

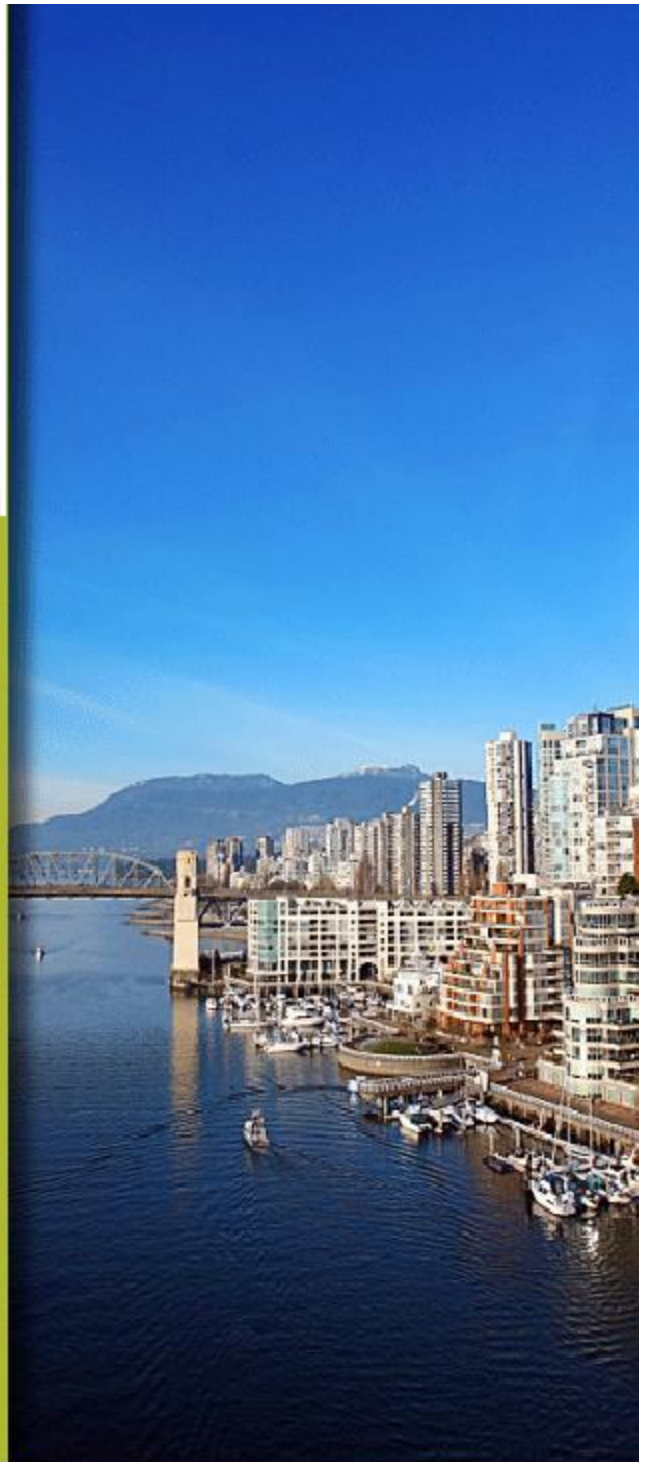


# QUARTERLY MARKET REVIEW

SEPTEMBER 2014



**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.

<b>BEER- DOMESTIC</b>	% Change
Breweries with Annual Production over 160,000HL - Draft	-3.79%
Breweries with Annual Production over 160,000HL - Packaged	-2.87%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	-7.94%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	-3.87%
Breweries with Annual Production up to 15,000HL - Draft	37.38%
Breweries with Annual Production up to 15,000HL - Packaged	55.94%

<b>BEER - IMPORTED</b>	% Change
UNITED STATES OF AMERICA	-5.72%
MEXICO	-10.46%
NETHERLANDS	-1.44%
BELGIUM	-1.65%
GERMANY	-0.24%
IRELAND	-8.72%

<b>CIDER - DOMESTIC</b>	% Change
CIDER	6.76%

<b>CIDER - IMPORTED</b>	% Change
CIDER	29.58%

<b>COOLERS - DOMESTIC</b>	% Change
WINE	6.36%
SPIRIT	-6.80%
BEER	/0

<b>COOLERS - IMPORTED</b>	% Change
WINE	38.44%
SPIRIT	62.21%
BEER	47.75%

<b>SPIRITS - DOMESTIC</b>	% Change
CANADIAN WHISKY	-0.97%
VODKA	2.61%
RUM	-4.90%
LIQUEURS	8.72%
GIN	1.66%
BRANDY	-15.01%

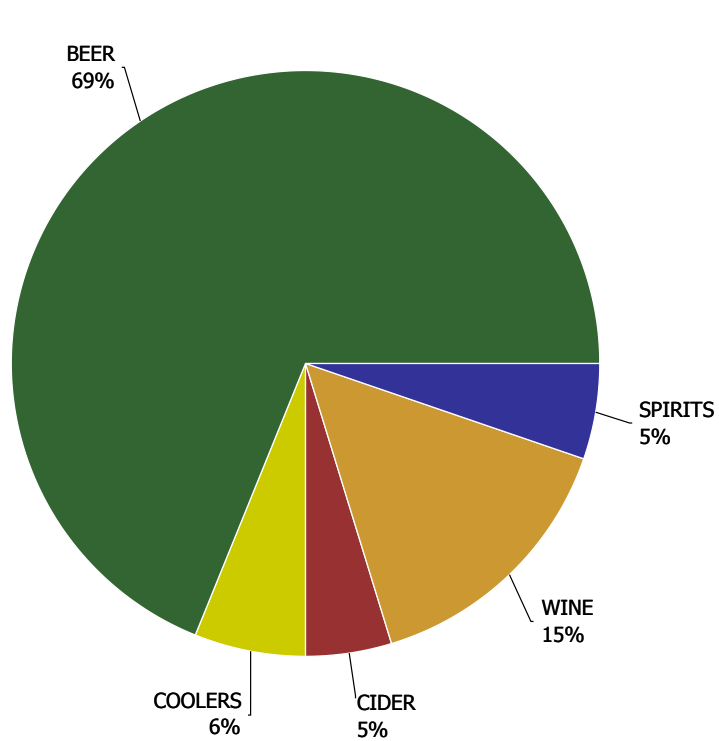
<b>SPIRITS - IMPORTED</b>	% Change
SCOTCH WHISKY	-0.29%
VODKA	-0.50%
RUM	-0.82%
LIQUEURS	-1.22%
GIN	4.27%
BRANDY	0.39%

<b>WINE - DOMESTIC</b>	% Change
TABLE WINE RED	5.78%
TABLE WINE ROSE	2.58%
TABLE WINE WHITE	3.09%
SPARKLING WINE	5.75%
APERITIF, DESSERT AND FORTIFIED WINE	2.25%

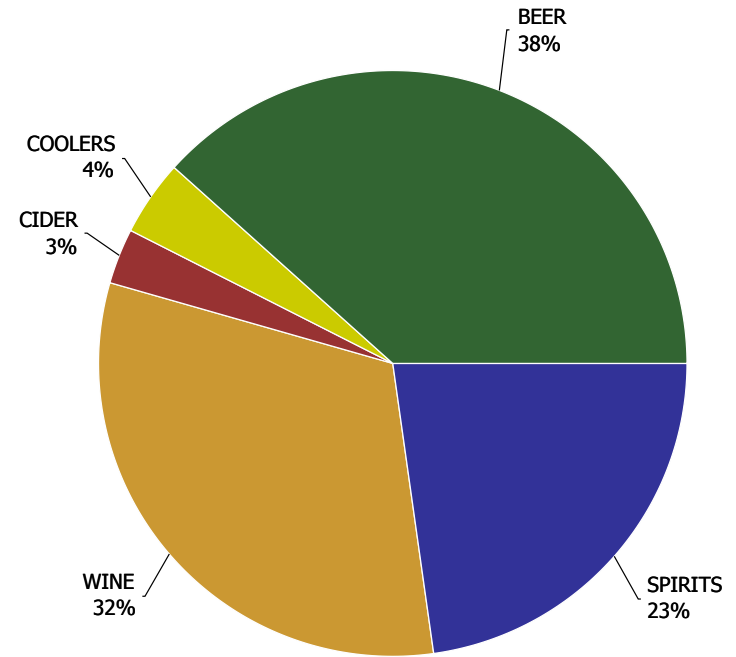
<b>WINE - IMPORTED</b>	% Change
TABLE WINE RED	2.63%
TABLE WINE ROSE	21.07%
TABLE WINE WHITE	3.14%
SPARKLING WINE	9.11%
APERITIF, DESSERT AND FORTIFIED WINE	1.05%

# Total Market Share

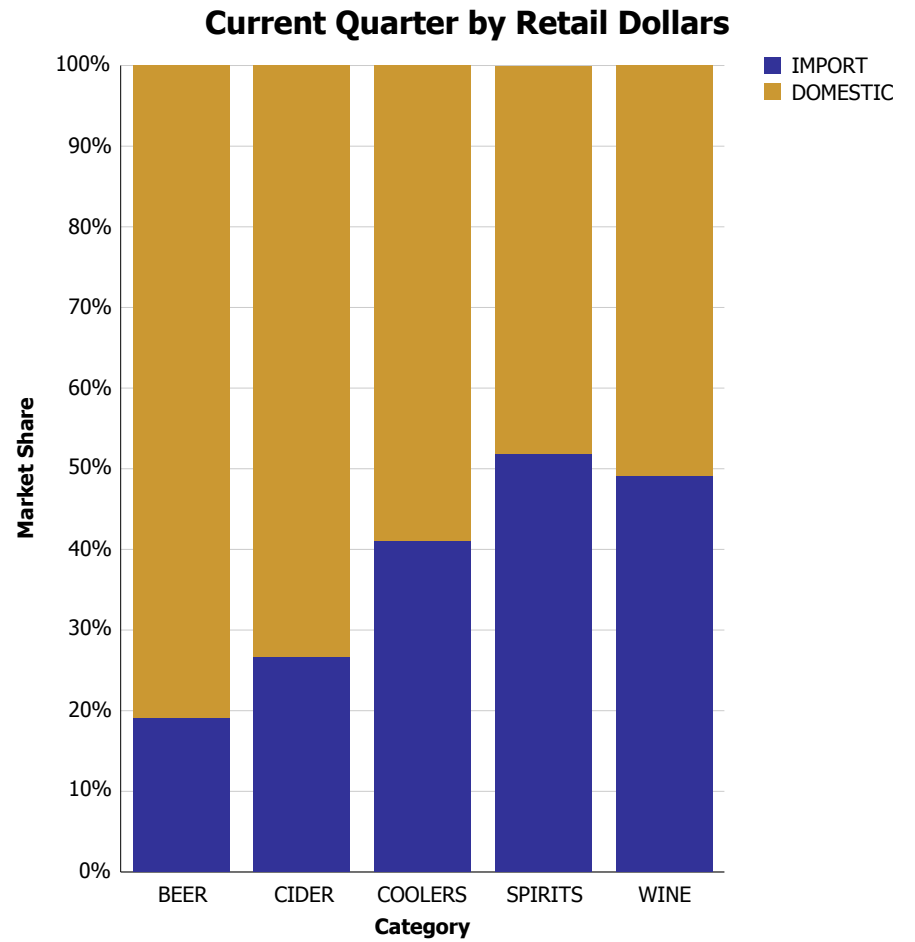
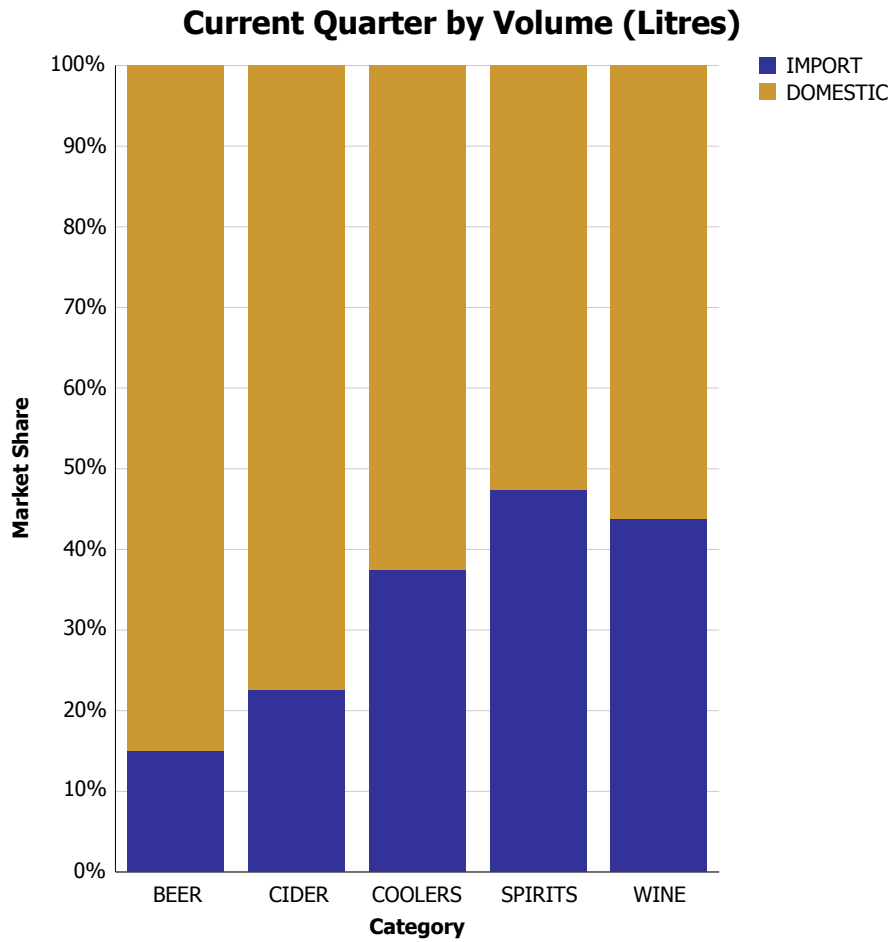
**Total Market Share**  
Current Quarter by Volume (Litres)



**Total Market Share**  
Current Quarter by Retail Dollars



# Domestic-Import Share by Category



**TOTAL MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	233,707,654	223,455,086	226,301,523	229,163,832	238,776,914	69,015,439	0.95%	4.19%	21.88%
	IMPORT	49,515,261	47,133,661	43,311,703	42,902,542	42,035,864	12,139,857	-5.66%	-2.02%	23.00%
	<b>BEER</b>	<b>283,222,915</b>	<b>270,588,747</b>	<b>269,613,226</b>	<b>272,066,374</b>	<b>280,812,778</b>	<b>81,155,296</b>	<b>-0.10%</b>	<b>3.21%</b>	<b>22.05%</b>
COOLERS AND CIDERS	DOMESTIC	22,533,726	21,915,801	22,960,274	24,580,391	25,061,892	8,700,768	-4.10%	1.96%	6.16%
	IMPORT	3,646,092	3,671,305	3,783,815	5,922,031	9,347,297	3,910,475	44.23%	57.84%	12.01%
	<b>COOLERS AND CIDERS</b>	<b>26,179,818</b>	<b>25,587,106</b>	<b>26,744,089</b>	<b>30,502,422</b>	<b>34,409,189</b>	<b>12,611,243</b>	<b>7.02%</b>	<b>12.81%</b>	<b>7.75%</b>
SPIRITS	DOMESTIC	13,798,020	13,155,408	13,110,674	12,724,548	12,903,246	3,299,919	-0.22%	1.40%	10.81%
	IMPORT	10,639,571	10,716,793	11,240,477	11,292,361	11,735,067	2,967,930	0.23%	3.92%	14.75%
	<b>SPIRITS</b>	<b>24,437,591</b>	<b>23,872,201</b>	<b>24,351,151</b>	<b>24,016,909</b>	<b>24,638,313</b>	<b>6,267,849</b>	<b>-0.01%</b>	<b>2.59%</b>	<b>12.69%</b>
WINE	DOMESTIC	29,619,167	30,531,148	31,361,432	33,046,832	35,907,226	9,904,166	3.55%	8.66%	13.67%
	IMPORT	30,196,009	30,060,943	31,098,679	31,449,058	32,258,556	7,716,030	0.64%	2.57%	12.04%
	<b>WINE</b>	<b>59,815,176</b>	<b>60,592,091</b>	<b>62,460,111</b>	<b>64,495,890</b>	<b>68,165,782</b>	<b>17,620,196</b>	<b>2.26%</b>	<b>5.69%</b>	<b>12.90%</b>
<b>TOTAL LIQUOR MARKET</b>		<b>393,655,500</b>	<b>380,640,145</b>	<b>383,168,577</b>	<b>391,081,595</b>	<b>408,026,062</b>	<b>117,654,584</b>	<b>0.97%</b>	<b>4.33%</b>	<b>18.75%</b>

**TOTAL MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000's)**

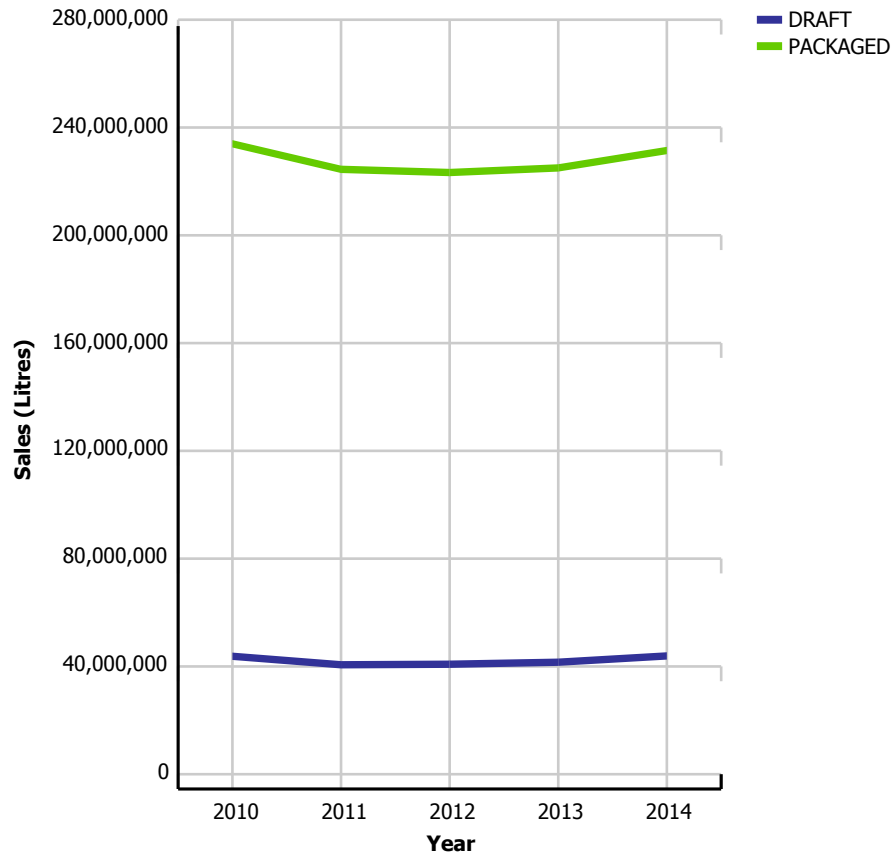
		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	\$906,854	\$889,368	\$901,912	\$895,796	\$907,675	\$262,561	-0.07%	1.33%	20.18%
	IMPORT	\$234,818	\$227,233	\$216,278	\$215,928	\$214,308	\$62,190	-4.31%	-0.75%	22.89%
	<b>BEER</b>	<b>\$1,141,673</b>	<b>\$1,116,602</b>	<b>\$1,118,190</b>	<b>\$1,111,724</b>	<b>\$1,121,983</b>	<b>\$324,751</b>	<b>-0.92%</b>	<b>0.92%</b>	<b>20.70%</b>
COOLERS AND CIDERS	DOMESTIC	\$100,687	\$100,167	\$105,541	\$109,131	\$113,452	\$39,702	-0.93%	3.96%	6.59%
	IMPORT	\$22,237	\$22,177	\$22,804	\$33,856	\$52,116	\$21,704	44.37%	53.93%	11.08%
	<b>COOLERS AND CIDERS</b>	<b>\$122,924</b>	<b>\$122,344</b>	<b>\$128,345</b>	<b>\$142,987</b>	<b>\$165,567</b>	<b>\$61,406</b>	<b>11.43%</b>	<b>15.79%</b>	<b>8.00%</b>
SPIRITS	DOMESTIC	\$392,113	\$387,892	\$383,006	\$366,768	\$367,166	\$93,554	0.15%	0.11%	10.57%
	IMPORT	\$359,754	\$374,060	\$390,298	\$389,042	\$404,917	\$100,914	1.53%	4.08%	15.24%
	<b>SPIRITS</b>	<b>\$751,867</b>	<b>\$761,952</b>	<b>\$773,304</b>	<b>\$755,810</b>	<b>\$772,083</b>	<b>\$194,468</b>	<b>0.86%</b>	<b>2.15%</b>	<b>13.02%</b>
WINE	DOMESTIC	\$373,906	\$390,723	\$407,922	\$424,899	\$459,983	\$137,051	4.53%	8.26%	14.62%
	IMPORT	\$478,480	\$492,865	\$524,353	\$536,067	\$556,673	\$132,451	3.55%	3.84%	14.45%
	<b>WINE</b>	<b>\$852,385</b>	<b>\$883,589</b>	<b>\$932,275</b>	<b>\$960,965</b>	<b>\$1,016,655</b>	<b>\$269,502</b>	<b>4.04%</b>	<b>5.80%</b>	<b>14.53%</b>
<b>TOTAL LIQUOR MARKET</b>		<b>\$2,868,849</b>	<b>\$2,884,486</b>	<b>\$2,952,114</b>	<b>\$2,971,487</b>	<b>\$3,076,289</b>	<b>\$850,127</b>	<b>1.85%</b>	<b>3.53%</b>	<b>16.05%</b>



# Beer Market - Packaged vs Draft (Domestic & Imported)

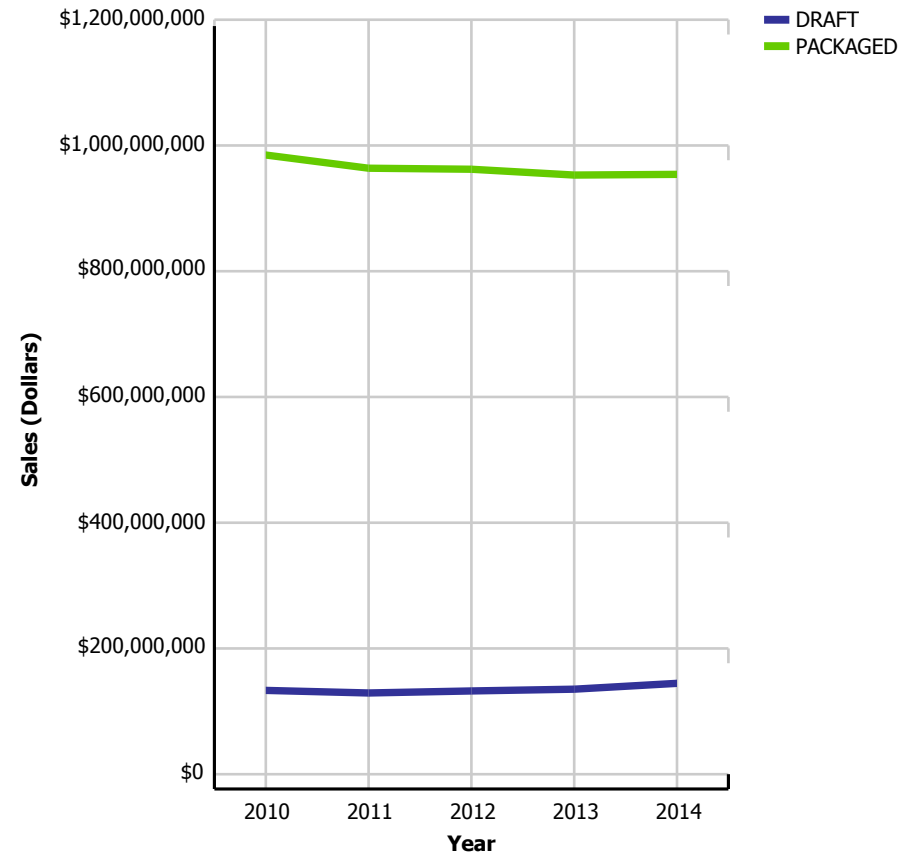
## Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

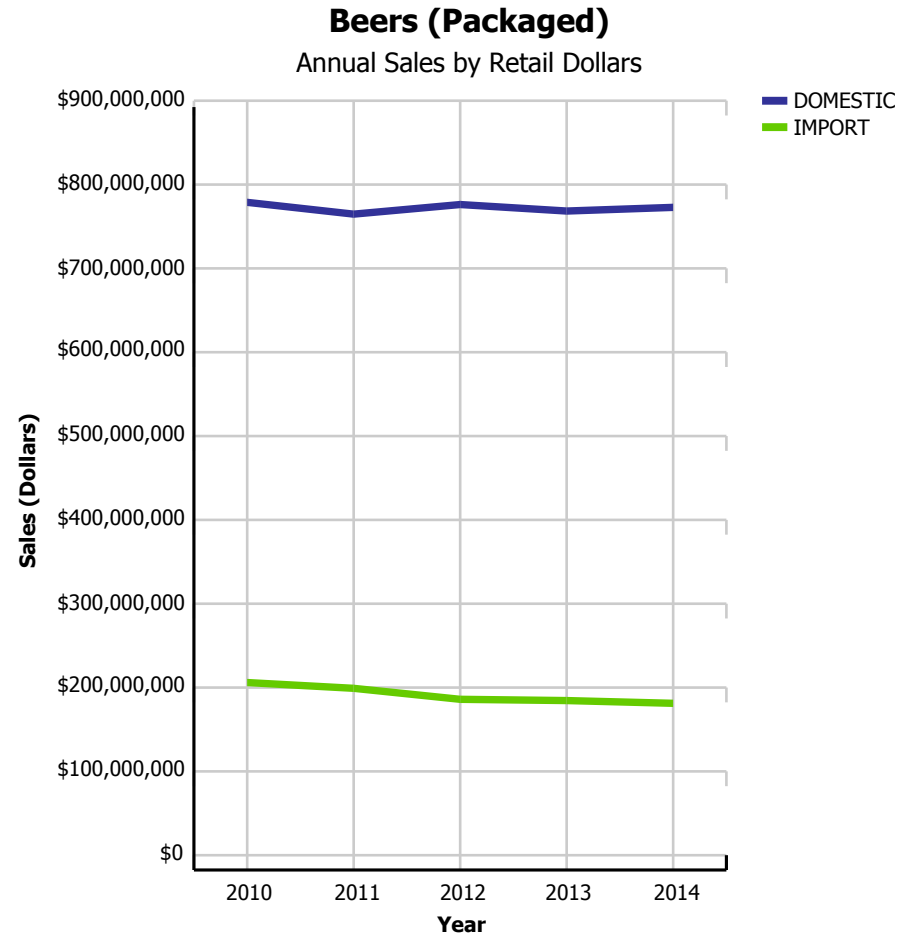
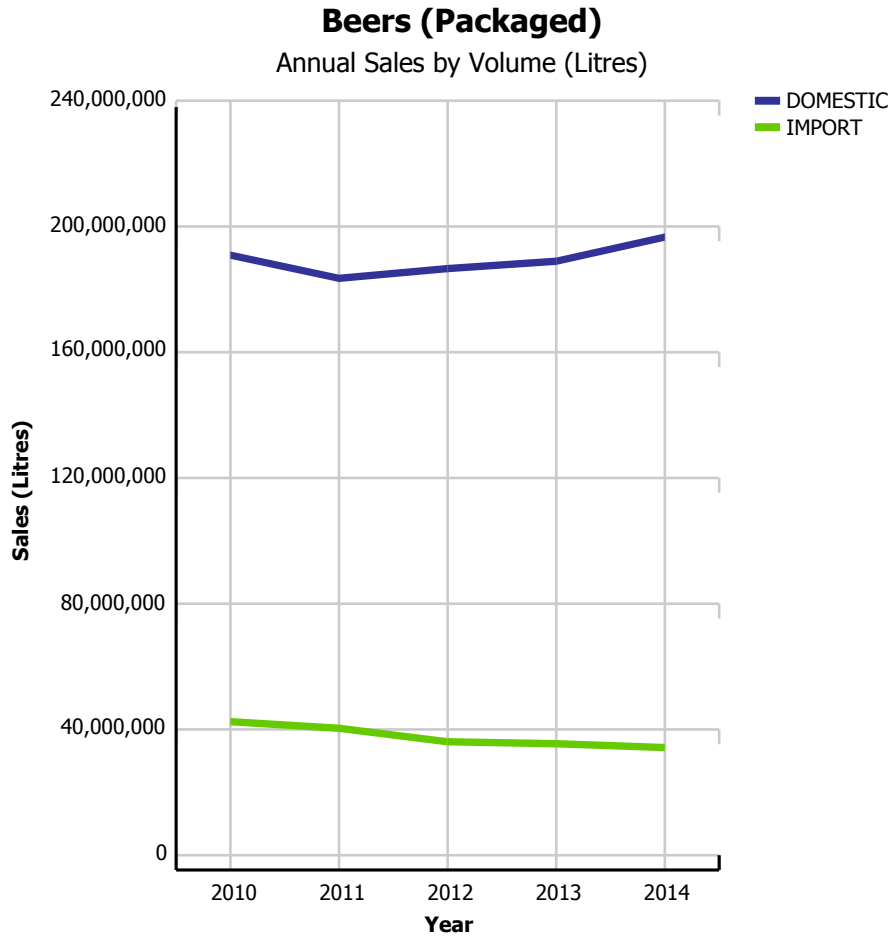


## Beers (Domestic & Imported)

Annual Sales by Retail Dollars



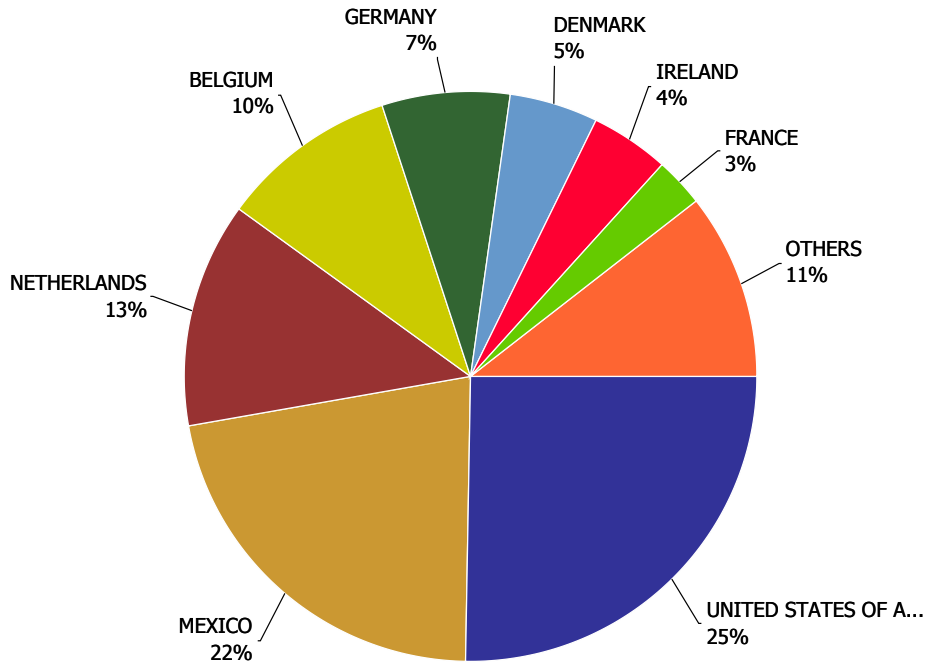
# Beer Market - Domestic vs Import (Packaged)



# Beer Market - Import Beer

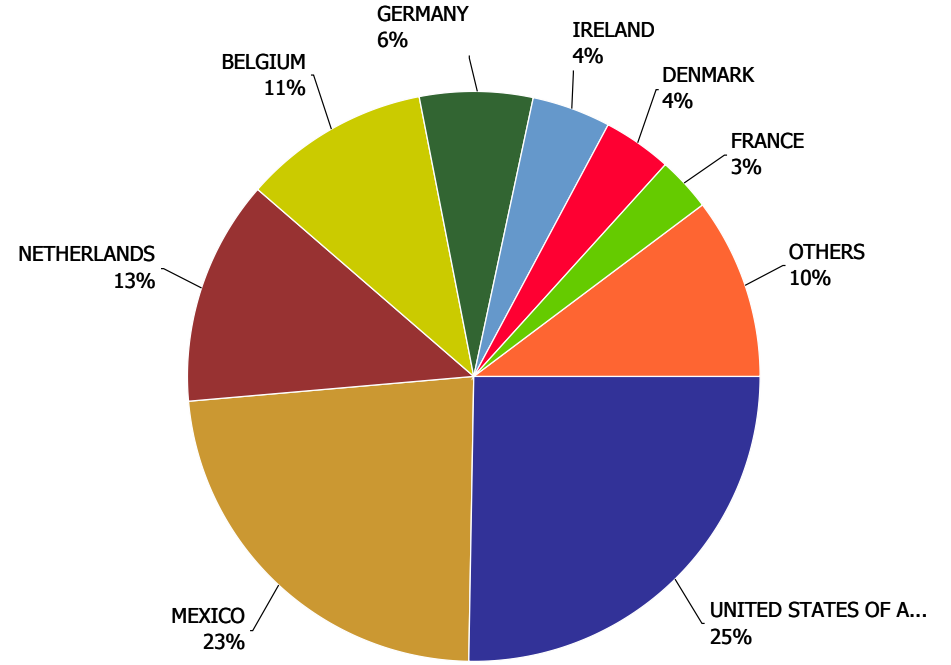
## Import Beer Market Share

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 SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	33,439,273	29,717,802	27,950,720	26,556,946	26,026,590	6,430,498	-5.16%	-2.00%	98.64%
	PACKAGED	171,669,673	158,927,174	158,273,385	157,426,946	162,968,648	48,237,753	0.00%	3.52%	7.05%
	<b>TOTAL</b>	<b>205,108,946</b>	<b>188,644,976</b>	<b>186,224,105</b>	<b>183,983,892</b>	<b>188,995,238</b>	<b>54,668,251</b>	<b>-0.63%</b>	<b>2.72%</b>	<b>19.67%</b>
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	3,958,942	4,591,165	5,566,779	6,236,584	6,470,577	1,716,645	-7.91%	3.75%	95.14%
	PACKAGED	17,639,100	22,782,695	25,689,214	27,077,226	26,477,654	7,350,782	-5.86%	-2.21%	2.58%
	<b>TOTAL</b>	<b>21,598,042</b>	<b>27,373,860</b>	<b>31,255,993</b>	<b>33,313,810</b>	<b>32,948,231</b>	<b>9,067,427</b>	<b>-6.25%</b>	<b>-1.10%</b>	<b>20.76%</b>
Breweries with Annual Production up to 15,000HL	DRAFT	4,250,495	4,455,188	4,993,738	6,240,281	8,522,887	2,609,894	36.79%	36.58%	92.76%
	PACKAGED	2,750,176	2,981,058	3,827,693	5,626,332	8,357,193	2,703,874	52.79%	48.54%	4.33%
	<b>TOTAL</b>	<b>7,000,671</b>	<b>7,436,246</b>	<b>8,821,431</b>	<b>11,866,613</b>	<b>16,880,080</b>	<b>5,313,768</b>	<b>44.49%</b>	<b>42.25%</b>	<b>48.98%</b>
DOMESTIC DRAFT - TOTAL		41,648,710	38,764,155	38,511,237	39,033,811	41,020,054	10,757,037	1.94%	5.09%	96.87%
DOMESTIC PACKAGED - TOTAL		192,058,949	184,690,927	187,790,292	190,130,504	197,803,495	58,292,409	0.83%	4.04%	6.34%
<b>DOMESTIC BEER - TOTAL</b>		<b>233,707,659</b>	<b>223,455,082</b>	<b>226,301,529</b>	<b>229,164,315</b>	<b>238,823,549</b>	<b>69,049,446</b>	<b>1.00%</b>	<b>4.22%</b>	<b>21.89%</b>

**DOMESTIC BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
Breweries with Annual Production over 160,000HL	DRAFT	\$98,555	\$91,645	\$87,841	\$82,992	\$81,503	\$20,326	-3.81%	-1.79%	98.58%
	PACKAGED	\$705,242	\$668,746	\$664,214	\$641,091	\$630,168	\$185,440	-2.86%	-1.70%	8.19%
	<b>TOTAL</b>	<b>\$803,797</b>	<b>\$760,391</b>	<b>\$752,055</b>	<b>\$724,083</b>	<b>\$711,671</b>	<b>\$205,766</b>	<b>-2.96%</b>	<b>-1.71%</b>	<b>18.54%</b>
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	\$11,543	\$13,864	\$17,113	\$19,099	\$19,882	\$5,341	-6.58%	4.10%	95.03%
	PACKAGED	\$63,821	\$84,297	\$96,012	\$101,567	\$100,943	\$28,058	-3.79%	-0.61%	3.22%
	<b>TOTAL</b>	<b>\$75,364</b>	<b>\$98,162</b>	<b>\$113,125</b>	<b>\$120,666</b>	<b>\$120,825</b>	<b>\$33,399</b>	<b>-4.25%</b>	<b>0.13%</b>	<b>18.33%</b>
Breweries with Annual Production up to 15,000HL	DRAFT	\$13,531	\$14,688	\$16,354	\$20,852	\$29,212	\$8,904	37.52%	40.09%	92.57%
	PACKAGED	\$14,161	\$16,127	\$20,377	\$30,197	\$46,122	\$14,605	55.92%	52.74%	4.46%
	<b>TOTAL</b>	<b>\$27,693</b>	<b>\$30,815</b>	<b>\$36,732</b>	<b>\$51,049</b>	<b>\$75,334</b>	<b>\$23,509</b>	<b>48.40%</b>	<b>47.57%</b>	<b>38.62%</b>
DOMESTIC DRAFT - TOTAL		\$123,630	\$120,198	\$121,309	\$122,943	\$130,597	\$34,572	3.75%	6.23%	96.70%
DOMESTIC PACKAGED - TOTAL		\$783,224	\$769,171	\$780,604	\$772,854	\$777,233	\$228,104	-0.58%	0.57%	7.32%
<b>DOMESTIC BEER - TOTAL</b>		<b>\$906,854</b>	<b>\$889,368</b>	<b>\$901,912</b>	<b>\$895,797</b>	<b>\$907,830</b>	<b>\$262,675</b>	<b>-0.03%</b>	<b>1.34%</b>	<b>20.18%</b>

