINE WHITE			\$5,263	\$5,420	\$5,513	\$5,745	\$6,006	\$1,114	-16.25%	4.54%	2.26%
	RED	OTHER	NON-VQA	\$59	\$97	\$126	\$94	\$119	\$36	35.12%	27.16%	13.23%
			VQA	\$325	\$214	\$149	\$112	\$85	\$20	-8.89%	-24.67%	4.27%
		BC	NON-VQA	\$91,664	\$95,976	\$100,019	\$104,428	\$111,520	\$24,036	0.37%	6.79%	10.99%
			VQA	\$80,960	\$86,067	\$86,881	\$91,573	\$104,591	\$20,085	8.34%	14.21%	18.13%
	TABLE WINE RED			\$173,009	\$182,355	\$187,175	\$196,207	\$216,314	\$44,177	3.86%	10.25%	14.44%
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
BC		NON-VQA	\$5,147	\$5,748	\$6,211	\$6,078	\$6,450	\$1,115	3.54%	6.12%	7.70%	
		VQA	\$3,725	\$3,993	\$4,679	\$5,874	\$6,710	\$584	3.04%	14.23%	8.47%	
TABLE WINE ROSE			\$8,873	\$9,741	\$10,890	\$11,952	\$13,160	\$1,699	3.37%	10.11%	8.09%	
WHITE	OTHER	NON-VQA	\$55	\$62	\$66	\$82	\$97	\$34	216.99%	18.87%	12.01%	
		VQA	\$243	\$497	\$609	\$489	\$384	\$97	7.47%	-21.46%	4.64%	
	BC	NON-VQA	\$91,927	\$99,680	\$106,735	\$109,816	\$115,468	\$23,495	2.92%	5.15%	11.47%	
		VQA	\$80,934	\$81,367	\$85,525	\$91,416	\$102,407	\$17,241	7.38%	12.02%	20.37%	
TABLE WINE WHITE			\$173,160	\$181,607	\$192,935	\$201,803	\$218,355	\$40,866	4.83%	8.20%	15.64%	
TABLE WINE				\$361,054	\$380,712	\$398,210	\$416,788	\$455,130	\$88,058	4.00%	9.20%	14.63%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$541	\$353	\$196	\$401	\$502	\$153	54.88%	25.21%	0.03%
		VQA	\$163	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	BC	NON-VQA	\$0	\$0	\$0	\$0	\$83	\$3	n/a	n/a	0.14%	
		VQA	\$1,084	\$411	\$13	\$390	\$56	\$8	-86.10%	-85.60%	0.00%	
	WINE - GIFT PACKS ALL			\$1,788	\$764	\$209	\$791	\$641	\$164	2.99%	-18.90%	0.04%
WINE - GIFT PACKS				\$1,788	\$764	\$209	\$791	\$641	\$164	2.99%	-18.90%	0.04%
Not Applicable												

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

	2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC WINE - TOTAL	\$381,131	\$400,201	\$416,874	\$436,326	\$475,503	\$91,483	3.55%	8.98%	14.41%

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,731	2,224	1,818	1,719	1,296	238	-37.86%	-24.58%	2.70%
		FRANCE	0	96	476	34	42	10	100.00%	28.57%	33.33%
		ITALY	5,125	12,421	9,976	3,612	5,241	1,115	89.30%	44.98%	0.34%
		SLOVAK REPUBLIC	0	0	58	0	0	0	n/a	n/a	0.00%
		SOUTH AFRICA	0	0	3,024	1,458	189	0	-100.00%	-87.04%	0.00%
		UNITED KINGDOM	0	0	0	830	1	0	-100.00%	-99.88%	0.00%
		UNITED STATES OF AMERICA	3,599	3,862	19,330	22,679	21,547	4,762	-5.61%	-4.99%	0.52%
		FLAVOURED	11,455	18,603	34,682	30,332	28,316	6,125	1.16%	-6.65%	0.64%
FRUIT	DENMARK	1	0	0	0	-1	0	n/a	n/a	0.00%	
	JAPAN	10,391	10,457	10,887	10,195	10,317	2,448	-0.12%	1.19%	33.08%	
	KOREA - SOUTH	182	191	225	1,539	2,654	833	150.90%	72.06%	25.66%	
	TURKEY	3	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	3,346	3,829	6,736	8,670	4,489	998	-57.15%	-48.17%	44.38%	
	FRUIT	13,923	14,477	17,848	20,404	17,459	4,279	-16.29%	-14.41%	34.86%	
MADEIRA	PORTUGAL	5,329	5,257	4,653	4,922	4,933	1,112	-3.22%	0.18%	31.06%	
	MADEIRA	5,329	5,257	4,653	4,922	4,933	1,112	-3.22%	0.18%	31.06%	
MONTILLA	SPAIN	10,161	11,110	11,222	11,796	9,486	2,350	-9.30%	-19.52%	10.84%	
	MONTILLA	10,161	11,110	11,222	11,796	9,486	2,350	-9.30%	-19.52%	10.84%	
OTHER	AUSTRALIA	0	170	278	216	330	103	128.89%	52.78%	8.48%	
	OTHER	0	170	278	216	330	103	128.89%	52.78%	8.48%	
OTHER FORTIFIED	ARGENTINA	5	31	0	3	0	0	n/a	-100.00%	0.00%	
	AUSTRALIA	53,136	56,261	47,204	45,557	40,431	8,971	-12.14%	-11.24%	4.08%	
	CHINA	9,323	9,006	8,378	7,792	8,504	2,621	14.91%	9.05%	12.50%	
	FRANCE	32,610	33,491	35,041	33,650	33,709	7,048	-9.35%	0.20%	11.33%	
	GREECE	91	31	0	0	0	0	n/a	n/a	0.00%	
	ITALY	14,877	14,554	14,225	14,197	14,029	3,375	-1.83%	-1.13%	30.02%	

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		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED									
	JAPAN	430	894	1,309	1,795	1,889	490	10.11%	5.21%	84.28%
	KOREA - SOUTH	10,094	13,588	13,869	30,871	38,726	9,036	-11.98%	25.48%	34.64%
	MOLDOVA, REPUBLIC OF	0	0	0	0	210	201	n/a	n/a	0.48%
	PORTUGAL	0	0	0	0	17	3	n/a	n/a	0.00%
	SOUTH AFRICA	44,903	40,280	36,550	25,944	32,581	7,188	-9.05%	25.60%	3.75%
	TAIWAN	0	0	0	0	575	216	n/a	n/a	100.00%
	UNITED STATES OF AMERICA	1,735	1,651	1,452	1,205	866	185	-30.45%	-27.23%	27.60%
	URUGUAY	14	0	0	0	0	0	n/a	n/a	0.00%
	OTHER FORTIFIED	167,218	169,787	158,028	161,014	171,537	39,334	-8.62%	6.06%	16.20%
PORT	AUSTRALIA	460	197	86	0	0	0	n/a	n/a	0.00%
	PORTUGAL	85,847	81,444	80,338	82,054	84,910	17,823	0.32%	3.48%	9.85%
	SOUTH AFRICA	12	0	0	0	0	0	n/a	n/a	0.00%
	UNITED STATES OF AMERICA	37	0	0	0	0	0	n/a	n/a	0.00%
		PORT	86,356	81,641	80,424	82,054	84,910	17,823	0.32%	3.48%
SAKE	JAPAN	72,968	73,446	82,544	93,587	103,284	26,562	8.11%	10.35%	45.80%
	KOREA - SOUTH	1,842	2,092	1,753	1,505	1,348	339	15.70%	-10.31%	72.40%
	UNITED STATES OF AMERICA	312,249	314,438	310,925	316,435	322,325	81,658	-4.02%	1.86%	65.89%
	SAKE	387,059	389,976	395,222	411,527	426,957	108,559	-1.25%	3.75%	61.05%
SHERRY	FRANCE	17	9	9	0	9	9	n/a	n/a	0.00%
	NEW ZEALAND	4,886	-2	0	0	0	0	n/a	n/a	0.00%
	SPAIN	66,367	63,473	60,297	59,772	59,668	12,407	-6.93%	-0.16%	3.44%
		SHERRY	71,270	63,480	60,306	59,772	59,677	12,416	-6.93%	-0.16%
VERMOUTH	AUSTRALIA	0	0	0	92	146	33	-64.89%	60.64%	37.67%
	FRANCE	19,551	17,949	12,791	3,547	220	0	-100.00%	-93.80%	0.00%
	ITALY	201,292	189,885	187,885	193,710	199,981	42,593	-5.44%	3.25%	8.70%
	SLOVAK REPUBLIC	0	0	58	0	0	0	n/a	n/a	0.00%

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APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	UNITED KINGDOM	0	0	0	0	28	15	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	222	278	298	402	322	101	36.49%	-20.10%	45.34%	
	VERMOUTH		221,065	208,112	201,032	197,751	200,697	42,742	-5.87%	1.49%	8.82%	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			973,781	962,543	963,617	979,699	1,004,204	234,719	-3.73%	2.51%	32.40%	
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	0	0	0	0	1,658	625	n/a	n/a	98.79%	
		IMPORT BOTTLED	2,499,458	2,589,941	2,560,874	2,441,452	2,546,594	644,000	17.18%	4.31%	13.76%	
		RED - TOTAL	2,499,458	2,589,941	2,560,874	2,441,452	2,548,252	644,625	17.29%	4.37%	13.81%	
	ROSE	IMPORT BOTTLED	8,168	9,713	5,519	10,031	18,272	3,478	50.56%	82.26%	0.40%	
		ROSE - TOTAL	8,168	9,713	5,519	10,031	18,272	3,478	50.56%	82.26%	0.40%	
	WHITE	IMPORT BOTTLED	346,676	365,843	368,509	340,830	326,991	77,633	20.65%	-4.06%	6.43%	
		WHITE - TOTAL	346,676	365,843	368,509	340,830	326,991	77,633	20.65%	-4.06%	6.43%	
	TOTAL		2,854,302	2,965,497	2,934,902	2,792,313	2,893,515	725,736	17.77%	3.62%	12.89%	
	ARMENIA	WHITE	IMPORT BOTTLED	-9	14	0	5	0	0	n/a	-100.00%	0.00%
			WHITE - TOTAL	-9	14	0	5	0	0	n/a	-100.00%	0.00%
		TOTAL		-9	14	0	5	0	0	n/a	-100.00%	0.00%
	AUSTRALIA	RED	CANADA BOTTLED	8,240	14	0	0	1,443	605	n/a	n/a	97.30%
IMPORT BOTTLED			4,243,279	4,113,237	3,733,107	3,299,458	3,112,446	695,502	-8.09%	-5.67%	8.41%	
RED - TOTAL			4,251,519	4,113,251	3,733,107	3,299,458	3,113,889	696,107	-8.01%	-5.62%	8.45%	
ROSE		IMPORT BOTTLED	16,273	12,846	13,143	16,477	21,595	2,655	-13.18%	31.02%	2.92%	
		ROSE - TOTAL	16,273	12,846	13,143	16,477	21,595	2,655	-13.18%	31.02%	2.92%	
WHITE		CANADA BOTTLED	3,600	0	16	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	1,923,559	1,967,895	1,971,662	1,873,945	1,872,835	376,316	4.06%	-0.06%	5.67%	
		WHITE - TOTAL	1,927,159	1,967,895	1,971,678	1,873,945	1,872,835	376,316	4.06%	-0.06%	5.67%	
TOTAL		6,194,951	6,093,992	5,717,928	5,189,880	5,008,319	1,075,078	-4.13%	-3.50%	7.39%		
AUSTRIA	RED	IMPORT BOTTLED	457	1,107	1,806	1,333	1,793	498	10.42%	34.55%	26.38%	
		RED - TOTAL	457	1,107	1,806	1,333	1,793	498	10.42%	34.55%	26.38%	

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TABLE WINE	AUSTRIA	ROSE	IMPORT BOTTLED	9	0	0	9	0	n/a	-100.00%	0.00%
		ROSE - TOTAL	9	0	0	9	0	0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED	12,651	8,961	7,719	7,639	10,923	2,308	22.18%	42.81%	25.34%
		WHITE - TOTAL	12,651	8,961	7,719	7,639	10,923	2,308	22.18%	42.81%	25.34%
	TOTAL	13,117	10,068	9,525	8,981	12,716	2,806	19.91%	41.45%	25.49%	
BRAZIL	RED	IMPORT BOTTLED	0	0	0	0	1,499	0	n/a	n/a	0.00%
		RED - TOTAL	0	0	0	0	1,499	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	0	0	0	0	77	0	n/a	n/a	0.00%
		WHITE - TOTAL	0	0	0	0	77	0	n/a	n/a	0.00%
	TOTAL	0	0	0	0	1,576	0	n/a	n/a	0.00%	
BULGARIA	RED	IMPORT BOTTLED	70	657	636	1,767	4,716	906	127.64%	166.55%	1.06%
		RED - TOTAL	70	657	636	1,767	4,716	906	127.64%	166.55%	1.06%
	WHITE	IMPORT BOTTLED	135	909	315	27	0	0	n/a	-100.00%	0.00%
		WHITE - TOTAL	135	909	315	27	0	0	n/a	-100.00%	0.00%
	TOTAL	205	1,566	951	1,794	4,716	906	127.64%	162.56%	1.06%	
CHILE	RED	CANADA BOTTLED	182,669	140,011	107,776	92,115	77,560	16,077	-30.46%	-15.80%	28.83%
		IMPORT BOTTLED	2,206,556	2,211,305	2,090,849	2,094,394	2,166,468	527,916	11.10%	3.44%	4.87%
		RED - TOTAL	2,389,225	2,351,316	2,198,625	2,186,509	2,244,028	543,993	9.17%	2.63%	5.70%
	ROSE	IMPORT BOTTLED	7,460	6,635	5,229	8,178	6,704	169	-94.28%	-18.03%	2.98%
		ROSE - TOTAL	7,460	6,635	5,229	8,178	6,704	169	-94.28%	-18.03%	2.98%
	WHITE	CANADA BOTTLED	139,380	103,489	83,770	72,372	57,986	10,118	-41.75%	-19.87%	35.40%
		IMPORT BOTTLED	970,616	1,001,596	1,057,118	983,206	1,023,766	206,615	-3.44%	4.12%	7.71%
		WHITE - TOTAL	1,109,996	1,105,085	1,140,888	1,055,578	1,081,752	216,733	-6.32%	2.48%	9.19%
	TOTAL	3,506,681	3,463,036	3,344,742	3,250,265	3,332,484	760,895	3.86%	2.53%	6.83%	
CHINA	RED	IMPORT BOTTLED	2,040	793	156	34	26	0	-100.00%	-27.78%	0.00%
		RED - TOTAL	2,040	793	156	34	26	0	-100.00%	-27.78%	0.00%

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TABLE WINE	CHINA	WHITE	IMPORT BOTTLED	264	844	1,374	117	4	0	-100.00%	-96.64%	0.00%
			WHITE - TOTAL	264	844	1,374	117	4	0	-100.00%	-96.64%	0.00%
		TOTAL		2,304	1,637	1,530	151	30	0	-100.00%	-80.65%	0.00%
CROATIA	RED	IMPORT BOTTLED	2,847	1,391	103	54	388	204	655.56%	627.78%	10.57%	
		RED - TOTAL	2,847	1,391	103	54	388	204	655.56%	627.78%	10.57%	
	WHITE	IMPORT BOTTLED	198	0	0	27	549	147	444.44%	1,944.44%	38.80%	
	WHITE - TOTAL	198	0	0	27	549	147	444.44%	1,944.44%	38.80%		
	TOTAL		3,045	1,391	103	81	937	351	550.00%	1,066.67%	27.11%	
CZECH REPUBLIC	RED	IMPORT BOTTLED	11	1	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	11	1	0	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	11	0	0	0	0	0	n/a	n/a	0.00%	
	WHITE - TOTAL	11	0	0	0	0	0	n/a	n/a	0.00%		
	TOTAL		22	1	0	0	0	0	n/a	n/a	0.00%	
FRANCE	RED	CANADA BOTTLED	155,241	173,323	212,369	237,232	233,189	52,022	-8.41%	-1.70%	1.84%	
		IMPORT BOTTLED	1,407,989	1,406,612	1,427,839	1,416,146	1,391,768	300,510	-12.45%	-1.72%	10.20%	
		RED - TOTAL	1,563,230	1,579,935	1,640,208	1,653,378	1,624,957	352,532	-11.87%	-1.72%	9.00%	
	ROSE	IMPORT BOTTLED	62,143	64,787	78,565	94,559	139,100	14,194	31.88%	47.07%	9.04%	
		ROSE - TOTAL	62,143	64,787	78,565	94,559	139,100	14,194	31.88%	47.07%	9.04%	
	WHITE	CANADA BOTTLED	49,748	59,288	73,960	80,456	83,076	17,280	0.47%	3.26%	1.92%	
		IMPORT BOTTLED	601,764	563,398	580,068	577,133	570,390	117,564	-10.35%	-1.17%	18.26%	
	WHITE - TOTAL	651,512	622,686	654,028	657,589	653,466	134,844	-9.09%	-0.63%	16.18%		
	TOTAL		2,276,885	2,267,408	2,372,801	2,405,526	2,417,523	501,570	-10.29%	0.50%	10.94%	
GEORGIA	RED	IMPORT BOTTLED	6,100	8,810	11,036	10,288	5,787	1,621	-25.06%	-43.72%	1.18%	
		RED - TOTAL	6,100	8,810	11,036	10,288	5,787	1,621	-25.06%	-43.72%	1.18%	
	WHITE	IMPORT BOTTLED	126	561	2,756	2,297	1,533	138	-73.96%	-33.35%	0.20%	
	WHITE - TOTAL	126	561	2,756	2,297	1,533	138	-73.96%	-33.35%	0.20%		

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TABLE WINE	GEORGIA	TOTAL	6,226	9,371	13,792	12,585	7,320	1,759	-34.68%	-41.83%	0.97%	
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	0	7	4	4	2	0	-100.00%	-75.00%	0.00%
		ICE WINE WHITE - TOTAL	0	7	4	4	2	0	-100.00%	-75.00%	0.00%	
	RED	IMPORT BOTTLED	17,908	11,702	11,304	11,680	10,490	3,152	22.60%	-10.21%	1.67%	
		RED - TOTAL	17,908	11,702	11,304	11,680	10,490	3,152	22.60%	-10.21%	1.67%	
	ROSE	IMPORT BOTTLED	0	0	0	942	5,123	788	-16.35%	444.37%	0.45%	
		ROSE - TOTAL	0	0	0	942	5,123	788	-16.35%	444.37%	0.45%	
	WHITE	IMPORT BOTTLED	476,850	474,131	474,707	443,123	438,371	85,718	-7.47%	-1.06%	6.45%	
		WHITE - TOTAL	476,850	474,131	474,707	443,123	438,371	85,718	-7.47%	-1.06%	6.45%	
	TOTAL		494,758	485,840	486,015	455,749	453,986	89,658	-6.75%	-0.38%	6.27%	
	GREECE	RED	IMPORT BOTTLED	54,956	50,446	45,953	44,598	39,371	8,317	-18.18%	-11.72%	68.75%
			RED - TOTAL	54,956	50,446	45,953	44,598	39,371	8,317	-18.18%	-11.72%	68.75%
		WHITE	IMPORT BOTTLED	54,359	50,511	46,219	46,901	45,860	12,212	29.64%	-2.22%	55.26%
			WHITE - TOTAL	54,359	50,511	46,219	46,901	45,860	12,212	29.64%	-2.22%	55.26%
	TOTAL		109,315	100,957	92,172	91,499	85,231	20,529	4.82%	-6.85%	61.49%	
	HUNGARY	RED	IMPORT BOTTLED	23,949	21,412	28,754	24,075	16,628	2,896	-49.50%	-30.92%	2.98%
			RED - TOTAL	23,949	21,412	28,754	24,075	16,628	2,896	-49.50%	-30.92%	2.98%
WHITE		IMPORT BOTTLED	84,032	90,270	75,694	67,457	70,060	15,491	11.61%	3.83%	7.93%	
		WHITE - TOTAL	84,032	90,270	75,694	67,457	70,060	15,491	11.61%	3.83%	7.93%	
TOTAL		107,981	111,682	104,448	91,532	86,688	18,387	-6.26%	-5.31%	6.98%		
INDIA	WHITE	IMPORT BOTTLED	0	0	1,010	1,215	768	229	-13.58%	-36.59%	46.35%	
		WHITE - TOTAL	0	0	1,010	1,215	768	229	-13.58%	-36.59%	46.35%	
	TOTAL		0	0	1,010	1,215	768	229	-13.58%	-36.59%	46.35%	
ISRAEL	RED	IMPORT BOTTLED	5,613	6,859	7,262	5,065	7,361	1,916	44.82%	45.32%	1.92%	
		RED - TOTAL	5,613	6,859	7,262	5,065	7,361	1,916	44.82%	45.32%	1.92%	
	ROSE	IMPORT BOTTLED	120	680	768	454	537	99	-16.10%	18.64%	0.93%	