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	611	1,945	1,624	1,044	1,019	283	-37.80%	-2.01%	37.59%
	<b>ARGENTINA - Total</b>	<b>611</b>	<b>1,945</b>	<b>1,624</b>	<b>1,044</b>	<b>1,019</b>	<b>283</b>	<b>-37.80%</b>	<b>-2.01%</b>	<b>37.59%</b>
AUSTRALIA	PACKAGED	40,926	29,435	23,937	31,905	18,107	4,833	-15.86%	-43.23%	22.78%
	<b>AUSTRALIA - Total</b>	<b>40,926</b>	<b>29,435</b>	<b>23,937</b>	<b>31,905</b>	<b>18,107</b>	<b>4,833</b>	<b>-15.86%</b>	<b>-43.23%</b>	<b>22.78%</b>
AUSTRIA	DRAFT	6,250	8,950	13,150	15,600	24,275	6,875	50.27%	55.61%	98.76%
	PACKAGED	60,409	57,241	72,357	68,111	64,370	18,912	4.74%	-5.49%	23.18%
	<b>AUSTRIA - Total</b>	<b>66,659</b>	<b>66,191</b>	<b>85,507</b>	<b>83,711</b>	<b>88,645</b>	<b>25,787</b>	<b>13.95%</b>	<b>5.90%</b>	<b>43.88%</b>
BARBADOS	PACKAGED	0	0	0	0	111	111	n/a	n/a	0.00%
	<b>BARBADOS - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>111</b>	<b>111</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
BELGIUM	DRAFT	1,088,210	849,445	779,880	756,655	909,385	246,820	22.77%	20.18%	99.33%
	PACKAGED	3,671,571	3,396,660	3,433,898	3,435,653	3,245,071	938,693	-5.12%	-5.55%	17.80%
	<b>BELGIUM - Total</b>	<b>4,759,781</b>	<b>4,246,105</b>	<b>4,213,778</b>	<b>4,192,308</b>	<b>4,154,456</b>	<b>1,185,513</b>	<b>-0.41%</b>	<b>-0.90%</b>	<b>35.64%</b>
BRAZIL	PACKAGED	198,336	38,699	-47	-25	309	309	n/a	1,336.00%	62.78%
	<b>BRAZIL - Total</b>	<b>198,336</b>	<b>38,699</b>	<b>-47</b>	<b>-25</b>	<b>309</b>	<b>309</b>	<b>n/a</b>	<b>1,336.00%</b>	<b>62.78%</b>
CHILE	PACKAGED	1,127	549	0	0	0	0	n/a	n/a	0.00%
	<b>CHILE - Total</b>	<b>1,127</b>	<b>549</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
CHINA	PACKAGED	348,585	302,798	297,000	299,759	291,215	80,459	-5.63%	-2.85%	44.67%
	<b>CHINA - Total</b>	<b>348,585</b>	<b>302,798</b>	<b>297,000</b>	<b>299,759</b>	<b>291,215</b>	<b>80,459</b>	<b>-5.63%</b>	<b>-2.85%</b>	<b>44.67%</b>
CROATIA	PACKAGED	82,005	47,951	37,947	5,535	0	0	-100.00%	-100.00%	0.00%
	<b>CROATIA - Total</b>	<b>82,005</b>	<b>47,951</b>	<b>37,947</b>	<b>5,535</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
CUBA	PACKAGED	0	0	0	0	336	143	n/a	n/a	19.94%
	<b>CUBA - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>336</b>	<b>143</b>	<b>n/a</b>	<b>n/a</b>	<b>19.94%</b>
CZECH REPUBLIC	DRAFT	33,813	38,588	42,983	33,900	34,340	10,256	50.25%	1.30%	94.28%
	PACKAGED	780,111	788,428	822,321	842,531	1,000,563	302,374	17.58%	18.76%	3.93%

**IMPORT BEER MARKET**  
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**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
CZECH REPUBLIC	<b>CZECH REPUBLIC - Total</b>	<b>813,924</b>	<b>827,016</b>	<b>865,304</b>	<b>876,431</b>	<b>1,034,903</b>	<b>312,630</b>	<b>18.42%</b>	<b>18.08%</b>	<b>6.93%</b>
DENMARK	DRAFT	57,700	56,700	129,450	125,400	174,300	44,150	41.96%	39.00%	99.40%
	PACKAGED	1,351,414	1,365,286	1,384,341	1,722,377	1,921,112	547,101	11.91%	11.54%	0.86%
	<b>DENMARK - Total</b>	<b>1,409,114</b>	<b>1,421,986</b>	<b>1,513,791</b>	<b>1,847,777</b>	<b>2,095,412</b>	<b>591,251</b>	<b>13.71%</b>	<b>13.40%</b>	<b>9.06%</b>
ESTONIA	PACKAGED	480	36	0	0	0	0	n/a	n/a	0.00%
	<b>ESTONIA - Total</b>	<b>480</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ETHIOPIA	PACKAGED	0	0	0	792	0	0	-100.00%	-100.00%	0.00%
	<b>ETHIOPIA - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>792</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
FIJI	PACKAGED	0	0	0	0	11,176	3,338	n/a	n/a	1.05%
	<b>FIJI - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11,176</b>	<b>3,338</b>	<b>n/a</b>	<b>n/a</b>	<b>1.05%</b>
FRANCE	DRAFT	79,160	179,560	271,080	316,070	359,900	102,170	9.32%	13.87%	99.83%
	PACKAGED	201,419	283,985	425,354	576,365	731,571	244,381	9.86%	26.93%	10.73%
	<b>FRANCE - Total</b>	<b>280,579</b>	<b>463,545</b>	<b>696,434</b>	<b>892,435</b>	<b>1,091,471</b>	<b>346,551</b>	<b>9.70%</b>	<b>22.30%</b>	<b>40.11%</b>
GERMANY	DRAFT	220,090	135,380	132,820	157,910	184,250	52,800	3.41%	16.68%	96.40%
	PACKAGED	3,336,044	3,236,231	3,103,728	2,895,296	3,015,139	841,252	-1.11%	4.14%	3.44%
	<b>GERMANY - Total</b>	<b>3,556,134</b>	<b>3,371,611</b>	<b>3,236,548</b>	<b>3,053,206</b>	<b>3,199,389</b>	<b>894,052</b>	<b>-0.86%</b>	<b>4.79%</b>	<b>8.80%</b>
GREECE	PACKAGED	8,291	10,275	12,135	13,149	16,820	5,190	23.60%	27.98%	88.42%
	<b>GREECE - Total</b>	<b>8,291</b>	<b>10,275</b>	<b>12,135</b>	<b>13,149</b>	<b>16,820</b>	<b>5,190</b>	<b>23.60%</b>	<b>27.98%</b>	<b>88.42%</b>
GREENLAND	PACKAGED	0	0	132	109	0	0	n/a	-100.00%	0.00%
	<b>GREENLAND - Total</b>	<b>0</b>	<b>0</b>	<b>132</b>	<b>109</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
ICELAND	PACKAGED	0	0	0	0	35,821	11,841	n/a	n/a	1.75%
	<b>ICELAND - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35,821</b>	<b>11,841</b>	<b>n/a</b>	<b>n/a</b>	<b>1.75%</b>
INDIA	PACKAGED	50,969	33,987	5,030	3,144	9,148	1,599	243.87%	190.54%	57.24%
	<b>INDIA - Total</b>	<b>50,969</b>	<b>33,987</b>	<b>5,030</b>	<b>3,144</b>	<b>9,148</b>	<b>1,599</b>	<b>243.87%</b>	<b>190.54%</b>	<b>57.24%</b>

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IRELAND	DRAFT	1,312,650	1,228,350	1,268,250	1,213,850	1,177,550	242,450	-7.66%	-2.99%	99.71%
	PACKAGED	1,228,169	1,207,962	1,364,204	1,463,955	1,422,079	300,353	-9.55%	-2.86%	12.13%
	<b>IRELAND - Total</b>	<b>2,540,819</b>	<b>2,436,312</b>	<b>2,632,454</b>	<b>2,677,805</b>	<b>2,599,629</b>	<b>542,803</b>	<b>-8.71%</b>	<b>-2.92%</b>	<b>51.80%</b>
ISRAEL	PACKAGED	0	0	0	0	87	0	n/a	n/a	0.00%
	<b>ISRAEL - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>87</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ITALY	DRAFT	0	510	48,960	80,970	94,590	27,840	13.59%	16.82%	99.68%
	PACKAGED	183,225	251,071	286,175	283,061	300,546	84,651	-0.25%	6.18%	24.19%
	<b>ITALY - Total</b>	<b>183,225</b>	<b>251,581</b>	<b>335,135</b>	<b>364,031</b>	<b>395,136</b>	<b>112,491</b>	<b>2.85%</b>	<b>8.54%</b>	<b>42.26%</b>
JAMAICA	PACKAGED	225,622	226,680	231,801	227,473	211,334	59,591	-14.98%	-7.09%	20.75%
	<b>JAMAICA - Total</b>	<b>225,622</b>	<b>226,680</b>	<b>231,801</b>	<b>227,473</b>	<b>211,334</b>	<b>59,591</b>	<b>-14.98%</b>	<b>-7.09%</b>	<b>20.75%</b>
JAPAN	DRAFT	9,595	50,730	73,302	81,206	91,371	26,106	12.81%	12.52%	98.92%
	PACKAGED	522,470	484,119	459,965	452,206	463,453	131,734	1.63%	2.49%	65.07%
	<b>JAPAN - Total</b>	<b>532,065</b>	<b>534,849</b>	<b>533,267</b>	<b>533,412</b>	<b>554,824</b>	<b>157,840</b>	<b>3.32%</b>	<b>4.01%</b>	<b>70.65%</b>
KENYA	PACKAGED	10,373	8,732	10,214	11,231	8,256	1,900	-37.31%	-26.46%	42.07%
	<b>KENYA - Total</b>	<b>10,373</b>	<b>8,732</b>	<b>10,214</b>	<b>11,231</b>	<b>8,256</b>	<b>1,900</b>	<b>-37.31%</b>	<b>-26.46%</b>	<b>42.07%</b>
KOREA - SOUTH	PACKAGED	13,576	17,621	24,463	31,391	28,421	7,675	-8.93%	-9.46%	64.62%
	<b>KOREA - SOUTH - Total</b>	<b>13,576</b>	<b>17,621</b>	<b>24,463</b>	<b>31,391</b>	<b>28,421</b>	<b>7,675</b>	<b>-8.93%</b>	<b>-9.46%</b>	<b>64.62%</b>
LAOS	PACKAGED	0	222	790	366	167	0	-100.00%	-54.59%	0.00%
	<b>LAOS - Total</b>	<b>0</b>	<b>222</b>	<b>790</b>	<b>366</b>	<b>167</b>	<b>0</b>	<b>-100.00%</b>	<b>-54.59%</b>	<b>0.00%</b>
LATVIA	PACKAGED	168	0	0	0	0	0	n/a	n/a	0.00%
	<b>LATVIA - Total</b>	<b>168</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
LEBANON	PACKAGED	0	24	839	1,228	562	0	-100.00%	-54.12%	0.00%
	<b>LEBANON - Total</b>	<b>0</b>	<b>24</b>	<b>839</b>	<b>1,228</b>	<b>562</b>	<b>0</b>	<b>-100.00%</b>	<b>-54.12%</b>	<b>0.00%</b>
LITHUANIA	PACKAGED	50	30	0	0	0	0	n/a	n/a	0.00%
	<b>LITHUANIA - Total</b>	<b>50</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MEXICO	PACKAGED	10,445,137	8,736,075	8,336,297	8,330,071	7,697,526	2,681,685	-12.22%	-7.59%	23.44%



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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
MEXICO	<b>MEXICO - Total</b>	<b>10,445,137</b>	<b>8,736,075</b>	<b>8,336,297</b>	<b>8,330,071</b>	<b>7,697,526</b>	<b>2,681,685</b>	<b>-12.22%</b>	<b>-7.59%</b>	<b>23.44%</b>
MONTENEGRO	PACKAGED	1,342	2,516	64	1,198	1,580	641	28.20%	31.64%	0.00%
	<b>MONTENEGRO - Total</b>	<b>1,342</b>	<b>2,516</b>	<b>64</b>	<b>1,198</b>	<b>1,580</b>	<b>641</b>	<b>28.20%</b>	<b>31.64%</b>	<b>0.00%</b>
NETHERLANDS	DRAFT	599,180	504,950	479,630	460,820	416,450	90,220	-19.95%	-9.63%	99.57%
	PACKAGED	5,819,055	5,422,705	5,190,628	4,919,109	4,929,586	1,471,088	5.45%	0.21%	14.49%
	<b>NETHERLANDS - Total</b>	<b>6,418,235</b>	<b>5,927,655</b>	<b>5,670,258</b>	<b>5,379,929</b>	<b>5,346,036</b>	<b>1,561,308</b>	<b>3.55%</b>	<b>-0.63%</b>	<b>21.12%</b>
NEW ZEALAND	DRAFT	0	0	0	840	1,020	480	14.29%	21.43%	88.24%
	PACKAGED	72,689	74,211	80,209	81,610	65,897	16,239	-32.23%	-19.25%	4.67%
	<b>NEW ZEALAND - Total</b>	<b>72,689</b>	<b>74,211</b>	<b>80,209</b>	<b>82,450</b>	<b>66,917</b>	<b>16,719</b>	<b>-31.43%</b>	<b>-18.83%</b>	<b>5.94%</b>
NORWAY	PACKAGED	0	2,024	543	1,974	776	48	-94.11%	-60.61%	0.00%
	<b>NORWAY - Total</b>	<b>0</b>	<b>2,024</b>	<b>543</b>	<b>1,974</b>	<b>776</b>	<b>48</b>	<b>-94.11%</b>	<b>-60.61%</b>	<b>0.00%</b>
PHILIPPINES	PACKAGED	56,414	74,163	75,894	72,878	72,363	18,592	-10.80%	-0.71%	5.15%
	<b>PHILIPPINES - Total</b>	<b>56,414</b>	<b>74,163</b>	<b>75,894</b>	<b>72,878</b>	<b>72,363</b>	<b>18,592</b>	<b>-10.80%</b>	<b>-0.71%</b>	<b>5.15%</b>
POLAND	PACKAGED	112,052	116,057	110,396	113,448	118,787	32,743	-11.02%	4.71%	4.22%
	<b>POLAND - Total</b>	<b>112,052</b>	<b>116,057</b>	<b>110,396</b>	<b>113,448</b>	<b>118,787</b>	<b>32,743</b>	<b>-11.02%</b>	<b>4.71%</b>	<b>4.22%</b>
PORTUGAL	PACKAGED	0	4,062	16,187	16,034	18,301	5,156	17.91%	14.16%	17.55%
	<b>PORTUGAL - Total</b>	<b>0</b>	<b>4,062</b>	<b>16,187</b>	<b>16,034</b>	<b>18,301</b>	<b>5,156</b>	<b>17.91%</b>	<b>14.16%</b>	<b>17.55%</b>
RUSSIA (USSR)	PACKAGED	37,497	27,159	54,943	69,264	67,953	19,567	17.12%	-1.89%	2.75%
	<b>RUSSIA (USSR) - Total</b>	<b>37,497</b>	<b>27,159</b>	<b>54,943</b>	<b>69,264</b>	<b>67,953</b>	<b>19,567</b>	<b>17.12%</b>	<b>-1.89%</b>	<b>2.75%</b>
SERBIA	PACKAGED	0	1,096	2,487	3,629	3,834	1,368	-20.56%	5.62%	0.00%
	<b>SERBIA - Total</b>	<b>0</b>	<b>1,096</b>	<b>2,487</b>	<b>3,629</b>	<b>3,834</b>	<b>1,368</b>	<b>-20.56%</b>	<b>5.62%</b>	<b>0.00%</b>
SINGAPORE	PACKAGED	53,858	63,685	65,289	76,117	81,325	22,285	-9.03%	6.83%	37.24%
	<b>SINGAPORE - Total</b>	<b>53,858</b>	<b>63,685</b>	<b>65,289</b>	<b>76,117</b>	<b>81,325</b>	<b>22,285</b>	<b>-9.03%</b>	<b>6.83%</b>	<b>37.24%</b>

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SLOVAK REPUBLIC	PACKAGED	5,245	2,128	1,664	2,750	1,951	361	-60.11%	-29.02%	0.05%
	<b>SLOVAK REPUBLIC - Total</b>	<b>5,245</b>	<b>2,128</b>	<b>1,664</b>	<b>2,750</b>	<b>1,951</b>	<b>361</b>	<b>-60.11%</b>	<b>-29.02%</b>	<b>0.05%</b>
SLOVENIA	PACKAGED	813	1,260	-1	0	0	0	n/a	n/a	0.00%
	<b>SLOVENIA - Total</b>	<b>813</b>	<b>1,260</b>	<b>-1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
SOUTH AFRICA	PACKAGED	28,747	34,974	30,159	24,111	25,457	6,236	-23.39%	5.59%	5.59%
	<b>SOUTH AFRICA - Total</b>	<b>28,747</b>	<b>34,974</b>	<b>30,159</b>	<b>24,111</b>	<b>25,457</b>	<b>6,236</b>	<b>-23.39%</b>	<b>5.59%</b>	<b>5.59%</b>
SPAIN	PACKAGED	193,077	230,092	284,986	382,344	340,059	91,265	-25.76%	-11.06%	9.36%
	<b>SPAIN - Total</b>	<b>193,077</b>	<b>230,092</b>	<b>284,986</b>	<b>382,344</b>	<b>340,059</b>	<b>91,265</b>	<b>-25.76%</b>	<b>-11.06%</b>	<b>9.36%</b>
SWEDEN	PACKAGED	0	0	0	0	281	8	n/a	n/a	1.78%
	<b>SWEDEN - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>281</b>	<b>8</b>	<b>n/a</b>	<b>n/a</b>	<b>1.78%</b>
SWITZERLAND	PACKAGED	0	0	504	390	40	5	-93.75%	-89.57%	0.00%
	<b>SWITZERLAND - Total</b>	<b>0</b>	<b>0</b>	<b>504</b>	<b>390</b>	<b>40</b>	<b>5</b>	<b>-93.75%</b>	<b>-89.57%</b>	<b>0.00%</b>
TAIWAN	PACKAGED	0	0	0	0	8,681	8,681	n/a	n/a	27.19%
	<b>TAIWAN - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8,681</b>	<b>8,681</b>	<b>n/a</b>	<b>n/a</b>	<b>27.19%</b>
THAILAND	PACKAGED	80,048	87,356	87,609	90,120	86,818	23,487	-9.16%	-3.67%	63.17%
	<b>THAILAND - Total</b>	<b>80,048</b>	<b>87,356</b>	<b>87,609</b>	<b>90,120</b>	<b>86,818</b>	<b>23,487</b>	<b>-9.16%</b>	<b>-3.67%</b>	<b>63.17%</b>
TRINIDAD AND TOBAGO	PACKAGED	20,854	24,376	21,123	19,573	15,282	5,692	-22.03%	-21.90%	11.08%
	<b>TRINIDAD AND TOBAGO - Total</b>	<b>20,854</b>	<b>24,376</b>	<b>21,123</b>	<b>19,573</b>	<b>15,282</b>	<b>5,692</b>	<b>-22.03%</b>	<b>-21.90%</b>	<b>11.08%</b>
TURKEY	PACKAGED	32,349	38,602	58,587	64,479	63,741	18,211	20.49%	-1.14%	2.28%
	<b>TURKEY - Total</b>	<b>32,349</b>	<b>38,602</b>	<b>58,587</b>	<b>64,479</b>	<b>63,741</b>	<b>18,211</b>	<b>20.49%</b>	<b>-1.14%</b>	<b>2.28%</b>
UKRAINE	PACKAGED	5,509	930	1,330	1,230	0	0	n/a	-100.00%	0.00%
	<b>UKRAINE - Total</b>	<b>5,509</b>	<b>930</b>	<b>1,330</b>	<b>1,230</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
UNITED KINGDOM	DRAFT	58,950	70,150	75,300	136,650	143,970	31,210	-8.34%	5.36%	99.72%
	PACKAGED	746,622	697,064	761,396	895,005	858,256	190,782	-9.66%	-4.11%	4.19%
	<b>UNITED KINGDOM - Total</b>	<b>805,572</b>	<b>767,214</b>	<b>836,696</b>	<b>1,031,655</b>	<b>1,002,226</b>	<b>221,992</b>	<b>-9.48%</b>	<b>-2.85%</b>	<b>17.91%</b>
UNITED STATES OF AMERICA	DRAFT	35,691	105,540	375,532	530,240	641,881	171,569	22.29%	21.05%	97.93%
	PACKAGED	15,986,495	16,473,090	12,440,727	11,457,523	10,524,448	2,886,007	-14.07%	-8.14%	10.99%
	<b>UNITED STATES OF AMERICA - Total</b>	<b>16,022,186</b>	<b>16,578,630</b>	<b>12,816,259</b>	<b>11,987,763</b>	<b>11,166,329</b>	<b>3,057,576</b>	<b>-12.61%</b>	<b>-6.85%</b>	<b>15.99%</b>
VIETNAM	PACKAGED	230	1,227	2,154	2,931	3,455	652	-3.41%	17.89%	72.50%
	<b>VIETNAM - Total</b>	<b>230</b>	<b>1,227</b>	<b>2,154</b>	<b>2,931</b>	<b>3,455</b>	<b>652</b>	<b>-3.41%</b>	<b>17.89%</b>	<b>72.50%</b>
<b>IMPORT DRAFT - TOTAL</b>		<b>3,501,289</b>	<b>3,228,853</b>	<b>3,690,337</b>	<b>3,910,111</b>	<b>4,253,282</b>	<b>1,052,946</b>	<b>6.82%</b>	<b>8.78%</b>	<b>99.13%</b>
<b>IMPORT PACKAGED - TOTAL</b>		<b>46,013,984</b>	<b>43,904,819</b>	<b>39,621,383</b>	<b>38,992,444</b>	<b>37,783,190</b>	<b>11,087,522</b>	<b>-6.69%</b>	<b>-3.10%</b>	<b>14.44%</b>
<b>IMPORT BEER - TOTAL</b>		<b>49,515,273</b>	<b>47,133,672</b>	<b>43,311,720</b>	<b>42,902,555</b>	<b>42,036,472</b>	<b>12,140,468</b>	<b>-5.66%</b>	<b>-2.02%</b>	<b>23.01%</b>

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ARGENTINA	PACKAGED	\$4	\$10	\$9	\$6	\$6	\$2	-38.57%	-2.88%	37.59%
	<b>ARGENTINA - Total</b>	<b>\$4</b>	<b>\$10</b>	<b>\$9</b>	<b>\$6</b>	<b>\$6</b>	<b>\$2</b>	<b>-38.57%</b>	<b>-2.88%</b>	<b>37.59%</b>
AUSTRALIA	PACKAGED	\$225	\$160	\$129	\$209	\$94	\$25	-19.70%	-55.20%	23.50%
	<b>AUSTRALIA - Total</b>	<b>\$225</b>	<b>\$160</b>	<b>\$129</b>	<b>\$209</b>	<b>\$94</b>	<b>\$25</b>	<b>-19.70%</b>	<b>-55.20%</b>	<b>23.50%</b>
AUSTRIA	DRAFT	\$33	\$47	\$70	\$80	\$119	\$34	51.50%	49.00%	98.77%
	PACKAGED	\$262	\$254	\$324	\$307	\$283	\$84	7.24%	-7.62%	23.26%
	<b>AUSTRIA - Total</b>	<b>\$294</b>	<b>\$302</b>	<b>\$394</b>	<b>\$387</b>	<b>\$402</b>	<b>\$118</b>	<b>17.02%</b>	<b>4.08%</b>	<b>45.61%</b>
BARBADOS	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	<b>BARBADOS - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
BELGIUM	DRAFT	\$4,926	\$4,047	\$3,840	\$3,725	\$4,459	\$1,200	22.23%	19.70%	99.39%
	PACKAGED	\$21,026	\$19,700	\$20,039	\$20,165	\$19,199	\$5,453	-5.70%	-4.79%	18.25%
	<b>BELGIUM - Total</b>	<b>\$25,951</b>	<b>\$23,747</b>	<b>\$23,879</b>	<b>\$23,890</b>	<b>\$23,657</b>	<b>\$6,653</b>	<b>-1.65%</b>	<b>-0.97%</b>	<b>33.55%</b>
BRAZIL	PACKAGED	\$1,006	\$183	\$0	\$0	\$2	\$2	n/a	1,570.07%	62.81%
	<b>BRAZIL - Total</b>	<b>\$1,006</b>	<b>\$183</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$2</b>	<b>n/a</b>	<b>1,570.07%</b>	<b>62.81%</b>
CHILE	PACKAGED	\$8	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>CHILE - Total</b>	<b>\$8</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
CHINA	PACKAGED	\$1,610	\$1,433	\$1,426	\$1,434	\$1,396	\$388	-3.90%	-2.65%	45.28%
	<b>CHINA - Total</b>	<b>\$1,610</b>	<b>\$1,433</b>	<b>\$1,426</b>	<b>\$1,434</b>	<b>\$1,396</b>	<b>\$388</b>	<b>-3.90%</b>	<b>-2.65%</b>	<b>45.28%</b>
CROATIA	PACKAGED	\$320	\$211	\$169	\$25	\$0	\$0	-100.00%	-100.00%	0.00%
	<b>CROATIA - Total</b>	<b>\$320</b>	<b>\$211</b>	<b>\$169</b>	<b>\$25</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
CUBA	PACKAGED	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	19.98%
	<b>CUBA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>19.98%</b>
CZECH REPUBLIC	DRAFT	\$138	\$160	\$178	\$139	\$139	\$41	50.22%	-0.20%	94.28%
	PACKAGED	\$3,729	\$3,661	\$3,799	\$3,850	\$4,424	\$1,327	15.84%	14.92%	4.07%
	<b>CZECH REPUBLIC - Total</b>	<b>\$3,866</b>	<b>\$3,821</b>	<b>\$3,977</b>	<b>\$3,988</b>	<b>\$4,563</b>	<b>\$1,368</b>	<b>16.65%</b>	<b>14.39%</b>	<b>6.81%</b>

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DENMARK	DRAFT	\$246	\$247	\$564	\$541	\$757	\$192	44.40%	39.87%	99.40%
	PACKAGED	\$5,701	\$5,836	\$6,015	\$7,069	\$7,821	\$2,184	10.68%	10.64%	1.00%
	<b>DENMARK - Total</b>	<b>\$5,947</b>	<b>\$6,083</b>	<b>\$6,578</b>	<b>\$7,610</b>	<b>\$8,578</b>	<b>\$2,376</b>	<b>12.81%</b>	<b>12.72%</b>	<b>9.68%</b>
ESTONIA	PACKAGED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>ESTONIA - Total</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ETHIOPIA	PACKAGED	\$0	\$0	\$0	\$6	\$0	\$0	-100.00%	-100.00%	0.00%
	<b>ETHIOPIA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$72	\$22	n/a	n/a	1.03%
	<b>FIJI - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$72</b>	<b>\$22</b>	<b>n/a</b>	<b>n/a</b>	<b>1.03%</b>
FRANCE	DRAFT	\$340	\$838	\$1,291	\$1,510	\$1,735	\$495	11.61%	14.92%	99.83%
	PACKAGED	\$1,120	\$1,636	\$2,521	\$3,370	\$4,196	\$1,396	9.59%	24.51%	11.38%
	<b>FRANCE - Total</b>	<b>\$1,460</b>	<b>\$2,475</b>	<b>\$3,812</b>	<b>\$4,880</b>	<b>\$5,931</b>	<b>\$1,891</b>	<b>10.11%</b>	<b>21.54%</b>	<b>37.26%</b>
GERMANY	DRAFT	\$995	\$606	\$600	\$724	\$861	\$251	7.97%	18.99%	96.60%
	PACKAGED	\$14,427	\$14,154	\$13,680	\$12,801	\$13,185	\$3,647	-0.76%	3.00%	4.06%
	<b>GERMANY - Total</b>	<b>\$15,423</b>	<b>\$14,760</b>	<b>\$14,280</b>	<b>\$13,525</b>	<b>\$14,047</b>	<b>\$3,898</b>	<b>-0.24%</b>	<b>3.86%</b>	<b>9.73%</b>
GREECE	PACKAGED	\$51	\$64	\$76	\$82	\$106	\$33	28.23%	29.97%	88.54%
	<b>GREECE - Total</b>	<b>\$51</b>	<b>\$64</b>	<b>\$76</b>	<b>\$82</b>	<b>\$106</b>	<b>\$33</b>	<b>28.23%</b>	<b>29.97%</b>	<b>88.54%</b>
GREENLAND	PACKAGED	\$0	\$0	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
	<b>GREENLAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
ICELAND	PACKAGED	\$0	\$0	\$0	\$0	\$145	\$44	n/a	n/a	1.74%
	<b>ICELAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$145</b>	<b>\$44</b>	<b>n/a</b>	<b>n/a</b>	<b>1.74%</b>
INDIA	PACKAGED	\$332	\$228	\$30	\$17	\$44	\$9	250.35%	150.26%	64.25%
	<b>INDIA - Total</b>	<b>\$332</b>	<b>\$228</b>	<b>\$30</b>	<b>\$17</b>	<b>\$44</b>	<b>\$9</b>	<b>250.35%</b>	<b>150.26%</b>	<b>64.25%</b>
IRELAND	DRAFT	\$5,817	\$5,594	\$5,796	\$5,591	\$5,396	\$1,105	-7.70%	-3.48%	99.74%
	PACKAGED	\$6,796	\$6,853	\$7,544	\$8,132	\$7,917	\$1,667	-9.39%	-2.64%	12.39%

**IMPORT BEER MARKET**  
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**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IRELAND	<b>IRELAND - Total</b>	<b>\$12,614</b>	<b>\$12,447</b>	<b>\$13,341</b>	<b>\$13,723</b>	<b>\$13,313</b>	<b>\$2,773</b>	<b>-8.72%</b>	<b>-2.99%</b>	<b>47.79%</b>
ISRAEL	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	<b>ISRAEL - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ITALY	DRAFT	\$0	\$3	\$248	\$404	\$466	\$137	13.59%	15.41%	99.68%
	PACKAGED	\$1,067	\$1,457	\$1,733	\$1,703	\$1,781	\$502	-0.03%	4.60%	25.34%
	<b>ITALY - Total</b>	<b>\$1,067</b>	<b>\$1,459</b>	<b>\$1,980</b>	<b>\$2,106</b>	<b>\$2,247</b>	<b>\$639</b>	<b>2.61%</b>	<b>6.67%</b>	<b>40.76%</b>
JAMAICA	PACKAGED	\$1,182	\$1,208	\$1,234	\$1,219	\$1,142	\$316	-13.47%	-6.31%	20.80%
	<b>JAMAICA - Total</b>	<b>\$1,182</b>	<b>\$1,208</b>	<b>\$1,234</b>	<b>\$1,219</b>	<b>\$1,142</b>	<b>\$316</b>	<b>-13.47%</b>	<b>-6.31%</b>	<b>20.80%</b>
JAPAN	DRAFT	\$50	\$268	\$388	\$424	\$470	\$134	12.81%	11.05%	98.92%
	PACKAGED	\$2,751	\$2,636	\$2,504	\$2,458	\$2,521	\$718	2.83%	2.54%	65.62%
	<b>JAPAN - Total</b>	<b>\$2,801</b>	<b>\$2,904</b>	<b>\$2,892</b>	<b>\$2,882</b>	<b>\$2,991</b>	<b>\$852</b>	<b>4.28%</b>	<b>3.79%</b>	<b>70.85%</b>
KENYA	PACKAGED	\$66	\$57	\$67	\$72	\$53	\$12	-36.18%	-26.19%	42.07%
	<b>KENYA - Total</b>	<b>\$66</b>	<b>\$57</b>	<b>\$67</b>	<b>\$72</b>	<b>\$53</b>	<b>\$12</b>	<b>-36.18%</b>	<b>-26.19%</b>	<b>42.07%</b>
KOREA - SOUTH	PACKAGED	\$64	\$87	\$121	\$154	\$139	\$38	-9.45%	-9.72%	64.62%
	<b>KOREA - SOUTH - Total</b>	<b>\$64</b>	<b>\$87</b>	<b>\$121</b>	<b>\$154</b>	<b>\$139</b>	<b>\$38</b>	<b>-9.45%</b>	<b>-9.72%</b>	<b>64.62%</b>
LAOS	PACKAGED	\$0	\$1	\$5	\$2	\$1	\$0	-100.00%	-54.91%	0.00%
	<b>LAOS - Total</b>	<b>\$0</b>	<b>\$1</b>	<b>\$5</b>	<b>\$2</b>	<b>\$1</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-54.91%</b>	<b>0.00%</b>
LATVIA	PACKAGED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>LATVIA - Total</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
LEBANON	PACKAGED	\$0	\$0	\$5	\$8	\$4	\$0	-100.00%	-54.60%	0.00%
	<b>LEBANON - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5</b>	<b>\$8</b>	<b>\$4</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-54.60%</b>	<b>0.00%</b>
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>LITHUANIA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MEXICO	PACKAGED	\$51,140	\$46,378	\$44,599	\$44,636	\$41,635	\$14,607	-10.46%	-6.72%	22.79%
	<b>MEXICO - Total</b>	<b>\$51,140</b>	<b>\$46,378</b>	<b>\$44,599</b>	<b>\$44,636</b>	<b>\$41,635</b>	<b>\$14,607</b>	<b>-10.46%</b>	<b>-6.72%</b>	<b>22.79%</b>
MONTENEGRO	PACKAGED	\$6	\$11	\$0	\$5	\$7	\$3	41.79%	34.18%	0.00%

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
MONTENEGRO	<b>MONTENEGRO - Total</b>	<b>\$6</b>	<b>\$11</b>	<b>\$0</b>	<b>\$5</b>	<b>\$7</b>	<b>\$3</b>	<b>41.79%</b>	<b>34.18%</b>	<b>0.00%</b>
NETHERLANDS	DRAFT	\$2,623	\$2,314	\$2,236	\$2,149	\$1,929	\$415	-20.31%	-10.26%	99.58%
	PACKAGED	\$30,328	\$28,654	\$27,762	\$26,375	\$25,924	\$7,480	-0.12%	-1.71%	15.57%
	<b>NETHERLANDS - Total</b>	<b>\$32,951</b>	<b>\$30,968</b>	<b>\$29,998</b>	<b>\$28,524</b>	<b>\$27,853</b>	<b>\$7,895</b>	<b>-1.44%</b>	<b>-2.35%</b>	<b>21.39%</b>
NEW ZEALAND	DRAFT	\$0	\$0	\$0	\$4	\$5	\$3	23.82%	30.50%	87.71%
	PACKAGED	\$350	\$415	\$463	\$527	\$419	\$99	-35.95%	-20.44%	4.66%
	<b>NEW ZEALAND - Total</b>	<b>\$350</b>	<b>\$415</b>	<b>\$463</b>	<b>\$531</b>	<b>\$425</b>	<b>\$101</b>	<b>-35.16%</b>	<b>-20.04%</b>	<b>5.71%</b>
NORWAY	PACKAGED	\$0	\$25	\$7	\$26	\$11	\$1	-93.43%	-58.30%	0.00%
	<b>NORWAY - Total</b>	<b>\$0</b>	<b>\$25</b>	<b>\$7</b>	<b>\$26</b>	<b>\$11</b>	<b>\$1</b>	<b>-93.43%</b>	<b>-58.30%</b>	<b>0.00%</b>
PHILIPPINES	PACKAGED	\$259	\$350	\$364	\$352	\$347	\$89	-11.05%	-1.34%	5.55%
	<b>PHILIPPINES - Total</b>	<b>\$259</b>	<b>\$350</b>	<b>\$364</b>	<b>\$352</b>	<b>\$347</b>	<b>\$89</b>	<b>-11.05%</b>	<b>-1.34%</b>	<b>5.55%</b>
POLAND	PACKAGED	\$522	\$547	\$530	\$535	\$553	\$152	-9.87%	3.41%	4.25%
	<b>POLAND - Total</b>	<b>\$522</b>	<b>\$547</b>	<b>\$530</b>	<b>\$535</b>	<b>\$553</b>	<b>\$152</b>	<b>-9.87%</b>	<b>3.41%</b>	<b>4.25%</b>
PORTUGAL	PACKAGED	\$0	\$25	\$93	\$92	\$95	\$22	-9.72%	3.25%	18.75%
	<b>PORTUGAL - Total</b>	<b>\$0</b>	<b>\$25</b>	<b>\$93</b>	<b>\$92</b>	<b>\$95</b>	<b>\$22</b>	<b>-9.72%</b>	<b>3.25%</b>	<b>18.75%</b>
RUSSIA (USSR)	PACKAGED	\$162	\$121	\$249	\$308	\$300	\$84	11.51%	-2.74%	2.78%
	<b>RUSSIA (USSR) - Total</b>	<b>\$162</b>	<b>\$121</b>	<b>\$249</b>	<b>\$308</b>	<b>\$300</b>	<b>\$84</b>	<b>11.51%</b>	<b>-2.74%</b>	<b>2.78%</b>
SERBIA	PACKAGED	\$0	\$5	\$11	\$16	\$15	\$6	-26.18%	-3.32%	0.00%
	<b>SERBIA - Total</b>	<b>\$0</b>	<b>\$5</b>	<b>\$11</b>	<b>\$16</b>	<b>\$15</b>	<b>\$6</b>	<b>-26.18%</b>	<b>-3.32%</b>	<b>0.00%</b>
SINGAPORE	PACKAGED	\$258	\$306	\$309	\$348	\$368	\$100	-8.35%	5.75%	40.53%
	<b>SINGAPORE - Total</b>	<b>\$258</b>	<b>\$306</b>	<b>\$309</b>	<b>\$348</b>	<b>\$368</b>	<b>\$100</b>	<b>-8.35%</b>	<b>5.75%</b>	<b>40.53%</b>
SLOVAK REPUBLIC	PACKAGED	\$26	\$12	\$10	\$16	\$11	\$2	-60.07%	-29.70%	0.03%