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TABLE WINE	ISRAEL	ROSE	ROSE - TOTAL	120	680	768	454	537	99	-16.10%	18.64%	0.93%
		WHITE	IMPORT BOTTLED	3,393	3,535	3,413	2,511	3,342	929	59.08%	33.21%	2.36%
			WHITE - TOTAL	3,393	3,535	3,413	2,511	3,342	929	59.08%	33.21%	2.36%
		TOTAL	9,126	11,074	11,443	8,030	11,240	2,944	45.38%	40.02%	2.00%	
ITALY	RED	CANADA BOTTLED	0	0	0	1,229	1,599	175	-59.30%	29.95%	100.00%	
		IMPORT BOTTLED	2,134,683	2,166,266	2,193,474	2,215,497	2,315,513	546,528	3.07%	4.51%	16.95%	
		RED - TOTAL	2,134,683	2,166,266	2,193,474	2,216,726	2,317,112	546,703	3.02%	4.53%	17.00%	
	ROSE	IMPORT BOTTLED	32,253	41,632	42,465	42,263	39,614	5,541	-17.92%	-6.25%	6.36%	
		ROSE - TOTAL	32,253	41,632	42,465	42,263	39,614	5,541	-17.92%	-6.25%	6.36%	
	WHITE	CANADA BOTTLED	0	0	0	1,736	1,542	450	-100.00%	-37.15%	98.83%	
		IMPORT BOTTLED	1,182,736	1,249,381	1,356,879	1,418,921	1,521,882	308,119	8.82%	7.26%	21.43%	
		WHITE - TOTAL	1,182,736	1,249,381	1,356,879	1,420,657	1,523,424	308,569	8.77%	7.23%	21.51%	
TOTAL	3,349,672	3,457,279	3,592,818	3,679,646	3,880,150	860,813	4.83%	5.45%	18.66%			
LEBANON	RED	IMPORT BOTTLED	342	384	418	538	675	197	40.71%	25.65%	41.33%	
		RED - TOTAL	342	384	418	538	675	197	40.71%	25.65%	41.33%	
	ROSE	IMPORT BOTTLED	98	148	101	206	146	24	41.18%	-30.43%	0.00%	
		ROSE - TOTAL	98	148	101	206	146	24	41.18%	-30.43%	0.00%	
	WHITE	IMPORT BOTTLED	172	161	41	38	133	27	n/a	255.26%	75.94%	
		WHITE - TOTAL	172	161	41	38	133	27	n/a	255.26%	75.94%	
TOTAL	612	693	560	782	954	248	40.76%	21.98%	53.25%			
MEXICO	RED	IMPORT BOTTLED	1,063	820	559	669	554	167	-45.95%	-16.84%	13.00%	
		RED - TOTAL	1,063	820	559	669	554	167	-45.95%	-16.84%	13.00%	
	WHITE	IMPORT BOTTLED	324	148	86	18	135	27	n/a	650.00%	0.00%	
		WHITE - TOTAL	324	148	86	18	135	27	n/a	650.00%	0.00%	
TOTAL	1,387	968	645	687	689	194	-45.95%	0.58%	22.21%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	0	0	0	0	201	192	n/a	n/a	4.48%	

IMPORT WINE MARKET
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SALES IN LITRES

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	MOLDOVA, REPUBLIC OF	RED	RED - TOTAL	0	0	0	0	201	192	n/a	n/a	4.48%
		TOTAL	0	0	0	0	201	192	n/a	n/a	4.48%	
MONTENEGRO	RED	IMPORT BOTTLED		4,304	4,051	4,390	3,473	4,404	981	16.51%	26.83%	1.75%
		RED - TOTAL	4,304	4,051	4,390	3,473	4,404	981	16.51%	26.83%	1.75%	
		TOTAL	4,304	4,051	4,390	3,473	4,404	981	16.51%	26.83%	1.75%	
MOROCCO	RED	IMPORT BOTTLED		2	0	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	2	0	0	0	0	0	n/a	n/a	0.00%	
		TOTAL	2	0	0	0	0	0	n/a	n/a	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED		88,548	100,275	114,754	102,926	101,648	18,199	-22.57%	-1.23%	11.97%
		RED - TOTAL	88,548	100,275	114,754	102,926	101,648	18,199	-22.57%	-1.23%	11.97%	
	ROSE	IMPORT BOTTLED		1,593	694	0	0	4,231	78	n/a	n/a	0.31%
		ROSE - TOTAL	1,593	694	0	0	4,231	78	n/a	n/a	0.31%	
	WHITE	CANADA BOTTLED		0	0	9,074	11,959	2,267	356	-76.44%	-81.01%	35.02%
		IMPORT BOTTLED		792,719	947,891	1,161,411	1,339,981	1,632,145	320,357	18.49%	21.80%	16.48%
WHITE - TOTAL	792,719	947,891	1,170,485	1,351,940	1,634,412	320,713	17.97%	20.89%	16.51%			
TOTAL	882,860	1,048,860	1,285,239	1,454,866	1,740,291	338,990	14.74%	19.32%	16.20%			
PORTUGAL	RED	CANADA BOTTLED		0	0	18	0	0	0	n/a	n/a	0.00%
		IMPORT BOTTLED		125,306	134,759	112,448	129,221	129,797	31,872	5.90%	0.46%	4.39%
		RED - TOTAL	125,306	134,759	112,466	129,221	129,797	31,872	5.90%	0.46%	4.39%	
	ROSE	IMPORT BOTTLED		76,117	68,708	72,359	64,476	69,831	12,589	1.75%	8.31%	1.61%
		ROSE - TOTAL	76,117	68,708	72,359	64,476	69,831	12,589	1.75%	8.31%	1.61%	
	WHITE	IMPORT BOTTLED		103,548	108,613	120,001	113,253	124,360	19,907	1.24%	9.81%	4.19%
WHITE - TOTAL		103,548	108,613	120,001	113,253	124,360	19,907	1.24%	9.81%	4.19%		
TOTAL	304,971	312,080	304,826	306,950	323,988	64,368	3.60%	5.56%	3.72%			
ROMANIA	WHITE	IMPORT BOTTLED		0	19	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	0	19	0	0	0	0	n/a	n/a	0.00%	

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	ROMANIA	TOTAL	0	19	0	0	0	0	n/a	n/a	0.00%	
	SERBIA	RED	IMPORT BOTTLED	0	0	0	36	162	45	150.00%	350.00%	0.00%
		RED - TOTAL	0	0	0	36	162	45	150.00%	350.00%	0.00%	
	WHITE	IMPORT BOTTLED	0	0	0	0	63	18	n/a	n/a	0.00%	
		WHITE - TOTAL	0	0	0	0	63	18	n/a	n/a	0.00%	
	TOTAL	0	0	0	36	225	63	150.00%	350.00%	0.00%		
	SLOVENIA	RED	IMPORT BOTTLED	45	14	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	45	14	0	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	32	10	17	258	475	22	-74.71%	84.88%	86.11%
		WHITE - TOTAL	32	10	17	258	475	22	-74.71%	84.88%	86.11%	
TOTAL		77	24	17	258	475	22	-74.71%	84.88%	86.11%		
SOUTH AFRICA	RED	CANADA BOTTLED	192	0	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	608,261	569,219	539,717	505,377	489,829	112,890	-7.84%	-3.08%	4.16%	
	RED - TOTAL	608,453	569,219	539,717	505,377	489,829	112,890	-7.84%	-3.08%	4.16%		
	ROSE	IMPORT BOTTLED	2,752	0	154	490	2,684	75	n/a	448.16%	0.63%	
	ROSE - TOTAL	2,752	0	154	490	2,684	75	n/a	448.16%	0.63%		
	WHITE	CANADA BOTTLED	216	0	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	397,605	424,461	404,694	405,316	386,574	76,220	-8.68%	-4.63%	5.77%	
	WHITE - TOTAL	397,821	424,461	404,694	405,316	386,574	76,220	-8.68%	-4.63%	5.77%		
	TOTAL	1,009,026	993,680	944,565	911,183	879,087	189,185	-8.18%	-3.52%	4.86%		
	SPAIN	RED	IMPORT BOTTLED	821,578	1,000,639	1,111,939	1,292,648	1,309,542	332,330	7.96%	1.31%	6.16%
RED - TOTAL		821,578	1,000,639	1,111,939	1,292,648	1,309,542	332,330	7.96%	1.31%	6.16%		
ROSE		IMPORT BOTTLED	14,809	9,347	12,368	13,311	22,256	5,180	228.89%	67.15%	13.41%	
ROSE - TOTAL		14,809	9,347	12,368	13,311	22,256	5,180	228.89%	67.15%	13.41%		
WHITE		IMPORT BOTTLED	56,857	73,411	76,944	117,336	129,476	33,380	90.62%	10.35%	15.85%	
WHITE - TOTAL	56,857	73,411	76,944	117,336	129,476	33,380	90.62%	10.35%	15.85%			

IMPORT WINE MARKET
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SALES IN LITRES

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	SPAIN	TOTAL	893,244	1,083,397	1,201,251	1,423,295	1,461,274	370,890	13.46%	2.67%	7.13%	
	SWITZERLAND	WHITE	IMPORT BOTTLED	306	13	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	306	13	0	0	0	0	n/a	n/a	0.00%	
		TOTAL	306	13	0	0	0	0	n/a	n/a	0.00%	
	TURKEY	RED	IMPORT BOTTLED	0	648	287	395	494	72	14.29%	25.06%	1.82%
		RED - TOTAL	0	648	287	395	494	72	14.29%	25.06%	1.82%	
		WHITE	IMPORT BOTTLED	0	0	0	0	153	18	n/a	n/a	0.00%
		WHITE - TOTAL	0	0	0	0	153	18	n/a	n/a	0.00%	
		TOTAL	0	648	287	395	647	90	14.29%	25.06%	2.78%	
	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	0	14	0	0	0	0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	0	14	0	0	0	0	n/a	n/a	0.00%	
		RED	CANADA BOTTLED	447,323	385,170	320,378	294,417	317,592	81,094	5.39%	7.07%	5.29%
			IMPORT BOTTLED	2,917,222	3,321,258	3,887,699	4,120,117	4,429,167	929,974	-4.33%	7.50%	12.58%
		RED - TOTAL	3,364,545	3,706,428	4,208,077	4,414,534	4,746,759	1,011,068	-3.43%	7.53%	12.10%	
		ROSE	CANADA BOTTLED	3,895	1,026	486	0	0	0	n/a	n/a	0.00%
			IMPORT BOTTLED	480,546	466,306	467,208	466,221	483,408	99,914	-5.65%	3.69%	5.21%
		ROSE - TOTAL	484,441	467,332	467,694	466,221	483,408	99,914	-5.65%	3.69%	5.21%	
		WHITE	CANADA BOTTLED	225,397	190,276	128,409	114,415	167,357	42,654	45.63%	46.27%	15.13%
			IMPORT BOTTLED	1,693,202	1,821,027	1,904,282	1,890,395	1,987,285	406,957	2.66%	5.12%	9.45%
		WHITE - TOTAL	1,918,599	2,011,303	2,032,691	2,004,810	2,154,642	449,611	5.62%	7.47%	9.89%	
		TOTAL	5,767,585	6,185,077	6,708,462	6,885,565	7,384,809	1,560,593	-1.14%	7.25%	11.00%	
	URUGUAY	RED	IMPORT BOTTLED	2,644	1,062	846	112	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	2,644	1,062	846	112	0	0	n/a	-100.00%	0.00%	
		WHITE	IMPORT BOTTLED	36	52	-1	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	36	52	-1	0	0	0	n/a	n/a	0.00%	
		TOTAL	2,680	1,114	845	112	0	0	n/a	-100.00%	0.00%	

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED	1,215,901	1,052,597	936,256	905,931	945,269	221,456	0.11%	4.34%	10.35%
	IMPORT BOTTLED	26,579,734	27,558,840	28,199,011	28,070,923	29,048,974	6,366,021	1.97%	3.48%	11.04%
IMPORT TABLE WINE - TOTAL		27,795,635	28,611,437	29,135,267	28,976,854	29,994,243	6,587,477	1.91%	3.51%	11.02%
SPARKLING WINE	ARGENTINA									
	RED	36	54	36	0	0	0	n/a	n/a	0.00%
	ROSE	135	223	186	384	264	29	-36.96%	-30.93%	0.00%
	WHITE	2,551	2,791	5,614	5,709	4,265	563	-58.36%	-25.26%	7.81%
	TOTAL	2,722	3,068	5,836	6,093	4,529	592	-57.65%	-25.62%	7.81%
AUSTRALIA	RED	10,330	9,640	8,135	7,205	3,293	381	-71.78%	-54.25%	0.97%
	ROSE	78,699	73,684	81,273	82,596	82,685	18,306	-7.83%	0.10%	4.35%
	WHITE	96,286	91,492	104,020	98,856	101,477	15,349	-25.87%	2.65%	5.37%
	TOTAL	185,315	174,816	193,428	188,657	187,455	34,036	-18.80%	-0.64%	4.84%
AUSTRIA	ROSE	0	9	9	9	18	9	0.00%	100.00%	50.00%
	WHITE	0	0	0	0	72	0	n/a	n/a	0.00%
	TOTAL	0	9	9	9	90	9	0.00%	100.00%	50.00%
BRAZIL	WHITE	0	0	0	744	2,170	693	93.58%	191.30%	2.17%
	TOTAL	0	0	0	744	2,170	693	93.58%	191.30%	2.17%
CHILE	ROSE	17,015	18,868	16,659	13,075	10,765	2,313	-45.15%	-17.61%	1.81%
	WHITE	92	124	23	167	744	5	-94.12%	347.90%	1.21%
	TOTAL	17,107	18,992	16,682	13,242	11,509	2,318	-46.12%	-13.01%	1.77%
CHINA	WHITE	9	147	150	8	0	0	n/a	-100.00%	0.00%
	TOTAL	9	147	150	8	0	0	n/a	-100.00%	0.00%
CZECH REPUBLIC	WHITE	2	0	0	0	0	0	n/a	n/a	0.00%
	TOTAL	2	0	0	0	0	0	n/a	n/a	0.00%
FRANCE	RED	0	1,979	0	0	27	0	n/a	n/a	0.00%
	ROSE	39,169	48,886	49,834	48,932	50,161	8,255	-20.61%	2.54%	9.76%
	WHITE	175,767	178,154	189,058	202,199	213,834	36,333	-17.53%	5.76%	26.44%

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	FRANCE	TOTAL	214,936	229,019	238,892	251,131	264,022	44,588	-18.12%	5.13%	23.27%
	GERMANY	ROSE	15,938	18,421	20,374	19,124	17,559	3,474	-30.32%	-8.17%	2.28%
		WHITE	162,640	157,142	156,707	161,066	150,636	21,368	-43.52%	-6.48%	13.91%
		TOTAL	178,578	175,563	177,081	180,190	168,195	24,842	-41.99%	-6.66%	12.69%
	HUNGARY	ROSE	0	0	63	139	95	0	-100.00%	-33.57%	0.00%
		WHITE	19,202	16,649	12,718	13,759	11,025	1,661	-32.18%	-19.85%	4.25%
		TOTAL	19,202	16,649	12,781	13,898	11,120	1,661	-34.40%	-20.00%	4.25%
	ITALY	RED	5	73	44	87	511	263	310.94%	480.90%	9.00%
		ROSE	12,046	11,566	12,674	15,228	25,237	6,681	121.30%	65.61%	6.43%
		WHITE	187,899	218,206	268,579	371,413	468,646	87,747	-4.32%	26.17%	21.46%
		TOTAL	199,950	229,845	281,297	386,728	494,394	94,691	-0.11%	27.83%	20.68%
	LUXEMBOURG	ROSE	0	0	0	0	9	9	n/a	n/a	0.00%
		WHITE	0	0	0	0	9	9	n/a	n/a	0.00%
		TOTAL	0	0	0	0	18	18	n/a	n/a	0.00%
	NEW ZEALAND	ROSE	54	2,686	5,204	5,242	5,238	949	-33.91%	-0.15%	5.02%
		WHITE	5,887	13,467	13,470	12,064	11,939	1,796	-41.75%	-1.02%	3.28%
		TOTAL	5,941	16,153	18,674	17,306	17,177	2,745	-39.26%	-0.76%	3.81%
	PORTUGAL	ROSE	557	2	0	0	0	0	n/a	n/a	0.00%
		WHITE	474	141	248	1,009	72	0	-100.00%	-92.89%	0.00%
		TOTAL	1,031	143	248	1,009	72	0	-100.00%	-92.89%	0.00%
	SLOVENIA	ROSE	0	0	0	48	14	7	0.00%	-71.43%	0.00%
	TOTAL	0	0	0	48	14	7	0.00%	-71.43%	0.00%	
SOUTH AFRICA	ROSE	54	126	153	180	337	32	-11.11%	87.78%	5.34%	
	WHITE	18,875	16,865	15,797	14,611	18,577	2,957	-2.70%	27.12%	5.25%	
	TOTAL	18,929	16,991	15,950	14,791	18,914	2,989	-2.80%	27.86%	5.26%	
SPAIN	RED	27	73	0	0	0	0	n/a	n/a	0.00%	