**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SLOVAK REPUBLIC	<b>SLOVAK REPUBLIC - Total</b>	<b>\$26</b>	<b>\$12</b>	<b>\$10</b>	<b>\$16</b>	<b>\$11</b>	<b>\$2</b>	<b>-60.07%</b>	<b>-29.70%</b>	<b>0.03%</b>
SLOVENIA	PACKAGED	\$3	\$5	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>SLOVENIA - Total</b>	<b>\$3</b>	<b>\$5</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
SOUTH AFRICA	PACKAGED	\$113	\$142	\$122	\$96	\$101	\$25	-23.38%	4.46%	5.59%
	<b>SOUTH AFRICA - Total</b>	<b>\$113</b>	<b>\$142</b>	<b>\$122</b>	<b>\$96</b>	<b>\$101</b>	<b>\$25</b>	<b>-23.38%</b>	<b>4.46%</b>	<b>5.59%</b>
SPAIN	PACKAGED	\$795	\$1,019	\$1,262	\$1,735	\$1,595	\$427	-23.05%	-8.06%	11.56%
	<b>SPAIN - Total</b>	<b>\$795</b>	<b>\$1,019</b>	<b>\$1,262</b>	<b>\$1,735</b>	<b>\$1,595</b>	<b>\$427</b>	<b>-23.05%</b>	<b>-8.06%</b>	<b>11.56%</b>
SWEDEN	PACKAGED	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	2.05%
	<b>SWEDEN - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>2.05%</b>
SWITZERLAND	PACKAGED	\$0	\$0	\$7	\$5	\$1	\$0	-91.28%	-87.99%	0.00%
	<b>SWITZERLAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7</b>	<b>\$5</b>	<b>\$1</b>	<b>\$0</b>	<b>-91.28%</b>	<b>-87.99%</b>	<b>0.00%</b>
TAIWAN	PACKAGED	\$0	\$0	\$0	\$0	\$43	\$43	n/a	n/a	27.21%
	<b>TAIWAN - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$43</b>	<b>\$43</b>	<b>n/a</b>	<b>n/a</b>	<b>27.21%</b>
THAILAND	PACKAGED	\$427	\$448	\$462	\$469	\$469	\$131	-2.82%	0.08%	63.39%
	<b>THAILAND - Total</b>	<b>\$427</b>	<b>\$448</b>	<b>\$462</b>	<b>\$469</b>	<b>\$469</b>	<b>\$131</b>	<b>-2.82%</b>	<b>0.08%</b>	<b>63.39%</b>
TRINIDAD AND TOBAGO	PACKAGED	\$108	\$127	\$114	\$104	\$81	\$31	-20.33%	-21.85%	11.06%
	<b>TRINIDAD AND TOBAGO - Total</b>	<b>\$108</b>	<b>\$127</b>	<b>\$114</b>	<b>\$104</b>	<b>\$81</b>	<b>\$31</b>	<b>-20.33%</b>	<b>-21.85%</b>	<b>11.06%</b>
TURKEY	PACKAGED	\$156	\$188	\$286	\$293	\$288	\$84	28.74%	-1.87%	2.41%
	<b>TURKEY - Total</b>	<b>\$156</b>	<b>\$188</b>	<b>\$286</b>	<b>\$293</b>	<b>\$288</b>	<b>\$84</b>	<b>28.74%</b>	<b>-1.87%</b>	<b>2.41%</b>
UKRAINE	PACKAGED	\$26	\$4	\$6	\$6	\$0	\$0	n/a	-100.00%	0.00%
	<b>UKRAINE - Total</b>	<b>\$26</b>	<b>\$4</b>	<b>\$6</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
UNITED KINGDOM	DRAFT	\$250	\$313	\$351	\$639	\$673	\$146	-7.24%	5.32%	99.72%
	PACKAGED	\$4,524	\$4,339	\$4,741	\$5,453	\$5,135	\$1,116	-11.45%	-5.84%	4.58%



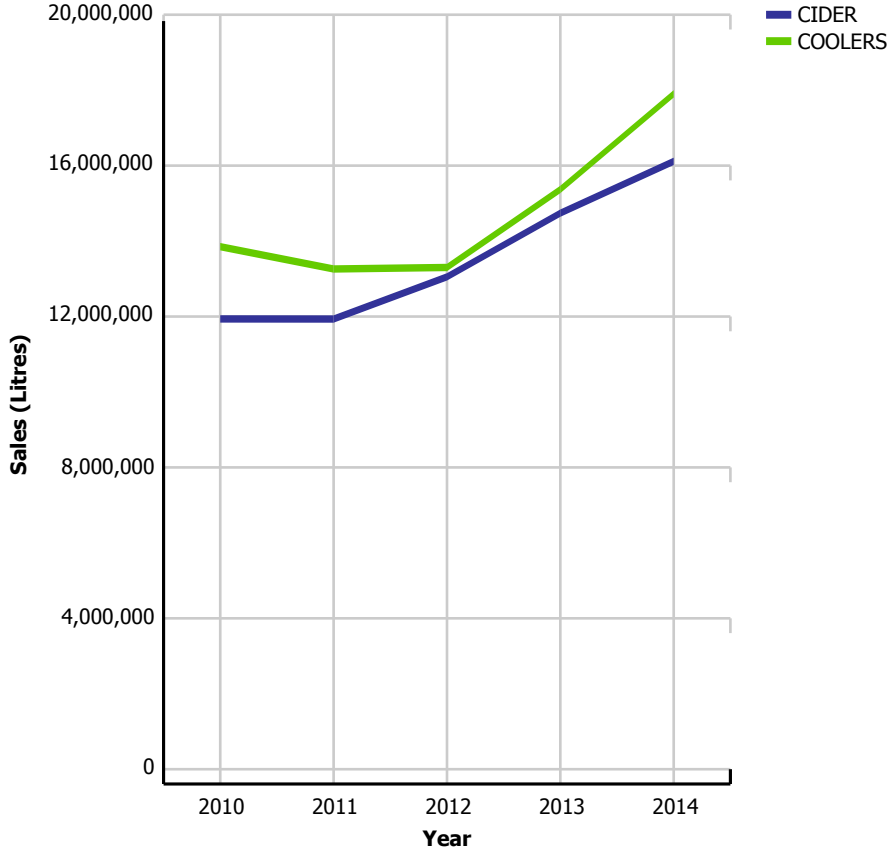
**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
UNITED KINGDOM	<b>UNITED KINGDOM - Total</b>	<b>\$4,774</b>	<b>\$4,653</b>	<b>\$5,092</b>	<b>\$6,093</b>	<b>\$5,808</b>	<b>\$1,262</b>	<b>-10.98%</b>	<b>-4.67%</b>	<b>15.61%</b>
UNITED STATES OF AMERICA	DRAFT	\$181	\$498	\$1,500	\$2,265	\$2,846	\$759	23.15%	25.64%	98.23%
	PACKAGED	\$68,267	\$69,338	\$56,375	\$53,235	\$52,501	\$14,906	-6.84%	-1.38%	10.98%
	<b>UNITED STATES OF AMERICA - Total</b>	<b>\$68,447</b>	<b>\$69,836</b>	<b>\$57,876</b>	<b>\$55,500</b>	<b>\$55,348</b>	<b>\$15,664</b>	<b>-5.72%</b>	<b>-0.27%</b>	<b>15.47%</b>
VIETNAM	PACKAGED	\$1	\$6	\$10	\$14	\$16	\$3	5.83%	18.01%	72.81%
	<b>VIETNAM - Total</b>	<b>\$1</b>	<b>\$6</b>	<b>\$10</b>	<b>\$14</b>	<b>\$16</b>	<b>\$3</b>	<b>5.83%</b>	<b>18.01%</b>	<b>72.81%</b>
IMPORT DRAFT - TOTAL		\$15,597	\$14,936	\$17,061	\$18,195	\$19,856	\$4,913	7.39%	9.13%	99.22%
IMPORT PACKAGED - TOTAL		\$219,221	\$212,297	\$199,216	\$197,734	\$194,455	\$57,280	-5.20%	-1.66%	15.10%
<b>IMPORT BEER - TOTAL</b>		<b>\$234,818</b>	<b>\$227,233</b>	<b>\$216,278</b>	<b>\$215,928</b>	<b>\$214,311</b>	<b>\$62,193</b>	<b>-4.31%</b>	<b>-0.75%</b>	<b>22.89%</b>

# Cooler and Cider Sales

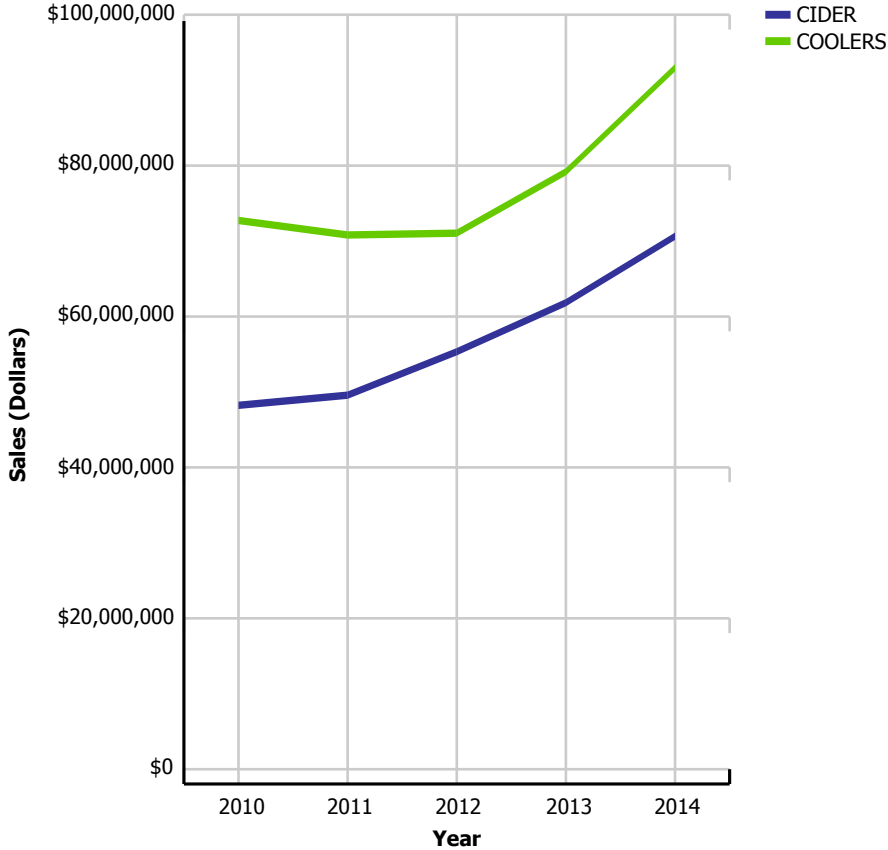
**Coolers and Ciders (Domestic & Imported)**

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 SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC DRAFT	87,027	102,255	136,531	180,710	195,868	58,550	-12.32%	8.38%	93.81%
PACKAGED	9,985,920	9,808,484	10,747,391	11,966,024	12,570,366	4,153,937	-0.56%	5.05%	5.35%
PACKAGED - OTHER	28,099	31,949	37,212	42,271	54,748	20,282	31.35%	29.49%	5.04%
<b>DOMESTIC - TOTAL</b>	<b>10,101,046</b>	<b>9,942,688</b>	<b>10,921,134</b>	<b>12,189,005</b>	<b>12,820,982</b>	<b>4,232,769</b>	<b>-0.63%</b>	<b>5.18%</b>	<b>6.70%</b>
IMPORT DRAFT	388,250	365,400	371,500	447,900	546,935	162,598	20.33%	22.11%	97.68%
PACKAGED	1,544,987	1,724,452	1,857,499	2,202,189	2,843,847	1,072,038	32.81%	29.14%	14.02%
PACKAGED - OTHER	0	0	0	58	345	339	n/a	494.83%	1.45%
<b>IMPORT - TOTAL</b>	<b>1,933,237</b>	<b>2,089,852</b>	<b>2,228,999</b>	<b>2,650,147</b>	<b>3,391,127</b>	<b>1,234,975</b>	<b>31.06%</b>	<b>27.96%</b>	<b>27.51%</b>
<b>CIDER - TOTAL</b>	<b>12,034,283</b>	<b>12,032,540</b>	<b>13,150,133</b>	<b>14,839,152</b>	<b>16,212,109</b>	<b>5,467,744</b>	<b>5.11%</b>	<b>9.25%</b>	<b>11.05%</b>

**CIDER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC	DRAFT	\$334	\$400	\$542	\$726	\$759	\$216	-18.56%	4.51%	94.02%
	PACKAGED	\$37,772	\$38,216	\$42,731	\$46,768	\$51,678	\$17,348	6.81%	10.50%	5.73%
	PACKAGED - OTHER	\$582	\$556	\$629	\$702	\$910	\$337	29.40%	29.68%	5.29%
<b>DOMESTIC - TOTAL</b>		<b>\$38,688</b>	<b>\$39,173</b>	<b>\$43,903</b>	<b>\$48,197</b>	<b>\$53,347</b>	<b>\$17,901</b>	<b>6.76%</b>	<b>10.69%</b>	<b>6.98%</b>
IMPORT	DRAFT	\$1,836	\$1,666	\$1,693	\$2,028	\$2,470	\$735	21.20%	21.79%	97.86%
	PACKAGED	\$8,198	\$9,227	\$10,233	\$12,100	\$15,306	\$5,757	30.59%	26.50%	14.78%
	PACKAGED - OTHER	\$0	\$0	\$0	\$1	\$6	\$6	n/a	610.44%	1.26%
<b>IMPORT - TOTAL</b>		<b>\$10,034</b>	<b>\$10,893</b>	<b>\$11,926</b>	<b>\$14,129</b>	<b>\$17,782</b>	<b>\$6,499</b>	<b>29.58%</b>	<b>25.86%</b>	<b>26.32%</b>
<b>CIDER - TOTAL</b>		<b>\$48,722</b>	<b>\$50,066</b>	<b>\$55,829</b>	<b>\$62,326</b>	<b>\$71,130</b>	<b>\$24,399</b>	<b>12.01%</b>	<b>14.13%</b>	<b>11.81%</b>

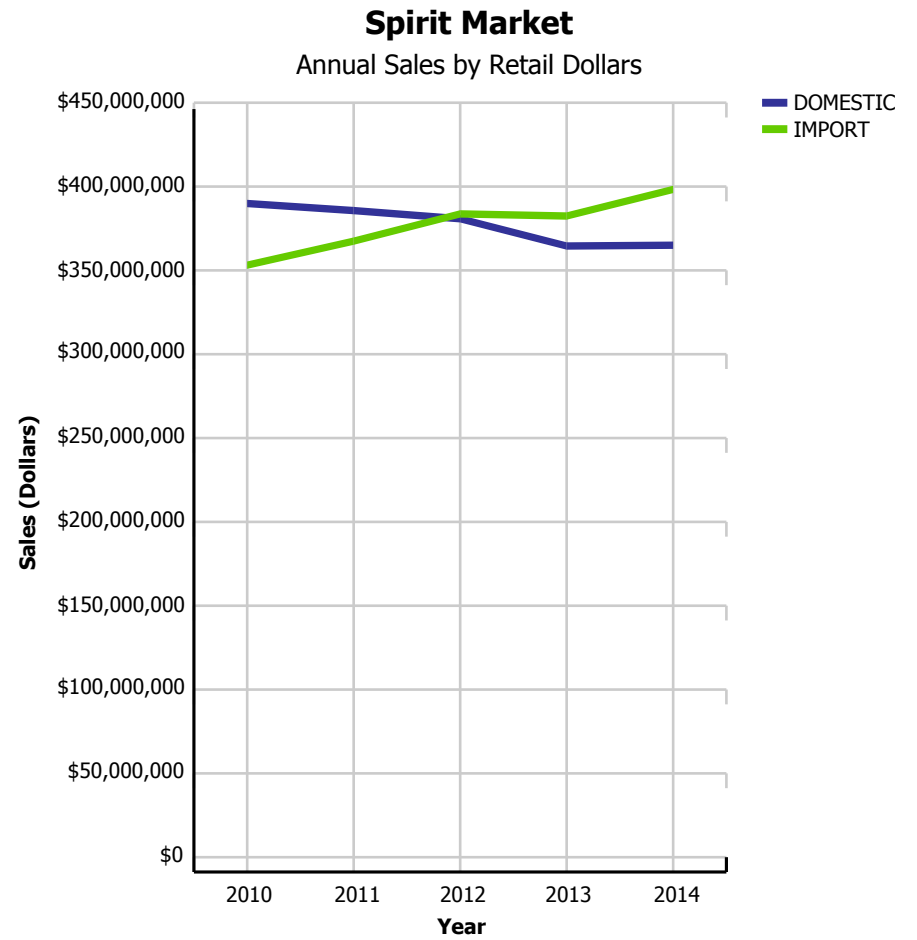
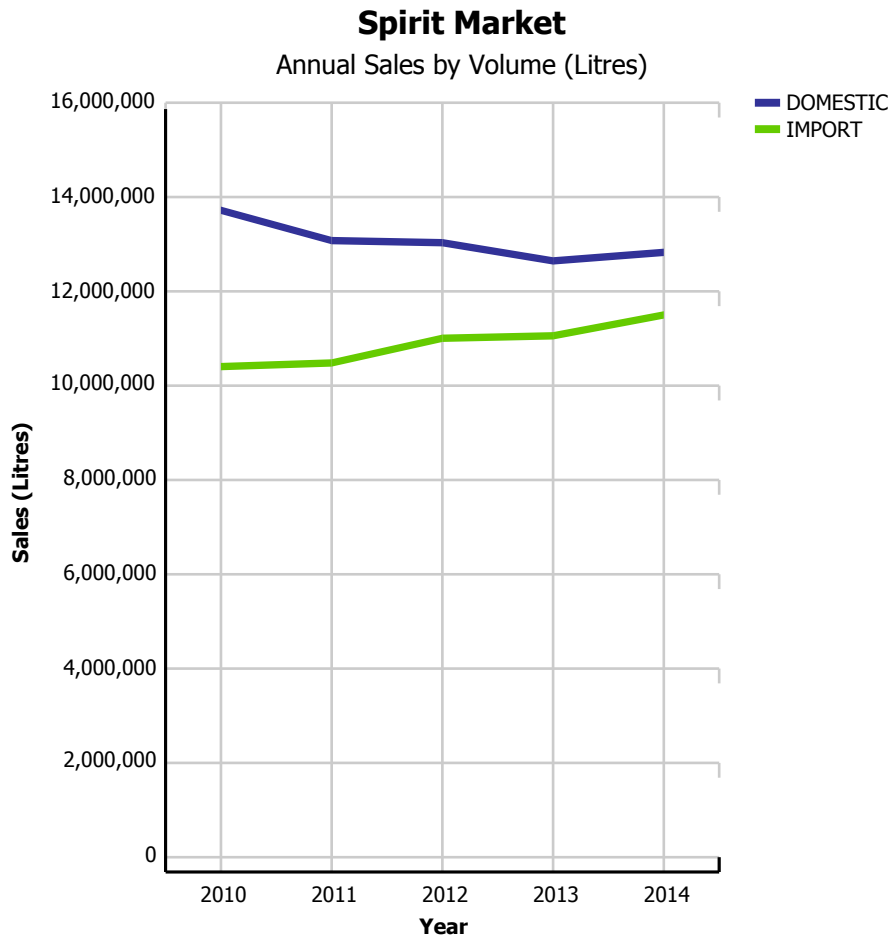
**COOLER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	48	-5	-2	0	48	19	n/a	n/a	0.00%
OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
SPIRIT	11,521,360	11,260,595	11,392,004	11,848,089	11,673,502	4,314,402	-7.18%	-1.47%	5.83%
WINE	911,272	712,542	647,156	543,317	567,405	153,700	-6.89%	4.43%	0.78%
<b>DOMESTIC - TOTAL</b>	<b>12,432,680</b>	<b>11,973,132</b>	<b>12,039,158</b>	<b>12,391,406</b>	<b>12,240,955</b>	<b>4,468,121</b>	<b>-7.17%</b>	<b>-1.21%</b>	<b>5.59%</b>
IMPORT BEER	766	3,640	79,005	1,678,833	3,695,814	1,713,623	43.76%	120.14%	2.96%
OTHER	0	0	-203	0	0	0	n/a	n/a	0.00%
SPIRIT	1,356,294	1,289,348	1,187,524	1,310,588	1,943,502	847,186	73.83%	48.29%	2.89%
WINE	355,802	288,474	288,512	282,471	316,872	114,699	27.98%	12.18%	7.48%
<b>IMPORT - TOTAL</b>	<b>1,712,862</b>	<b>1,581,462</b>	<b>1,554,838</b>	<b>3,271,892</b>	<b>5,956,188</b>	<b>2,675,508</b>	<b>51.25%</b>	<b>82.04%</b>	<b>3.18%</b>
<b>COOLERS - TOTAL</b>	<b>14,145,542</b>	<b>13,554,594</b>	<b>13,593,996</b>	<b>15,663,298</b>	<b>18,197,143</b>	<b>7,143,629</b>	<b>8.53%</b>	<b>16.18%</b>	<b>4.80%</b>

**COOLER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

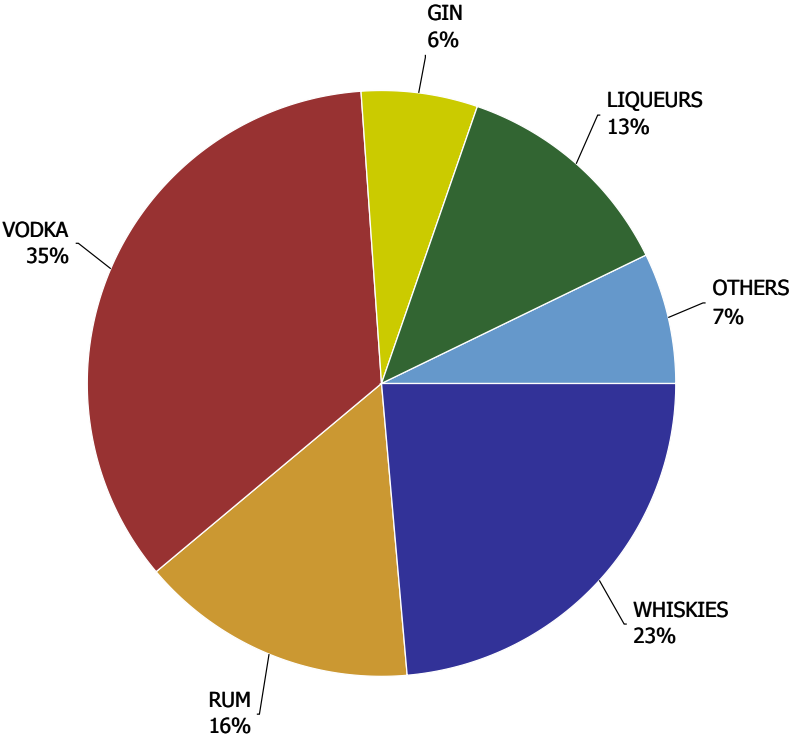
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$57,866	\$57,849	\$58,947	\$58,847	\$57,793	\$21,140	-6.80%	-1.79%	6.46%
WINE	\$4,133	\$3,145	\$2,691	\$2,088	\$2,311	\$661	6.36%	10.70%	0.77%
<b>DOMESTIC - TOTAL</b>	<b>\$61,999</b>	<b>\$60,994</b>	<b>\$61,638</b>	<b>\$60,935</b>	<b>\$60,104</b>	<b>\$21,801</b>	<b>-6.45%</b>	<b>-1.36%</b>	<b>6.24%</b>
IMPORT BEER	\$4	\$21	\$434	\$8,719	\$19,812	\$9,113	47.75%	127.23%	2.97%
OTHER	\$0	\$0	(\$1)	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$9,656	\$9,144	\$8,341	\$8,901	\$12,159	\$5,201	62.21%	36.60%	2.88%
WINE	\$2,543	\$2,119	\$2,105	\$2,107	\$2,362	\$892	38.44%	12.13%	6.54%
<b>IMPORT - TOTAL</b>	<b>\$12,203</b>	<b>\$11,284</b>	<b>\$10,878</b>	<b>\$19,727</b>	<b>\$34,333</b>	<b>\$15,205</b>	<b>51.78%</b>	<b>74.04%</b>	<b>3.18%</b>
<b>COOLERS - TOTAL</b>	<b>\$74,202</b>	<b>\$72,278</b>	<b>\$72,516</b>	<b>\$80,661</b>	<b>\$94,438</b>	<b>\$37,007</b>	<b>11.05%</b>	<b>17.08%</b>	<b>5.13%</b>

# Spirit Sales

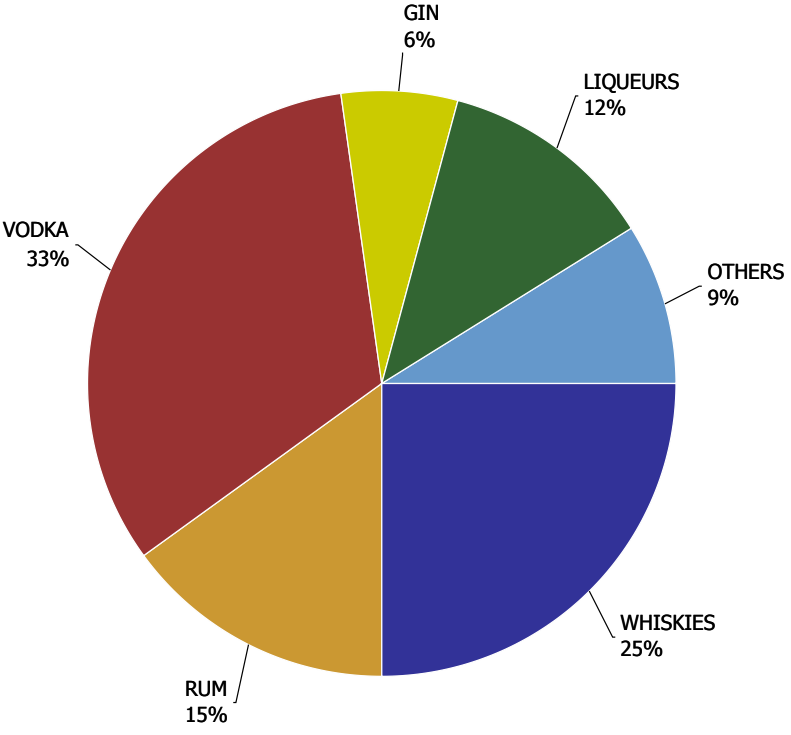


# Spirit Market

**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 SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
<b>ARMAGNAC</b>		<b>1,312</b>	<b>1,678</b>	<b>2,134</b>	<b>1,969</b>	<b>2,011</b>	<b>390</b>	<b>-14.85%</b>	<b>1.71%</b>	<b>8.11%</b>	
<b>ASIAN SPIRITS</b>		<b>130,320</b>	<b>138,041</b>	<b>142,731</b>	<b>145,059</b>	<b>151,869</b>	<b>37,432</b>	<b>7.15%</b>	<b>4.71%</b>	<b>48.81%</b>	
BRANDY	DOMESTIC	79,792	70,045	67,410	62,159	54,117	10,764	-15.64%	-12.94%	6.24%	
	IMPORT	398,098	384,941	379,786	370,032	386,815	84,317	2.50%	4.54%	7.09%	
<b>BRANDY</b>		<b>477,890</b>	<b>454,986</b>	<b>447,196</b>	<b>432,191</b>	<b>440,932</b>	<b>95,081</b>	<b>0.07%</b>	<b>2.02%</b>	<b>6.98%</b>	
<b>CACHACA</b>		<b>4,745</b>	<b>4,153</b>	<b>4,269</b>	<b>4,293</b>	<b>5,150</b>	<b>1,789</b>	<b>36.88%</b>	<b>20.07%</b>	<b>35.50%</b>	
<b>COGNAC</b>		<b>40,332</b>	<b>43,990</b>	<b>47,189</b>	<b>49,174</b>	<b>55,793</b>	<b>12,403</b>	<b>13.57%</b>	<b>13.47%</b>	<b>12.48%</b>	
EAUX DE VIE	DOMESTIC	732	691	1,037	1,810	1,492	571	-37.05%	-17.16%	7.57%	
	IMPORT	15,839	15,589	14,954	17,098	20,714	4,843	38.02%	21.21%	6.87%	
<b>EAUX DE VIE</b>		<b>16,571</b>	<b>16,280</b>	<b>15,991</b>	<b>18,908</b>	<b>22,206</b>	<b>5,414</b>	<b>22.60%</b>	<b>17.55%</b>	<b>6.92%</b>	
GIN	DOMESTIC	338,066	308,023	300,195	292,748	293,782	89,168	-2.12%	0.38%	18.13%	
	IMPORT	834,466	826,212	900,052	937,039	988,851	314,701	3.06%	5.54%	16.43%	
<b>GIN</b>		<b>1,172,532</b>	<b>1,134,235</b>	<b>1,200,247</b>	<b>1,229,787</b>	<b>1,282,633</b>	<b>403,869</b>	<b>1.87%</b>	<b>4.31%</b>	<b>16.82%</b>	
RUM	AMBER	DOMESTIC	1,136,860	1,170,466	1,149,269	1,085,715	1,119,471	259,139	-2.88%	3.11%	8.64%
		IMPORT	686,718	715,008	789,187	811,539	818,531	187,456	-3.59%	0.86%	7.37%
<b>AMBER</b>		<b>1,823,578</b>	<b>1,885,474</b>	<b>1,938,456</b>	<b>1,897,254</b>	<b>1,938,002</b>	<b>446,595</b>	<b>-3.18%</b>	<b>2.15%</b>	<b>8.11%</b>	
DARK	DOMESTIC	451,624	404,387	382,311	362,567	354,345	78,111	-3.79%	-2.27%	10.32%	
	IMPORT	187,120	189,089	217,915	265,024	284,994	63,700	0.55%	7.53%	4.49%	
<b>DARK</b>		<b>638,744</b>	<b>593,476</b>	<b>600,226</b>	<b>627,591</b>	<b>639,339</b>	<b>141,811</b>	<b>-1.89%</b>	<b>1.87%</b>	<b>7.72%</b>	
WHITE	DOMESTIC	1,705,812	1,556,178	1,531,865	1,406,502	1,391,107	360,474	-6.89%	-1.09%	12.62%	
	IMPORT	109,297	106,013	99,495	83,252	77,755	25,472	-0.25%	-6.63%	21.73%	
<b>WHITE</b>		<b>1,815,109</b>	<b>1,662,191</b>	<b>1,631,360</b>	<b>1,489,754</b>	<b>1,468,862</b>	<b>385,946</b>	<b>-6.47%</b>	<b>-1.40%</b>	<b>13.10%</b>	
RUM	DOMESTIC	3,294,296	3,131,031	3,063,445	2,854,784	2,864,923	697,724	-5.09%	0.35%	10.78%	
	IMPORT	983,135	1,010,110	1,106,597	1,159,815	1,181,280	276,628	-2.36%	1.85%	7.62%	
<b>RUM</b>		<b>4,277,431</b>	<b>4,141,141</b>	<b>4,170,042</b>	<b>4,014,599</b>	<b>4,046,203</b>	<b>974,352</b>	<b>-4.33%</b>	<b>0.79%</b>	<b>9.86%</b>	
TEQUILA	DOMESTIC	0	0	130	0	0	0	n/a	n/a	0.00%	
	IMPORT	514,953	523,557	590,104	614,513	635,001	201,895	0.35%	3.35%	33.76%	
<b>TEQUILA</b>		<b>514,953</b>	<b>523,557</b>	<b>590,234</b>	<b>614,513</b>	<b>635,001</b>	<b>201,895</b>	<b>0.35%</b>	<b>3.35%</b>	<b>33.76%</b>	

**SPIRITS MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	4,993,962	4,720,498	4,723,476	4,623,647	4,695,382	1,270,190	2.14%	1.55%	12.32%
	IMPORT	2,993,887	3,119,094	3,273,662	3,253,073	3,327,302	910,686	-0.33%	2.28%	12.84%
<b>VODKA</b>		<b>7,987,849</b>	<b>7,839,592</b>	<b>7,997,138</b>	<b>7,876,720</b>	<b>8,022,684</b>	<b>2,180,876</b>	<b>1.09%</b>	<b>1.85%</b>	<b>12.54%</b>
WHISKY	AMERICAN WHISKY	336,189	366,399	412,953	445,290	507,122	128,138	11.41%	13.87%	25.59%
	CANADIAN WHISKY	4,184,838	4,041,476	4,042,955	4,019,741	4,055,390	974,929	-1.50%	0.89%	6.35%
	IRISH WHISKY	116,921	132,327	155,598	174,736	217,364	49,457	19.53%	24.38%	27.07%
	JAPANESE WHISKY	805	490	1,329	1,860	2,600	621	59.23%	39.36%	6.88%
	SCOTCH - BLEND	1,042,846	1,031,376	1,009,344	977,945	994,512	232,091	-1.58%	1.70%	2.84%
	SCOTCH - MALT	325,142	332,355	351,627	371,428	396,261	84,949	0.45%	6.70%	7.69%
	OTHER WHISKY	1,932	6,992	5,099	7,548	7,808	1,569	3.98%	3.48%	1.14%
<b>WHISKY</b>		<b>6,008,690</b>	<b>5,911,415</b>	<b>5,978,909</b>	<b>5,998,548</b>	<b>6,181,057</b>	<b>1,471,754</b>	<b>0.23%</b>	<b>3.04%</b>	<b>8.17%</b>
OTHER SPIRITS	RESTRICTED	1,502	1,322	1,456	1,297	1,406	407	13.69%	8.13%	0.00%
	APERITIF	13,554	14,420	16,449	18,700	21,533	6,856	14.10%	15.13%	26.61%
	FLAVOURED	3,002	2,417	1,944	7,795	79,225	17,632	176.19%	914.92%	6.13%
	READY TO MIX COCKTAILS	159,245	149,288	144,778	134,848	130,815	39,250	4.60%	-3.00%	55.83%
	READY TO SERVE COCKTAILS	177,955	170,093	215,022	146,105	103,077	32,510	-32.37%	-29.46%	0.86%
	SCHNAPPS	6,421	6,095	5,342	5,296	6,145	1,418	12.81%	15.91%	3.74%
<b>OTHER SPIRITS</b>		<b>361,679</b>	<b>343,635</b>	<b>384,991</b>	<b>314,041</b>	<b>342,201</b>	<b>98,073</b>	<b>-1.54%</b>	<b>8.96%</b>	<b>24.76%</b>
SPIRIT - GIFT PACKS	DOMESTIC	11,618	22,708	22,397	17,278	6,848	180	-90.07%	-60.36%	0.28%
	IMPORT	22,876	24,479	19,963	23,809	20,296	220	-95.24%	-14.73%	1.12%
<b>SPIRIT - GIFT PACKS</b>		<b>34,494</b>	<b>47,187</b>	<b>42,360</b>	<b>41,087</b>	<b>27,144</b>	<b>400</b>	<b>-93.79%</b>	<b>-33.91%</b>	<b>0.91%</b>