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPAIN	ROSE	20,918	15,488	12,592	11,762	8,258	1,340	-50.11%	-29.76%	10.16%
		WHITE	265,273	257,485	262,556	261,662	260,182	43,768	-21.10%	-0.56%	18.26%
		TOTAL	286,218	273,046	275,148	273,424	268,440	45,108	-22.44%	-1.82%	18.01%
	UNITED STATES OF AMERICA	ROSE	10,547	3,727	2,190	1,484	2,840	798	231.12%	91.13%	1.55%
		WHITE	107,357	105,549	98,830	108,350	107,496	19,623	-26.58%	-0.78%	11.31%
		TOTAL	117,904	109,276	101,020	109,834	110,336	20,421	-24.28%	0.46%	11.06%
IMPORT SPARKLING WINE - TOTAL			1,247,844	1,263,717	1,337,196	1,457,112	1,558,455	274,718	-18.17%	6.96%	16.51%
WINE - GIFT PACKS	ARGENTINA		0	0	0	0	360	0	n/a	n/a	0.00%
	AUSTRALIA		3,980	20	0	0	0	0	n/a	n/a	0.00%
	CHILE		0	823	306	78	0	0	n/a	-100.00%	0.00%
	FRANCE		1,689	1,934	2,512	1,235	152	0	-100.00%	-87.27%	0.00%
	ITALY		0	1,795	6	0	1,819	306	n/a	n/a	0.60%
	PORTUGAL		0	0	0	539	370	19	n/a	-31.30%	0.00%
	SOUTH AFRICA		33	0	2,871	17	0	0	n/a	-100.00%	0.00%
	SPAIN		1,011	0	2,272	114	2	1	-80.00%	-97.37%	0.00%
	UNITED STATES OF AMERICA		0	2,915	0	8,209	160	0	-100.00%	-98.03%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL			6,713	7,487	7,967	10,192	2,863	326	-86.15%	-71.82%	1.22%
IMPORT WINE - TOTAL			30,023,973	30,845,184	31,444,047	31,423,857	32,559,765	7,097,240	0.73%	3.61%	11.94%

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$71	\$58	\$48	\$46	\$34	\$6	-37.74%	-24.45%	2.67%
		FRANCE	\$0	\$5	\$27	\$2	\$2	\$0	99.04%	5.52%	33.33%
		ITALY	\$104	\$252	\$200	\$71	\$103	\$22	89.45%	44.87%	0.34%
		SLOVAK REPUBLIC	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		SOUTH AFRICA	\$0	\$0	\$34	\$16	\$2	\$0	-100.00%	-88.28%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$13	\$0	\$0	-100.00%	-99.92%	0.00%
		UNITED STATES OF AMERICA	\$26	\$36	\$319	\$405	\$325	\$76	-10.42%	-19.57%	0.57%
		FLAVOURED	\$201	\$351	\$628	\$553	\$467	\$105	-2.32%	-15.57%	0.81%
FRUIT	DENMARK	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	JAPAN	\$283	\$295	\$305	\$291	\$305	\$74	4.09%	4.52%	39.84%	
	KOREA - SOUTH	\$4	\$4	\$5	\$40	\$69	\$22	157.04%	74.38%	25.99%	
	TURKEY	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$57	\$66	\$131	\$169	\$94	\$21	-53.03%	-44.11%	44.06%	
FRUIT	\$344	\$365	\$441	\$500	\$469	\$117	-6.02%	-6.35%	38.64%		
MADEIRA	PORTUGAL	\$179	\$174	\$159	\$168	\$166	\$37	-6.72%	-1.51%	31.04%	
	MADEIRA	\$179	\$174	\$159	\$168	\$166	\$37	-6.72%	-1.51%	31.04%	
MONTILLA	SPAIN	\$188	\$205	\$216	\$217	\$206	\$48	-1.97%	-5.30%	11.78%	
	MONTILLA	\$188	\$205	\$216	\$217	\$206	\$48	-1.97%	-5.30%	11.78%	
OTHER	AUSTRALIA	\$0	\$4	\$7	\$5	\$8	\$2	129.66%	52.85%	8.45%	
	OTHER	\$0	\$4	\$7	\$5	\$8	\$2	129.66%	52.85%	8.45%	
OTHER FORTIFIED	ARGENTINA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	AUSTRALIA	\$835	\$850	\$749	\$689	\$626	\$135	-9.15%	-9.12%	6.06%	
	CHINA	\$194	\$187	\$172	\$155	\$181	\$58	26.98%	16.17%	11.61%	
	FRANCE	\$549	\$571	\$596	\$567	\$587	\$122	-8.86%	3.54%	14.41%	
	ITALY	\$323	\$319	\$314	\$323	\$319	\$78	-0.99%	-1.25%	30.12%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
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			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	\$27	\$53	\$78	\$111	\$122	\$32	6.44%	9.34%	83.80%
		KOREA - SOUTH	\$189	\$210	\$232	\$369	\$422	\$98	-15.64%	14.30%	34.28%
		MOLDOVA, REPUBLIC OF	\$0	\$0	\$0	\$0	\$4	\$4	n/a	n/a	0.35%
		PORTUGAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		SOUTH AFRICA	\$625	\$572	\$522	\$358	\$454	\$101	-9.00%	26.80%	3.99%
		TAIWAN	\$0	\$0	\$0	\$0	\$13	\$5	n/a	n/a	100.00%
		UNITED STATES OF AMERICA	\$66	\$67	\$57	\$45	\$35	\$7	-23.92%	-21.55%	29.35%
		URUGUAY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		OTHER FORTIFIED	\$2,812	\$2,832	\$2,720	\$2,618	\$2,764	\$640	-6.30%	4.88%	19.12%
PORT	AUSTRALIA	\$14	\$6	\$3	\$0	\$0	\$0	n/a	n/a	0.00%	
	PORTUGAL	\$3,375	\$3,083	\$2,960	\$3,030	\$3,288	\$679	2.56%	8.54%	11.71%	
	SOUTH AFRICA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	PORT	\$3,391	\$3,089	\$2,962	\$3,030	\$3,288	\$679	2.56%	8.54%	11.71%	
SAKE	JAPAN	\$1,870	\$2,002	\$2,246	\$2,583	\$2,997	\$772	15.08%	16.02%	57.13%	
	KOREA - SOUTH	\$31	\$38	\$33	\$28	\$23	\$6	11.49%	-16.71%	72.41%	
	UNITED STATES OF AMERICA	\$3,175	\$3,200	\$3,204	\$3,233	\$3,302	\$842	-2.45%	2.13%	57.16%	
	SAKE	\$5,076	\$5,239	\$5,484	\$5,844	\$6,322	\$1,620	5.24%	8.18%	57.20%	
SHERRY	FRANCE	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	NEW ZEALAND	\$77	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SPAIN	\$1,449	\$1,383	\$1,329	\$1,290	\$1,305	\$273	-5.41%	1.22%	4.38%	
	SHERRY	\$1,526	\$1,384	\$1,329	\$1,290	\$1,306	\$273	-5.41%	1.22%	4.40%	
VERMOUTH	AUSTRALIA	\$0	\$0	\$0	\$6	\$9	\$2	-65.01%	59.97%	37.50%	
	FRANCE	\$223	\$222	\$187	\$60	\$8	\$0	-100.00%	-86.71%	0.00%	
	ITALY	\$2,287	\$2,219	\$2,224	\$2,241	\$2,334	\$511	-3.68%	4.14%	10.27%	
	SLOVAK REPUBLIC	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
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			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	UNITED KINGDOM	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	\$8	\$10	\$11	\$15	\$13	\$4	52.87%	-12.61%	45.19%	
	VERMOUTH		\$2,518	\$2,451	\$2,422	\$2,322	\$2,366	\$518	-5.17%	1.82%	10.66%	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,233	\$16,094	\$16,369	\$16,546	\$17,361	\$4,040	0.24%	4.92%	29.38%	
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$33	\$12	n/a	n/a	98.70%	
		IMPORT BOTTLED	\$38,328	\$41,198	\$41,474	\$39,713	\$41,689	\$10,335	12.93%	4.97%	14.80%	
		RED - TOTAL	\$38,328	\$41,198	\$41,474	\$39,713	\$41,721	\$10,347	13.07%	5.06%	14.87%	
	ROSE	IMPORT BOTTLED	\$132	\$141	\$79	\$126	\$248	\$48	58.53%	96.24%	0.40%	
		ROSE - TOTAL	\$132	\$141	\$79	\$126	\$248	\$48	58.53%	96.24%	0.40%	
	WHITE	IMPORT BOTTLED	\$4,446	\$4,845	\$4,908	\$4,473	\$4,326	\$1,001	15.96%	-3.28%	7.41%	
		WHITE - TOTAL	\$4,446	\$4,845	\$4,908	\$4,473	\$4,326	\$1,001	15.96%	-3.28%	7.41%	
	TOTAL		\$42,906	\$46,184	\$46,461	\$44,312	\$46,295	\$11,396	13.46%	4.47%	14.09%	
	ARMENIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
			WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	AUSTRALIA	RED	CANADA BOTTLED	\$86	\$0	\$0	\$0	\$30	\$12	n/a	n/a	97.41%
IMPORT BOTTLED			\$72,818	\$70,751	\$64,714	\$55,852	\$52,706	\$11,981	-5.62%	-5.63%	9.37%	
RED - TOTAL			\$72,905	\$70,751	\$64,714	\$55,852	\$52,736	\$11,993	-5.52%	-5.58%	9.42%	
ROSE		IMPORT BOTTLED	\$261	\$203	\$206	\$245	\$271	\$38	-14.11%	10.69%	3.55%	
		ROSE - TOTAL	\$261	\$203	\$206	\$245	\$271	\$38	-14.11%	10.69%	3.55%	
WHITE		CANADA BOTTLED	\$37	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$26,879	\$27,177	\$26,898	\$24,918	\$24,955	\$5,104	4.34%	0.15%	6.04%	
		WHITE - TOTAL	\$26,916	\$27,177	\$26,898	\$24,918	\$24,955	\$5,104	4.34%	0.15%	6.04%	
TOTAL		\$100,082	\$98,131	\$91,818	\$81,015	\$77,962	\$17,135	-2.81%	-3.77%	8.32%		
AUSTRIA	RED	IMPORT BOTTLED	\$13	\$25	\$38	\$30	\$48	\$14	22.73%	60.99%	31.63%	
		RED - TOTAL	\$13	\$25	\$38	\$30	\$48	\$14	22.73%	60.99%	31.63%	