**SPIRITS MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
<b>ARMAGNAC</b>		<b>\$154</b>	<b>\$176</b>	<b>\$277</b>	<b>\$263</b>	<b>\$244</b>	<b>\$46</b>	<b>-35.93%</b>	<b>-7.37%</b>	<b>8.88%</b>	
<b>ASIAN SPIRITS</b>		<b>\$3,906</b>	<b>\$6,578</b>	<b>\$8,391</b>	<b>\$6,352</b>	<b>\$5,532</b>	<b>\$1,326</b>	<b>0.86%</b>	<b>-12.90%</b>	<b>34.09%</b>	
BRANDY	DOMESTIC	\$2,179	\$2,006	\$1,918	\$1,749	\$1,511	\$302	-15.01%	-13.60%	6.23%	
	IMPORT	\$11,211	\$11,294	\$11,026	\$10,612	\$10,826	\$2,321	0.39%	2.01%	5.63%	
<b>BRANDY</b>		<b>\$13,390</b>	<b>\$13,301</b>	<b>\$12,944</b>	<b>\$12,361</b>	<b>\$12,337</b>	<b>\$2,623</b>	<b>-1.66%</b>	<b>-0.20%</b>	<b>5.70%</b>	
<b>CACHACA</b>		<b>\$187</b>	<b>\$175</b>	<b>\$168</b>	<b>\$158</b>	<b>\$185</b>	<b>\$66</b>	<b>35.81%</b>	<b>16.74%</b>	<b>36.78%</b>	
<b>COGNAC</b>		<b>\$4,149</b>	<b>\$5,021</b>	<b>\$6,101</b>	<b>\$6,651</b>	<b>\$7,913</b>	<b>\$1,889</b>	<b>29.68%</b>	<b>18.97%</b>	<b>10.84%</b>	
EAUX DE VIE	DOMESTIC	\$77	\$75	\$99	\$158	\$132	\$45	-40.82%	-16.66%	8.71%	
	IMPORT	\$767	\$762	\$691	\$751	\$829	\$178	20.93%	10.30%	9.95%	
<b>EAUX DE VIE</b>		<b>\$844</b>	<b>\$837</b>	<b>\$790</b>	<b>\$909</b>	<b>\$960</b>	<b>\$224</b>	<b>-0.21%</b>	<b>5.60%</b>	<b>9.78%</b>	
GIN	DOMESTIC	\$9,518	\$9,059	\$8,827	\$8,592	\$8,782	\$2,713	1.66%	2.20%	17.49%	
	IMPORT	\$25,195	\$25,576	\$27,330	\$28,295	\$30,013	\$9,512	4.27%	6.07%	17.00%	
<b>GIN</b>		<b>\$34,713</b>	<b>\$34,635</b>	<b>\$36,157</b>	<b>\$36,887</b>	<b>\$38,795</b>	<b>\$12,225</b>	<b>3.68%</b>	<b>5.17%</b>	<b>17.11%</b>	
RUM	AMBER	DOMESTIC	\$33,803	\$36,175	\$35,690	\$33,335	\$33,676	\$7,769	-3.32%	1.02%	8.84%
		IMPORT	\$21,853	\$23,727	\$25,899	\$26,042	\$26,309	\$6,022	-2.13%	1.02%	7.80%
<b>AMBER</b>		<b>\$55,657</b>	<b>\$59,902</b>	<b>\$61,588</b>	<b>\$59,377</b>	<b>\$59,984</b>	<b>\$13,791</b>	<b>-2.80%</b>	<b>1.02%</b>	<b>8.39%</b>	
DARK	DOMESTIC	\$12,531	\$11,898	\$11,056	\$10,297	\$9,922	\$2,184	-2.53%	-3.64%	10.33%	
	IMPORT	\$5,608	\$6,127	\$7,326	\$9,102	\$9,872	\$2,191	2.11%	8.45%	4.79%	
<b>DARK</b>		<b>\$18,139</b>	<b>\$18,026</b>	<b>\$18,382</b>	<b>\$19,400</b>	<b>\$19,794</b>	<b>\$4,376</b>	<b>-0.26%</b>	<b>2.03%</b>	<b>7.57%</b>	
WHITE	DOMESTIC	\$47,138	\$44,786	\$43,483	\$39,262	\$38,106	\$9,859	-6.62%	-2.94%	12.69%	
	IMPORT	\$3,153	\$3,170	\$2,980	\$2,453	\$2,289	\$751	1.55%	-6.68%	22.15%	
<b>WHITE</b>		<b>\$50,291</b>	<b>\$47,956</b>	<b>\$46,463</b>	<b>\$41,714</b>	<b>\$40,395</b>	<b>\$10,611</b>	<b>-6.08%</b>	<b>-3.16%</b>	<b>13.23%</b>	
RUM	DOMESTIC	\$93,473	\$92,859	\$90,229	\$82,894	\$81,703	\$19,813	-4.90%	-1.44%	10.82%	
	IMPORT	\$30,614	\$33,024	\$36,205	\$37,597	\$38,469	\$8,965	-0.82%	2.32%	7.88%	
<b>RUM</b>		<b>\$124,087</b>	<b>\$125,883</b>	<b>\$126,433</b>	<b>\$120,491</b>	<b>\$120,173</b>	<b>\$28,778</b>	<b>-3.67%</b>	<b>-0.26%</b>	<b>9.88%</b>	
TEQUILA	DOMESTIC	\$0	\$0	\$5	\$0	\$0	\$0	n/a	n/a	0.00%	
	IMPORT	\$22,000	\$21,825	\$23,822	\$24,460	\$25,373	\$7,869	0.22%	3.73%	32.98%	
<b>TEQUILA</b>		<b>\$22,000</b>	<b>\$21,825</b>	<b>\$23,827</b>	<b>\$24,460</b>	<b>\$25,373</b>	<b>\$7,869</b>	<b>0.22%</b>	<b>3.73%</b>	<b>32.98%</b>	

**SPIRITS MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
VODKA	DOMESTIC	\$138,913	\$136,276	\$136,439	\$131,531	\$132,107	\$35,780	2.69%	0.44%	12.26%
	IMPORT	\$94,970	\$101,353	\$105,044	\$102,951	\$103,622	\$28,211	-0.50%	0.65%	14.29%
<b>VODKA</b>		<b>\$233,883</b>	<b>\$237,629</b>	<b>\$241,483</b>	<b>\$234,482</b>	<b>\$235,729</b>	<b>\$63,991</b>	<b>1.26%</b>	<b>0.53%</b>	<b>13.15%</b>
WHISKY	AMERICAN WHISKY	\$12,076	\$13,559	\$15,276	\$16,705	\$19,011	\$4,761	12.78%	13.80%	26.64%
	CANADIAN WHISKY	\$123,208	\$123,028	\$120,508	\$117,456	\$116,986	\$28,014	-0.96%	-0.40%	6.42%
	IRISH WHISKY	\$4,570	\$5,332	\$6,057	\$6,784	\$8,539	\$1,928	22.01%	25.87%	26.53%
	JAPANESE WHISKY	\$93	\$66	\$160	\$216	\$304	\$70	66.76%	40.64%	6.36%
	SCOTCH - BLEND	\$35,202	\$35,450	\$34,091	\$32,543	\$32,732	\$7,585	-1.28%	0.58%	4.06%
	SCOTCH - MALT	\$23,284	\$24,676	\$25,931	\$28,075	\$30,880	\$6,324	0.92%	9.99%	8.88%
	OTHER WHISKY	\$203	\$366	\$303	\$374	\$413	\$98	42.75%	10.36%	2.31%
<b>WHISKY</b>		<b>\$198,637</b>	<b>\$202,476</b>	<b>\$202,326</b>	<b>\$202,153</b>	<b>\$208,864</b>	<b>\$48,780</b>	<b>1.32%</b>	<b>3.32%</b>	<b>9.07%</b>
OTHER SPIRITS	RESTRICTED	\$69	\$61	\$67	\$60	\$65	\$19	13.48%	8.39%	0.00%
	APERITIF	\$397	\$447	\$503	\$568	\$645	\$205	14.92%	13.52%	27.53%
	FLAVOURED	\$103	\$93	\$76	\$388	\$3,889	\$884	166.85%	902.78%	6.79%
	READY TO MIX COCKTAILS	\$3,745	\$3,586	\$3,434	\$3,162	\$2,984	\$885	1.40%	-5.63%	55.31%
	READY TO SERVE COCKTAILS	\$4,030	\$3,876	\$4,651	\$3,487	\$2,788	\$891	-18.91%	-20.03%	1.42%
	SCHNAPPS	\$243	\$237	\$209	\$212	\$270	\$64	30.63%	27.65%	3.76%
<b>OTHER SPIRITS</b>		<b>\$8,586</b>	<b>\$8,300</b>	<b>\$8,939</b>	<b>\$7,877</b>	<b>\$10,642</b>	<b>\$2,948</b>	<b>15.75%</b>	<b>35.11%</b>	<b>20.13%</b>
SPIRIT - GIFT PACKS	DOMESTIC	\$449	\$860	\$814	\$868	\$458	\$25	-53.52%	-47.28%	0.23%
	IMPORT	\$1,007	\$1,166	\$984	\$1,037	\$913	\$20	-86.58%	-11.89%	1.02%
<b>SPIRIT - GIFT PACKS</b>		<b>\$1,456</b>	<b>\$2,026</b>	<b>\$1,798</b>	<b>\$1,905</b>	<b>\$1,371</b>	<b>\$45</b>	<b>-77.71%</b>	<b>-28.02%</b>	<b>0.76%</b>

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	15,822	12,344	9,669	1,313	352	155	39.64%	-72.97%	82.10%
	IMPORT	108,263	104,640	103,650	102,647	100,228	21,107	-3.79%	-2.37%	17.15%
	<b>ALMOND - TOTAL</b>	<b>124,085</b>	<b>116,984</b>	<b>113,319</b>	<b>103,960</b>	<b>100,580</b>	<b>21,262</b>	<b>-3.57%</b>	<b>-3.26%</b>	<b>17.38%</b>
ANISE / LICORICE	DOMESTIC	1,715	1,344	1,320	804	741	128	6.67%	-7.57%	22.40%
	IMPORT	144,116	135,473	131,512	125,733	123,686	30,716	-0.44%	-1.63%	18.67%
	<b>ANISE / LICORICE - TOTAL</b>	<b>145,831</b>	<b>136,817</b>	<b>132,832</b>	<b>126,537</b>	<b>124,427</b>	<b>30,844</b>	<b>-0.42%</b>	<b>-1.67%</b>	<b>18.70%</b>
APPLE	DOMESTIC	41	418	415	330	432	117	387.50%	30.21%	79.40%
	IMPORT	46,854	39,411	35,318	29,282	25,935	6,078	-11.32%	-11.45%	42.11%
	<b>APPLE - TOTAL</b>	<b>46,895</b>	<b>39,829</b>	<b>35,733</b>	<b>29,612</b>	<b>26,367</b>	<b>6,195</b>	<b>-9.93%</b>	<b>-10.98%</b>	<b>42.72%</b>
APRICOT	DOMESTIC	8,659	8,109	8,669	7,096	6,541	1,423	-19.42%	-7.72%	10.95%
	IMPORT	19,973	20,207	19,863	20,433	21,517	5,424	11.08%	5.34%	36.81%
	<b>APRICOT - TOTAL</b>	<b>28,632</b>	<b>28,316</b>	<b>28,532</b>	<b>27,529</b>	<b>28,058</b>	<b>6,847</b>	<b>2.98%</b>	<b>1.98%</b>	<b>30.78%</b>
BANANA	DOMESTIC	4,317	3,415	3,056	1,787	1,543	496	-4.98%	-14.02%	28.71%
	IMPORT	33,836	31,328	29,955	26,660	24,080	5,924	-12.77%	-9.67%	61.54%
	<b>BANANA - TOTAL</b>	<b>38,153</b>	<b>34,743</b>	<b>33,011</b>	<b>28,447</b>	<b>25,623</b>	<b>6,420</b>	<b>-12.21%</b>	<b>-9.94%</b>	<b>59.56%</b>
BERRY - OTHER	DOMESTIC	285	567	1,035	1,049	475	200	-54.55%	-54.76%	3.16%
	IMPORT	952	681	552	746	441	148	-2.63%	-40.43%	32.43%
	<b>BERRY - OTHER - TOTAL</b>	<b>1,237</b>	<b>1,248</b>	<b>1,587</b>	<b>1,795</b>	<b>916</b>	<b>348</b>	<b>-41.22%</b>	<b>-48.80%</b>	<b>17.25%</b>
BLACK CURRANT / CASSIS	DOMESTIC	363	196	213	447	2,054	732	384.77%	359.82%	6.91%
	IMPORT	6,988	6,823	6,485	6,139	5,921	1,618	4.52%	-3.44%	40.06%
	<b>BLACK CURRANT / CASSIS - TOTAL</b>	<b>7,351</b>	<b>7,019</b>	<b>6,698</b>	<b>6,586</b>	<b>7,975</b>	<b>2,350</b>	<b>38.32%</b>	<b>21.21%</b>	<b>31.52%</b>
BLACKBERRY	DOMESTIC	44	24	44	62	55	5	-82.14%	-13.11%	7.27%
	IMPORT	3,105	2,504	2,681	2,264	2,333	595	-17.48%	3.08%	35.45%

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	<b>BLACKBERRY - TOTAL</b>	<b>3,149</b>	<b>2,528</b>	<b>2,725</b>	<b>2,326</b>	<b>2,388</b>	<b>600</b>	<b>-19.89%</b>	<b>2.65%</b>	<b>34.80%</b>
BUTTERSCOTCH	DOMESTIC	438	476	803	590	350	124	202.44%	-40.71%	96.00%
	IMPORT	49,575	55,250	62,853	65,305	63,626	14,770	-6.15%	-2.58%	56.63%
	<b>BUTTERSCOTCH - TOTAL</b>	<b>50,013</b>	<b>55,726</b>	<b>63,656</b>	<b>65,895</b>	<b>63,976</b>	<b>14,894</b>	<b>-5.61%</b>	<b>-2.92%</b>	<b>56.84%</b>
CACAO / CHOCOLATE	DOMESTIC	6,200	5,861	5,461	4,362	7,476	1,194	95.74%	71.80%	11.38%
	IMPORT	-1	0	1	555	439	151	-46.64%	-20.14%	0.23%
	<b>CACAO / CHOCOLATE - TOTAL</b>	<b>6,199</b>	<b>5,861</b>	<b>5,462</b>	<b>4,917</b>	<b>7,915</b>	<b>1,345</b>	<b>50.62%</b>	<b>61.41%</b>	<b>10.76%</b>
CACAO / WHITE	DOMESTIC	24,411	22,832	22,410	22,712	22,995	4,729	-3.11%	1.26%	52.16%
	IMPORT	10	6	2	77	316	43	-44.16%	316.88%	0.63%
	<b>CACAO / WHITE - TOTAL</b>	<b>24,421</b>	<b>22,838</b>	<b>22,412</b>	<b>22,789</b>	<b>23,311</b>	<b>4,772</b>	<b>-3.75%</b>	<b>2.32%</b>	<b>51.46%</b>
CHERRY	DOMESTIC	156	210	533	1,635	3,559	1,372	51.27%	117.51%	3.51%
	IMPORT	8,772	8,471	8,937	9,449	10,811	2,607	7.33%	14.58%	26.18%
	<b>CHERRY - TOTAL</b>	<b>8,928</b>	<b>8,681</b>	<b>9,470</b>	<b>11,084</b>	<b>14,370</b>	<b>3,979</b>	<b>19.27%</b>	<b>29.77%</b>	<b>20.56%</b>
CHESTNUT	IMPORT	29	17	1	81	99	0	-100.00%	25.93%	0.00%
	<b>CHESTNUT - TOTAL</b>	<b>29</b>	<b>17</b>	<b>1</b>	<b>81</b>	<b>99</b>	<b>0</b>	<b>-100.00%</b>	<b>25.93%</b>	<b>0.00%</b>
CITRUS OTHER THAN ORANGE	IMPORT	0	0	1,044	836	4,966	600	-3.07%	494.74%	1.13%
	<b>CITRUS OTHER THAN ORANGE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>1,044</b>	<b>836</b>	<b>4,966</b>	<b>600</b>	<b>-3.07%</b>	<b>494.74%</b>	<b>1.13%</b>
COCONUT	DOMESTIC	116,676	121,619	118,115	117,163	120,226	39,769	2.27%	2.63%	11.83%
	IMPORT	15,478	13,454	12,948	11,647	9,136	2,411	-39.18%	-21.52%	22.11%
	<b>COCONUT - TOTAL</b>	<b>132,154</b>	<b>135,073</b>	<b>131,063</b>	<b>128,810</b>	<b>129,362</b>	<b>42,180</b>	<b>-1.56%</b>	<b>0.44%</b>	<b>12.55%</b>
COFFEE	DOMESTIC	2,945	2,393	677	258	147	21	133.33%	-43.02%	0.00%
	IMPORT	310,271	289,624	285,426	277,428	278,462	59,239	-2.93%	0.37%	12.54%

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	<b>COFFEE - TOTAL</b>	<b>313,216</b>	<b>292,017</b>	<b>286,103</b>	<b>277,686</b>	<b>278,609</b>	<b>59,260</b>	<b>-2.91%</b>	<b>0.33%</b>	<b>12.54%</b>
CRANBERRY	DOMESTIC	31	26	68	130	198	60	-14.29%	52.71%	9.09%
	IMPORT	0	0	0	0	18	0	n/a	n/a	0.00%
	<b>CRANBERRY - TOTAL</b>	<b>31</b>	<b>26</b>	<b>68</b>	<b>130</b>	<b>216</b>	<b>60</b>	<b>-14.29%</b>	<b>66.67%</b>	<b>8.33%</b>
CREAM	DOMESTIC	2,523	1,366	3,253	5,302	32,198	6,078	340.43%	507.56%	1.14%
	IMPORT	1,042,256	1,014,882	1,032,393	1,023,118	1,079,948	216,816	4.52%	5.55%	4.83%
	<b>CREAM - TOTAL</b>	<b>1,044,779</b>	<b>1,016,248</b>	<b>1,035,646</b>	<b>1,028,420</b>	<b>1,112,146</b>	<b>222,894</b>	<b>6.74%</b>	<b>8.14%</b>	<b>4.73%</b>
EGG	IMPORT	5,801	5,488	5,162	5,038	5,218	830	3.62%	3.55%	1.46%
	<b>EGG - TOTAL</b>	<b>5,801</b>	<b>5,488</b>	<b>5,162</b>	<b>5,038</b>	<b>5,218</b>	<b>830</b>	<b>3.62%</b>	<b>3.55%</b>	<b>1.46%</b>
FRUIT - OTHER	DOMESTIC	11,185	4,586	3,104	1,976	1,695	574	-23.36%	-14.38%	8.91%
	IMPORT	75,577	61,783	58,108	49,016	44,150	10,759	-13.47%	-9.88%	40.22%
	<b>FRUIT - OTHER - TOTAL</b>	<b>86,762</b>	<b>66,369</b>	<b>61,212</b>	<b>50,992</b>	<b>45,845</b>	<b>11,333</b>	<b>-14.03%</b>	<b>-10.05%</b>	<b>39.06%</b>
GRAPE	DOMESTIC	54	9	1,726	1,933	135	15	-93.27%	-92.93%	12.59%
	IMPORT	3,734	1,904	1,944	1,519	1,135	201	-61.12%	-25.41%	18.24%
	<b>GRAPE - TOTAL</b>	<b>3,788</b>	<b>1,913</b>	<b>3,670</b>	<b>3,452</b>	<b>1,270</b>	<b>216</b>	<b>-70.81%</b>	<b>-63.21%</b>	<b>17.64%</b>
GRAPE FRUIT	IMPORT	752	699	557	622	6,258	1,390	796.77%	903.53%	3.96%
	<b>GRAPE FRUIT - TOTAL</b>	<b>752</b>	<b>699</b>	<b>557</b>	<b>622</b>	<b>6,258</b>	<b>1,390</b>	<b>796.77%</b>	<b>903.53%</b>	<b>3.96%</b>
HAZELNUT	IMPORT	20,583	20,131	19,212	19,014	19,052	3,658	-5.21%	0.16%	35.24%
	<b>HAZELNUT - TOTAL</b>	<b>20,583</b>	<b>20,131</b>	<b>19,212</b>	<b>19,014</b>	<b>19,052</b>	<b>3,658</b>	<b>-5.21%</b>	<b>0.16%</b>	<b>35.24%</b>
HERBAL	DOMESTIC	1,305	1,362	1,449	1,796	2,052	645	26.72%	14.11%	8.28%
	IMPORT	327,844	311,871	306,039	296,023	288,940	70,314	-7.90%	-2.39%	41.97%
	<b>HERBAL - TOTAL</b>	<b>329,149</b>	<b>313,233</b>	<b>307,488</b>	<b>297,819</b>	<b>290,992</b>	<b>70,959</b>	<b>-7.67%</b>	<b>-2.29%</b>	<b>41.73%</b>
HONEY	IMPORT	0	0	18	0	1,240	613	n/a	n/a	0.40%
	<b>HONEY - TOTAL</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>1,240</b>	<b>613</b>	<b>n/a</b>	<b>n/a</b>	<b>0.40%</b>
LEMON	IMPORT	20,312	23,823	22,903	21,232	20,999	6,500	6.57%	-1.12%	18.23%

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	<b>LEMON - TOTAL</b>	<b>20,312</b>	<b>23,823</b>	<b>22,903</b>	<b>21,232</b>	<b>20,999</b>	<b>6,500</b>	<b>6.57%</b>	<b>-1.12%</b>	<b>18.23%</b>
LOGANBERRY	IMPORT	287	186	324	240	275	120	0.00%	14.58%	0.00%
	<b>LOGANBERRY - TOTAL</b>	<b>287</b>	<b>186</b>	<b>324</b>	<b>240</b>	<b>275</b>	<b>120</b>	<b>0.00%</b>	<b>14.58%</b>	<b>0.00%</b>
MACADAMIA	IMPORT	3,759	3,535	3,310	3,233	3,236	582	1.04%	-0.06%	2.81%
	<b>MACADAMIA - TOTAL</b>	<b>3,759</b>	<b>3,535</b>	<b>3,310</b>	<b>3,233</b>	<b>3,236</b>	<b>582</b>	<b>1.04%</b>	<b>-0.06%</b>	<b>2.81%</b>
MELON	DOMESTIC	7,512	2,064	1,725	1,137	810	334	29.46%	-28.38%	44.20%
	IMPORT	13,790	14,474	14,037	13,554	13,587	3,817	-3.54%	0.27%	49.05%
	<b>MELON - TOTAL</b>	<b>21,302</b>	<b>16,538</b>	<b>15,762</b>	<b>14,691</b>	<b>14,397</b>	<b>4,151</b>	<b>-1.52%</b>	<b>-1.96%</b>	<b>48.78%</b>
MINT	DOMESTIC	22,295	22,233	22,802	20,414	21,521	3,048	-6.01%	5.42%	20.09%
	IMPORT	212	138	196	100	42	8	0.00%	-57.73%	0.00%
	<b>MINT - TOTAL</b>	<b>22,507</b>	<b>22,371</b>	<b>22,998</b>	<b>20,514</b>	<b>21,563</b>	<b>3,056</b>	<b>-6.00%</b>	<b>5.12%</b>	<b>20.13%</b>
ORANGE	DOMESTIC	107,866	104,042	106,675	107,257	112,544	33,470	-0.02%	4.93%	26.95%
	IMPORT	160,348	153,801	156,592	154,553	155,631	34,711	-5.86%	0.70%	26.31%
	<b>ORANGE - TOTAL</b>	<b>268,214</b>	<b>257,843</b>	<b>263,267</b>	<b>261,810</b>	<b>268,175</b>	<b>68,181</b>	<b>-3.08%</b>	<b>2.43%</b>	<b>26.58%</b>
OTHER	DOMESTIC	1,084	1,081	1,976	3,572	2,477	591	-57.76%	-30.71%	17.24%
	IMPORT	7,743	7,009	5,857	6,625	8,635	2,551	13.23%	30.46%	25.88%
	<b>OTHER - TOTAL</b>	<b>8,827</b>	<b>8,090</b>	<b>7,833</b>	<b>10,197</b>	<b>11,112</b>	<b>3,142</b>	<b>-13.96%</b>	<b>9.02%</b>	<b>23.96%</b>
OTHER NUT	IMPORT	72	23	10	554	164	31	-60.26%	-70.27%	0.00%
	<b>OTHER NUT - TOTAL</b>	<b>72</b>	<b>23</b>	<b>10</b>	<b>554</b>	<b>164</b>	<b>31</b>	<b>-60.26%</b>	<b>-70.27%</b>	<b>0.00%</b>
PEACH	DOMESTIC	47,444	44,757	48,693	50,473	55,389	17,307	1.76%	9.75%	52.59%
	IMPORT	2,669	1,620	953	752	1,884	1,068	297.03%	150.46%	28.24%
	<b>PEACH - TOTAL</b>	<b>50,113</b>	<b>46,377</b>	<b>49,646</b>	<b>51,225</b>	<b>57,273</b>	<b>18,375</b>	<b>6.36%</b>	<b>11.82%</b>	<b>51.79%</b>
PEAR	DOMESTIC	41	7	17	38	13	0	-100.00%	-64.86%	0.00%
	IMPORT	3,711	3,372	2,789	2,783	2,950	610	16.63%	5.95%	17.69%
	<b>PEAR - TOTAL</b>	<b>3,752</b>	<b>3,379</b>	<b>2,806</b>	<b>2,821</b>	<b>2,963</b>	<b>610</b>	<b>9.91%</b>	<b>5.02%</b>	<b>17.68%</b>
PINEAPPLE	DOMESTIC	6,519	2,999	2,159	844	17	2	-33.33%	-97.76%	0.00%



**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	0	486	225	314	99	27	-70.00%	-68.47%	0.00%
	<b>PINEAPPLE - TOTAL</b>	<b>6,519</b>	<b>3,485</b>	<b>2,384</b>	<b>1,158</b>	<b>116</b>	<b>29</b>	<b>-68.82%</b>	<b>-89.84%</b>	<b>0.00%</b>
PLUM	DOMESTIC	0	0	0	8	0	0	-100.00%	-100.00%	0.00%
	IMPORT	833	670	769	765	736	151	-16.11%	-3.79%	1.49%
	<b>PLUM - TOTAL</b>	<b>833</b>	<b>670</b>	<b>769</b>	<b>773</b>	<b>736</b>	<b>151</b>	<b>-19.25%</b>	<b>-4.66%</b>	<b>1.49%</b>
RASPBERRY	DOMESTIC	2,839	2,711	3,981	2,879	2,656	741	15.60%	-7.70%	45.97%
	IMPORT	101,425	97,777	95,241	85,130	78,772	19,111	-13.38%	-7.47%	44.70%
	<b>RASPBERRY - TOTAL</b>	<b>104,264</b>	<b>100,488</b>	<b>99,222</b>	<b>88,009</b>	<b>81,428</b>	<b>19,852</b>	<b>-12.56%</b>	<b>-7.48%</b>	<b>44.74%</b>
SPICE	DOMESTIC	320,642	336,945	355,882	366,851	409,989	99,343	13.50%	11.76%	6.26%
	IMPORT	11,610	10,719	9,860	10,170	9,418	2,130	-8.82%	-7.34%	34.72%
	<b>SPICE - TOTAL</b>	<b>332,252</b>	<b>347,664</b>	<b>365,742</b>	<b>377,021</b>	<b>419,407</b>	<b>101,473</b>	<b>12.92%</b>	<b>11.24%</b>	<b>6.90%</b>
STRAWBERRY	DOMESTIC	0	6	0	8,929	19,003	5,198	11.50%	112.85%	3.94%
	IMPORT	952	844	4,107	3,277	2,636	605	-10.24%	-19.30%	6.53%
	<b>STRAWBERRY - TOTAL</b>	<b>952</b>	<b>850</b>	<b>4,107</b>	<b>12,206</b>	<b>21,639</b>	<b>5,803</b>	<b>8.75%</b>	<b>77.24%</b>	<b>4.25%</b>
TANGERINE	IMPORT	810	840	816	763	677	266	-6.99%	-11.10%	44.61%
	<b>TANGERINE - TOTAL</b>	<b>810</b>	<b>840</b>	<b>816</b>	<b>763</b>	<b>677</b>	<b>266</b>	<b>-6.99%</b>	<b>-11.10%</b>	<b>44.61%</b>
WALNUT	IMPORT	70	50	33	50	82	8	0.00%	63.27%	0.00%
	<b>WALNUT - TOTAL</b>	<b>70</b>	<b>50</b>	<b>33</b>	<b>50</b>	<b>82</b>	<b>8</b>	<b>0.00%</b>	<b>63.27%</b>	<b>0.00%</b>
WHISKY	DOMESTIC	12,163	7,238	7,672	9,567	12,631	2,726	60.26%	31.83%	3.75%
	IMPORT	130,405	117,677	152,046	156,359	168,465	37,380	-0.77%	7.74%	11.41%
	<b>WHISKY - TOTAL</b>	<b>142,568</b>	<b>124,915</b>	<b>159,718</b>	<b>165,926</b>	<b>181,096</b>	<b>40,106</b>	<b>1.87%</b>	<b>9.14%</b>	<b>10.87%</b>
<b>LIQUEURS - TOTAL</b>		<b>3,409,351</b>	<b>3,272,931</b>	<b>3,328,331</b>	<b>3,276,800</b>	<b>3,426,517</b>	<b>786,285</b>	<b>1.46%</b>	<b>4.57%</b>	<b>17.15%</b>

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
ALMOND	DOMESTIC	\$377	\$304	\$238	\$30	\$8	\$3	36.47%	-74.15%	82.18%
	IMPORT	\$3,041	\$3,036	\$2,982	\$2,900	\$2,834	\$595	-3.62%	-2.27%	16.46%
	<b>ALMOND - TOTAL</b>	<b>\$3,417</b>	<b>\$3,341</b>	<b>\$3,220</b>	<b>\$2,929</b>	<b>\$2,841</b>	<b>\$598</b>	<b>-3.46%</b>	<b>-3.00%</b>	<b>16.64%</b>
ANISE / LICORICE	DOMESTIC	\$40	\$33	\$34	\$21	\$21	\$3	-8.62%	2.36%	19.19%
	IMPORT	\$4,148	\$3,971	\$3,793	\$3,593	\$3,522	\$870	-0.80%	-1.97%	18.24%
	<b>ANISE / LICORICE - TOTAL</b>	<b>\$4,188</b>	<b>\$4,003</b>	<b>\$3,827</b>	<b>\$3,614</b>	<b>\$3,543</b>	<b>\$873</b>	<b>-0.83%</b>	<b>-1.95%</b>	<b>18.25%</b>
APPLE	DOMESTIC	\$1	\$9	\$9	\$7	\$15	\$8	1,616.02%	114.99%	47.60%
	IMPORT	\$1,123	\$969	\$892	\$732	\$645	\$150	-10.68%	-11.93%	41.77%
	<b>APPLE - TOTAL</b>	<b>\$1,124</b>	<b>\$978</b>	<b>\$901</b>	<b>\$739</b>	<b>\$660</b>	<b>\$158</b>	<b>-5.91%</b>	<b>-10.74%</b>	<b>41.90%</b>
APRICOT	DOMESTIC	\$210	\$201	\$213	\$174	\$157	\$33	-21.53%	-9.62%	10.57%
	IMPORT	\$424	\$434	\$433	\$443	\$457	\$117	11.42%	3.23%	38.24%
	<b>APRICOT - TOTAL</b>	<b>\$634</b>	<b>\$636</b>	<b>\$646</b>	<b>\$617</b>	<b>\$615</b>	<b>\$150</b>	<b>1.97%</b>	<b>-0.39%</b>	<b>31.16%</b>
BANANA	DOMESTIC	\$112	\$86	\$75	\$45	\$38	\$12	-11.90%	-16.26%	23.53%
	IMPORT	\$704	\$666	\$631	\$552	\$488	\$119	-13.31%	-11.54%	62.53%
	<b>BANANA - TOTAL</b>	<b>\$816</b>	<b>\$751</b>	<b>\$706</b>	<b>\$597</b>	<b>\$526</b>	<b>\$131</b>	<b>-13.18%</b>	<b>-11.90%</b>	<b>59.74%</b>
BERRY - OTHER	DOMESTIC	\$11	\$22	\$41	\$48	\$35	\$15	-31.22%	-27.32%	3.14%
	IMPORT	\$28	\$21	\$18	\$22	\$14	\$5	-0.91%	-34.63%	32.15%
	<b>BERRY - OTHER - TOTAL</b>	<b>\$39</b>	<b>\$43</b>	<b>\$60</b>	<b>\$69</b>	<b>\$49</b>	<b>\$20</b>	<b>-25.82%</b>	<b>-29.59%</b>	<b>11.50%</b>
BLACK CURRANT / CASSIS	DOMESTIC	\$23	\$14	\$18	\$36	\$128	\$45	263.31%	251.21%	6.37%
	IMPORT	\$268	\$264	\$252	\$244	\$251	\$67	3.32%	3.17%	40.81%
	<b>BLACK CURRANT / CASSIS - TOTAL</b>	<b>\$291</b>	<b>\$278</b>	<b>\$270</b>	<b>\$280</b>	<b>\$379</b>	<b>\$112</b>	<b>44.65%</b>	<b>35.43%</b>	<b>29.19%</b>
BLACKBERRY	DOMESTIC	\$4	\$2	\$4	\$5	\$4	\$0	-81.82%	-13.78%	6.30%
	IMPORT	\$102	\$85	\$91	\$80	\$85	\$22	-13.88%	5.39%	35.33%

**SPIRITS MARKET - LIQUEURS**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BLACKBERRY	<b>BLACKBERRY - TOTAL</b>	<b>\$105</b>	<b>\$87</b>	<b>\$94</b>	<b>\$85</b>	<b>\$89</b>	<b>\$22</b>	<b>-19.69%</b>	<b>4.25%</b>	<b>33.92%</b>
BUTTERSCOTCH	DOMESTIC	\$9	\$10	\$17	\$12	\$7	\$3	200.12%	-41.08%	96.07%
	IMPORT	\$1,253	\$1,407	\$1,600	\$1,633	\$1,558	\$363	-7.05%	-4.62%	57.16%
	<b>BUTTERSCOTCH - TOTAL</b>	<b>\$1,262</b>	<b>\$1,417</b>	<b>\$1,616</b>	<b>\$1,645</b>	<b>\$1,565</b>	<b>\$365</b>	<b>-6.61%</b>	<b>-4.89%</b>	<b>57.34%</b>
CACAO / CHOCOLATE	DOMESTIC	\$152	\$146	\$136	\$103	\$271	\$40	182.03%	163.26%	7.56%
	IMPORT	\$0	\$0	\$0	\$20	\$13	\$3	-67.99%	-36.20%	0.28%
	<b>CACAO / CHOCOLATE - TOTAL</b>	<b>\$152</b>	<b>\$146</b>	<b>\$136</b>	<b>\$123</b>	<b>\$284</b>	<b>\$43</b>	<b>82.20%</b>	<b>131.02%</b>	<b>7.23%</b>
CACAO / WHITE	DOMESTIC	\$555	\$527	\$517	\$520	\$529	\$109	-2.02%	1.89%	52.23%
	IMPORT	\$0	\$0	\$0	\$3	\$12	\$2	-44.12%	314.13%	0.71%
	<b>CACAO / WHITE - TOTAL</b>	<b>\$555</b>	<b>\$527</b>	<b>\$517</b>	<b>\$522</b>	<b>\$541</b>	<b>\$111</b>	<b>-3.07%</b>	<b>3.59%</b>	<b>51.11%</b>
CHERRY	DOMESTIC	\$12	\$18	\$35	\$71	\$111	\$43	22.10%	56.08%	4.96%
	IMPORT	\$235	\$236	\$251	\$265	\$327	\$80	18.67%	23.06%	28.98%
	<b>CHERRY - TOTAL</b>	<b>\$247</b>	<b>\$254</b>	<b>\$286</b>	<b>\$337</b>	<b>\$438</b>	<b>\$122</b>	<b>19.84%</b>	<b>30.06%</b>	<b>22.87%</b>
CHESTNUT	IMPORT	\$1	\$1	\$0	\$3	\$4	\$0	-100.00%	22.23%	0.00%
	<b>CHESTNUT - TOTAL</b>	<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>\$3</b>	<b>\$4</b>	<b>\$0</b>	<b>-100.00%</b>	<b>22.23%</b>	<b>0.00%</b>
CITRUS OTHER THAN ORANGE	IMPORT	\$0	\$0	\$31	\$31	\$137	\$16	-21.82%	346.73%	1.36%
	<b>CITRUS OTHER THAN ORANGE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$31</b>	<b>\$31</b>	<b>\$137</b>	<b>\$16</b>	<b>-21.82%</b>	<b>346.73%</b>	<b>1.36%</b>
COCONUT	DOMESTIC	\$3,238	\$3,202	\$3,005	\$2,983	\$3,058	\$994	0.82%	2.53%	12.06%
	IMPORT	\$380	\$337	\$324	\$301	\$236	\$63	-37.75%	-21.67%	21.84%
	<b>COCONUT - TOTAL</b>	<b>\$3,617</b>	<b>\$3,539</b>	<b>\$3,329</b>	<b>\$3,284</b>	<b>\$3,294</b>	<b>\$1,057</b>	<b>-2.78%</b>	<b>0.31%</b>	<b>12.76%</b>
COFFEE	DOMESTIC	\$67	\$56	\$14	\$5	\$4	\$1	401.67%	-24.80%	0.00%
	IMPORT	\$9,156	\$8,524	\$8,340	\$7,938	\$7,895	\$1,671	-2.93%	-0.54%	12.45%

**SPIRITS MARKET - LIQUEURS**  
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**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
COFFEE	<b>COFFEE - TOTAL</b>	<b>\$9,223</b>	<b>\$8,579</b>	<b>\$8,353</b>	<b>\$7,943</b>	<b>\$7,899</b>	<b>\$1,672</b>	<b>-2.88%</b>	<b>-0.56%</b>	<b>12.46%</b>
CRANBERRY	DOMESTIC	\$3	\$2	\$6	\$11	\$16	\$5	-13.30%	51.84%	9.42%
	IMPORT	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	<b>CRANBERRY - TOTAL</b>	<b>\$3</b>	<b>\$2</b>	<b>\$6</b>	<b>\$11</b>	<b>\$17</b>	<b>\$5</b>	<b>-13.30%</b>	<b>63.96%</b>	<b>8.72%</b>
CREAM	DOMESTIC	\$59	\$34	\$104	\$172	\$965	\$179	305.01%	459.75%	1.17%
	IMPORT	\$31,474	\$31,017	\$30,843	\$29,964	\$31,177	\$6,250	4.72%	4.05%	5.15%
	<b>CREAM - TOTAL</b>	<b>\$31,532</b>	<b>\$31,051</b>	<b>\$30,948</b>	<b>\$30,137</b>	<b>\$32,142</b>	<b>\$6,429</b>	<b>6.93%</b>	<b>6.65%</b>	<b>5.03%</b>
EGG	IMPORT	\$182	\$176	\$165	\$159	\$162	\$25	4.81%	1.55%	1.47%
	<b>EGG - TOTAL</b>	<b>\$182</b>	<b>\$176</b>	<b>\$165</b>	<b>\$159</b>	<b>\$162</b>	<b>\$25</b>	<b>4.81%</b>	<b>1.55%</b>	<b>1.47%</b>
FRUIT - OTHER	DOMESTIC	\$330	\$122	\$77	\$49	\$40	\$13	-31.77%	-17.46%	9.93%
	IMPORT	\$2,750	\$2,232	\$2,033	\$1,670	\$1,492	\$361	-12.31%	-10.64%	41.49%
	<b>FRUIT - OTHER - TOTAL</b>	<b>\$3,081</b>	<b>\$2,354</b>	<b>\$2,110</b>	<b>\$1,719</b>	<b>\$1,533</b>	<b>\$373</b>	<b>-13.15%</b>	<b>-10.83%</b>	<b>40.65%</b>
GRAPE	DOMESTIC	\$1	\$0	\$44	\$41	\$3	\$0	-93.58%	-93.61%	12.28%
	IMPORT	\$93	\$48	\$49	\$37	\$28	\$5	-57.98%	-23.78%	18.29%
	<b>GRAPE - TOTAL</b>	<b>\$95</b>	<b>\$48</b>	<b>\$93</b>	<b>\$78</b>	<b>\$31</b>	<b>\$5</b>	<b>-67.58%</b>	<b>-60.85%</b>	<b>17.77%</b>
GRAPE FRUIT	IMPORT	\$23	\$22	\$19	\$21	\$166	\$37	623.06%	700.30%	4.53%
	<b>GRAPE FRUIT - TOTAL</b>	<b>\$23</b>	<b>\$22</b>	<b>\$19</b>	<b>\$21</b>	<b>\$166</b>	<b>\$37</b>	<b>623.06%</b>	<b>700.30%</b>	<b>4.53%</b>
HAZELNUT	IMPORT	\$698	\$663	\$612	\$606	\$589	\$113	-7.99%	-2.80%	36.16%
	<b>HAZELNUT - TOTAL</b>	<b>\$698</b>	<b>\$663</b>	<b>\$612</b>	<b>\$606</b>	<b>\$589</b>	<b>\$113</b>	<b>-7.99%</b>	<b>-2.80%</b>	<b>36.16%</b>
HERBAL	DOMESTIC	\$125	\$134	\$137	\$161	\$164	\$52	9.53%	2.01%	8.83%
	IMPORT	\$13,378	\$13,099	\$12,814	\$12,067	\$11,585	\$2,812	-5.95%	-4.00%	40.86%
	<b>HERBAL - TOTAL</b>	<b>\$13,503</b>	<b>\$13,233</b>	<b>\$12,951</b>	<b>\$12,228</b>	<b>\$11,749</b>	<b>\$2,864</b>	<b>-5.71%</b>	<b>-3.92%</b>	<b>40.42%</b>
HONEY	IMPORT	\$0	\$0	\$1	\$0	\$37	\$18	n/a	n/a	0.36%
	<b>HONEY - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>\$37</b>	<b>\$18</b>	<b>n/a</b>	<b>n/a</b>	<b>0.36%</b>
LEMON	IMPORT	\$698	\$820	\$785	\$725	\$727	\$223	6.93%	0.26%	18.43%