IMPORT WINE MARKET
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TABLE WINE	AUSTRIA	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		ROSE - TOTAL		\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE	IMPORT BOTTLED	\$298	\$228	\$184	\$188	\$281	\$60	26.97%	49.72%	28.41%
		WHITE - TOTAL		\$298	\$228	\$184	\$188	\$281	\$60	26.97%	49.72%	28.41%
	TOTAL			\$311	\$252	\$223	\$218	\$329	\$74	26.16%	51.13%	28.88%
	BRAZIL	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$24	\$0	n/a	n/a	0.00%
RED - TOTAL				\$0	\$0	\$0	\$0	\$24	\$0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL		\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
TOTAL			\$0	\$0	\$0	\$0	\$25	\$0	n/a	n/a	0.00%	
BULGARIA		RED	IMPORT BOTTLED	\$1	\$12	\$14	\$37	\$77	\$16	62.82%	110.16%	1.27%
	RED - TOTAL			\$1	\$12	\$14	\$37	\$77	\$16	62.82%	110.16%	1.27%
	WHITE	IMPORT BOTTLED	\$2	\$15	\$5	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE - TOTAL		\$2	\$15	\$5	\$0	\$0	\$0	n/a	-100.00%	0.00%
	TOTAL			\$4	\$28	\$19	\$37	\$77	\$16	62.82%	108.03%	1.27%
	CHILE	RED	CANADA BOTTLED	\$1,669	\$1,255	\$930	\$767	\$679	\$143	-25.13%	-11.49%	25.76%
IMPORT BOTTLED			\$28,906	\$29,417	\$28,140	\$27,881	\$29,258	\$7,130	8.95%	4.94%	5.45%	
RED - TOTAL				\$30,576	\$30,672	\$29,070	\$28,648	\$29,937	\$7,273	7.98%	4.50%	5.91%
ROSE		IMPORT BOTTLED	\$120	\$105	\$79	\$113	\$91	\$3	-92.40%	-19.33%	3.32%	
		ROSE - TOTAL		\$120	\$105	\$79	\$113	\$91	\$3	-92.40%	-19.33%	3.32%
WHITE		CANADA BOTTLED	\$1,268	\$928	\$722	\$614	\$517	\$89	-41.97%	-15.81%	34.47%	
		IMPORT BOTTLED	\$12,176	\$12,674	\$13,373	\$11,955	\$12,368	\$2,532	-2.28%	3.46%	8.19%	
		WHITE - TOTAL		\$13,444	\$13,602	\$14,095	\$12,568	\$12,885	\$2,621	-4.49%	2.51%	9.24%
TOTAL			\$44,140	\$44,379	\$43,244	\$41,330	\$42,913	\$9,896	4.01%	3.83%	6.90%	
CHINA		RED	IMPORT BOTTLED	\$31	\$14	\$3	\$1	\$1	\$0	-100.00%	-22.34%	0.00%
	RED - TOTAL			\$31	\$14	\$3	\$1	\$1	\$0	-100.00%	-22.34%	0.00%

IMPORT WINE MARKET
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TABLE WINE	CHINA	WHITE	IMPORT BOTTLED	\$5	\$13	\$18	\$1	\$0	\$0	-100.00%	-96.81%	0.00%
		WHITE - TOTAL		\$5	\$13	\$18	\$1	\$0	\$0	-100.00%	-96.81%	0.00%
		TOTAL		\$35	\$27	\$21	\$2	\$1	\$0	-100.00%	-64.41%	0.00%
CROATIA	RED	IMPORT BOTTLED	\$37	\$18	\$3	\$1	\$21	\$13	2,838.36%	1,440.77%	11.05%	
		RED - TOTAL		\$37	\$18	\$3	\$1	\$21	\$13	2,838.36%	1,440.77%	11.05%
	WHITE	IMPORT BOTTLED	\$3	\$0	\$0	\$1	\$24	\$11	1,830.48%	4,057.88%	39.91%	
WHITE - TOTAL		\$3	\$0	\$0	\$1	\$24	\$11	1,830.48%	4,057.88%	39.91%		
TOTAL		\$40	\$18	\$3	\$2	\$45	\$24	2,262.43%	2,238.47%	26.69%		
CZECH REPUBLIC	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
WHITE - TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
FRANCE	RED	CANADA BOTTLED	\$1,206	\$1,341	\$1,620	\$1,770	\$1,769	\$397	-8.07%	-0.04%	2.21%	
		IMPORT BOTTLED	\$31,610	\$36,184	\$40,412	\$40,064	\$40,590	\$8,998	-4.23%	1.31%	10.70%	
		RED - TOTAL		\$32,816	\$37,525	\$42,033	\$41,834	\$42,359	\$9,395	-4.40%	1.26%	10.34%
	ROSE	IMPORT BOTTLED	\$1,083	\$1,165	\$1,443	\$1,745	\$2,659	\$245	34.88%	52.34%	10.11%	
	ROSE - TOTAL		\$1,083	\$1,165	\$1,443	\$1,745	\$2,659	\$245	34.88%	52.34%	10.11%	
	WHITE	CANADA BOTTLED	\$385	\$458	\$561	\$599	\$627	\$131	0.49%	4.72%	1.92%	
IMPORT BOTTLED		\$11,657	\$11,510	\$12,555	\$12,765	\$13,136	\$2,687	-10.54%	2.91%	21.29%		
WHITE - TOTAL		\$12,042	\$11,967	\$13,116	\$13,364	\$13,763	\$2,819	-10.08%	2.99%	20.41%		
TOTAL		\$45,941	\$50,658	\$56,592	\$56,943	\$58,781	\$12,458	-5.21%	3.23%	12.69%		
GEORGIA	RED	IMPORT BOTTLED	\$145	\$187	\$228	\$209	\$120	\$35	-20.94%	-42.54%	1.03%	
		RED - TOTAL		\$145	\$187	\$228	\$209	\$120	\$35	-20.94%	-42.54%	1.03%
	WHITE	IMPORT BOTTLED	\$2	\$10	\$40	\$33	\$19	\$2	-75.72%	-41.27%	0.19%	
WHITE - TOTAL		\$2	\$10	\$40	\$33	\$19	\$2	-75.72%	-41.27%	0.19%		

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TABLE WINE	GEORGIA	TOTAL	\$147	\$197	\$268	\$242	\$139	\$36	-28.72%	-42.36%	0.91%
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$0	\$2	\$1	\$1	\$0	\$0	-49.74%	-49.90%
		ICE WINE WHITE - TOTAL	\$0	\$2	\$1	\$1	\$0	\$0	-49.74%	-49.90%	0.00%
	RED	IMPORT BOTTLED	\$245	\$184	\$198	\$192	\$174	\$52	22.68%	-9.40%	1.72%
		RED - TOTAL	\$245	\$184	\$198	\$192	\$174	\$52	22.68%	-9.40%	1.72%
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$14	\$74	\$12	-16.57%	421.60%	0.43%
		ROSE - TOTAL	\$0	\$0	\$0	\$14	\$74	\$12	-16.57%	421.60%	0.43%
	WHITE	IMPORT BOTTLED	\$7,156	\$7,269	\$7,312	\$6,875	\$6,930	\$1,385	-4.58%	0.80%	8.27%
		WHITE - TOTAL	\$7,156	\$7,269	\$7,312	\$6,875	\$6,930	\$1,385	-4.58%	0.80%	8.27%
	TOTAL		\$7,400	\$7,455	\$7,511	\$7,082	\$7,179	\$1,449	-3.93%	1.36%	8.03%
GREECE	RED	IMPORT BOTTLED	\$718	\$667	\$620	\$599	\$530	\$112	-18.46%	-11.61%	66.32%
		RED - TOTAL	\$718	\$667	\$620	\$599	\$530	\$112	-18.46%	-11.61%	66.32%
	WHITE	IMPORT BOTTLED	\$664	\$610	\$568	\$575	\$564	\$150	31.49%	-1.89%	54.44%
		WHITE - TOTAL	\$664	\$610	\$568	\$575	\$564	\$150	31.49%	-1.89%	54.44%
	TOTAL		\$1,382	\$1,277	\$1,189	\$1,174	\$1,093	\$261	4.25%	-6.85%	60.19%
HUNGARY	RED	IMPORT BOTTLED	\$266	\$242	\$389	\$305	\$232	\$43	-41.87%	-23.91%	3.39%
		RED - TOTAL	\$266	\$242	\$389	\$305	\$232	\$43	-41.87%	-23.91%	3.39%
	WHITE	IMPORT BOTTLED	\$1,058	\$1,151	\$1,056	\$928	\$959	\$206	5.44%	3.28%	8.28%
		WHITE - TOTAL	\$1,058	\$1,151	\$1,056	\$928	\$959	\$206	5.44%	3.28%	8.28%
	TOTAL		\$1,324	\$1,393	\$1,446	\$1,233	\$1,191	\$249	-7.50%	-3.44%	7.32%
INDIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$21	\$26	\$18	\$5	-9.32%	-32.66%	46.49%
		WHITE - TOTAL	\$0	\$0	\$21	\$26	\$18	\$5	-9.32%	-32.66%	46.49%
	TOTAL		\$0	\$0	\$21	\$26	\$18	\$5	-9.32%	-32.66%	46.49%
ISRAEL	RED	IMPORT BOTTLED	\$134	\$165	\$180	\$120	\$172	\$43	39.06%	42.96%	1.93%
		RED - TOTAL	\$134	\$165	\$180	\$120	\$172	\$43	39.06%	42.96%	1.93%
	ROSE	IMPORT BOTTLED	\$3	\$14	\$16	\$9	\$11	\$2	-16.54%	18.20%	0.84%