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
LEMON	<b>LEMON - TOTAL</b>	<b>\$698</b>	<b>\$820</b>	<b>\$785</b>	<b>\$725</b>	<b>\$727</b>	<b>\$223</b>	<b>6.93%</b>	<b>0.26%</b>	<b>18.43%</b>
LOGANBERRY	IMPORT	\$8	\$6	\$4	\$3	\$2	\$1	-54.49%	-19.69%	0.00%
	<b>LOGANBERRY - TOTAL</b>	<b>\$8</b>	<b>\$6</b>	<b>\$4</b>	<b>\$3</b>	<b>\$2</b>	<b>\$1</b>	<b>-54.49%</b>	<b>-19.69%</b>	<b>0.00%</b>
MACADAMIA	IMPORT	\$143	\$137	\$125	\$118	\$115	\$21	-0.89%	-2.37%	2.95%
	<b>MACADAMIA - TOTAL</b>	<b>\$143</b>	<b>\$137</b>	<b>\$125</b>	<b>\$118</b>	<b>\$115</b>	<b>\$21</b>	<b>-0.89%</b>	<b>-2.37%</b>	<b>2.95%</b>
MELON	DOMESTIC	\$192	\$52	\$42	\$28	\$19	\$8	23.75%	-32.20%	39.03%
	IMPORT	\$323	\$348	\$338	\$325	\$338	\$95	2.54%	3.90%	45.93%
	<b>MELON - TOTAL</b>	<b>\$514</b>	<b>\$400</b>	<b>\$380</b>	<b>\$353</b>	<b>\$357</b>	<b>\$102</b>	<b>3.92%</b>	<b>1.02%</b>	<b>45.56%</b>
MINT	DOMESTIC	\$562	\$574	\$587	\$513	\$514	\$74	-6.58%	0.27%	20.33%
	IMPORT	\$9	\$7	\$10	\$5	\$2	\$0	-9.30%	-62.50%	0.00%
	<b>MINT - TOTAL</b>	<b>\$571</b>	<b>\$581</b>	<b>\$597</b>	<b>\$518</b>	<b>\$516</b>	<b>\$74</b>	<b>-6.59%</b>	<b>-0.30%</b>	<b>20.38%</b>
ORANGE	DOMESTIC	\$2,950	\$2,905	\$2,939	\$2,884	\$2,992	\$876	-0.15%	3.74%	24.70%
	IMPORT	\$6,696	\$6,627	\$6,534	\$6,268	\$6,287	\$1,344	-4.84%	0.30%	23.23%
	<b>ORANGE - TOTAL</b>	<b>\$9,646</b>	<b>\$9,532</b>	<b>\$9,473</b>	<b>\$9,152</b>	<b>\$9,278</b>	<b>\$2,220</b>	<b>-3.04%</b>	<b>1.38%</b>	<b>23.70%</b>
OTHER	DOMESTIC	\$30	\$30	\$50	\$85	\$60	\$17	-52.13%	-29.47%	15.83%
	IMPORT	\$317	\$332	\$320	\$458	\$474	\$136	-13.12%	3.58%	25.32%
	<b>OTHER - TOTAL</b>	<b>\$347</b>	<b>\$361</b>	<b>\$370</b>	<b>\$543</b>	<b>\$534</b>	<b>\$153</b>	<b>-20.40%</b>	<b>-1.60%</b>	<b>24.25%</b>
OTHER NUT	IMPORT	\$3	\$1	\$0	\$18	\$5	\$1	-61.15%	-70.85%	0.00%
	<b>OTHER NUT - TOTAL</b>	<b>\$3</b>	<b>\$1</b>	<b>\$0</b>	<b>\$18</b>	<b>\$5</b>	<b>\$1</b>	<b>-61.15%</b>	<b>-70.85%</b>	<b>0.00%</b>
PEACH	DOMESTIC	\$1,108	\$1,069	\$1,161	\$1,177	\$1,265	\$395	1.44%	7.47%	52.83%
	IMPORT	\$72	\$46	\$28	\$23	\$51	\$29	255.43%	116.05%	31.33%
	<b>PEACH - TOTAL</b>	<b>\$1,180</b>	<b>\$1,115</b>	<b>\$1,189</b>	<b>\$1,201</b>	<b>\$1,316</b>	<b>\$424</b>	<b>6.62%</b>	<b>9.59%</b>	<b>52.00%</b>
PEAR	DOMESTIC	\$4	\$1	\$2	\$3	\$1	\$0	-100.00%	-67.44%	0.00%
	IMPORT	\$106	\$101	\$83	\$83	\$96	\$19	22.34%	15.05%	18.75%
	<b>PEAR - TOTAL</b>	<b>\$110</b>	<b>\$102</b>	<b>\$84</b>	<b>\$87</b>	<b>\$97</b>	<b>\$19</b>	<b>3.46%</b>	<b>11.86%</b>	<b>18.74%</b>
PINEAPPLE	DOMESTIC	\$180	\$80	\$56	\$23	\$0	\$0	-33.33%	-98.00%	0.00%

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
PINEAPPLE	IMPORT	\$0	\$14	\$6	\$9	\$3	\$1	-69.96%	-68.92%	0.00%
	<b>PINEAPPLE - TOTAL</b>	<b>\$180</b>	<b>\$94</b>	<b>\$62</b>	<b>\$32</b>	<b>\$3</b>	<b>\$1</b>	<b>-69.10%</b>	<b>-89.95%</b>	<b>0.00%</b>
PLUM	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	-100.00%	-95.07%	0.00%
	IMPORT	\$24	\$20	\$23	\$22	\$21	\$4	-15.50%	-5.25%	1.43%
	<b>PLUM - TOTAL</b>	<b>\$24</b>	<b>\$20</b>	<b>\$23</b>	<b>\$23</b>	<b>\$21</b>	<b>\$4</b>	<b>-22.74%</b>	<b>-7.15%</b>	<b>1.54%</b>
RASPBERRY	DOMESTIC	\$86	\$96	\$135	\$129	\$132	\$40	1.89%	2.38%	24.10%
	IMPORT	\$2,701	\$2,632	\$2,571	\$2,277	\$2,083	\$513	-12.60%	-8.53%	45.30%
	<b>RASPBERRY - TOTAL</b>	<b>\$2,787</b>	<b>\$2,728</b>	<b>\$2,706</b>	<b>\$2,406</b>	<b>\$2,215</b>	<b>\$553</b>	<b>-11.69%</b>	<b>-7.95%</b>	<b>44.04%</b>
SPICE	DOMESTIC	\$9,455	\$10,127	\$10,636	\$11,144	\$12,195	\$2,914	11.03%	9.43%	5.70%
	IMPORT	\$405	\$390	\$369	\$381	\$346	\$76	-10.59%	-9.17%	35.46%
	<b>SPICE - TOTAL</b>	<b>\$9,860</b>	<b>\$10,517</b>	<b>\$11,005</b>	<b>\$11,525</b>	<b>\$12,542</b>	<b>\$2,990</b>	<b>10.35%</b>	<b>8.82%</b>	<b>6.52%</b>
STRAWBERRY	DOMESTIC	\$0	\$0	\$0	\$271	\$564	\$157	10.94%	108.00%	3.93%
	IMPORT	\$26	\$30	\$188	\$156	\$118	\$27	-14.78%	-24.73%	6.58%
	<b>STRAWBERRY - TOTAL</b>	<b>\$26</b>	<b>\$30</b>	<b>\$188</b>	<b>\$427</b>	<b>\$681</b>	<b>\$183</b>	<b>6.28%</b>	<b>59.48%</b>	<b>4.38%</b>
TANGERINE	IMPORT	\$20	\$21	\$21	\$19	\$17	\$7	-7.95%	-12.81%	44.63%
	<b>TANGERINE - TOTAL</b>	<b>\$20</b>	<b>\$21</b>	<b>\$21</b>	<b>\$19</b>	<b>\$17</b>	<b>\$7</b>	<b>-7.95%</b>	<b>-12.81%</b>	<b>44.63%</b>
WALNUT	IMPORT	\$4	\$3	\$2	\$3	\$4	\$0	0.00%	58.09%	0.00%
	<b>WALNUT - TOTAL</b>	<b>\$4</b>	<b>\$3</b>	<b>\$2</b>	<b>\$3</b>	<b>\$4</b>	<b>\$0</b>	<b>0.00%</b>	<b>58.09%</b>	<b>0.00%</b>
WHISKY	DOMESTIC	\$410	\$303	\$333	\$373	\$403	\$81	22.01%	8.16%	3.70%
	IMPORT	\$4,557	\$4,190	\$5,423	\$5,560	\$5,914	\$1,308	0.82%	6.36%	11.65%
	<b>WHISKY - TOTAL</b>	<b>\$4,967</b>	<b>\$4,494</b>	<b>\$5,757</b>	<b>\$5,933</b>	<b>\$6,317</b>	<b>\$1,389</b>	<b>1.84%</b>	<b>6.47%</b>	<b>11.14%</b>
<b>LIQUEURS - TOTAL</b>		<b>\$105,876</b>	<b>\$103,090</b>	<b>\$103,669</b>	<b>\$100,861</b>	<b>\$104,035</b>	<b>\$23,685</b>	<b>1.17%</b>	<b>3.15%</b>	<b>17.24%</b>

**SPIRITS MARKET - OVERALL**  
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**SALES IN LITRES**

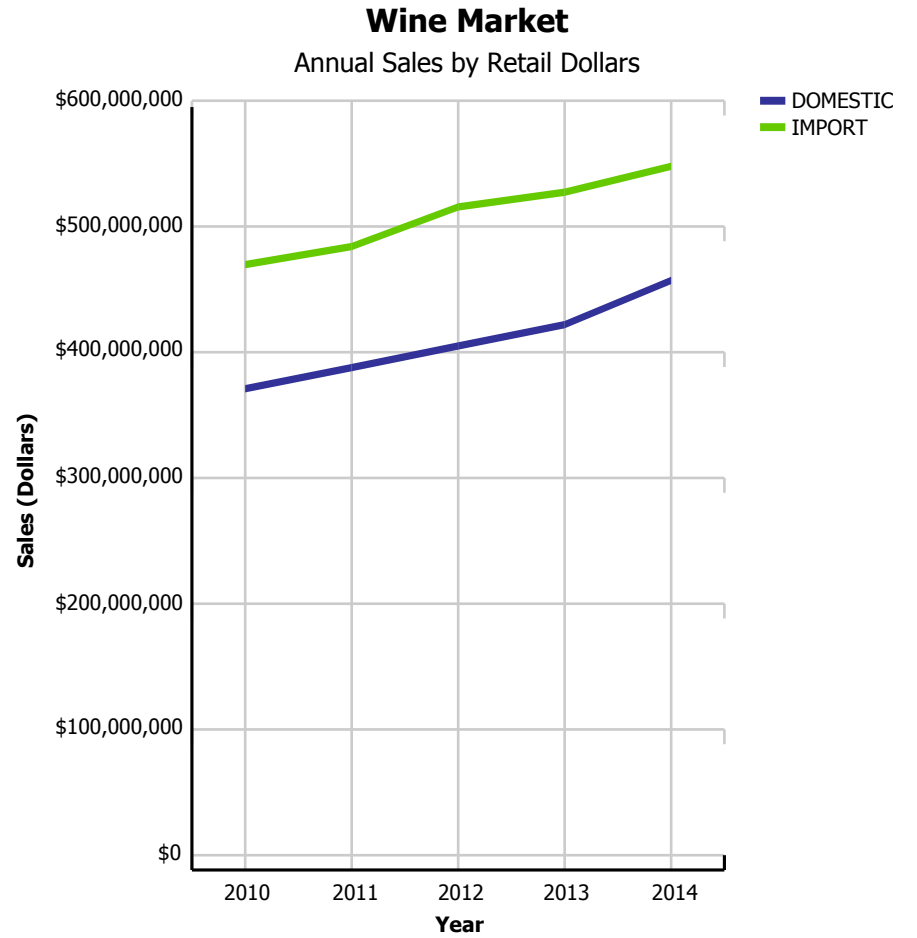
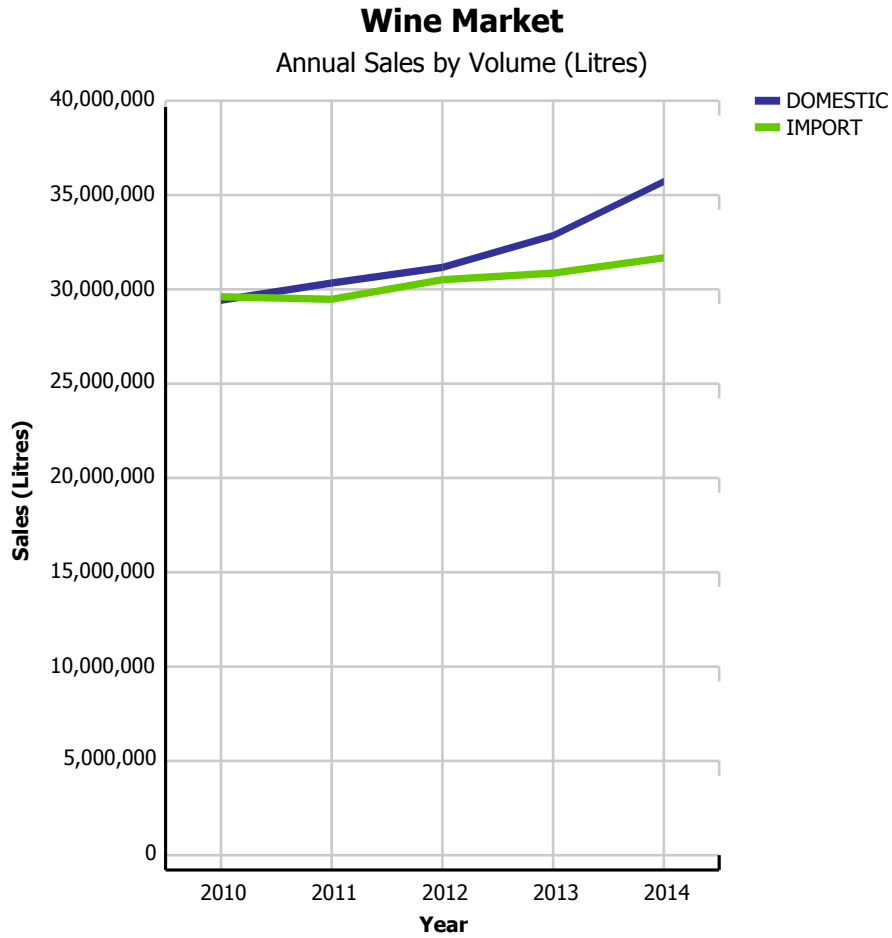
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	13,798,035	13,155,440	13,110,705	12,724,593	12,905,480	3,300,826	-0.20%	1.42%	10.82%
IMPORT	10,639,603	10,716,808	11,240,497	11,292,389	11,735,120	2,968,011	0.23%	3.92%	14.75%
<b>SPIRITS</b>	<b>24,437,638</b>	<b>23,872,248</b>	<b>24,351,202</b>	<b>24,016,982</b>	<b>24,640,600</b>	<b>6,268,837</b>	<b>0.00%</b>	<b>2.60%</b>	<b>12.69%</b>

**SPIRITS MARKET - OVERALL**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	\$392,113	\$387,892	\$383,006	\$366,768	\$367,235	\$93,580	0.18%	0.13%	10.58%
IMPORT	\$359,754	\$374,060	\$390,298	\$389,042	\$404,917	\$100,914	1.53%	4.08%	15.24%
<b>SPIRITS</b>	<b>\$751,867</b>	<b>\$761,952</b>	<b>\$773,304</b>	<b>\$755,810</b>	<b>\$772,152</b>	<b>\$194,494</b>	<b>0.88%</b>	<b>2.16%</b>	<b>13.02%</b>



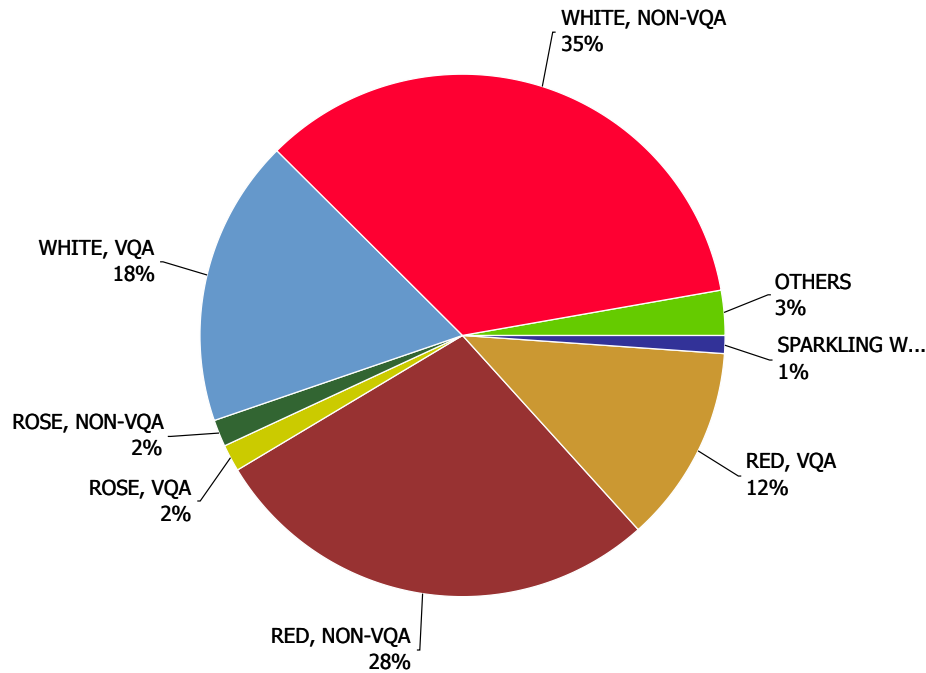
# Wine Market (Domestic & Imported)



# Wine Market - Domestic Wine

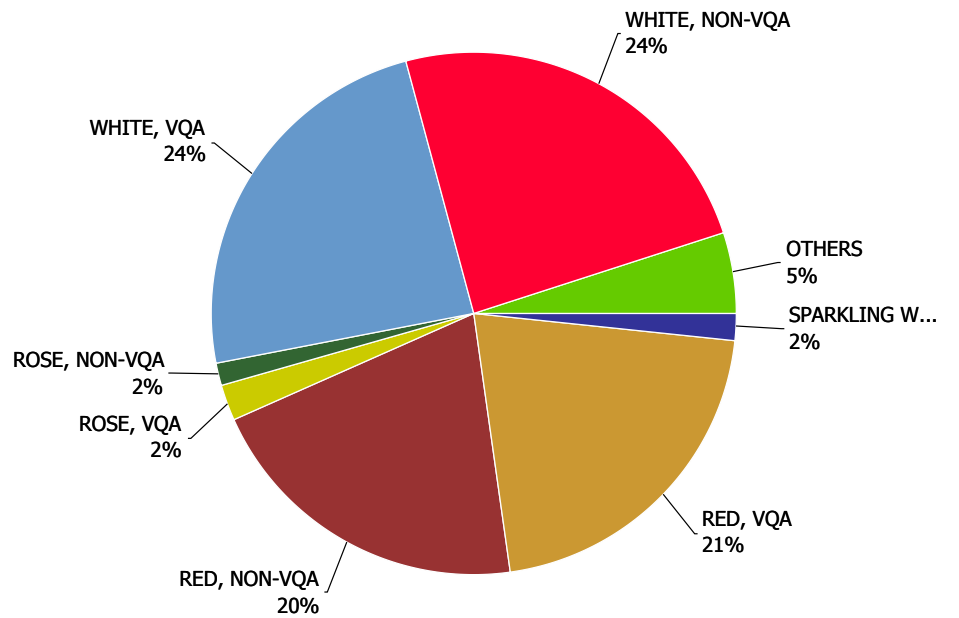
**Domestic Wine Market Share**

Current Quarter by Volume (Litres)



**Domestic Wine Market Share**

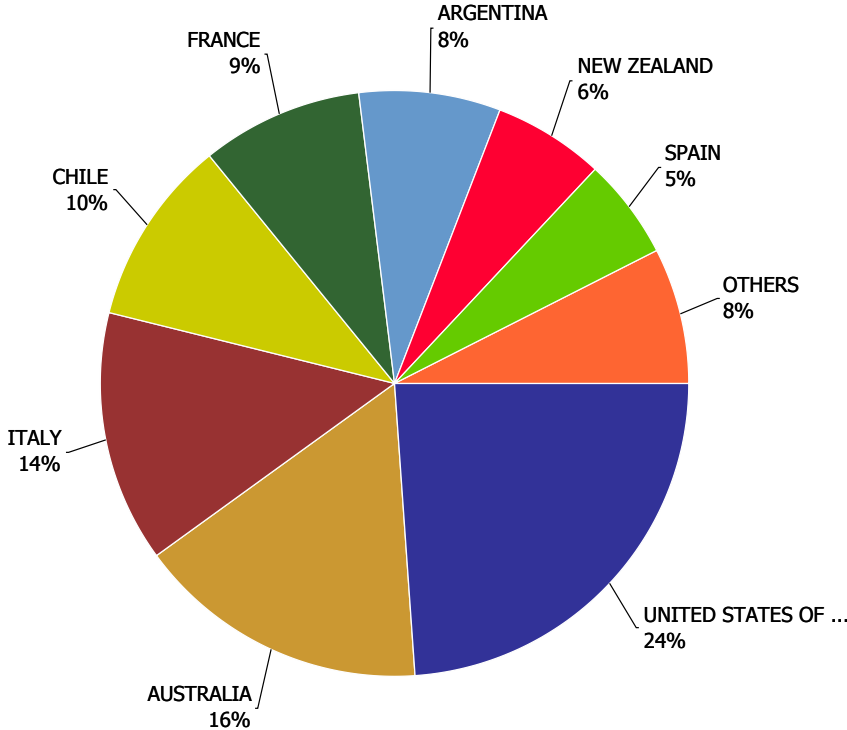
Current Quarter by Retail Dollars



# Wine Market - Import Wine

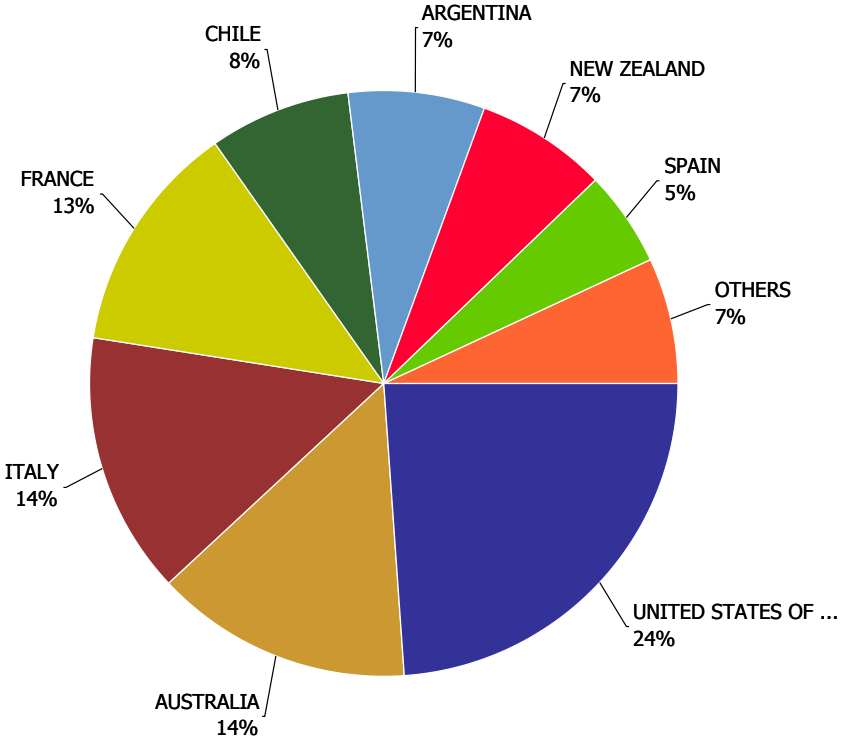
**Import Wine Market Share**

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 SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	6,132	6,722	6,879	7,357	7,511	1,282	-8.43%	2.06%	2.01%
		BC	NON-VQA	669	808	734	598	1,217	524	204.65%	102.48%	4.60%
<b>FLAVOURED</b>				<b>6,801</b>	<b>7,530</b>	<b>7,613</b>	<b>7,955</b>	<b>8,728</b>	<b>1,806</b>	<b>14.89%</b>	<b>9.67%</b>	<b>2.37%</b>
FRUIT	FRUIT	OTHER	NON-VQA	2,161	3,048	3,382	2,647	2,200	504	-34.46%	-17.05%	1.55%
		BC	NON-VQA	154,307	145,342	146,459	152,346	158,309	66,801	-3.76%	3.85%	1.70%
		<b>FRUIT</b>		<b>156,468</b>	<b>148,390</b>	<b>149,841</b>	<b>154,993</b>	<b>160,509</b>	<b>67,305</b>	<b>-4.10%</b>	<b>3.49%</b>	<b>1.70%</b>
OTHER	OTHER	BC	NON-VQA	5,648	11,768	14,304	13,749	19,457	7,804	27.62%	41.25%	2.33%
			VQA	0	39	13	42	12	6	-57.14%	-73.17%	0.00%
		<b>OTHER</b>		<b>5,648</b>	<b>11,807</b>	<b>14,317</b>	<b>13,791</b>	<b>19,469</b>	<b>7,810</b>	<b>27.43%</b>	<b>40.91%</b>	<b>2.33%</b>
OTHER FORTIFIED	OTHER FORTIFIED	OTHER	NON-VQA	835	624	567	230	84	0	-100.00%	-63.48%	0.00%
			VQA	0	0	0	9	54	0	-100.00%	500.00%	0.00%
		BC	NON-VQA	788,762	822,526	763,311	731,222	717,374	162,918	-6.51%	-1.89%	1.65%
			VQA	10,134	10,950	14,570	15,035	19,589	8,439	37.60%	30.29%	4.52%
		<b>OTHER FORTIFIED</b>		<b>799,731</b>	<b>834,100</b>	<b>778,448</b>	<b>746,496</b>	<b>737,101</b>	<b>171,357</b>	<b>-5.02%</b>	<b>-1.26%</b>	<b>1.73%</b>
PORT	PORT	OTHER	NON-VQA	2	0	8	9	0	0	n/a	-100.00%	0.00%
		BC	NON-VQA	1,867	1,563	1,688	1,303	1,193	628	-29.75%	-8.49%	0.42%
			VQA	193	171	164	166	540	243	176.14%	222.02%	1.11%
		<b>PORT</b>		<b>2,062</b>	<b>1,734</b>	<b>1,860</b>	<b>1,478</b>	<b>1,733</b>	<b>871</b>	<b>-11.30%</b>	<b>17.05%</b>	<b>0.63%</b>
SAKE	SAKE	BC	NON-VQA	11,322	9,974	9,718	5,909	6,557	1,855	22.04%	11.10%	16.20%
		<b>SAKE</b>		<b>11,322</b>	<b>9,974</b>	<b>9,718</b>	<b>5,909</b>	<b>6,557</b>	<b>1,855</b>	<b>22.04%</b>	<b>11.10%</b>	<b>16.20%</b>
SHERRY	SHERRY	BC	NON-VQA	53,560	6,050	3,379	0	0	0	n/a	n/a	0.00%
		<b>SHERRY</b>		<b>53,560</b>	<b>6,050</b>	<b>3,379</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
<b>APERITIF, DESSERT AND FORTIFIED WINE</b>				<b>1,035,529</b>	<b>1,019,507</b>	<b>965,095</b>	<b>930,541</b>	<b>933,932</b>	<b>250,886</b>	<b>-3.73%</b>	<b>0.36%</b>	<b>1.84%</b>
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	9	0	0	0	0	0	n/a	n/a	0.00%
		BC	VQA	46	17	8	3,900	5,070	1,964	-16.74%	30.12%	17.73%

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	SPARKLING ICE WINE	<b>SPARKLING ICE WINE</b>		<b>55</b>	<b>17</b>	<b>8</b>	<b>3,900</b>	<b>5,070</b>	<b>1,964</b>	<b>-16.74%</b>	<b>30.12%</b>	<b>17.73%</b>
	SPARKLING ICE WINE	OTHER	VQA	0	0	0	0	65	66	n/a	n/a	0.00%
	RED	<b>SPARKLING ICE WINE RED</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>65</b>	<b>66</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	RED	OTHER	NON-VQA	48,336	49,879	47,903	44,251	43,430	8,167	-7.87%	-1.85%	1.34%
		BC	NON-VQA	536	2,606	3,689	3,494	4,178	1,275	0.55%	19.43%	0.65%
			VQA	100	1	0	0	404	143	n/a	n/a	0.00%
		<b>SPARKLING WINE RED</b>		<b>48,972</b>	<b>52,486</b>	<b>51,592</b>	<b>47,745</b>	<b>48,012</b>	<b>9,585</b>	<b>-5.41%</b>	<b>0.55%</b>	<b>1.27%</b>
	ROSE	OTHER	VQA	0	18	90	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	2,223	5,721	10,251	8,471	7,252	1,964	31.37%	-14.45%	30.05%
			VQA	5,922	5,980	7,380	8,032	11,173	4,577	52.82%	39.09%	8.48%
		<b>SPARKLING WINE ROSE</b>		<b>8,145</b>	<b>11,719</b>	<b>17,721</b>	<b>16,503</b>	<b>18,425</b>	<b>6,541</b>	<b>45.68%</b>	<b>11.60%</b>	<b>16.97%</b>
	WHITE	OTHER	NON-VQA	267,943	264,056	245,257	222,541	222,647	44,224	-4.53%	0.05%	19.95%
			VQA	137	126	31	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	42,066	44,150	44,981	50,296	56,901	20,116	15.76%	13.14%	36.94%
			VQA	83,949	91,722	91,939	105,003	116,048	36,181	7.38%	10.49%	25.11%
		<b>SPARKLING WINE WHITE</b>		<b>394,095</b>	<b>400,054</b>	<b>382,208</b>	<b>377,840</b>	<b>395,596</b>	<b>100,521</b>	<b>3.21%</b>	<b>4.70%</b>	<b>23.91%</b>
	<b>SPARKLING WINE</b>			<b>451,249</b>	<b>464,251</b>	<b>451,501</b>	<b>445,963</b>	<b>467,130</b>	<b>118,639</b>	<b>3.76%</b>	<b>4.75%</b>	<b>21.24%</b>
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	7	26	3,181	1,078	1,011	166	-32.79%	-6.13%	0.00%
			VQA	401	119	24	156	72	28	-61.11%	-56.69%	0.00%
		BC	NON-VQA	123	35	10	11	25	0	-100.00%	127.27%	0.00%
			VQA	4,854	6,773	8,386	6,273	7,737	3,532	58.03%	23.24%	1.71%
		<b>ICE WINE RED</b>		<b>5,385</b>	<b>6,953</b>	<b>11,601</b>	<b>7,518</b>	<b>8,845</b>	<b>3,726</b>	<b>45.26%</b>	<b>17.52%</b>	<b>1.49%</b>
	ICE WINE ROSE	BC	VQA	2	2	0	0	0	0	n/a	n/a	0.00%
		<b>ICE WINE ROSE</b>		<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	ICE WINE WHITE	OTHER	NON-VQA	166	20	11,517	14,207	27,159	9,569	322.85%	91.13%	0.00%
			VQA	13,610	12,894	20,035	12,374	13,565	3,365	-1.12%	9.62%	0.55%
	BC	NON-VQA	676	554	8	33	6	2	-90.00%	-83.87%	0.00%	
		VQA	28,836	28,523	23,024	25,491	24,852	7,657	-26.57%	-2.46%	4.11%	
	<b>ICE WINE WHITE</b>			<b>43,288</b>	<b>41,991</b>	<b>54,584</b>	<b>52,105</b>	<b>65,582</b>	<b>20,593</b>	<b>27.80%</b>	<b>25.88%</b>	<b>1.67%</b>
	RED	OTHER	NON-VQA	2,290	2,226	5,292	5,149	5,045	953	-28.77%	-2.00%	18.63%
			VQA	18,353	13,978	9,096	7,916	6,623	1,317	-38.89%	-16.41%	2.49%
		BC	NON-VQA	9,204,057	9,726,583	9,822,152	10,335,592	11,373,580	2,785,173	5.93%	10.04%	10.23%
			VQA	3,467,625	3,511,349	3,669,440	3,852,133	4,291,157	1,204,641	3.02%	11.40%	22.68%
	<b>TABLE WINE RED</b>			<b>12,692,325</b>	<b>13,254,136</b>	<b>13,505,980</b>	<b>14,200,790</b>	<b>15,676,405</b>	<b>3,992,084</b>	<b>5.00%</b>	<b>10.39%</b>	<b>13.64%</b>
ROSE	OTHER	VQA	0	0	0	0	18	18	n/a	n/a	0.00%	
	BC	NON-VQA	529,848	537,123	560,898	560,660	576,003	178,813	3.17%	2.74%	4.95%	
		VQA	191,364	212,096	223,997	274,728	314,020	149,417	1.82%	14.30%	8.31%	
	<b>TABLE WINE ROSE</b>			<b>721,212</b>	<b>749,219</b>	<b>784,895</b>	<b>835,388</b>	<b>890,041</b>	<b>328,248</b>	<b>2.56%</b>	<b>6.54%</b>	<b>6.13%</b>
WHITE	OTHER	NON-VQA	1,966	2,185	4,330	4,167	4,508	990	-8.42%	8.04%	18.54%	
		VQA	12,119	10,423	10,324	13,595	12,944	3,266	-42.79%	-4.77%	5.81%	
	BC	NON-VQA	9,997,344	10,531,719	11,135,372	11,793,393	12,362,625	3,424,767	1.87%	4.83%	10.81%	
		VQA	4,607,437	4,399,088	4,420,896	4,762,657	5,460,099	1,761,907	4.91%	14.64%	23.10%	
<b>TABLE WINE WHITE</b>			<b>14,618,866</b>	<b>14,943,415</b>	<b>15,570,922</b>	<b>16,573,812</b>	<b>17,840,176</b>	<b>5,190,930</b>	<b>2.83%</b>	<b>7.64%</b>	<b>14.57%</b>	
<b>TABLE WINE</b>			<b>28,081,078</b>	<b>28,995,716</b>	<b>29,927,982</b>	<b>31,669,613</b>	<b>34,481,049</b>	<b>9,535,581</b>	<b>3.77%</b>	<b>8.88%</b>	<b>13.90%</b>	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	5,229	5,726	2,550	770	3,114	1,513	386.50%	304.02%	0.06%
			VQA	5	1,008	0	0	0	0	n/a	n/a	0.00%
	BC	VQA	46,150	45,001	14,403	44	24,958	369	n/a	55,373.33%	0.25%	
	<b>WINE - GIFT PACKS ALL</b>			<b>51,384</b>	<b>51,735</b>	<b>16,953</b>	<b>814</b>	<b>28,072</b>	<b>1,882</b>	<b>505.14%</b>	<b>3,340.93%</b>	<b>0.23%</b>
<b>WINE - GIFT PACKS</b>			<b>51,384</b>	<b>51,735</b>	<b>16,953</b>	<b>814</b>	<b>28,072</b>	<b>1,882</b>	<b>505.14%</b>	<b>3,340.93%</b>	<b>0.23%</b>	

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
<b>DOMESTIC WINE - TOTAL</b>	<b>29,619,240</b>	<b>30,531,209</b>	<b>31,354,686</b>	<b>33,021,373</b>	<b>35,888,432</b>	<b>9,900,367</b>	<b>3.56%</b>	<b>8.68%</b>	<b>13.64%</b>

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$93	\$104	\$106	\$113	\$113	\$19	-8.53%	0.29%	2.00%
		BC	NON-VQA	\$20	\$26	\$23	\$18	\$52	\$25	384.66%	186.59%	4.78%
<b>FLAVOURED</b>				<b>\$113</b>	<b>\$130</b>	<b>\$129</b>	<b>\$131</b>	<b>\$165</b>	<b>\$45</b>	<b>70.05%</b>	<b>26.16%</b>	<b>2.87%</b>
FRUIT	FRUIT	OTHER	NON-VQA	\$80	\$129	\$190	\$103	\$99	\$24	-17.28%	-4.19%	2.24%
		BC	NON-VQA	\$4,121	\$3,928	\$4,060	\$4,127	\$4,169	\$1,770	-4.33%	1.02%	1.88%
		<b>FRUIT</b>		<b>\$4,200</b>	<b>\$4,057</b>	<b>\$4,250</b>	<b>\$4,230</b>	<b>\$4,268</b>	<b>\$1,794</b>	<b>-4.52%</b>	<b>0.90%</b>	<b>1.89%</b>
OTHER	OTHER	BC	NON-VQA	\$172	\$348	\$410	\$402	\$541	\$222	25.14%	34.69%	2.45%
			VQA	\$0	\$1	\$0	\$1	\$0	\$0	-57.89%	-73.06%	0.00%
		<b>OTHER</b>		<b>\$172</b>	<b>\$349</b>	<b>\$410</b>	<b>\$403</b>	<b>\$541</b>	<b>\$222</b>	<b>24.93%</b>	<b>34.33%</b>	<b>2.45%</b>
OTHER FORTIFIED	OTHER	OTHER	NON-VQA	\$39	\$30	\$27	\$9	\$2	\$0	-133.33%	-77.47%	0.00%
			VQA	\$0	\$0	\$0	\$0	\$1	\$0	-100.00%	541.88%	0.00%
		BC	NON-VQA	\$6,260	\$6,664	\$6,481	\$6,352	\$6,326	\$1,692	1.69%	-0.41%	2.16%
			VQA	\$455	\$500	\$609	\$610	\$765	\$318	28.86%	25.48%	5.29%
<b>OTHER FORTIFIED</b>				<b>\$6,753</b>	<b>\$7,194</b>	<b>\$7,116</b>	<b>\$6,971</b>	<b>\$7,095</b>	<b>\$2,011</b>	<b>5.19%</b>	<b>1.77%</b>	<b>2.51%</b>
PORT	PORT	OTHER	NON-VQA	\$0	\$0	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$86	\$70	\$91	\$61	\$59	\$33	-18.98%	-4.52%	0.38%
			VQA	\$3	\$3	\$3	\$3	\$46	\$21	1,467.00%	1,731.78%	1.02%
<b>PORT</b>				<b>\$89</b>	<b>\$72</b>	<b>\$94</b>	<b>\$65</b>	<b>\$105</b>	<b>\$53</b>	<b>27.63%</b>	<b>61.94%</b>	<b>0.66%</b>
SAKE	SAKE	BC	NON-VQA	\$247	\$257	\$269	\$234	\$256	\$69	14.54%	9.07%	14.34%
		<b>SAKE</b>		<b>\$247</b>	<b>\$257</b>	<b>\$269</b>	<b>\$234</b>	<b>\$256</b>	<b>\$69</b>	<b>14.54%</b>	<b>9.07%</b>	<b>14.34%</b>
SHERRY	SHERRY	BC	NON-VQA	\$472	\$54	\$31	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>SHERRY</b>		<b>\$472</b>	<b>\$54</b>	<b>\$31</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
<b>APERITIF, DESSERT AND FORTIFIED WINE</b>				<b>\$12,047</b>	<b>\$12,114</b>	<b>\$12,298</b>	<b>\$12,034</b>	<b>\$12,429</b>	<b>\$4,194</b>	<b>2.37%</b>	<b>3.28%</b>	<b>2.53%</b>
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$7	\$2	\$1	\$131	\$168	\$61	-17.30%	28.23%	14.51%
		<b>SPARKLING ICE WINE</b>		<b>\$8</b>	<b>\$2</b>	<b>\$1</b>	<b>\$131</b>	<b>\$168</b>	<b>\$61</b>	<b>-17.30%</b>	<b>28.23%</b>	<b>14.51%</b>



**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	SPARKLING ICE WINE RED	OTHER	VQA	\$0	\$0	\$0	\$0	\$9	\$9	n/a	n/a	0.00%
		<b>SPARKLING ICE WINE RED</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$9</b>	<b>\$9</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	RED	OTHER	NON-VQA	\$378	\$389	\$383	\$350	\$338	\$63	-8.08%	-3.46%	1.35%
			BC	\$21	\$65	\$87	\$81	\$95	\$29	-1.55%	17.04%	0.64%
			VQA	\$3	\$0	\$0	\$0	\$11	\$4	n/a	n/a	0.00%
		<b>SPARKLING WINE RED</b>		<b>\$403</b>	<b>\$454</b>	<b>\$470</b>	<b>\$431</b>	<b>\$443</b>	<b>\$96</b>	<b>-2.29%</b>	<b>2.89%</b>	<b>1.16%</b>
	ROSE	OTHER	VQA	\$0	\$1	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$75	\$168	\$251	\$237	\$234	\$54	29.93%	-1.44%	30.55%
			VQA	\$190	\$176	\$209	\$216	\$298	\$123	53.49%	38.03%	8.33%
	<b>SPARKLING WINE ROSE</b>		<b>\$265</b>	<b>\$345</b>	<b>\$464</b>	<b>\$453</b>	<b>\$532</b>	<b>\$178</b>	<b>45.41%</b>	<b>17.35%</b>	<b>18.11%</b>	
	WHITE	OTHER	NON-VQA	\$2,005	\$2,005	\$1,904	\$1,748	\$1,734	\$348	-4.20%	-0.79%	20.49%
			VQA	\$5	\$4	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$837	\$968	\$1,037	\$1,121	\$1,283	\$415	10.15%	14.42%	40.05%
VQA			\$2,542	\$2,714	\$2,586	\$2,946	\$3,148	\$995	4.33%	6.87%	22.88%	
<b>SPARKLING WINE WHITE</b>		<b>\$5,389</b>	<b>\$5,691</b>	<b>\$5,528</b>	<b>\$5,815</b>	<b>\$6,166</b>	<b>\$1,757</b>	<b>3.79%</b>	<b>6.02%</b>	<b>25.78%</b>		
<b>SPARKLING WINE</b>				<b>\$6,064</b>	<b>\$6,492</b>	<b>\$6,463</b>	<b>\$6,830</b>	<b>\$7,318</b>	<b>\$2,100</b>	<b>5.75%</b>	<b>7.14%</b>	<b>23.44%</b>
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$1	\$4	\$233	\$99	\$95	\$15	-34.42%	-3.68%	0.00%
			VQA	\$58	\$14	\$3	\$18	\$8	\$3	-59.21%	-55.12%	0.00%
		BC	NON-VQA	\$18	\$5	\$2	\$1	\$6	\$0	-100.00%	366.42%	0.00%
			VQA	\$682	\$1,256	\$1,578	\$1,034	\$1,154	\$588	60.54%	11.61%	1.52%
	<b>ICE WINE RED</b>		<b>\$759</b>	<b>\$1,280</b>	<b>\$1,816</b>	<b>\$1,152</b>	<b>\$1,264</b>	<b>\$606</b>	<b>52.06%</b>	<b>9.69%</b>	<b>1.39%</b>	
	ICE WINE ROSE	BC	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>ICE WINE ROSE</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ICE WINE WHITE	OTHER	NON-VQA	\$14	\$2	\$816	\$1,009	\$1,959	\$691	323.84%	94.07%	0.00%	
		VQA	\$1,368	\$1,385	\$1,718	\$1,090	\$1,120	\$278	-2.34%	2.75%	0.67%	

**DOMESTIC WINE MARKET**  
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				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	ICE WINE WHITE	BC	NON-VQA	\$93	\$79	\$3	\$6	\$1	\$0	-94.58%	-89.22%	0.00%
			VQA	\$3,835	\$3,811	\$3,188	\$3,225	\$3,050	\$1,028	-21.21%	-5.44%	3.88%
<b>ICE WINE WHITE</b>				<b>\$5,310</b>	<b>\$5,277</b>	<b>\$5,724</b>	<b>\$5,330</b>	<b>\$6,129</b>	<b>\$1,997</b>	<b>13.79%</b>	<b>14.99%</b>	<b>2.05%</b>
RED	OTHER	BC	NON-VQA	\$55	\$84	\$97	\$117	\$94	\$18	-18.79%	-19.62%	12.92%
			VQA	\$350	\$273	\$165	\$131	\$103	\$21	-33.07%	-21.49%	2.93%
			NON-VQA	\$88,251	\$94,265	\$97,068	\$101,536	\$109,868	\$28,017	6.03%	8.21%	10.82%
			VQA	\$79,343	\$82,581	\$86,082	\$88,053	\$97,543	\$29,154	5.67%	10.78%	19.01%
<b>TABLE WINE RED</b>				<b>\$168,000</b>	<b>\$177,202</b>	<b>\$183,412</b>	<b>\$189,837</b>	<b>\$207,608</b>	<b>\$57,210</b>	<b>5.81%</b>	<b>9.36%</b>	<b>14.66%</b>
ROSE	OTHER	BC	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			NON-VQA	\$5,177	\$5,519	\$6,160	\$6,274	\$6,298	\$2,165	-0.12%	0.38%	7.82%
			VQA	\$3,506	\$3,993	\$4,470	\$5,459	\$6,412	\$3,067	4.90%	17.45%	8.41%
			<b>TABLE WINE ROSE</b>				<b>\$8,683</b>	<b>\$9,512</b>	<b>\$10,630</b>	<b>\$11,734</b>	<b>\$12,711</b>	<b>\$5,232</b>
WHITE	OTHER	BC	NON-VQA	\$50	\$63	\$63	\$65	\$87	\$18	36.19%	33.32%	12.81%
			VQA	\$347	\$428	\$530	\$536	\$419	\$112	-35.31%	-21.85%	3.48%
			NON-VQA	\$89,975	\$96,135	\$103,412	\$109,083	\$113,554	\$32,857	2.31%	4.10%	11.30%
			VQA	\$81,148	\$80,595	\$83,139	\$88,107	\$97,566	\$32,573	4.18%	10.74%	21.28%
<b>TABLE WINE WHITE</b>				<b>\$171,519</b>	<b>\$177,220</b>	<b>\$187,144</b>	<b>\$197,790</b>	<b>\$211,626</b>	<b>\$65,560</b>	<b>3.14%</b>	<b>7.00%</b>	<b>15.89%</b>
<b>TABLE WINE</b>				<b>\$354,270</b>	<b>\$370,492</b>	<b>\$388,727</b>	<b>\$405,843</b>	<b>\$439,337</b>	<b>\$130,605</b>	<b>4.59%</b>	<b>8.25%</b>	<b>14.85%</b>
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$487	\$554	\$191	\$191	\$531	\$175	14.73%	178.55%	0.03%
			VQA	\$1	\$162	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$1,037	\$909	\$243	\$1	\$432	\$38	n/a	63,497.06%	0.25%
<b>WINE - GIFT PACKS ALL</b>				<b>\$1,525</b>	<b>\$1,625</b>	<b>\$433</b>	<b>\$191</b>	<b>\$963</b>	<b>\$213</b>	<b>39.76%</b>	<b>403.69%</b>	<b>0.13%</b>
<b>WINE - GIFT PACKS</b>				<b>\$1,525</b>	<b>\$1,625</b>	<b>\$433</b>	<b>\$191</b>	<b>\$963</b>	<b>\$213</b>	<b>39.76%</b>	<b>403.69%</b>	<b>0.13%</b>
<b>DOMESTIC WINE - TOTAL</b>				<b>\$373,906</b>	<b>\$390,723</b>	<b>\$407,810</b>	<b>\$424,479</b>	<b>\$459,681</b>	<b>\$136,987</b>	<b>4.53%</b>	<b>8.29%</b>	<b>14.58%</b>

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,594	2,641	2,097	1,794	1,534	244	-35.28%	-14.36%	2.48%
		FRANCE	0	0	323	271	29	10	0.00%	-89.09%	0.00%
		ITALY	2	12,153	17,703	12,431	13,476	4,138	63.95%	8.39%	20.67%
		SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%
		SOUTH AFRICA	0	0	3,024	1,386	261	81	-50.00%	-81.17%	0.00%
		UNITED KINGDOM	0	0	0	727	104	0	-100.00%	-85.42%	0.00%
		UNITED STATES OF AMERICA	3,455	3,426	8,075	23,345	21,168	4,132	-36.26%	-9.29%	0.72%
		<b>FLAVOURED</b>	<b>6,051</b>	<b>18,220</b>	<b>31,222</b>	<b>40,012</b>	<b>36,572</b>	<b>8,605</b>	<b>-16.32%</b>	<b>-8.57%</b>	<b>8.23%</b>
FRUIT	DENMARK	0	0	0	0	-1	0	n/a	n/a	0.00%	
	JAPAN	10,922	10,342	10,527	10,941	10,112	2,405	-1.96%	-7.52%	31.02%	
	KOREA - SOUTH	155	190	154	1,029	1,539	585	42.68%	49.37%	30.99%	
	TURKEY	24	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	2,767	3,846	4,203	8,051	7,466	1,035	-46.76%	-7.27%	28.42%	
	<b>FRUIT</b>	<b>13,868</b>	<b>14,378</b>	<b>14,884</b>	<b>20,021</b>	<b>19,116</b>	<b>4,025</b>	<b>-16.27%</b>	<b>-4.49%</b>	<b>30.00%</b>	
MADEIRA	PORTUGAL	5,406	5,090	5,134	4,939	4,965	954	-7.38%	0.50%	30.61%	
	<b>MADEIRA</b>	<b>5,406</b>	<b>5,090</b>	<b>5,134</b>	<b>4,939</b>	<b>4,965</b>	<b>954</b>	<b>-7.38%</b>	<b>0.50%</b>	<b>30.61%</b>	
MONTILLA	SPAIN	9,532	10,405	11,116	12,156	10,452	1,745	-27.38%	-14.00%	7.96%	
	<b>MONTILLA</b>	<b>9,532</b>	<b>10,405</b>	<b>11,116</b>	<b>12,156</b>	<b>10,452</b>	<b>1,745</b>	<b>-27.38%</b>	<b>-14.00%</b>	<b>7.96%</b>	
OTHER	AUSTRALIA	8	-1	234	314	225	36	-33.33%	-28.34%	4.00%	
	<b>OTHER</b>	<b>8</b>	<b>-1</b>	<b>234</b>	<b>314</b>	<b>225</b>	<b>36</b>	<b>-33.33%</b>	<b>-28.34%</b>	<b>4.00%</b>	
OTHER FORTIFIED	ARGENTINA	0	31	5	0	3	0	n/a	n/a	0.00%	
	AUSTRALIA	51,101	53,782	53,689	47,534	43,063	8,384	-10.57%	-9.42%	4.37%	
	CHINA	6,978	9,662	8,617	8,215	8,154	1,864	12.90%	-0.76%	14.07%	
	FRANCE	33,400	32,671	34,751	34,113	34,549	7,922	1.15%	1.26%	10.50%	
	GREECE	104	50	0	0	0	0	n/a	n/a	0.00%	
	ITALY	15,032	14,527	14,228	14,189	14,222	2,751	-12.28%	0.29%	30.97%	

**IMPORT WINE MARKET**  
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**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	222	735	1,101	1,591	1,872	551	2.23%	18.03%	84.88%
		KOREA - SOUTH	7,476	13,534	12,674	18,111	39,215	9,212	60.54%	116.59%	34.09%
		PORTUGAL	0	0	0	0	8	8	n/a	n/a	0.00%
		SOUTH AFRICA	39,315	45,721	38,219	26,812	32,949	6,821	6.06%	22.86%	3.86%
		SPAIN	44	0	0	0	0	0	n/a	n/a	0.00%
		TAIWAN	0	0	0	0	72	72	n/a	n/a	100.00%
		UNITED STATES OF AMERICA	1,780	1,659	1,571	1,419	1,022	164	-40.36%	-27.49%	26.52%
		URUGUAY	14	0	0	0	0	0	n/a	n/a	0.00%
		<b>OTHER FORTIFIED</b>	<b>155,466</b>	<b>172,372</b>	<b>164,855</b>	<b>151,984</b>	<b>175,129</b>	<b>37,749</b>	<b>7.70%</b>	<b>15.17%</b>	<b>15.78%</b>
PORT	AUSTRALIA	387	368	181	9	0	0	n/a	-100.00%	0.00%	
	PORTUGAL	86,723	83,394	80,822	81,012	82,967	14,601	0.63%	2.48%	10.21%	
	SOUTH AFRICA	12	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	32	5	0	0	0	0	n/a	n/a	0.00%	
	<b>PORT</b>	<b>87,154</b>	<b>83,767</b>	<b>81,003</b>	<b>81,021</b>	<b>82,967</b>	<b>14,601</b>	<b>0.63%</b>	<b>2.47%</b>	<b>10.21%</b>	
SAKE	JAPAN	70,333	72,611	76,402	89,741	97,965	24,473	4.33%	9.20%	44.41%	
	KOREA - SOUTH	2,138	2,104	1,829	1,779	1,241	255	-37.65%	-30.29%	72.84%	
	UNITED STATES OF AMERICA	321,532	310,794	312,645	309,964	323,688	72,488	0.71%	4.42%	66.36%	
	<b>SAKE</b>	<b>394,003</b>	<b>385,509</b>	<b>390,876</b>	<b>401,484</b>	<b>422,894</b>	<b>97,216</b>	<b>1.43%</b>	<b>5.34%</b>	<b>61.30%</b>	
SHERRY	FRANCE	5	21	9	0	0	0	n/a	n/a	0.00%	
	NEW ZEALAND	17,007	166	-1	0	0	0	n/a	n/a	0.00%	
	SPAIN	66,955	65,553	62,654	59,736	60,429	10,461	3.41%	1.19%	2.95%	
	<b>SHERRY</b>	<b>83,967</b>	<b>65,740</b>	<b>62,662</b>	<b>59,736</b>	<b>60,429</b>	<b>10,461</b>	<b>3.41%</b>	<b>1.19%</b>	<b>2.95%</b>	
VERMOUTH	AUSTRALIA	0	0	0	0	171	5	n/a	n/a	8.77%	
	FRANCE	20,691	18,490	15,763	9,392	367	101	-87.79%	-96.07%	40.05%	
	ITALY	206,074	193,784	188,231	187,550	201,375	48,942	4.02%	7.38%	8.00%	
	SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%	

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APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	UNITED KINGDOM	0	0	0	0	9	9	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	207	255	287	322	299	69	-37.84%	-7.42%	35.45%	
	<b>VERMOUTH</b>		<b>226,972</b>	<b>212,529</b>	<b>204,281</b>	<b>197,322</b>	<b>202,221</b>	<b>49,126</b>	<b>2.34%</b>	<b>2.40%</b>	<b>8.10%</b>	
<b>IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL</b>			<b>982,347</b>	<b>967,915</b>	<b>966,195</b>	<b>968,891</b>	<b>1,014,863</b>	<b>224,389</b>	<b>1.12%</b>	<b>4.75%</b>	31.98%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	0	0	0	0	117	118	n/a	n/a	100.00%
			IMPORT BOTTLED	2,367,381	2,518,986	2,583,624	2,529,402	2,437,161	527,435	-3.63%	-3.65%	14.45%
		<b>RED - TOTAL</b>		<b>2,367,381</b>	<b>2,518,986</b>	<b>2,583,624</b>	<b>2,529,402</b>	<b>2,437,278</b>	<b>527,553</b>	<b>-3.61%</b>	<b>-3.64%</b>	<b>14.45%</b>
	ROSE	IMPORT BOTTLED	6,257	7,443	7,939	7,460	14,584	6,951	60.35%	95.50%	0.12%	
		<b>ROSE - TOTAL</b>		<b>6,257</b>	<b>7,443</b>	<b>7,939</b>	<b>7,460</b>	<b>14,584</b>	<b>6,951</b>	<b>60.35%</b>	<b>95.50%</b>	<b>0.12%</b>
	WHITE	IMPORT BOTTLED	331,670	343,281	386,302	355,686	320,525	80,381	-19.27%	-9.88%	7.19%	
		<b>WHITE - TOTAL</b>		<b>331,670</b>	<b>343,281</b>	<b>386,302</b>	<b>355,686</b>	<b>320,525</b>	<b>80,381</b>	<b>-19.27%</b>	<b>-9.88%</b>	<b>7.19%</b>
	<b>TOTAL</b>		<b>2,705,308</b>	<b>2,869,710</b>	<b>2,977,865</b>	<b>2,892,548</b>	<b>2,772,387</b>	<b>614,885</b>	<b>-5.58%</b>	<b>-4.15%</b>	<b>13.53%</b>	
	ARMENIA	WHITE	IMPORT BOTTLED	14	5	9	0	5	0	n/a	n/a	0.00%
			<b>WHITE - TOTAL</b>		<b>14</b>	<b>5</b>	<b>9</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>
		<b>TOTAL</b>		<b>14</b>	<b>5</b>	<b>9</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	AUSTRALIA	RED	CANADA BOTTLED	11,084	2,556	0	0	59	59	n/a	n/a	100.00%
IMPORT BOTTLED			4,447,996	4,112,445	4,014,665	3,493,217	3,216,174	698,414	-8.68%	-7.93%	9.44%	
<b>RED - TOTAL</b>			<b>4,459,080</b>	<b>4,115,001</b>	<b>4,014,665</b>	<b>3,493,217</b>	<b>3,216,233</b>	<b>698,473</b>	<b>-8.68%</b>	<b>-7.93%</b>	<b>9.45%</b>	
ROSE		IMPORT BOTTLED	18,709	13,375	12,763	14,770	22,789	6,103	9.53%	54.18%	3.00%	
		<b>ROSE - TOTAL</b>		<b>18,709</b>	<b>13,375</b>	<b>12,763</b>	<b>14,770</b>	<b>22,789</b>	<b>6,103</b>	<b>9.53%</b>	<b>54.18%</b>	<b>3.00%</b>
WHITE		CANADA BOTTLED	6,033	528	0	16	0	0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	2,032,477	1,888,775	1,983,127	1,936,028	1,888,096	479,360	-7.02%	-2.48%	6.25%	
<b>WHITE - TOTAL</b>		<b>2,038,510</b>	<b>1,889,303</b>	<b>1,983,127</b>	<b>1,936,044</b>	<b>1,888,096</b>	<b>479,360</b>	<b>-7.02%</b>	<b>-2.48%</b>	<b>6.25%</b>		
<b>TOTAL</b>		<b>6,516,299</b>	<b>6,017,679</b>	<b>6,010,555</b>	<b>5,444,031</b>	<b>5,127,118</b>	<b>1,183,936</b>	<b>-7.93%</b>	<b>-5.82%</b>	<b>8.24%</b>		
AUSTRIA	RED	IMPORT BOTTLED	797	714	1,431	1,698	1,726	493	61.11%	1.94%	22.94%	
		<b>RED - TOTAL</b>		<b>797</b>	<b>714</b>	<b>1,431</b>	<b>1,698</b>	<b>1,726</b>	<b>493</b>	<b>61.11%</b>	<b>1.94%</b>	<b>22.94%</b>

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	AUSTRIA	ROSE	IMPORT BOTTLED	243	0	0	9	0	0	-100.00%	-100.00%	0.00%
		<b>ROSE - TOTAL</b>	<b>243</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>	
		WHITE	IMPORT BOTTLED	11,227	9,899	8,420	7,331	9,905	2,559	19.36%	35.07%	22.55%
		<b>WHITE - TOTAL</b>	<b>11,227</b>	<b>9,899</b>	<b>8,420</b>	<b>7,331</b>	<b>9,905</b>	<b>2,559</b>	<b>19.36%</b>	<b>35.07%</b>	<b>22.55%</b>	
	<b>TOTAL</b>		<b>12,267</b>	<b>10,613</b>	<b>9,851</b>	<b>9,038</b>	<b>11,631</b>	<b>3,052</b>	<b>24.12%</b>	<b>28.73%</b>	<b>22.61%</b>	
	BRAZIL	RED	IMPORT BOTTLED	0	0	0	0	1,499	1,499	n/a	n/a	0.00%
<b>RED - TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,499</b>	<b>1,499</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
WHITE		IMPORT BOTTLED	0	0	0	0	77	77	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>77</b>	<b>77</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,576</b>	<b>1,576</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
BULGARIA		RED	IMPORT BOTTLED	3	359	513	852	2,436	781	241.05%	184.40%	3.12%
	<b>RED - TOTAL</b>		<b>3</b>	<b>359</b>	<b>513</b>	<b>852</b>	<b>2,436</b>	<b>781</b>	<b>241.05%</b>	<b>184.40%</b>	<b>3.12%</b>	
	WHITE	IMPORT BOTTLED	0	585	747	54	0	0	n/a	-100.00%	0.00%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>585</b>	<b>747</b>	<b>54</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>	
	<b>TOTAL</b>		<b>3</b>	<b>944</b>	<b>1,260</b>	<b>906</b>	<b>2,436</b>	<b>781</b>	<b>241.05%</b>	<b>167.58%</b>	<b>3.12%</b>	
	CHILE	RED	CANADA BOTTLED	221,265	158,004	124,867	98,376	85,611	19,640	-19.04%	-12.98%	29.57%
IMPORT BOTTLED			2,193,139	2,211,551	2,168,175	2,053,894	2,146,137	475,784	1.20%	4.49%	5.07%	
<b>RED - TOTAL</b>			<b>2,414,404</b>	<b>2,369,555</b>	<b>2,293,042</b>	<b>2,152,270</b>	<b>2,231,748</b>	<b>495,424</b>	<b>0.21%</b>	<b>3.69%</b>	<b>6.01%</b>	
ROSE		IMPORT BOTTLED	7,370	6,388	5,762	5,529	10,144	2,377	-26.11%	83.38%	2.51%	
		<b>ROSE - TOTAL</b>	<b>7,370</b>	<b>6,388</b>	<b>5,762</b>	<b>5,529</b>	<b>10,144</b>	<b>2,377</b>	<b>-26.11%</b>	<b>83.38%</b>	<b>2.51%</b>	
WHITE		CANADA BOTTLED	168,213	114,653	91,278	79,782	68,382	16,143	-22.83%	-14.28%	34.35%	
		IMPORT BOTTLED	949,138	996,062	1,041,738	1,008,309	1,012,948	278,344	6.65%	0.46%	8.00%	
		<b>WHITE - TOTAL</b>	<b>1,117,351</b>	<b>1,110,715</b>	<b>1,133,016</b>	<b>1,088,091</b>	<b>1,081,330</b>	<b>294,487</b>	<b>4.46%</b>	<b>-0.62%</b>	<b>9.67%</b>	
<b>TOTAL</b>		<b>3,539,125</b>	<b>3,486,658</b>	<b>3,431,820</b>	<b>3,245,890</b>	<b>3,323,222</b>	<b>792,288</b>	<b>1.64%</b>	<b>2.38%</b>	<b>7.19%</b>		
CHINA		RED	IMPORT BOTTLED	2,699	2,360	918	397	204	27	-51.79%	-48.88%	0.00%
	<b>RED - TOTAL</b>		<b>2,699</b>	<b>2,360</b>	<b>918</b>	<b>397</b>	<b>204</b>	<b>27</b>	<b>-51.79%</b>	<b>-48.88%</b>	<b>0.00%</b>	

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	CHINA	WHITE	IMPORT BOTTLED	144	510	1,142	863	14	4	-90.48%	-98.27%	0.00%
			<b>WHITE - TOTAL</b>	<b>144</b>	<b>510</b>	<b>1,142</b>	<b>863</b>	<b>14</b>	<b>4</b>	<b>-90.48%</b>	<b>-98.27%</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>2,843</b>	<b>2,870</b>	<b>2,060</b>	<b>1,260</b>	<b>218</b>	<b>31</b>	<b>-68.37%</b>	<b>-82.65%</b>	<b>0.00%</b>
CROATIA	RED	IMPORT BOTTLED	3,473	2,837	391	71	107	31	14.81%	50.00%	4.67%	
		<b>RED - TOTAL</b>	<b>3,473</b>	<b>2,837</b>	<b>391</b>	<b>71</b>	<b>107</b>	<b>31</b>	<b>14.81%</b>	<b>50.00%</b>	<b>4.67%</b>	
	WHITE	IMPORT BOTTLED	180	99	0	0	297	145	n/a	n/a	43.77%	
	<b>WHITE - TOTAL</b>	<b>180</b>	<b>99</b>	<b>0</b>	<b>0</b>	<b>297</b>	<b>145</b>	<b>n/a</b>	<b>n/a</b>	<b>43.77%</b>		
	<b>TOTAL</b>	<b>3,653</b>	<b>2,936</b>	<b>391</b>	<b>71</b>	<b>404</b>	<b>176</b>	<b>14.81%</b>	<b>50.00%</b>	<b>33.42%</b>		
CZECH REPUBLIC	RED	IMPORT BOTTLED	108	2	0	0	0	0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>	<b>108</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	93	9	0	0	0	0	n/a	n/a	0.00%	
	<b>WHITE - TOTAL</b>	<b>93</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
	<b>TOTAL</b>	<b>201</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
FRANCE	RED	CANADA BOTTLED	176,864	155,075	195,757	224,287	244,971	61,941	-4.35%	9.22%	1.61%	
		IMPORT BOTTLED	1,423,464	1,390,887	1,396,486	1,419,169	1,441,259	306,299	1.67%	1.56%	9.43%	
		<b>RED - TOTAL</b>	<b>1,600,328</b>	<b>1,545,962</b>	<b>1,592,243</b>	<b>1,643,456</b>	<b>1,686,230</b>	<b>368,240</b>	<b>0.60%</b>	<b>2.60%</b>	<b>8.29%</b>	
	ROSE	IMPORT BOTTLED	65,946	63,096	73,935	92,687	132,125	58,156	34.63%	42.54%	9.13%	
		<b>ROSE - TOTAL</b>	<b>65,946</b>	<b>63,096</b>	<b>73,935</b>	<b>92,687</b>	<b>132,125</b>	<b>58,156</b>	<b>34.63%</b>	<b>42.54%</b>	<b>9.13%</b>	
	WHITE	CANADA BOTTLED	66,848	50,476	71,504	76,568	82,780	24,660	-7.25%	8.11%	1.81%	
		IMPORT BOTTLED	611,885	578,236	571,808	573,375	580,811	152,237	-1.13%	1.31%	16.66%	
	<b>WHITE - TOTAL</b>	<b>678,733</b>	<b>628,712</b>	<b>643,312</b>	<b>649,943</b>	<b>663,591</b>	<b>176,897</b>	<b>-2.03%</b>	<b>2.11%</b>	<b>14.81%</b>		
	<b>TOTAL</b>	<b>2,345,007</b>	<b>2,237,770</b>	<b>2,309,490</b>	<b>2,386,086</b>	<b>2,481,946</b>	<b>603,293</b>	<b>2.29%</b>	<b>4.02%</b>	<b>10.08%</b>		
GEORGIA	RED	IMPORT BOTTLED	2,012	8,132	8,909	11,998	7,989	925	-62.72%	-33.37%	0.46%	
		<b>RED - TOTAL</b>	<b>2,012</b>	<b>8,132</b>	<b>8,909</b>	<b>11,998</b>	<b>7,989</b>	<b>925</b>	<b>-62.72%</b>	<b>-33.37%</b>	<b>0.46%</b>	
	WHITE	IMPORT BOTTLED	108	200	1,186	3,016	2,384	550	-8.03%	-20.91%	1.80%	
	<b>WHITE - TOTAL</b>	<b>108</b>	<b>200</b>	<b>1,186</b>	<b>3,016</b>	<b>2,384</b>	<b>550</b>	<b>-8.03%</b>	<b>-20.91%</b>	<b>1.80%</b>		

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	GEORGIA	<b>TOTAL</b>	<b>2,120</b>	<b>8,332</b>	<b>10,095</b>	<b>15,014</b>	<b>10,373</b>	<b>1,475</b>	<b>-52.09%</b>	<b>-30.87%</b>	<b>0.77%</b>	
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	0	0	8	3	3	0	-100.00%	0.00%	0.00%
		<b>ICE WINE WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>-100.00%</b>	<b>0.00%</b>	<b>0.00%</b>	
	RED	IMPORT BOTTLED	16,647	17,681	9,633	11,785	10,789	2,102	-28.55%	-8.45%	2.01%	
		<b>RED - TOTAL</b>	<b>16,647</b>	<b>17,681</b>	<b>9,633</b>	<b>11,785</b>	<b>10,789</b>	<b>2,102</b>	<b>-28.55%</b>	<b>-8.45%</b>	<b>2.01%</b>	
	ROSE	IMPORT BOTTLED	0	0	0	0	3,520	1,287	n/a	n/a	0.48%	
		<b>ROSE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,520</b>	<b>1,287</b>	<b>n/a</b>	<b>n/a</b>	<b>0.48%</b>	
	WHITE	IMPORT BOTTLED	476,013	475,233	470,053	463,940	451,310	108,712	-2.25%	-2.72%	6.67%	
		<b>WHITE - TOTAL</b>	<b>476,013</b>	<b>475,233</b>	<b>470,053</b>	<b>463,940</b>	<b>451,310</b>	<b>108,712</b>	<b>-2.25%</b>	<b>-2.72%</b>	<b>6.67%</b>	
	<b>TOTAL</b>		<b>492,660</b>	<b>492,914</b>	<b>479,694</b>	<b>475,728</b>	<b>465,622</b>	<b>112,101</b>	<b>-2.92%</b>	<b>-2.86%</b>	<b>6.51%</b>	
	GREECE	RED	IMPORT BOTTLED	60,846	50,826	48,240	45,432	42,489	9,022	-13.33%	-6.46%	66.18%
			<b>RED - TOTAL</b>	<b>60,846</b>	<b>50,826</b>	<b>48,240</b>	<b>45,432</b>	<b>42,489</b>	<b>9,022</b>	<b>-13.33%</b>	<b>-6.46%</b>	<b>66.18%</b>
		WHITE	IMPORT BOTTLED	56,704	51,794	47,155	47,500	44,111	11,688	-13.63%	-7.13%	57.06%
			<b>WHITE - TOTAL</b>	<b>56,704</b>	<b>51,794</b>	<b>47,155</b>	<b>47,500</b>	<b>44,111</b>	<b>11,688</b>	<b>-13.63%</b>	<b>-7.13%</b>	<b>57.06%</b>
	<b>TOTAL</b>		<b>117,550</b>	<b>102,620</b>	<b>95,395</b>	<b>92,932</b>	<b>86,600</b>	<b>20,710</b>	<b>-13.50%</b>	<b>-6.81%</b>	<b>61.53%</b>	
HUNGARY	RED	IMPORT BOTTLED	24,506	22,128	22,308	28,441	22,735	4,462	-15.64%	-20.06%	2.28%	
		<b>RED - TOTAL</b>	<b>24,506</b>	<b>22,128</b>	<b>22,308</b>	<b>28,441</b>	<b>22,735</b>	<b>4,462</b>	<b>-15.64%</b>	<b>-20.06%</b>	<b>2.28%</b>	
	WHITE	IMPORT BOTTLED	87,669	84,356	85,215	70,335	68,303	21,028	5.38%	-2.85%	7.90%	
		<b>WHITE - TOTAL</b>	<b>87,669</b>	<b>84,356</b>	<b>85,215</b>	<b>70,335</b>	<b>68,303</b>	<b>21,028</b>	<b>5.38%</b>	<b>-2.85%</b>	<b>7.90%</b>	
<b>TOTAL</b>		<b>112,175</b>	<b>106,484</b>	<b>107,523</b>	<b>98,776</b>	<b>91,038</b>	<b>25,490</b>	<b>0.98%</b>	<b>-7.81%</b>	<b>6.50%</b>		
INDIA	WHITE	IMPORT BOTTLED	0	0	0	1,723	866	165	-51.47%	-49.51%	45.03%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,723</b>	<b>866</b>	<b>165</b>	<b>-51.47%</b>	<b>-49.51%</b>	<b>45.03%</b>	
	<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1,723</b>	<b>866</b>	<b>165</b>	<b>-51.47%</b>	<b>-49.51%</b>	<b>45.03%</b>	
ISRAEL	RED	IMPORT BOTTLED	6,979	6,538	6,372	6,554	6,443	1,492	13.63%	-1.71%	1.33%	
		<b>RED - TOTAL</b>	<b>6,979</b>	<b>6,538</b>	<b>6,372</b>	<b>6,554</b>	<b>6,443</b>	<b>1,492</b>	<b>13.63%</b>	<b>-1.71%</b>	<b>1.33%</b>	
	ROSE	IMPORT BOTTLED	18	458	727	595	566	135	23.85%	-5.01%	0.88%	