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TABLE WINE	ISRAEL	ROSE	ROSE - TOTAL	\$3	\$14	\$16	\$9	\$11	\$2	-16.54%	18.20%	0.84%
		WHITE	IMPORT BOTTLED	\$71	\$75	\$78	\$55	\$72	\$20	54.06%	31.58%	2.31%
			WHITE - TOTAL	\$71	\$75	\$78	\$55	\$72	\$20	54.06%	31.58%	2.31%
			TOTAL	\$207	\$254	\$275	\$185	\$255	\$65	40.22%	38.32%	1.99%
ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$23	\$31	\$3	-56.65%	35.27%	100.00%	
		IMPORT BOTTLED	\$36,883	\$38,284	\$39,481	\$40,212	\$44,292	\$10,699	9.30%	10.14%	22.02%	
		RED - TOTAL	\$36,883	\$38,284	\$39,481	\$40,235	\$44,323	\$10,702	9.24%	10.16%	22.08%	
	ROSE	IMPORT BOTTLED	\$595	\$804	\$831	\$804	\$766	\$113	-12.50%	-4.75%	6.40%	
		ROSE - TOTAL	\$595	\$804	\$831	\$804	\$766	\$113	-12.50%	-4.75%	6.40%	
	WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$31	\$25	\$6	-100.00%	-37.07%	99.02%	
		IMPORT BOTTLED	\$17,707	\$19,301	\$21,207	\$21,885	\$23,889	\$4,780	9.97%	9.16%	22.70%	
		WHITE - TOTAL	\$17,707	\$19,301	\$21,207	\$21,915	\$23,915	\$4,786	9.87%	9.12%	22.78%	
	TOTAL	\$55,185	\$58,388	\$61,519	\$62,955	\$69,004	\$15,601	9.24%	9.61%	22.15%		
LEBANON	RED	IMPORT BOTTLED	\$24	\$23	\$22	\$30	\$36	\$11	51.31%	18.40%	32.17%	
		RED - TOTAL	\$24	\$23	\$22	\$30	\$36	\$11	51.31%	18.40%	32.17%	
	ROSE	IMPORT BOTTLED	\$3	\$4	\$3	\$6	\$4	\$1	39.20%	-29.17%	0.00%	
		ROSE - TOTAL	\$3	\$4	\$3	\$6	\$4	\$1	39.20%	-29.17%	0.00%	
	WHITE	IMPORT BOTTLED	\$7	\$6	\$1	\$1	\$4	\$1	n/a	281.08%	70.14%	
		WHITE - TOTAL	\$7	\$6	\$1	\$1	\$4	\$1	n/a	281.08%	70.14%	
	TOTAL	\$34	\$33	\$27	\$37	\$44	\$13	50.56%	18.88%	41.22%		
MEXICO	RED	IMPORT BOTTLED	\$23	\$16	\$10	\$12	\$10	\$3	-51.27%	-18.36%	12.80%	
		RED - TOTAL	\$23	\$16	\$10	\$12	\$10	\$3	-51.27%	-18.36%	12.80%	
	WHITE	IMPORT BOTTLED	\$7	\$3	\$1	\$0	\$2	\$0	n/a	554.49%	0.00%	
		WHITE - TOTAL	\$7	\$3	\$1	\$0	\$2	\$0	n/a	554.49%	0.00%	
	TOTAL	\$31	\$19	\$11	\$13	\$12	\$3	-51.27%	-3.38%	21.16%		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$4	\$3	n/a	n/a	4.49%	

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	MOLDOVA, REPUBLIC OF	RED	RED - TOTAL	\$0	\$0	\$0	\$0	\$4	\$3	n/a	n/a	4.49%
		TOTAL	\$0	\$0	\$0	\$0	\$4	\$3	n/a	n/a	4.49%	
MONTENEGRO	RED	IMPORT BOTTLED		\$63	\$60	\$65	\$54	\$68	\$15	18.45%	25.14%	1.77%
		RED - TOTAL	\$63	\$60	\$65	\$54	\$68	\$15	18.45%	25.14%	1.77%	
		TOTAL	\$63	\$60	\$65	\$54	\$68	\$15	18.45%	25.14%	1.77%	
MOROCCO	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED		\$2,331	\$2,541	\$2,799	\$2,512	\$2,546	\$466	-19.15%	1.36%	13.07%
		RED - TOTAL	\$2,331	\$2,541	\$2,799	\$2,512	\$2,546	\$466	-19.15%	1.36%	13.07%	
	ROSE	IMPORT BOTTLED		\$29	\$12	\$0	\$0	\$88	\$2	n/a	n/a	0.30%
		ROSE - TOTAL	\$29	\$12	\$0	\$0	\$88	\$2	n/a	n/a	0.30%	
	WHITE	CANADA BOTTLED		\$0	\$0	\$151	\$185	\$40	\$7	-70.15%	-78.32%	36.31%
		IMPORT BOTTLED		\$17,366	\$20,767	\$24,943	\$28,134	\$33,889	\$6,781	18.90%	20.45%	17.21%
	WHITE - TOTAL	\$17,366	\$20,767	\$25,094	\$28,319	\$33,929	\$6,788	18.54%	19.81%	17.23%		
TOTAL	\$19,726	\$23,320	\$27,893	\$30,831	\$36,563	\$7,256	15.09%	18.31%	16.90%			
PORTUGAL	RED	CANADA BOTTLED		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		IMPORT BOTTLED		\$1,932	\$2,048	\$1,740	\$1,948	\$2,066	\$496	9.20%	6.10%	5.64%
		RED - TOTAL	\$1,932	\$2,048	\$1,740	\$1,948	\$2,066	\$496	9.20%	6.10%	5.64%	
	ROSE	IMPORT BOTTLED		\$870	\$791	\$823	\$728	\$803	\$147	3.29%	10.32%	1.68%
		ROSE - TOTAL	\$870	\$791	\$823	\$728	\$803	\$147	3.29%	10.32%	1.68%	
	WHITE	IMPORT BOTTLED		\$1,350	\$1,449	\$1,625	\$1,513	\$1,648	\$265	2.24%	8.97%	4.57%
WHITE - TOTAL		\$1,350	\$1,449	\$1,625	\$1,513	\$1,648	\$265	2.24%	8.97%	4.57%		
TOTAL	\$4,153	\$4,288	\$4,188	\$4,188	\$4,518	\$907	6.11%	7.87%	4.54%			
ROMANIA	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	ROMANIA	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SERBIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$1	\$3	\$1	152.10%	369.23%	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$1	\$3	\$1	152.10%	369.23%	0.00%	
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$1	\$4	\$1	152.10%	369.23%	0.00%		
	SLOVENIA	RED	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$1	\$0	\$1	\$9	\$18	\$1	-63.95%	99.30%	83.67%
		WHITE - TOTAL	\$1	\$0	\$1	\$9	\$18	\$1	-63.95%	99.30%	83.67%	
		TOTAL	\$1	\$0	\$1	\$9	\$18	\$1	-63.95%	99.30%	83.67%	
	SOUTH AFRICA	RED	CANADA BOTTLED	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$8,628	\$8,221	\$7,926	\$7,304	\$7,264	\$1,709	-3.12%	-0.54%	4.53%
		RED - TOTAL	\$8,631	\$8,221	\$7,926	\$7,304	\$7,264	\$1,709	-3.12%	-0.54%	4.53%	
		ROSE	IMPORT BOTTLED	\$34	\$0	\$3	\$7	\$41	\$1	n/a	458.61%	0.61%
ROSE - TOTAL		\$34	\$0	\$3	\$7	\$41	\$1	n/a	458.61%	0.61%		
WHITE		CANADA BOTTLED	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$4,877	\$5,257	\$5,156	\$5,073	\$4,873	\$979	-7.04%	-3.95%	6.81%	
WHITE - TOTAL		\$4,880	\$5,257	\$5,156	\$5,073	\$4,873	\$979	-7.04%	-3.95%	6.81%		
TOTAL	\$13,545	\$13,478	\$13,086	\$12,384	\$12,178	\$2,689	-4.59%	-1.67%	5.43%			
SPAIN	RED	IMPORT BOTTLED	\$13,568	\$16,487	\$17,796	\$20,227	\$20,809	\$5,178	2.87%	2.88%	7.90%	
	RED - TOTAL	\$13,568	\$16,487	\$17,796	\$20,227	\$20,809	\$5,178	2.87%	2.88%	7.90%		
	ROSE	IMPORT BOTTLED	\$242	\$168	\$222	\$239	\$382	\$85	205.29%	59.73%	14.25%	
	ROSE - TOTAL	\$242	\$168	\$222	\$239	\$382	\$85	205.29%	59.73%	14.25%		
	WHITE	IMPORT BOTTLED	\$884	\$1,108	\$1,160	\$1,546	\$1,781	\$432	62.22%	15.22%	20.50%	
	WHITE - TOTAL	\$884	\$1,108	\$1,160	\$1,546	\$1,781	\$432	62.22%	15.22%	20.50%		

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

			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	SPAIN	TOTAL	\$14,693	\$17,763	\$19,177	\$22,011	\$22,972	\$5,694	6.89%	4.36%	8.98%	
	SWITZERLAND	WHITE	IMPORT BOTTLED	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$9	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$9	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	TURKEY	RED	IMPORT BOTTLED	\$0	\$9	\$5	\$5	\$7	13.92%	36.82%	1.97%	
		RED - TOTAL	\$0	\$9	\$5	\$5	\$7	\$1	13.92%	36.82%	1.97%	
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$2	n/a	n/a	0.00%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%	
		TOTAL	\$0	\$9	\$5	\$5	\$9	\$1	13.92%	36.82%	2.78%	
	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	\$0	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED	CANADA BOTTLED	\$3,441	\$2,985	\$2,531	\$2,270	\$2,591	\$684	13.94%	12.60%	10.46%
			IMPORT BOTTLED	\$54,821	\$64,184	\$76,368	\$82,177	\$90,187	\$19,246	-0.44%	9.75%	16.93%
		RED - TOTAL	\$58,261	\$67,169	\$78,899	\$84,447	\$92,779	\$19,930	0.14%	9.87%	16.75%	
		ROSE	CANADA BOTTLED	\$30	\$8	\$4	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$4,315	\$4,194	\$4,176	\$4,192	\$4,713	\$915	-2.74%	12.41%	5.76%
		ROSE - TOTAL	\$4,344	\$4,202	\$4,180	\$4,192	\$4,713	\$915	-2.74%	12.41%	5.76%	
		WHITE	CANADA BOTTLED	\$1,724	\$1,469	\$1,018	\$871	\$1,487	\$390	80.11%	70.72%	23.87%
			IMPORT BOTTLED	\$23,670	\$26,079	\$28,391	\$28,367	\$30,150	\$6,210	3.32%	6.28%	13.16%
		WHITE - TOTAL	\$25,394	\$27,548	\$29,409	\$29,238	\$31,636	\$6,601	6.00%	8.20%	13.66%	
		TOTAL	\$88,000	\$98,921	\$112,487	\$117,877	\$129,128	\$27,446	1.39%	9.54%	15.59%	
	URUGUAY	RED	IMPORT BOTTLED	\$53	\$22	\$17	\$2	\$0	\$0	n/a	-100.00%	0.00%
		RED - TOTAL	\$53	\$22	\$17	\$2	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE	IMPORT BOTTLED	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$53	\$23	\$17	\$2	\$0	\$0	n/a	-100.00%	0.00%	