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TABLE WINE	ISRAEL	ROSE	<b>ROSE - TOTAL</b>	<b>18</b>	<b>458</b>	<b>727</b>	<b>595</b>	<b>566</b>	<b>135</b>	<b>23.85%</b>	<b>-5.01%</b>	<b>0.88%</b>
		WHITE	IMPORT BOTTLED	3,405	3,600	3,092	3,244	3,016	863	21.89%	-6.93%	1.26%
			<b>WHITE - TOTAL</b>	<b>3,405</b>	<b>3,600</b>	<b>3,092</b>	<b>3,244</b>	<b>3,016</b>	<b>863</b>	<b>21.89%</b>	<b>-6.93%</b>	<b>1.26%</b>
			<b>TOTAL</b>	<b>10,402</b>	<b>10,596</b>	<b>10,191</b>	<b>10,393</b>	<b>10,025</b>	<b>2,490</b>	<b>16.90%</b>	<b>-3.53%</b>	<b>1.29%</b>
ITALY	RED	CANADA BOTTLED	0	0	0	449	1,502	313	-6.01%	234.44%	100.00%	
		IMPORT BOTTLED	2,147,489	2,140,726	2,119,569	2,238,614	2,265,482	500,867	0.80%	1.20%	16.90%	
		<b>RED - TOTAL</b>	<b>2,147,489</b>	<b>2,140,726</b>	<b>2,119,569</b>	<b>2,239,063</b>	<b>2,266,984</b>	<b>501,180</b>	<b>0.79%</b>	<b>1.25%</b>	<b>16.96%</b>	
	ROSE	IMPORT BOTTLED	21,976	38,824	40,753	42,813	40,814	12,136	-19.82%	-4.66%	6.19%	
		<b>ROSE - TOTAL</b>	<b>21,976</b>	<b>38,824</b>	<b>40,753</b>	<b>42,813</b>	<b>40,814</b>	<b>12,136</b>	<b>-19.82%</b>	<b>-4.66%</b>	<b>6.19%</b>	
	WHITE	CANADA BOTTLED	0	0	0	741	2,087	254	-59.36%	181.67%	0.00%	
		IMPORT BOTTLED	1,163,337	1,195,605	1,306,175	1,415,904	1,450,676	401,868	-0.97%	2.45%	21.37%	
		<b>WHITE - TOTAL</b>	<b>1,163,337</b>	<b>1,195,605</b>	<b>1,306,175</b>	<b>1,416,645</b>	<b>1,452,763</b>	<b>402,122</b>	<b>-1.06%</b>	<b>2.55%</b>	<b>21.48%</b>	
	<b>TOTAL</b>	<b>3,332,802</b>	<b>3,375,155</b>	<b>3,466,497</b>	<b>3,698,521</b>	<b>3,760,561</b>	<b>915,438</b>	<b>-0.37%</b>	<b>1.68%</b>	<b>18.59%</b>		
LEBANON	RED	IMPORT BOTTLED	400	413	333	454	656	189	70.27%	44.86%	42.53%	
		<b>RED - TOTAL</b>	<b>400</b>	<b>413</b>	<b>333</b>	<b>454</b>	<b>656</b>	<b>189</b>	<b>70.27%</b>	<b>44.86%</b>	<b>42.53%</b>	
	ROSE	IMPORT BOTTLED	94	124	131	171	121	54	-50.00%	-30.41%	85.12%	
		<b>ROSE - TOTAL</b>	<b>94</b>	<b>124</b>	<b>131</b>	<b>171</b>	<b>121</b>	<b>54</b>	<b>-50.00%</b>	<b>-30.41%</b>	<b>85.12%</b>	
	WHITE	IMPORT BOTTLED	160	175	96	30	72	18	100.00%	148.28%	0.00%	
		<b>WHITE - TOTAL</b>	<b>160</b>	<b>175</b>	<b>96</b>	<b>30</b>	<b>72</b>	<b>18</b>	<b>100.00%</b>	<b>148.28%</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>654</b>	<b>712</b>	<b>560</b>	<b>655</b>	<b>849</b>	<b>261</b>	<b>14.47%</b>	<b>29.83%</b>	<b>53.24%</b>		
MEXICO	RED	IMPORT BOTTLED	960	829	754	470	663	105	-35.58%	40.93%	27.00%	
		<b>RED - TOTAL</b>	<b>960</b>	<b>829</b>	<b>754</b>	<b>470</b>	<b>663</b>	<b>105</b>	<b>-35.58%</b>	<b>40.93%</b>	<b>27.00%</b>	
	WHITE	IMPORT BOTTLED	338	153	106	47	90	54	5,300.00%	87.50%	70.00%	
		<b>WHITE - TOTAL</b>	<b>338</b>	<b>153</b>	<b>106</b>	<b>47</b>	<b>90</b>	<b>54</b>	<b>5,300.00%</b>	<b>87.50%</b>	<b>70.00%</b>	
	<b>TOTAL</b>	<b>1,298</b>	<b>982</b>	<b>860</b>	<b>517</b>	<b>753</b>	<b>159</b>	<b>-3.05%</b>	<b>45.21%</b>	<b>32.14%</b>		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	9	0	0	0	0	0	n/a	n/a	0.00%	

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	MOLDOVA, REPUBLIC OF	RED	<b>RED - TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MONTENEGRO	RED	IMPORT BOTTLED	3,615	4,166	4,288	4,128	3,775	713	-1.25%	-8.52%	1.06%
		<b>RED - TOTAL</b>	<b>3,615</b>	<b>4,166</b>	<b>4,288</b>	<b>4,128</b>	<b>3,775</b>	<b>713</b>	<b>-1.25%</b>	<b>-8.52%</b>	<b>1.06%</b>
		<b>TOTAL</b>	<b>3,615</b>	<b>4,166</b>	<b>4,288</b>	<b>4,128</b>	<b>3,775</b>	<b>713</b>	<b>-1.25%</b>	<b>-8.52%</b>	<b>1.06%</b>
MOROCCO	RED	IMPORT BOTTLED	3	0	0	0	0	0	n/a	n/a	0.00%
		<b>RED - TOTAL</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
NEW ZEALAND	RED	IMPORT BOTTLED	79,992	89,279	111,548	105,471	105,039	22,697	3.22%	-0.39%	15.04%
		<b>RED - TOTAL</b>	<b>79,992</b>	<b>89,279</b>	<b>111,548</b>	<b>105,471</b>	<b>105,039</b>	<b>22,697</b>	<b>3.22%</b>	<b>-0.39%</b>	<b>15.04%</b>
	ROSE	IMPORT BOTTLED	1,160	1,252	27	0	3,829	1,954	n/a	n/a	0.31%
		<b>ROSE - TOTAL</b>	<b>1,160</b>	<b>1,252</b>	<b>27</b>	<b>0</b>	<b>3,829</b>	<b>1,954</b>	<b>n/a</b>	<b>n/a</b>	<b>0.31%</b>
	WHITE	CANADA BOTTLED	0	0	1,601	14,892	5,628	633	-81.88%	-62.21%	68.80%
		IMPORT BOTTLED	723,191	861,950	1,064,925	1,246,496	1,510,949	440,762	17.41%	21.21%	17.44%
		<b>WHITE - TOTAL</b>	<b>723,191</b>	<b>861,950</b>	<b>1,066,526</b>	<b>1,261,388</b>	<b>1,516,577</b>	<b>441,395</b>	<b>16.50%</b>	<b>20.22%</b>	<b>17.64%</b>
<b>TOTAL</b>	<b>804,343</b>	<b>952,481</b>	<b>1,178,101</b>	<b>1,366,859</b>	<b>1,625,445</b>	<b>466,046</b>	<b>15.77%</b>	<b>18.63%</b>	<b>17.43%</b>		
PORTUGAL	RED	CANADA BOTTLED	0	0	0	18	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	116,715	143,088	106,758	119,684	133,895	29,186	1.34%	11.87%	4.08%
		<b>RED - TOTAL</b>	<b>116,715</b>	<b>143,088</b>	<b>106,758</b>	<b>119,702</b>	<b>133,895</b>	<b>29,186</b>	<b>1.34%</b>	<b>11.85%</b>	<b>4.08%</b>
	ROSE	IMPORT BOTTLED	72,188	71,116	67,928	71,275	68,087	19,666	5.30%	-4.47%	1.62%
		<b>ROSE - TOTAL</b>	<b>72,188</b>	<b>71,116</b>	<b>67,928</b>	<b>71,275</b>	<b>68,087</b>	<b>19,666</b>	<b>5.30%</b>	<b>-4.47%</b>	<b>1.62%</b>
	WHITE	IMPORT BOTTLED	102,450	104,036	116,277	114,300	123,674	39,784	7.29%	8.20%	4.75%
<b>WHITE - TOTAL</b>		<b>102,450</b>	<b>104,036</b>	<b>116,277</b>	<b>114,300</b>	<b>123,674</b>	<b>39,784</b>	<b>7.29%</b>	<b>8.20%</b>	<b>4.75%</b>	
<b>TOTAL</b>	<b>291,353</b>	<b>318,240</b>	<b>290,963</b>	<b>305,277</b>	<b>325,656</b>	<b>88,636</b>	<b>4.82%</b>	<b>6.67%</b>	<b>3.82%</b>		
ROMANIA	WHITE	IMPORT BOTTLED	0	0	19	0	0	0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ROMANIA	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	SERBIA	RED	IMPORT BOTTLED	0	0	0	9	81	45	400.00%	800.00%	0.00%
		<b>RED - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>81</b>	<b>45</b>	<b>400.00%</b>	<b>800.00%</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	0	0	0	0	36	36	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>36</b>	<b>36</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>117</b>	<b>81</b>	<b>400.00%</b>	<b>800.00%</b>	<b>0.00%</b>		
	SLOVENIA	RED	IMPORT BOTTLED	0	59	0	0	0	0	n/a	n/a	0.00%
		<b>RED - TOTAL</b>	<b>0</b>	<b>59</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		WHITE	IMPORT BOTTLED	45	42	14	85	433	161	98.77%	409.41%	81.52%
		<b>WHITE - TOTAL</b>	<b>45</b>	<b>42</b>	<b>14</b>	<b>85</b>	<b>433</b>	<b>161</b>	<b>98.77%</b>	<b>409.41%</b>	<b>81.52%</b>	
<b>TOTAL</b>		<b>45</b>	<b>101</b>	<b>14</b>	<b>85</b>	<b>433</b>	<b>161</b>	<b>98.77%</b>	<b>409.41%</b>	<b>81.52%</b>		
SOUTH AFRICA	RED	CANADA BOTTLED	576	0	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	616,028	586,064	549,733	516,525	505,005	112,303	-8.99%	-2.22%	3.79%	
	<b>RED - TOTAL</b>	<b>616,604</b>	<b>586,064</b>	<b>549,733</b>	<b>516,525</b>	<b>505,005</b>	<b>112,303</b>	<b>-8.99%</b>	<b>-2.22%</b>	<b>3.79%</b>		
	ROSE	IMPORT BOTTLED	662	2,104	154	491	2,118	1,832	273.12%	331.98%	0.61%	
	<b>ROSE - TOTAL</b>	<b>662</b>	<b>2,104</b>	<b>154</b>	<b>491</b>	<b>2,118</b>	<b>1,832</b>	<b>273.12%</b>	<b>331.98%</b>	<b>0.61%</b>		
	WHITE	CANADA BOTTLED	360	0	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	376,559	411,563	423,466	404,418	398,730	112,842	-9.00%	-1.41%	5.23%	
	<b>WHITE - TOTAL</b>	<b>376,919</b>	<b>411,563</b>	<b>423,466</b>	<b>404,418</b>	<b>398,730</b>	<b>112,842</b>	<b>-9.00%</b>	<b>-1.41%</b>	<b>5.23%</b>		
	<b>TOTAL</b>	<b>994,185</b>	<b>999,731</b>	<b>973,353</b>	<b>921,434</b>	<b>905,853</b>	<b>226,977</b>	<b>-8.43%</b>	<b>-1.68%</b>	<b>4.41%</b>		
	SPAIN	RED	IMPORT BOTTLED	753,378	906,564	1,040,729	1,194,710	1,314,689	293,407	-0.27%	10.03%	6.09%
<b>RED - TOTAL</b>		<b>753,378</b>	<b>906,564</b>	<b>1,040,729</b>	<b>1,194,710</b>	<b>1,314,689</b>	<b>293,407</b>	<b>-0.27%</b>	<b>10.03%</b>	<b>6.09%</b>		
ROSE		IMPORT BOTTLED	14,016	11,337	10,300	14,572	18,221	9,242	68.68%	25.03%	14.82%	
<b>ROSE - TOTAL</b>		<b>14,016</b>	<b>11,337</b>	<b>10,300</b>	<b>14,572</b>	<b>18,221</b>	<b>9,242</b>	<b>68.68%</b>	<b>25.03%</b>	<b>14.82%</b>		
WHITE		IMPORT BOTTLED	51,219	71,885	63,695	104,969	122,461	39,394	5.36%	16.65%	15.09%	
<b>WHITE - TOTAL</b>	<b>51,219</b>	<b>71,885</b>	<b>63,695</b>	<b>104,969</b>	<b>122,461</b>	<b>39,394</b>	<b>5.36%</b>	<b>16.65%</b>	<b>15.09%</b>			

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

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TABLE WINE	SPAIN	<b>TOTAL</b>	<b>818,613</b>	<b>989,786</b>	<b>1,114,724</b>	<b>1,314,251</b>	<b>1,455,371</b>	<b>342,043</b>	<b>1.48%</b>	<b>10.73%</b>	<b>6.96%</b>	
	SWITZERLAND	WHITE	IMPORT BOTTLED	113	205	2	0	0	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>113</b>	<b>205</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		<b>TOTAL</b>	<b>113</b>	<b>205</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	TURKEY	RED	IMPORT BOTTLED	180	370	404	295	476	108	315.38%	61.36%	1.89%
		<b>RED - TOTAL</b>	<b>180</b>	<b>370</b>	<b>404</b>	<b>295</b>	<b>476</b>	<b>108</b>	<b>315.38%</b>	<b>61.36%</b>	<b>1.89%</b>	
		WHITE	IMPORT BOTTLED	0	0	0	0	72	54	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>72</b>	<b>54</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		<b>TOTAL</b>	<b>180</b>	<b>370</b>	<b>404</b>	<b>295</b>	<b>548</b>	<b>162</b>	<b>315.38%</b>	<b>61.36%</b>	<b>1.89%</b>	
	UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	0	0	14	0	0	0	n/a	n/a	0.00%
		<b>ICE WINE WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		RED	CANADA BOTTLED	485,236	412,503	353,621	298,914	310,356	70,685	7.79%	3.83%	2.22%
			IMPORT BOTTLED	2,885,312	3,006,662	3,541,105	4,000,667	4,343,729	965,301	6.89%	8.57%	12.81%
		<b>RED - TOTAL</b>	<b>3,370,548</b>	<b>3,419,165</b>	<b>3,894,726</b>	<b>4,299,581</b>	<b>4,654,085</b>	<b>1,035,986</b>	<b>6.95%</b>	<b>8.24%</b>	<b>12.11%</b>	
		ROSE	CANADA BOTTLED	8,873	1,243	882	54	0	0	n/a	-100.00%	0.00%
			IMPORT BOTTLED	488,364	468,641	463,465	466,438	489,590	127,086	0.10%	4.96%	5.20%
		<b>ROSE - TOTAL</b>	<b>497,237</b>	<b>469,884</b>	<b>464,347</b>	<b>466,492</b>	<b>489,590</b>	<b>127,086</b>	<b>0.10%</b>	<b>4.95%</b>	<b>5.20%</b>	
		WHITE	CANADA BOTTLED	246,217	213,791	154,952	113,539	136,514	41,981	45.13%	20.23%	7.35%
			IMPORT BOTTLED	1,717,041	1,726,944	1,852,820	1,911,259	1,964,805	536,257	3.26%	2.80%	10.17%
		<b>WHITE - TOTAL</b>	<b>1,963,258</b>	<b>1,940,735</b>	<b>2,007,772</b>	<b>2,024,798</b>	<b>2,101,319</b>	<b>578,238</b>	<b>5.47%</b>	<b>3.78%</b>	<b>9.98%</b>	
		<b>TOTAL</b>	<b>5,831,043</b>	<b>5,829,784</b>	<b>6,366,859</b>	<b>6,790,871</b>	<b>7,244,994</b>	<b>1,741,310</b>	<b>5.93%</b>	<b>6.69%</b>	<b>11.02%</b>	
	URUGUAY	RED	IMPORT BOTTLED	2,356	1,865	890	608	0	0	-100.00%	-100.00%	0.00%
		<b>RED - TOTAL</b>	<b>2,356</b>	<b>1,865</b>	<b>890</b>	<b>608</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>	
		WHITE	IMPORT BOTTLED	36	53	-2	0	0	0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>36</b>	<b>53</b>	<b>-2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		<b>TOTAL</b>	<b>2,392</b>	<b>1,918</b>	<b>888</b>	<b>608</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>	

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**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

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IMPORT TABLE WINE - SUMMARY										
	CANADA BOTTLED	1,391,569	1,108,829	994,462	907,636	938,007	236,427	0.40%	3.35%	8.40%
	IMPORT BOTTLED	26,548,706	26,714,944	27,849,269	28,170,270	28,771,815	6,908,009	0.45%	2.14%	11.25%
<b>IMPORT TABLE WINE - TOTAL</b>		<b>27,940,275</b>	<b>27,823,773</b>	<b>28,843,731</b>	<b>29,077,906</b>	<b>29,709,822</b>	<b>7,144,436</b>	<b>0.45%</b>	<b>2.17%</b>	<b>11.16%</b>
SPARKLING WINE										
ARGENTINA	RED	0	54	72	0	0	0	n/a	n/a	0.00%
	ROSE	126	168	73	487	188	39	-35.00%	-61.18%	4.79%
	WHITE	3,229	1,553	4,449	5,442	5,526	971	-17.01%	1.54%	8.36%
	<b>TOTAL</b>	<b>3,355</b>	<b>1,775</b>	<b>4,594</b>	<b>5,929</b>	<b>5,714</b>	<b>1,010</b>	<b>-17.89%</b>	<b>-3.65%</b>	<b>8.24%</b>
AUSTRALIA	RED	11,139	10,092	9,362	7,799	5,700	876	-49.66%	-26.89%	0.61%
	ROSE	79,422	75,530	76,692	83,150	82,412	17,754	-5.80%	-0.89%	4.87%
	WHITE	107,900	89,464	94,162	105,820	103,281	20,305	-11.74%	-2.39%	5.54%
	<b>TOTAL</b>	<b>198,461</b>	<b>175,086</b>	<b>180,216</b>	<b>196,769</b>	<b>191,393</b>	<b>38,935</b>	<b>-10.69%</b>	<b>-2.73%</b>	<b>5.10%</b>
AUSTRIA	ROSE	0	0	9	9	9	0	n/a	n/a	0.00%
	WHITE	0	0	0	0	72	0	n/a	n/a	0.00%
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>81</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
BRAZIL	WHITE	0	0	0	18	1,750	390	2,066.67%	9,661.11%	4.46%
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>1,750</b>	<b>390</b>	<b>2,066.67%</b>	<b>9,661.11%</b>	<b>4.46%</b>
CHILE	ROSE	15,283	18,414	18,350	13,692	12,914	2,378	-19.96%	-5.65%	1.96%
	WHITE	91	1	147	82	485	109	32.93%	497.56%	1.86%
	<b>TOTAL</b>	<b>15,374</b>	<b>18,415</b>	<b>18,497</b>	<b>13,774</b>	<b>13,399</b>	<b>2,487</b>	<b>-18.54%</b>	<b>-2.66%</b>	<b>1.96%</b>
CHINA	WHITE	0	82	173	53	5	0	-100.00%	-90.74%	0.00%
	<b>TOTAL</b>	<b>0</b>	<b>82</b>	<b>173</b>	<b>53</b>	<b>5</b>	<b>0</b>	<b>-100.00%</b>	<b>-90.74%</b>	<b>0.00%</b>
CZECH REPUBLIC	WHITE	4	0	0	0	0	0	n/a	n/a	0.00%
	<b>TOTAL</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
FRANCE	RED	0	1,976	4	0	0	0	n/a	n/a	0.00%
	ROSE	33,968	42,891	51,794	50,530	47,336	11,381	-4.75%	-6.26%	9.47%
	WHITE	179,662	178,758	180,640	192,908	212,119	46,898	7.65%	9.97%	25.16%

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	FRANCE	<b>TOTAL</b>	<b>213,630</b>	<b>223,625</b>	<b>232,438</b>	<b>243,438</b>	<b>259,455</b>	<b>58,279</b>	<b>4.98%</b>	<b>6.60%</b>	<b>22.30%</b>
	GERMANY	ROSE	17,023	15,694	20,175	20,454	18,535	3,077	-15.79%	-9.36%	2.74%
		WHITE	157,241	165,331	156,689	155,377	166,125	31,752	-0.69%	6.91%	12.17%
		<b>TOTAL</b>	<b>174,264</b>	<b>181,025</b>	<b>176,864</b>	<b>175,831</b>	<b>184,660</b>	<b>34,829</b>	<b>-2.24%</b>	<b>5.02%</b>	<b>11.22%</b>
	HUNGARY	ROSE	0	0	0	111	163	63	250.00%	43.86%	5.52%
		WHITE	20,017	18,711	14,596	12,811	13,111	2,566	-17.44%	2.33%	3.51%
		<b>TOTAL</b>	<b>20,017</b>	<b>18,711</b>	<b>14,596</b>	<b>12,922</b>	<b>13,274</b>	<b>2,629</b>	<b>-15.90%</b>	<b>2.70%</b>	<b>3.53%</b>
	ITALY	RED	30	0	114	21	100	27	440.00%	363.64%	0.00%
		ROSE	12,881	11,345	11,365	14,139	18,260	5,603	39.07%	29.11%	7.72%
		WHITE	179,529	200,820	233,352	314,399	417,981	110,274	20.97%	32.95%	21.49%
		<b>TOTAL</b>	<b>192,440</b>	<b>212,165</b>	<b>244,831</b>	<b>328,559</b>	<b>436,341</b>	<b>115,904</b>	<b>21.76%</b>	<b>32.80%</b>	<b>20.91%</b>
	NEW ZEALAND	ROSE	27	260	4,696	5,189	5,255	1,129	-2.42%	1.31%	5.29%
		WHITE	2,182	11,318	13,877	12,338	12,001	2,551	-7.03%	-2.74%	5.70%
		<b>TOTAL</b>	<b>2,209</b>	<b>11,578</b>	<b>18,573</b>	<b>17,527</b>	<b>17,256</b>	<b>3,680</b>	<b>-5.67%</b>	<b>-1.54%</b>	<b>5.57%</b>
	PORTUGAL	ROSE	451	413	0	0	0	0	n/a	n/a	0.00%
		WHITE	270	430	217	383	824	0	-100.00%	113.99%	0.00%
		<b>TOTAL</b>	<b>721</b>	<b>843</b>	<b>217</b>	<b>383</b>	<b>824</b>	<b>0</b>	<b>-100.00%</b>	<b>113.99%</b>	<b>0.00%</b>
	SLOVENIA	ROSE	0	0	0	28	27	0	-100.00%	0.00%	0.00%
		<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>27</b>	<b>0</b>	<b>-100.00%</b>	<b>0.00%</b>	<b>0.00%</b>
	SOUTH AFRICA	ROSE	14	117	81	144	440	108	n/a	206.25%	0.00%
		WHITE	18,603	17,809	16,390	15,443	15,827	4,011	13.85%	2.50%	5.95%
	<b>TOTAL</b>	<b>18,617</b>	<b>17,926</b>	<b>16,471</b>	<b>15,587</b>	<b>16,267</b>	<b>4,119</b>	<b>13.85%</b>	<b>4.38%</b>	<b>5.95%</b>	
SPAIN	RED	18	32	50	0	0	0	n/a	n/a	0.00%	
	ROSE	18,700	19,872	13,858	12,388	10,256	1,871	-41.53%	-17.15%	10.32%	
	WHITE	266,072	265,401	259,943	264,972	261,022	57,504	-1.94%	-1.49%	17.83%	
	<b>TOTAL</b>	<b>284,790</b>	<b>285,305</b>	<b>273,851</b>	<b>277,360</b>	<b>271,278</b>	<b>59,375</b>	<b>-3.99%</b>	<b>-2.19%</b>	<b>17.54%</b>	

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	UNITED STATES OF AMERICA	ROSE	17,852	6,118	2,264	1,953	1,874	650	40.09%	-4.19%	2.29%
		WHITE	112,943	109,764	97,756	103,996	110,324	24,929	-0.65%	6.08%	11.43%
		<b>TOTAL</b>	<b>130,795</b>	<b>115,882</b>	<b>100,020</b>	<b>105,949</b>	<b>112,198</b>	<b>25,579</b>	<b>0.09%</b>	<b>5.89%</b>	<b>11.28%</b>
<b>IMPORT SPARKLING WINE - TOTAL</b>			<b>1,254,677</b>	<b>1,262,418</b>	<b>1,281,350</b>	<b>1,394,136</b>	<b>1,523,922</b>	<b>347,216</b>	<b>4.48%</b>	<b>9.31%</b>	<b>15.95%</b>
WINE - GIFT PACKS	AUSTRALIA		7,090	3,927	0	0	0	0	n/a	n/a	0.00%
	CHILE		0	0	960	247	0	0	-100.00%	-100.00%	0.00%
	FRANCE		894	1,931	1,777	2,649	1,105	35	-44.44%	-58.07%	0.18%
	ITALY		0	0	1,801	0	0	0	n/a	n/a	0.00%
	PORTUGAL		15	0	0	0	540	0	n/a	n/a	0.00%
	SOUTH AFRICA		8,683	0	0	2,886	2	0	-100.00%	-99.93%	0.00%
	SPAIN		2,066	1,012	0	2,373	15	0	-100.00%	-99.37%	0.00%
	UNITED STATES OF AMERICA		0	14	2,901	23	8,348	3	-70.00%	34,700.00%	0.91%
<b>IMPORT WINE - GIFT PACKS - TOTAL</b>			<b>18,748</b>	<b>6,884</b>	<b>7,439</b>	<b>8,178</b>	<b>10,010</b>	<b>38</b>	<b>-72.26%</b>	<b>22.40%</b>	<b>0.78%</b>
<b>IMPORT WINE - TOTAL</b>			<b>30,196,047</b>	<b>30,060,990</b>	<b>31,098,715</b>	<b>31,449,111</b>	<b>32,258,617</b>	<b>7,716,079</b>	<b>0.64%</b>	<b>2.57%</b>	<b>12.04%</b>

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$66	\$69	\$55	\$47	\$41	\$6	-35.67%	-13.32%	2.45%
		FRANCE	\$0	\$0	\$18	\$15	\$1	\$0	-19.22%	-91.21%	0.00%
		ITALY	\$0	\$260	\$390	\$282	\$318	\$102	60.51%	12.81%	22.81%
		SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		SOUTH AFRICA	\$0	\$0	\$34	\$15	\$3	\$1	-61.11%	-82.49%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$12	\$2	\$0	-100.00%	-85.66%	0.00%
		UNITED STATES OF AMERICA	\$24	\$24	\$113	\$421	\$330	\$54	-60.82%	-21.69%	0.82%
		<b>FLAVOURED</b>	<b>\$91</b>	<b>\$353</b>	<b>\$610</b>	<b>\$793</b>	<b>\$694</b>	<b>\$163</b>	<b>-27.33%</b>	<b>-12.50%</b>	<b>11.08%</b>
FRUIT	DENMARK	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	JAPAN	\$287	\$286	\$300	\$307	\$291	\$71	-0.77%	-5.22%	37.99%	
	KOREA - SOUTH	\$3	\$4	\$3	\$26	\$40	\$15	45.47%	51.67%	31.68%	
	TURKEY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$46	\$67	\$74	\$161	\$147	\$23	-41.39%	-8.41%	29.96%	
	<b>FRUIT</b>	<b>\$337</b>	<b>\$356</b>	<b>\$377</b>	<b>\$494</b>	<b>\$478</b>	<b>\$109</b>	<b>-9.71%</b>	<b>-3.24%</b>	<b>34.99%</b>	
MADEIRA	PORTUGAL	\$181	\$174	\$172	\$168	\$168	\$31	-5.27%	0.04%	29.95%	
	<b>MADEIRA</b>	<b>\$181</b>	<b>\$174</b>	<b>\$172</b>	<b>\$168</b>	<b>\$168</b>	<b>\$31</b>	<b>-5.27%</b>	<b>0.04%</b>	<b>29.95%</b>	
MONTILLA	SPAIN	\$175	\$192	\$210	\$226	\$211	\$36	-15.77%	-6.98%	8.99%	
	<b>MONTILLA</b>	<b>\$175</b>	<b>\$192</b>	<b>\$210</b>	<b>\$226</b>	<b>\$211</b>	<b>\$36</b>	<b>-15.77%</b>	<b>-6.98%</b>	<b>8.99%</b>	
OTHER	AUSTRALIA	\$0	\$0	\$6	\$8	\$5	\$1	-33.08%	-29.63%	4.02%	
	<b>OTHER</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$8</b>	<b>\$5</b>	<b>\$1</b>	<b>-33.08%</b>	<b>-29.63%</b>	<b>4.02%</b>	
OTHER FORTIFIED	ARGENTINA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$811	\$834	\$820	\$738	\$656	\$125	-9.55%	-11.04%	6.38%	
	CHINA	\$151	\$202	\$178	\$169	\$200	\$46	28.29%	18.25%	14.37%	
	FRANCE	\$557	\$555	\$592	\$572	\$595	\$137	5.59%	3.94%	13.34%	
	GREECE	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ITALY	\$321	\$317	\$313	\$316	\$322	\$62	-14.69%	1.72%	30.95%	



**IMPORT WINE MARKET**  
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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	\$13	\$45	\$66	\$93	\$122	\$34	4.90%	31.56%	85.16%
		KOREA - SOUTH	\$180	\$210	\$199	\$277	\$440	\$101	37.00%	59.08%	33.94%
		PORTUGAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		SOUTH AFRICA	\$542	\$641	\$545	\$380	\$454	\$94	7.12%	19.53%	4.13%
		SPAIN	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TAIWAN	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	100.00%
		UNITED STATES OF AMERICA	\$67	\$63	\$64	\$55	\$39	\$7	-31.21%	-28.63%	27.46%
		URUGUAY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>OTHER FORTIFIED</b>	<b>\$2,648</b>	<b>\$2,869</b>	<b>\$2,778</b>	<b>\$2,600</b>	<b>\$2,830</b>	<b>\$608</b>	<b>4.39%</b>	<b>8.79%</b>	<b>18.87%</b>
PORT	AUSTRALIA	\$11	\$11	\$5	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	PORTUGAL	\$3,334	\$3,263	\$3,017	\$2,958	\$3,154	\$556	6.29%	6.63%	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%	
	<b>PORT</b>	<b>\$3,347</b>	<b>\$3,274</b>	<b>\$3,023</b>	<b>\$2,958</b>	<b>\$3,154</b>	<b>\$556</b>	<b>6.29%</b>	<b>6.62%</b>	<b>11.71%</b>	
SAKE	JAPAN	\$1,793	\$1,938	\$2,083	\$2,449	\$2,767	\$738	6.53%	12.99%	55.68%	
	KOREA - SOUTH	\$36	\$36	\$35	\$33	\$22	\$4	-42.59%	-33.48%	72.88%	
	UNITED STATES OF AMERICA	\$3,217	\$3,170	\$3,177	\$3,209	\$3,297	\$735	-0.39%	2.76%	57.83%	
	<b>SAKE</b>	<b>\$5,046</b>	<b>\$5,145</b>	<b>\$5,295</b>	<b>\$5,691</b>	<b>\$6,086</b>	<b>\$1,477</b>	<b>2.72%</b>	<b>6.95%</b>	<b>56.91%</b>	
SHERRY	FRANCE	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	NEW ZEALAND	\$263	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SPAIN	\$1,425	\$1,436	\$1,358	\$1,310	\$1,310	\$233	7.32%	0.00%	3.79%	
	<b>SHERRY</b>	<b>\$1,689</b>	<b>\$1,439</b>	<b>\$1,358</b>	<b>\$1,310</b>	<b>\$1,310</b>	<b>\$233</b>	<b>7.32%</b>	<b>0.00%</b>	<b>3.79%</b>	
VERMOUTH	AUSTRALIA	\$0	\$0	\$0	\$0	\$11	\$0	n/a	n/a	8.12%	
	FRANCE	\$226	\$223	\$200	\$153	\$12	\$4	-73.34%	-92.08%	40.49%	
	ITALY	\$2,315	\$2,232	\$2,216	\$2,204	\$2,335	\$563	2.92%	5.95%	9.22%	
	SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%	

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	UNITED KINGDOM	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	\$7	\$9	\$10	\$12	\$11	\$3	-34.58%	-4.19%	35.45%	
	<b>VERMOUTH</b>		<b>\$2,548</b>	<b>\$2,464</b>	<b>\$2,427</b>	<b>\$2,369</b>	<b>\$2,370</b>	<b>\$570</b>	<b>0.87%</b>	<b>-0.45%</b>	<b>9.50%</b>	
<b>IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL</b>			<b>\$16,062</b>	<b>\$16,266</b>	<b>\$16,256</b>	<b>\$16,618</b>	<b>\$17,307</b>	<b>\$3,784</b>	<b>1.05%</b>	<b>4.15%</b>	28.63%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	100.00%
			IMPORT BOTTLED	\$35,116	\$39,478	\$41,435	\$40,953	\$40,104	\$8,698	-2.01%	-2.07%	15.50%
		<b>RED - TOTAL</b>		<b>\$35,116</b>	<b>\$39,478</b>	<b>\$41,435</b>	<b>\$40,953</b>	<b>\$40,106</b>	<b>\$8,700</b>	<b>-1.99%</b>	<b>-2.07%</b>	<b>15.50%</b>
	ROSE	IMPORT BOTTLED	\$104	\$113	\$112	\$93	\$194	\$93	73.35%	108.01%	0.14%	
		<b>ROSE - TOTAL</b>		<b>\$104</b>	<b>\$113</b>	<b>\$112</b>	<b>\$93</b>	<b>\$194</b>	<b>\$93</b>	<b>73.35%</b>	<b>108.01%</b>	<b>0.14%</b>
	WHITE	IMPORT BOTTLED	\$4,126	\$4,533	\$5,092	\$4,686	\$4,279	\$1,087	-16.44%	-8.70%	8.10%	
		<b>WHITE - TOTAL</b>		<b>\$4,126</b>	<b>\$4,533</b>	<b>\$5,092</b>	<b>\$4,686</b>	<b>\$4,279</b>	<b>\$1,087</b>	<b>-16.44%</b>	<b>-8.70%</b>	<b>8.10%</b>
	<b>TOTAL</b>		<b>\$39,346</b>	<b>\$44,125</b>	<b>\$46,639</b>	<b>\$45,732</b>	<b>\$44,578</b>	<b>\$9,880</b>	<b>-3.43%</b>	<b>-2.52%</b>	<b>14.73%</b>	
	ARMENIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			<b>WHITE - TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>
<b>TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
AUSTRALIA	RED	CANADA BOTTLED	\$113	\$30	\$0	\$0	\$1	\$1	n/a	n/a	100.00%	
		IMPORT BOTTLED	\$75,126	\$71,087	\$69,122	\$60,137	\$54,292	\$11,817	-9.13%	-9.72%	10.43%	
		<b>RED - TOTAL</b>		<b>\$75,239</b>	<b>\$71,116</b>	<b>\$69,122</b>	<b>\$60,137</b>	<b>\$54,293</b>	<b>\$11,818</b>	<b>-9.13%</b>	<b>-9.72%</b>	<b>10.43%</b>
	ROSE	IMPORT BOTTLED	\$286	\$222	\$199	\$226	\$287	\$78	-6.94%	26.90%	3.73%	
		<b>ROSE - TOTAL</b>		<b>\$286</b>	<b>\$222</b>	<b>\$199</b>	<b>\$226</b>	<b>\$287</b>	<b>\$78</b>	<b>-6.94%</b>	<b>26.90%</b>	<b>3.73%</b>
	WHITE	CANADA BOTTLED	\$62	\$6	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	\$28,087	\$26,442	\$27,177	\$26,040	\$25,066	\$6,425	-6.35%	-3.74%	6.69%	
		<b>WHITE - TOTAL</b>		<b>\$28,149</b>	<b>\$26,448</b>	<b>\$27,177</b>	<b>\$26,040</b>	<b>\$25,066</b>	<b>\$6,425</b>	<b>-6.35%</b>	<b>-3.74%</b>	<b>6.69%</b>
	<b>TOTAL</b>		<b>\$103,675</b>	<b>\$97,786</b>	<b>\$96,499</b>	<b>\$86,403</b>	<b>\$79,646</b>	<b>\$18,321</b>	<b>-8.16%</b>	<b>-7.82%</b>	<b>9.23%</b>	
	AUSTRIA	RED	IMPORT BOTTLED	\$22	\$18	\$30	\$36	\$45	\$14	110.23%	23.28%	26.69%
<b>RED - TOTAL</b>			<b>\$22</b>	<b>\$18</b>	<b>\$30</b>	<b>\$36</b>	<b>\$45</b>	<b>\$14</b>	<b>110.23%</b>	<b>23.28%</b>	<b>26.69%</b>	

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	AUSTRIA	ROSE	IMPORT BOTTLED	\$4	\$0	\$0	\$0	\$0	-100.00%	-100.00%	0.00%	
		<b>ROSE - TOTAL</b>	<b>\$4</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>	
		WHITE	IMPORT BOTTLED	\$266	\$254	\$202	\$179	\$246	\$62	10.86%	37.04%	25.19%
		<b>WHITE - TOTAL</b>	<b>\$266</b>	<b>\$254</b>	<b>\$202</b>	<b>\$179</b>	<b>\$246</b>	<b>\$62</b>	<b>10.86%</b>	<b>37.04%</b>	<b>25.19%</b>	
	<b>TOTAL</b>		<b>\$292</b>	<b>\$273</b>	<b>\$232</b>	<b>\$216</b>	<b>\$290</b>	<b>\$76</b>	<b>20.97%</b>	<b>34.61%</b>	<b>25.42%</b>	
	BRAZIL	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$24	\$24	n/a	n/a	0.00%
<b>RED - TOTAL</b>			<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$24</b>	<b>\$24</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
WHITE		IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
<b>TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$25</b>	<b>\$25</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
BULGARIA		RED	IMPORT BOTTLED	\$0	\$7	\$9	\$19	\$49	\$13	196.41%	150.12%	3.46%
	<b>RED - TOTAL</b>		<b>\$0</b>	<b>\$7</b>	<b>\$9</b>	<b>\$19</b>	<b>\$49</b>	<b>\$13</b>	<b>196.41%</b>	<b>150.12%</b>	<b>3.46%</b>	
	WHITE	IMPORT BOTTLED	\$0	\$10	\$12	\$1	\$0	\$0	n/a	-100.00%	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$10</b>	<b>\$12</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>	
	<b>TOTAL</b>		<b>\$0</b>	<b>\$17</b>	<b>\$21</b>	<b>\$20</b>	<b>\$49</b>	<b>\$13</b>	<b>196.41%</b>	<b>140.74%</b>	<b>3.46%</b>	
	CHILE	RED	CANADA BOTTLED	\$1,962	\$1,448	\$1,102	\$827	\$723	\$172	-15.10%	-12.60%	27.11%
IMPORT BOTTLED			\$28,582	\$29,074	\$29,255	\$27,376	\$28,772	\$6,378	2.82%	5.10%	5.64%	
<b>RED - TOTAL</b>			<b>\$30,544</b>	<b>\$30,522</b>	<b>\$30,356</b>	<b>\$28,204</b>	<b>\$29,496</b>	<b>\$6,550</b>	<b>2.26%</b>	<b>4.58%</b>	<b>6.17%</b>	
ROSE		IMPORT BOTTLED	\$118	\$103	\$87	\$83	\$134	\$35	-24.32%	62.75%	2.87%	
		<b>ROSE - TOTAL</b>	<b>\$118</b>	<b>\$103</b>	<b>\$87</b>	<b>\$83</b>	<b>\$134</b>	<b>\$35</b>	<b>-24.32%</b>	<b>62.75%</b>	<b>2.87%</b>	
WHITE		CANADA BOTTLED	\$1,486	\$1,048	\$808	\$671	\$603	\$141	-19.20%	-10.17%	34.12%	
		IMPORT BOTTLED	\$11,858	\$12,462	\$13,294	\$12,512	\$12,209	\$3,368	6.31%	-2.43%	8.59%	
		<b>WHITE - TOTAL</b>	<b>\$13,344</b>	<b>\$13,509</b>	<b>\$14,102</b>	<b>\$13,183</b>	<b>\$12,811</b>	<b>\$3,509</b>	<b>4.98%</b>	<b>-2.82%</b>	<b>9.79%</b>	
<b>TOTAL</b>		<b>\$44,006</b>	<b>\$44,134</b>	<b>\$44,546</b>	<b>\$41,469</b>	<b>\$42,441</b>	<b>\$10,094</b>	<b>3.06%</b>	<b>2.34%</b>	<b>7.25%</b>		
CHINA		RED	IMPORT BOTTLED	\$52	\$38	\$19	\$9	\$5	\$1	-50.07%	-44.66%	0.00%
	<b>RED - TOTAL</b>		<b>\$52</b>	<b>\$38</b>	<b>\$19</b>	<b>\$9</b>	<b>\$5</b>	<b>\$1</b>	<b>-50.07%</b>	<b>-44.66%</b>	<b>0.00%</b>	

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	CHINA	WHITE	IMPORT BOTTLED	\$3	\$8	\$17	\$10	\$0	\$0	-91.10%	-98.64%	0.00%
			<b>WHITE - TOTAL</b>	<b>\$3</b>	<b>\$8</b>	<b>\$17</b>	<b>\$10</b>	<b>\$0</b>	<b>\$0</b>	<b>-91.10%</b>	<b>-98.64%</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>\$54</b>	<b>\$46</b>	<b>\$35</b>	<b>\$19</b>	<b>\$5</b>	<b>\$1</b>	<b>-60.19%</b>	<b>-73.76%</b>	<b>0.00%</b>
CROATIA	RED	IMPORT BOTTLED	\$47	\$37	\$7	\$2	\$4	\$2	85.35%	162.35%	7.84%	
		<b>RED - TOTAL</b>	<b>\$47</b>	<b>\$37</b>	<b>\$7</b>	<b>\$2</b>	<b>\$4</b>	<b>\$2</b>	<b>85.35%</b>	<b>162.35%</b>	<b>7.84%</b>	
	WHITE	IMPORT BOTTLED	\$2	\$1	\$0	\$0	\$10	\$5	n/a	n/a	51.82%	
	<b>WHITE - TOTAL</b>	<b>\$2</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10</b>	<b>\$5</b>	<b>n/a</b>	<b>n/a</b>	<b>51.82%</b>		
	<b>TOTAL</b>	<b>\$50</b>	<b>\$39</b>	<b>\$7</b>	<b>\$2</b>	<b>\$14</b>	<b>\$7</b>	<b>85.35%</b>	<b>162.35%</b>	<b>39.44%</b>		
CZECH REPUBLIC	RED	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	<b>WHITE - TOTAL</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
	<b>TOTAL</b>	<b>\$3</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
FRANCE	RED	CANADA BOTTLED	\$1,307	\$1,214	\$1,487	\$1,699	\$1,839	\$461	-2.45%	8.23%	1.75%	
		IMPORT BOTTLED	\$31,783	\$31,250	\$37,650	\$39,356	\$42,031	\$8,242	11.10%	6.80%	9.39%	
		<b>RED - TOTAL</b>	<b>\$33,091</b>	<b>\$32,464</b>	<b>\$39,137</b>	<b>\$41,056</b>	<b>\$43,870</b>	<b>\$8,703</b>	<b>10.29%</b>	<b>6.86%</b>	<b>9.07%</b>	
	ROSE	IMPORT BOTTLED	\$1,135	\$1,134	\$1,366	\$1,716	\$2,523	\$1,141	42.18%	47.01%	9.94%	
		<b>ROSE - TOTAL</b>	<b>\$1,135</b>	<b>\$1,134</b>	<b>\$1,366</b>	<b>\$1,716</b>	<b>\$2,523</b>	<b>\$1,141</b>	<b>42.18%</b>	<b>47.01%</b>	<b>9.94%</b>	
	WHITE	CANADA BOTTLED	\$492	\$394	\$541	\$577	\$620	\$183	-5.75%	7.47%	1.82%	
		IMPORT BOTTLED	\$11,641	\$11,403	\$12,158	\$12,378	\$13,246	\$3,521	5.60%	7.01%	19.36%	
<b>WHITE - TOTAL</b>		<b>\$12,132</b>	<b>\$11,798</b>	<b>\$12,699</b>	<b>\$12,955</b>	<b>\$13,866</b>	<b>\$3,704</b>	<b>4.97%</b>	<b>7.04%</b>	<b>18.58%</b>		
	<b>TOTAL</b>	<b>\$46,358</b>	<b>\$45,396</b>	<b>\$53,202</b>	<b>\$55,726</b>	<b>\$60,259</b>	<b>\$13,549</b>	<b>10.85%</b>	<b>8.13%</b>	<b>11.30%</b>		
GEORGIA	RED	IMPORT BOTTLED	\$47	\$187	\$183	\$246	\$163	\$19	-63.24%	-33.82%	0.41%	
		<b>RED - TOTAL</b>	<b>\$47</b>	<b>\$187</b>	<b>\$183</b>	<b>\$246</b>	<b>\$163</b>	<b>\$19</b>	<b>-63.24%</b>	<b>-33.82%</b>	<b>0.41%</b>	
	WHITE	IMPORT BOTTLED	\$2	\$4	\$19	\$44	\$32	\$7	-20.49%	-27.00%	1.90%	
	<b>WHITE - TOTAL</b>	<b>\$2</b>	<b>\$4</b>	<b>\$19</b>	<b>\$44</b>	<b>\$32</b>	<b>\$7</b>	<b>-20.49%</b>	<b>-27.00%</b>	<b>1.90%</b>		

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	GEORGIA	<b>TOTAL</b>	<b>\$49</b>	<b>\$191</b>	<b>\$202</b>	<b>\$289</b>	<b>\$195</b>	<b>\$25</b>	<b>-56.89%</b>	<b>-32.79%</b>	<b>0.65%</b>	
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$0	\$0	\$2	\$1	\$1	\$0	-100.00%	10.38%	0.00%
		<b>ICE WINE WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>-100.00%</b>	<b>10.38%</b>	<b>0.00%</b>	
		RED	IMPORT BOTTLED	\$225	\$251	\$166	\$200	\$176	\$34	-30.03%	-11.96%	2.06%
		<b>RED - TOTAL</b>	<b>\$225</b>	<b>\$251</b>	<b>\$166</b>	<b>\$200</b>	<b>\$176</b>	<b>\$34</b>	<b>-30.03%</b>	<b>-11.96%</b>	<b>2.06%</b>	
		ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$51	\$18	n/a	n/a	0.46%
		<b>ROSE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$51</b>	<b>\$18</b>	<b>n/a</b>	<b>n/a</b>	<b>0.46%</b>
		WHITE	IMPORT BOTTLED	\$7,013	\$7,217	\$7,229	\$7,171	\$7,033	\$1,720	-0.07%	-1.93%	8.47%
		<b>WHITE - TOTAL</b>	<b>\$7,013</b>	<b>\$7,217</b>	<b>\$7,229</b>	<b>\$7,171</b>	<b>\$7,033</b>	<b>\$1,720</b>	<b>-0.07%</b>	<b>-1.93%</b>	<b>8.47%</b>	
		<b>TOTAL</b>	<b>\$7,239</b>	<b>\$7,468</b>	<b>\$7,397</b>	<b>\$7,372</b>	<b>\$7,261</b>	<b>\$1,773</b>	<b>-0.91%</b>	<b>-2.20%</b>	<b>8.26%</b>	
	GREECE	RED	IMPORT BOTTLED	\$773	\$673	\$643	\$614	\$569	\$122	-12.56%	-7.33%	63.51%
		<b>RED - TOTAL</b>	<b>\$773</b>	<b>\$673</b>	<b>\$643</b>	<b>\$614</b>	<b>\$569</b>	<b>\$122</b>	<b>-12.56%</b>	<b>-7.33%</b>	<b>63.51%</b>	
		WHITE	IMPORT BOTTLED	\$680	\$629	\$572	\$590	\$534	\$142	-14.44%	-9.57%	55.46%
		<b>WHITE - TOTAL</b>	<b>\$680</b>	<b>\$629</b>	<b>\$572</b>	<b>\$590</b>	<b>\$534</b>	<b>\$142</b>	<b>-14.44%</b>	<b>-9.57%</b>	<b>55.46%</b>	
		<b>TOTAL</b>	<b>\$1,453</b>	<b>\$1,302</b>	<b>\$1,215</b>	<b>\$1,204</b>	<b>\$1,103</b>	<b>\$264</b>	<b>-13.58%</b>	<b>-8.43%</b>	<b>59.61%</b>	
	HUNGARY	RED	IMPORT BOTTLED	\$268	\$248	\$272	\$382	\$296	\$60	-9.94%	-22.61%	2.48%
		<b>RED - TOTAL</b>	<b>\$268</b>	<b>\$248</b>	<b>\$272</b>	<b>\$382</b>	<b>\$296</b>	<b>\$60</b>	<b>-9.94%</b>	<b>-22.61%</b>	<b>2.48%</b>	
		WHITE	IMPORT BOTTLED	\$1,090	\$1,071	\$1,139	\$967	\$947	\$274	3.73%	-2.05%	8.33%
		<b>WHITE - TOTAL</b>	<b>\$1,090</b>	<b>\$1,071</b>	<b>\$1,139</b>	<b>\$967</b>	<b>\$947</b>	<b>\$274</b>	<b>3.73%</b>	<b>-2.05%</b>	<b>8.33%</b>	
		<b>TOTAL</b>	<b>\$1,358</b>	<b>\$1,319</b>	<b>\$1,410</b>	<b>\$1,349</b>	<b>\$1,243</b>	<b>\$334</b>	<b>0.96%</b>	<b>-7.87%</b>	<b>6.94%</b>	
	INDIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$37	\$19	\$4	-49.91%	-47.56%	45.18%
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$37</b>	<b>\$19</b>	<b>\$4</b>	<b>-49.91%</b>	<b>-47.56%</b>	<b>45.18%</b>	
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$37</b>	<b>\$19</b>	<b>\$4</b>	<b>-49.91%</b>	<b>-47.56%</b>	<b>45.18%</b>	
	ISRAEL	RED	IMPORT BOTTLED	\$162	\$156	\$156	\$161	\$153	\$36	14.78%	-5.09%	1.38%
		<b>RED - TOTAL</b>	<b>\$162</b>	<b>\$156</b>	<b>\$156</b>	<b>\$161</b>	<b>\$153</b>	<b>\$36</b>	<b>14.78%</b>	<b>-5.09%</b>	<b>1.38%</b>	
		ROSE	IMPORT BOTTLED	\$0	\$9	\$15	\$13	\$12	\$3	23.61%	-6.46%	0.80%

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	ISRAEL	ROSE	<b>ROSE - TOTAL</b>	<b>\$0</b>	<b>\$9</b>	<b>\$15</b>	<b>\$13</b>	<b>\$12</b>	<b>\$3</b>	<b>23.61%</b>	<b>-6.46%</b>	<b>0.80%</b>
		WHITE	IMPORT BOTTLED	\$72	\$75	\$68	\$74	\$65	\$19	20.83%	-11.06%	1.24%
			<b>WHITE - TOTAL</b>	<b>\$72</b>	<b>\$75</b>	<b>\$68</b>	<b>\$74</b>	<b>\$65</b>	<b>\$19</b>	<b>20.83%</b>	<b>-11.06%</b>	<b>1.24%</b>
			<b>TOTAL</b>	<b>\$234</b>	<b>\$240</b>	<b>\$239</b>	<b>\$247</b>	<b>\$230</b>	<b>\$57</b>	<b>17.10%</b>	<b>-6.94%</b>	<b>1.31%</b>
ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$8	\$28	\$6	-2.74%	237.08%	100.00%	
		IMPORT BOTTLED	\$36,378	\$37,166	\$37,992	\$40,163	\$42,093	\$9,263	5.40%	4.80%	22.26%	
		<b>RED - TOTAL</b>	<b>\$36,378</b>	<b>\$37,166</b>	<b>\$37,992</b>	<b>\$40,172</b>	<b>\$42,121</b>	<b>\$9,269</b>	<b>5.39%</b>	<b>4.85%</b>	<b>22.31%</b>	
	ROSE	IMPORT BOTTLED	\$402	\$742	\$793	\$824	\$779	\$230	-18.84%	-5.48%	5.99%	
		<b>ROSE - TOTAL</b>	<b>\$402</b>	<b>\$742</b>	<b>\$793</b>	<b>\$824</b>	<b>\$779</b>	<b>\$230</b>	<b>-18.84%</b>	<b>-5.48%</b>	<b>5.99%</b>	
	WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$13	\$37	\$4	-59.38%	181.57%	0.00%	
		IMPORT BOTTLED	\$17,079	\$18,406	\$20,359	\$21,983	\$22,688	\$6,356	0.44%	3.21%	22.82%	
		<b>WHITE - TOTAL</b>	<b>\$17,079</b>	<b>\$18,406</b>	<b>\$20,359</b>	<b>\$21,996</b>	<b>\$22,725</b>	<b>\$6,361</b>	<b>0.34%</b>	<b>3.32%</b>	<b>22.95%</b>	
	<b>TOTAL</b>	<b>\$53,859</b>	<b>\$56,314</b>	<b>\$59,144</b>	<b>\$62,992</b>	<b>\$65,625</b>	<b>\$15,859</b>	<b>2.87%</b>	<b>4.18%</b>	<b>22.34%</b>		
LEBANON	RED	IMPORT BOTTLED	\$26	\$26	\$20	\$25	\$35	\$9	38.41%	38.18%	31.51%	
		<b>RED - TOTAL</b>	<b>\$26</b>	<b>\$26</b>	<b>\$20</b>	<b>\$25</b>	<b>\$35</b>	<b>\$9</b>	<b>38.41%</b>	<b>38.18%</b>	<b>31.51%</b>	
	ROSE	IMPORT BOTTLED	\$3	\$4	\$4	\$5	\$4	\$2	-49.65%	-29.17%	85.09%	
		<b>ROSE - TOTAL</b>	<b>\$3</b>	<b>\$4</b>	<b>\$4</b>	<b>\$5</b>	<b>\$4</b>	<b>\$2</b>	<b>-49.65%</b>	<b>-29.17%</b>	<b>85.09%</b>	
	WHITE	IMPORT BOTTLED	\$7	\$7	\$3	\$1	\$2	\$1	93.33%	133.92%	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$7</b>	<b>\$7</b>	<b>\$3</b>	<b>\$1</b>	<b>\$2</b>	<b>\$1</b>	<b>93.33%</b>	<b>133.92%</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>\$36</b>	<b>\$36</b>	<b>\$27</b>	<b>\$31</b>	<b>\$41</b>	<b>\$11</b>	<b>12.25%</b>	<b>30.28%</b>	<b>39.47%</b>		
MEXICO	RED	IMPORT BOTTLED	\$21	\$16	\$14	\$8	\$12	\$2	-25.15%	50.31%	24.31%	
		<b>RED - TOTAL</b>	<b>\$21</b>	<b>\$16</b>	<b>\$14</b>	<b>\$8</b>	<b>\$12</b>	<b>\$2</b>	<b>-25.15%</b>	<b>50.31%</b>	<b>24.31%</b>	
	WHITE	IMPORT BOTTLED	\$7	\$3	\$2	\$1	\$1	\$1	7,183.33%	86.08%	69.99%	
		<b>WHITE - TOTAL</b>	<b>\$7</b>	<b>\$3</b>	<b>\$2</b>	<b>\$1</b>	<b>\$1</b>	<b>\$1</b>	<b>7,183.33%</b>	<b>86.08%</b>	<b>69.99%</b>	
	<b>TOTAL</b>	<b>\$28</b>	<b>\$20</b>	<b>\$16</b>	<b>\$9</b>	<b>\$14</b>	<b>\$3</b>	<b>9.16%</b>	<b>53.39%</b>	<b>29.07%</b>		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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TABLE WINE	MOLDOVA, REPUBLIC OF	RED	<b>RED - TOTAL</b>	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>TOTAL</b>	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
MONTENEGRO	RED	IMPORT BOTTLED	\$53	\$61	\$63	\$62	\$59	\$11	-1.48%	-5.70%	1.06%
		<b>RED - TOTAL</b>	<b>\$53</b>	<b>\$61</b>	<b>\$63</b>	<b>\$62</b>	<b>\$59</b>	<b>\$11</b>	<b>-1.48%</b>	<b>-5.70%</b>	<b>1.06%</b>
		<b>TOTAL</b>	<b>\$53</b>	<b>\$61</b>	<b>\$63</b>	<b>\$62</b>	<b>\$59</b>	<b>\$11</b>	<b>-1.48%</b>	<b>-5.70%</b>	<b>1.06%</b>
MOROCCO	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
NEW ZEALAND	RED	IMPORT BOTTLED	\$2,103	\$2,322	\$2,745	\$2,567	\$2,619	\$579	5.95%	2.00%	15.48%
		<b>RED - TOTAL</b>	<b>\$2,103</b>	<b>\$2,322</b>	<b>\$2,745</b>	<b>\$2,567</b>	<b>\$2,619</b>	<b>\$579</b>	<b>5.95%</b>	<b>2.00%</b>	<b>15.48%</b>
	ROSE	IMPORT BOTTLED	\$22	\$22	\$0	\$0	\$80	\$41	n/a	n/a	0.31%
		<b>ROSE - TOTAL</b>	<b>\$22</b>	<b>\$22</b>	<b>\$0</b>	<b>\$0</b>	<b>\$80</b>	<b>\$41</b>	<b>n/a</b>	<b>n/a</b>	<b>0.31%</b>
	WHITE	CANADA BOTTLED	\$0	\$0	\$26	\$241	\$87	\$11	-79.45%	-63.84%	66.05%
		IMPORT BOTTLED	\$15,869	\$18,904	\$23,046	\$26,487	\$31,451	\$9,154	15.74%	18.74%	18.14%
<b>WHITE - TOTAL</b>	<b>\$15,869</b>	<b>\$18,904</b>	<b>\$23,072</b>	<b>\$26,728</b>	<b>\$31,539</b>	<b>\$9,165</b>	<b>15.10%</b>	<b>18.00%</b>	<b>18.27%</b>		
<b>TOTAL</b>	<b>\$17,994</b>	<b>\$21,248</b>	<b>\$25,817</b>	<b>\$29,295</b>	<b>\$34,237</b>	<b>\$9,784</b>	<b>14.51%</b>	<b>16.60%</b>	<b>18.02%</b>		
PORTUGAL	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	\$1,800	\$2,148	\$1,676	\$1,813	\$2,085	\$463	7.67%	15.02%	5.41%
		<b>RED - TOTAL</b>	<b>\$1,800</b>	<b>\$2,148</b>	<b>\$1,676</b>	<b>\$1,813</b>	<b>\$2,085</b>	<b>\$463</b>	<b>7.67%</b>	<b>15.00%</b>	<b>5.41%</b>
	ROSE	IMPORT BOTTLED	\$822	\$810	\$785	\$803	\$776	\$229	8.18%	-3.38%	1.64%
		<b>ROSE - TOTAL</b>	<b>\$822</b>	<b>\$810</b>	<b>\$785</b>	<b>\$803</b>	<b>\$776</b>	<b>\$229</b>	<b>8.18%</b>	<b>-3.38%</b>	<b>1.64%</b>
	WHITE	IMPORT BOTTLED	\$1,321	\$1,387	\$1,561	\$1,549	\$1,635	\$529	7.26%	5.59%	5.18%
<b>WHITE - TOTAL</b>		<b>\$1,321</b>	<b>\$1,387</b>	<b>\$1,561</b>	<b>\$1,549</b>	<b>\$1,635</b>	<b>\$529</b>	<b>7.26%</b>	<b>5.59%</b>	<b>5.18%</b>	
<b>TOTAL</b>	<b>\$3,943</b>	<b>\$4,345</b>	<b>\$4,022</b>	<b>\$4,165</b>	<b>\$4,496</b>	<b>\$1,221</b>	<b>7.59%</b>	<b>7.95%</b>	<b>4.67%</b>		
ROMANIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>

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TABLE WINE	ROMANIA	<b>TOTAL</b>	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SERBIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$1	459.44%	859.44%	0.00%
		<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>459.44%</b>	<b>859.44%</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>459.44%</b>	<b>859.44%</b>	<b>0.00%</b>		
	SLOVENIA	RED	IMPORT BOTTLED	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		WHITE	IMPORT BOTTLED	\$2	\$1	\$1	\$3	\$16	\$6	111.29%	426.13%	80.49%
			<b>WHITE - TOTAL</b>	<b>\$2</b>	<b>\$1</b>	<b>\$1</b>	<b>\$3</b>	<b>\$16</b>	<b>\$6</b>	<b>111.29%</b>	<b>426.13%</b>	<b>80.49%</b>
	<b>TOTAL</b>	<b>\$2</b>	<b>\$2</b>	<b>\$1</b>	<b>\$3</b>	<b>\$16</b>	<b>\$6</b>	<b>111.29%</b>	<b>426.13%</b>	<b>80.49%</b>		
	SOUTH AFRICA	RED	CANADA BOTTLED	\$8	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			IMPORT BOTTLED	\$8,701	\$8,299	\$8,111	\$7,584	\$7,282	\$1,656	-9.71%	-3.98%	4.08%
			<b>RED - TOTAL</b>	<b>\$8,709</b>	<b>\$8,299</b>	<b>\$8,111</b>	<b>\$7,584</b>	<b>\$7,282</b>	<b>\$1,656</b>	<b>-9.71%</b>	<b>-3.98%</b>	<b>4.08%</b>
		ROSE	IMPORT BOTTLED	\$11	\$24	\$3	\$7	\$32	\$28	273.84%	332.66%	0.60%
<b>ROSE - TOTAL</b>			<b>\$11</b>	<b>\$24</b>	<b>\$3</b>	<b>\$7</b>	<b>\$32</b>	<b>\$28</b>	<b>273.84%</b>	<b>332.66%</b>	<b>0.60%</b>	
WHITE		CANADA BOTTLED	\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$4,599	\$5,089	\$5,310	\$5,112	\$4,986	\$1,404	-9.19%	-2.47%	5.97%	
<b>WHITE - TOTAL</b>	<b>\$4,604</b>	<b>\$5,089</b>	<b>\$5,310</b>	<b>\$5,112</b>	<b>\$4,986</b>	<b>\$1,404</b>	<b>-9.19%</b>	<b>-2.47%</b>	<b>5.97%</b>			
<b>TOTAL</b>	<b>\$13,323</b>	<b>\$13,411</b>	<b>\$13,423</b>	<b>\$12,703</b>	<b>\$12,299</b>	<b>\$3,088</b>	<b>-8.85%</b>	<b>-3.18%</b>	<b>4.84%</b>			
SPAIN	RED	IMPORT BOTTLED	\$12,414	\$15,069	\$16,836	\$18,864	\$20,654	\$4,568	-0.18%	9.49%	7.72%	
		<b>RED - TOTAL</b>	<b>\$12,414</b>	<b>\$15,069</b>	<b>\$16,836</b>	<b>\$18,864</b>	<b>\$20,654</b>	<b>\$4,568</b>	<b>-0.18%</b>	<b>9.49%</b>	<b>7.72%</b>	
	ROSE	IMPORT BOTTLED	\$231	\$192	\$190	\$257	\$315	\$163	61.76%	22.56%	15.22%	
		<b>ROSE - TOTAL</b>	<b>\$231</b>	<b>\$192</b>	<b>\$190</b>	<b>\$257</b>	<b>\$315</b>	<b>\$163</b>	<b>61.76%</b>	<b>22.56%</b>	<b>15.22%</b>	
	WHITE	IMPORT BOTTLED	\$781	\$1,073	\$1,021	\$1,444	\$1,649	\$540	8.35%	14.16%	19.77%	
		<b>WHITE - TOTAL</b>	<b>\$781</b>	<b>\$1,073</b>	<b>\$1,021</b>	<b>\$1,444</b>	<b>\$1,649</b>	<b>\$540</b>	<b>8.35%</b>	<b>14.16%</b>	<b>19.77%</b>	



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TABLE WINE	SPAIN	<b>TOTAL</b>	<b>\$13,425</b>	<b>\$16,335</b>	<b>\$18,047</b>	<b>\$20,566</b>	<b>\$22,618</b>	<b>\$5,271</b>	<b>1.84%</b>	<b>9.98%</b>	<b>8.70%</b>
	SWITZERLAND	WHITE	IMPORT BOTTLED	\$3	\$6	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>\$3</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>\$3</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	TURKEY	RED	IMPORT BOTTLED	\$3	\$5	\$6	\$4	\$7	405.72%	64.40%	2.56%
		<b>RED - TOTAL</b>	<b>\$3</b>	<b>\$5</b>	<b>\$6</b>	<b>\$4</b>	<b>\$7</b>	<b>\$2</b>	<b>405.72%</b>	<b>64.40%</b>	<b>2.56%</b>
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>\$3</b>	<b>\$5</b>	<b>\$6</b>	<b>\$4</b>	<b>\$8</b>	<b>\$2</b>	<b>405.72%</b>	<b>64.40%</b>	<b>2.56%</b>
	UNITED STATES OF AMERICA	ICE WINE	IMPORT BOTTLED	\$0	\$0	\$2	\$0	\$0	n/a	n/a	0.00%
		WHITE	<b>ICE WINE WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		RED	CANADA BOTTLED	\$3,633	\$3,190	\$2,760	\$2,351	\$2,406	11.10%	2.35%	3.82%
			IMPORT BOTTLED	\$52,343	\$57,669	\$69,098	\$79,113	\$87,612	10.53%	10.74%	17.03%
		<b>RED - TOTAL</b>	<b>\$55,976</b>	<b>\$60,858</b>	<b>\$71,858</b>	<b>\$81,464</b>	<b>\$90,018</b>	<b>\$20,431</b>	<b>10.54%</b>	<b>10.50%</b>	<b>16.68%</b>
		ROSE	CANADA BOTTLED	\$66	\$10	\$7	\$0	\$0	n/a	-100.00%	0.00%
			IMPORT BOTTLED	\$4,334	\$4,243	\$4,166	\$4,188	\$4,671	9.95%	11.54%	5.87%
		<b>ROSE - TOTAL</b>	<b>\$4,400</b>	<b>\$4,252</b>	<b>\$4,173</b>	<b>\$4,188</b>	<b>\$4,671</b>	<b>\$1,272</b>	<b>9.95%</b>	<b>11.53%</b>	<b>5.87%</b>
		WHITE	CANADA BOTTLED	\$1,836	\$1,642	\$1,209	\$895	\$1,105	73.87%	23.48%	11.88%
			IMPORT BOTTLED	\$23,261	\$24,709	\$27,050	\$28,688	\$29,608	3.89%	3.21%	13.92%
		<b>WHITE - TOTAL</b>	<b>\$25,097</b>	<b>\$26,350</b>	<b>\$28,259</b>	<b>\$29,583</b>	<b>\$30,714</b>	<b>\$8,544</b>	<b>5.85%</b>	<b>3.82%</b>	<b>13.84%</b>
		<b>TOTAL</b>	<b>\$85,473</b>	<b>\$91,461</b>	<b>\$104,293</b>	<b>\$115,235</b>	<b>\$125,402</b>	<b>\$30,247</b>	<b>9.15%</b>	<b>8.82%</b>	<b>15.58%</b>
	URUGUAY	RED	IMPORT BOTTLED	\$48	\$37	\$18	\$12	\$0	-100.00%	-100.00%	0.00%
		<b>RED - TOTAL</b>	<b>\$48</b>	<b>\$37</b>	<b>\$18</b>	<b>\$12</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
		WHITE	IMPORT BOTTLED	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>	<b>\$49</b>	<b>\$38</b>	<b>\$18</b>	<b>\$12</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
IMPORT TABLE WINE - SUMMARY										
	CANADA BOTTLED	\$10,970	\$8,981	\$7,940	\$7,284	\$7,452	\$1,945	4.88%	2.30%	10.66%
	IMPORT BOTTLED	\$421,338	\$436,637	\$468,581	\$477,878	\$494,722	\$117,983	3.22%	3.52%	13.67%
<b>IMPORT TABLE WINE - TOTAL</b>		<b>\$432,307</b>	<b>\$445,618</b>	<b>\$476,521</b>	<b>\$485,162</b>	<b>\$502,174</b>	<b>\$119,928</b>	<b>3.25%</b>	<b>3.51%</b>	<b>13.62%</b>
SPARKLING WINE										
ARGENTINA	RED	\$0	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	\$2	\$3	\$1	\$12	\$4	\$1	-40.63%	-67.91%	6.17%
	WHITE	\$65	\$32	\$86	\$123	\$124	\$23	-10.88%	1.49%	6.33%
	<b>TOTAL</b>	<b>\$68</b>	<b>\$37</b>	<b>\$89</b>	<b>\$134</b>	<b>\$128</b>	<b>\$24</b>	<b>-12.37%</b>	<b>-4.50%</b>	<b>6.33%</b>
AUSTRALIA	RED	\$205	\$179	\$164	\$146	\$106	\$19	-41.21%	-27.10%	1.05%
	ROSE	\$1,284	\$1,220	\$1,225	\$1,328	\$1,266	\$281	-5.61%	-4.67%	4.93%
	WHITE	\$1,831	\$1,532	\$1,524	\$1,664	\$1,614	\$323	-10.62%	-3.00%	5.71%
	<b>TOTAL</b>	<b>\$3,319</b>	<b>\$2,931</b>	<b>\$2,913</b>	<b>\$3,138</b>	<b>\$2,986</b>	<b>\$623</b>	<b>-9.86%</b>	<b>-4.82%</b>	<b>5.22%</b>
AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
BRAZIL	WHITE	\$0	\$0	\$0	\$0	\$32	\$7	2,106.89%	9,432.93%	4.39%
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$32</b>	<b>\$7</b>	<b>2,106.89%</b>	<b>9,432.93%</b>	<b>4.39%</b>
CHILE	ROSE	\$287	\$351	\$348	\$253	\$237	\$46	-15.13%	-6.21%	2.03%
	WHITE	\$2	\$0	\$3	\$1	\$9	\$2	86.48%	650.38%	2.12%
	<b>TOTAL</b>	<b>\$289</b>	<b>\$351</b>	<b>\$351</b>	<b>\$254</b>	<b>\$246</b>	<b>\$48</b>	<b>-12.95%</b>	<b>-3.16%</b>	<b>2.04%</b>
CHINA	WHITE	\$0	\$2	\$4	\$1	\$0	\$0	-100.00%	-90.28%	0.00%
	<b>TOTAL</b>	<b>\$0</b>	<b>\$2</b>	<b>\$4</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-90.28%</b>	<b>0.00%</b>
CZECH REPUBLIC	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
FRANCE	RED	\$0	\$21	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	\$1,269	\$1,526	\$1,784	\$1,944	\$1,923	\$496	14.38%	-1.07%	17.44%
	WHITE	\$10,039	\$10,278	\$10,225	\$10,957	\$12,037	\$2,868	15.35%	9.86%	27.25%

**IMPORT WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	FRANCE	<b>TOTAL</b>	<b>\$11,308</b>	<b>\$11,825</b>	<b>\$12,009</b>	<b>\$12,901</b>	<b>\$13,961</b>	<b>\$3,364</b>	<b>15.21%</b>	<b>8.21%</b>	<b>25.90%</b>
	GERMANY	ROSE	\$285	\$262	\$361	\$364	\$328	\$59	-10.84%	-9.92%	2.75%
		WHITE	\$2,680	\$2,896	\$2,831	\$2,753	\$2,881	\$576	2.55%	4.64%	12.61%
		<b>TOTAL</b>	<b>\$2,965</b>	<b>\$3,158</b>	<b>\$3,192</b>	<b>\$3,117</b>	<b>\$3,209</b>	<b>\$634</b>	<b>1.14%</b>	<b>2.94%</b>	<b>11.60%</b>
	HUNGARY	ROSE	\$0	\$0	\$0	\$3	\$3	\$1	98.00%	6.10%	5.37%
		WHITE	\$319	\$304	\$250	\$222	\$214	\$43	-18.53%	-3.58%	3.53%
		<b>TOTAL</b>	<b>\$319</b>	<b>\$304</b>	<b>\$250</b>	<b>\$225</b>	<b>\$217</b>	<b>\$44</b>	<b>-17.32%</b>	<b>-3.46%</b>	<b>3.56%</b>
	ITALY	RED	\$1	\$0	\$4	\$1	\$3	\$1	324.00%	293.06%	0.00%
		ROSE	\$255	\$222	\$224	\$292	\$393	\$121	39.69%	34.73%	8.37%
		WHITE	\$3,668	\$4,124	\$4,745	\$6,263	\$8,299	\$2,184	19.59%	32.50%	21.30%
		<b>TOTAL</b>	<b>\$3,923</b>	<b>\$4,346</b>	<b>\$4,973</b>	<b>\$6,556</b>	<b>\$8,695</b>	<b>\$2,306</b>	<b>20.52%</b>	<b>32.63%</b>	<b>20.71%</b>
	NEW ZEALAND	ROSE	\$1	\$4	\$134	\$144	\$144	\$31	-2.09%	-0.27%	5.38%
		WHITE	\$42	\$308	\$358	\$320	\$325	\$73	3.04%	1.59%	5.03%
		<b>TOTAL</b>	<b>\$43</b>	<b>\$313</b>	<b>\$492</b>	<b>\$464</b>	<b>\$469</b>	<b>\$105</b>	<b>1.44%</b>	<b>1.01%</b>	<b>5.14%</b>
	PORTUGAL	ROSE	\$11	\$7	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$6	\$7	\$5	\$5	\$10	\$0	-100.00%	84.54%	0.00%
		<b>TOTAL</b>	<b>\$17</b>	<b>\$13</b>	<b>\$5</b>	<b>\$5</b>	<b>\$10</b>	<b>\$0</b>	<b>-100.00%</b>	<b>84.54%</b>	<b>0.00%</b>
	SLOVENIA	ROSE	\$0	\$0	\$0	\$1	\$1	\$0	-100.00%	-6.47%	0.00%
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-6.47%</b>	<b>0.00%</b>
	SOUTH AFRICA	ROSE	\$0	\$3	\$2	\$3	\$10	\$2	n/a	177.67%	0.00%
		WHITE	\$300	\$284	\$254	\$236	\$251	\$67	23.88%	6.47%	5.96%
	<b>TOTAL</b>	<b>\$301</b>	<b>\$288</b>	<b>\$257</b>	<b>\$239</b>	<b>\$260</b>	<b>\$69</b>	<b>23.88%</b>	<b>8.92%</b>	<b>5.96%</b>	
SPAIN	RED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	\$338	\$358	\$264	\$235	\$197	\$38	-37.03%	-16.13%	11.14%	
	WHITE	\$4,748	\$4,807	\$4,784	\$4,814	\$4,665	\$1,055	-1.13%	-3.10%	17.81%	
	<b>TOTAL</b>	<b>\$5,086</b>	<b>\$5,166</b>	<b>\$5,050</b>	<b>\$5,049</b>	<b>\$4,862</b>	<b>\$1,093</b>	<b>-3.04%</b>	<b>-3.70%</b>	<b>17.54%</b>	

**IMPORT WINE MARKET**  
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**SALES IN RETAIL DOLLARS (000s)**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	UNITED STATES OF AMERICA	ROSE	\$222	\$71	\$28	\$32	\$32	\$12	73.26%	-2.01%	4.33%
		WHITE	\$1,893	\$1,915	\$1,727	\$1,815	\$1,827	\$407	-4.19%	0.64%	11.62%
		<b>TOTAL</b>	<b>\$2,116</b>	<b>\$1,987</b>	<b>\$1,755</b>	<b>\$1,847</b>	<b>\$1,858</b>	<b>\$419</b>	<b>-2.97%</b>	<b>0.59%</b>	<b>11.49%</b>
<b>IMPORT SPARKLING WINE - TOTAL</b>			<b>\$29,753</b>	<b>\$30,720</b>	<b>\$31,339</b>	<b>\$33,933</b>	<b>\$36,938</b>	<b>\$8,735</b>	<b>9.11%</b>	<b>8.85%</b>	<b>19.15%</b>
WINE - GIFT PACKS	AUSTRALIA		\$127	\$61	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE		\$0	\$0	\$19	\$5	\$0	\$0	-100.00%	-100.00%	0.00%
	FRANCE		\$79	\$174	\$147	\$230	\$97	\$3	-43.64%	-58.09%	0.13%
	ITALY		\$0	\$0	\$30	\$0	\$0	\$0	n/a	n/a	0.00%
	PORTUGAL		\$3	\$0	\$0	\$0	\$25	\$0	n/a	n/a	0.00%
	SOUTH AFRICA		\$101	\$0	\$0	\$61	\$0	\$0	-100.00%	-99.96%	0.00%
	SPAIN		\$48	\$24	\$0	\$54	\$0	\$0	-100.00%	-99.46%	0.00%
	UNITED STATES OF AMERICA		\$0	\$2	\$40	\$4	\$132	\$0	-97.25%	3,281.78%	4.61%
<b>IMPORT WINE - GIFT PACKS - TOTAL</b>			<b>\$357</b>	<b>\$261</b>	<b>\$236</b>	<b>\$354</b>	<b>\$254</b>	<b>\$3</b>	<b>-62.11%</b>	<b>-28.35%</b>	<b>2.46%</b>
<b>IMPORT WINE - TOTAL</b>			<b>\$478,480</b>	<b>\$492,865</b>	<b>\$524,353</b>	<b>\$536,067</b>	<b>\$556,673</b>	<b>\$132,451</b>	<b>3.55%</b>	<b>3.84%</b>	<b>14.45%</b>

# GLOSSARY AND EXPLANATORY NOTES

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