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

		2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
IMPORT TABLE WINE - SUMMARY										
	CANADA BOTTLED	\$9,852	\$8,443	\$7,537	\$7,129	\$7,830	\$1,876	8.02%	9.82%	14.84%
	IMPORT BOTTLED	\$429,562	\$458,112	\$480,027	\$477,039	\$502,994	\$110,821	3.11%	5.44%	13.57%
IMPORT TABLE WINE - TOTAL		\$439,414	\$466,556	\$487,563	\$484,168	\$510,823	\$112,697	3.18%	5.51%	13.59%
SPARKLING WINE										
ARGENTINA	RED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	\$3	\$4	\$5	\$9	\$5	\$1	-42.09%	-47.70%	0.00%
	WHITE	\$49	\$52	\$123	\$126	\$100	\$13	-58.43%	-20.73%	7.62%
	TOTAL	\$53	\$57	\$129	\$135	\$104	\$14	-57.98%	-22.49%	7.62%
AUSTRALIA	RED	\$183	\$170	\$149	\$132	\$72	\$11	-59.52%	-45.17%	1.49%
	ROSE	\$1,275	\$1,176	\$1,315	\$1,278	\$1,267	\$284	-7.67%	-0.84%	4.44%
	WHITE	\$1,654	\$1,510	\$1,659	\$1,557	\$1,587	\$250	-26.03%	1.91%	5.58%
	TOTAL	\$3,112	\$2,856	\$3,123	\$2,966	\$2,926	\$544	-18.94%	-1.36%	4.99%
AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$1	\$0	0.00%	100.00%	50.00%
	WHITE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%
	TOTAL	\$0	\$0	\$0	\$0	\$3	\$0	0.00%	100.00%	50.00%
BRAZIL	WHITE	\$0	\$0	\$0	\$14	\$36	\$10	45.30%	164.09%	2.13%
	TOTAL	\$0	\$0	\$0	\$14	\$36	\$10	45.30%	164.09%	2.13%
CHILE	ROSE	\$322	\$355	\$316	\$239	\$204	\$44	-42.34%	-14.62%	1.86%
	WHITE	\$2	\$2	\$1	\$3	\$14	\$0	-94.63%	385.92%	1.32%
	TOTAL	\$324	\$357	\$317	\$242	\$218	\$44	-43.52%	-9.77%	1.83%
CHINA	WHITE	\$0	\$4	\$3	\$0	\$0	\$0	n/a	-100.00%	0.00%
	TOTAL	\$0	\$4	\$3	\$0	\$0	\$0	n/a	-100.00%	0.00%
CZECH REPUBLIC	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	RED	\$0	\$21	\$0	\$0	\$2	\$0	n/a	n/a	0.00%
	ROSE	\$1,395	\$1,672	\$1,861	\$1,896	\$2,075	\$369	-9.44%	9.43%	17.69%
	WHITE	\$9,816	\$10,321	\$10,724	\$11,252	\$12,441	\$2,095	-14.60%	10.57%	27.52%

IMPORT WINE MARKET
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SPARKLING WINE	FRANCE	TOTAL	\$11,211	\$12,014	\$12,585	\$13,148	\$14,518	\$2,464	-13.87%	10.41%	26.11%
	GERMANY	ROSE	\$264	\$324	\$366	\$335	\$326	\$66	-24.06%	-2.57%	2.31%
		WHITE	\$2,840	\$2,823	\$2,806	\$2,787	\$2,734	\$409	-36.97%	-1.91%	14.31%
		TOTAL	\$3,104	\$3,147	\$3,172	\$3,122	\$3,060	\$475	-35.45%	-1.98%	13.03%
	HUNGARY	ROSE	\$0	\$0	\$1	\$3	\$2	\$0	-100.00%	-45.23%	0.00%
		WHITE	\$308	\$279	\$224	\$227	\$182	\$27	-35.05%	-19.82%	4.34%
		TOTAL	\$308	\$279	\$225	\$230	\$183	\$27	-37.27%	-20.15%	4.34%
	ITALY	RED	\$0	\$2	\$1	\$2	\$15	\$8	435.62%	535.37%	12.68%
		ROSE	\$237	\$230	\$261	\$320	\$564	\$159	152.99%	75.97%	6.63%
		WHITE	\$3,946	\$4,498	\$5,504	\$7,435	\$9,329	\$1,757	-4.06%	25.47%	21.12%
		TOTAL	\$4,183	\$4,730	\$5,767	\$7,758	\$9,908	\$1,923	1.47%	27.71%	20.28%
	LUXEMBOURG	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	NEW ZEALAND	ROSE	\$1	\$73	\$147	\$143	\$141	\$25	-34.46%	-1.43%	5.16%
		WHITE	\$163	\$358	\$345	\$316	\$324	\$49	-40.51%	2.60%	3.09%
		TOTAL	\$164	\$431	\$492	\$459	\$465	\$74	-38.57%	1.34%	3.72%
	PORTUGAL	ROSE	\$10	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$8	\$3	\$5	\$12	\$1	\$0	-100.00%	-92.87%	0.00%
		TOTAL	\$18	\$3	\$5	\$12	\$1	\$0	-100.00%	-92.87%	0.00%
	SLOVENIA	ROSE	\$0	\$0	\$0	\$2	\$1	\$0	0.00%	-70.33%	0.00%
		TOTAL	\$0	\$0	\$0	\$2	\$1	\$0	0.00%	-70.33%	0.00%
	SOUTH AFRICA	ROSE	\$2	\$4	\$4	\$4	\$7	\$1	-25.10%	74.88%	7.08%
	WHITE	\$303	\$264	\$244	\$225	\$295	\$49	-2.99%	31.17%	5.36%	
	TOTAL	\$305	\$267	\$248	\$229	\$303	\$50	-3.44%	31.97%	5.40%	
SPAIN	RED	\$1	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
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			2011	2012	2013	2014	2015	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPAIN	ROSE	\$368	\$294	\$242	\$220	\$163	\$27	-46.96%	-26.06%	10.56%
		WHITE	\$4,768	\$4,745	\$4,821	\$4,657	\$4,699	\$807	-18.85%	0.90%	18.43%
		TOTAL	\$5,136	\$5,041	\$5,063	\$4,877	\$4,862	\$834	-20.20%	-0.31%	18.16%
	UNITED STATES OF AMERICA	ROSE	\$129	\$42	\$36	\$21	\$51	\$13	163.56%	142.76%	2.57%
		WHITE	\$1,878	\$1,843	\$1,754	\$1,814	\$1,766	\$315	-27.82%	-2.61%	11.51%
		TOTAL	\$2,007	\$1,886	\$1,790	\$1,835	\$1,817	\$329	-25.61%	-0.94%	11.26%
IMPORT SPARKLING WINE - TOTAL			\$29,925	\$31,072	\$32,918	\$35,029	\$38,406	\$6,789	-15.02%	9.64%	19.49%
WINE - GIFT PACKS	ARGENTINA		\$0	\$0	\$0	\$0	\$10	\$0	n/a	n/a	0.00%
	AUSTRALIA		\$62	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE		\$0	\$16	\$6	\$1	\$0	\$0	n/a	-100.00%	0.00%
	FRANCE		\$155	\$160	\$218	\$103	\$18	\$0	-100.00%	-82.21%	0.00%
	ITALY		\$0	\$30	\$0	\$0	\$84	\$14	n/a	n/a	0.58%
	PORTUGAL		\$0	\$0	\$0	\$25	\$35	\$2	n/a	41.29%	0.00%
	SOUTH AFRICA		\$0	\$0	\$61	\$0	\$0	\$0	n/a	-100.00%	0.00%
	SPAIN		\$24	\$0	\$52	\$2	\$0	\$0	-88.57%	-97.89%	0.00%
	UNITED STATES OF AMERICA		\$0	\$43	\$0	\$130	\$7	\$0	-100.00%	-94.90%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL			\$241	\$250	\$337	\$261	\$154	\$16	-69.19%	-40.82%	2.43%
IMPORT WINE - TOTAL			\$485,812	\$513,972	\$537,188	\$536,004	\$566,745	\$123,543	1.86%	5.74%	14.47%

GLOSSARY AND EXPLANATORY NOTES

"CANADA BOTTLED"	This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.
"IMPORT BOTTLED"	This is used in the imported wine market section to indicate imported wine bottled outside of Canada.
Domestic Beer	<p>The Domestic Beer Market section was revised in September 2012 to reflect sales as follows:</p> <ul style="list-style-type: none">a) Breweries with Annual Production over 160,000HLb) Breweries with Annual Production over 15,000HL and up to 160,000HLc) Breweries with Annual Production up to 15,000HL
Negative Sales	Occasionally, negative sales are reported. This is usually due to adjustments or product returns.
Periods	Refers to the LDB's financial periods which correspond approximately to calendar months.
Retail Dollar Sales	Value of sales before any applicable discounts are applied and without GST, PST, or HST.
Vintners Quality Alliance (VQA)	This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

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