



QUARTERLY MARKET REVIEW

JUNE 2009



BRITISH
COLUMBIA
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**LIQUOR
DISTRIBUTION
BRANCH**

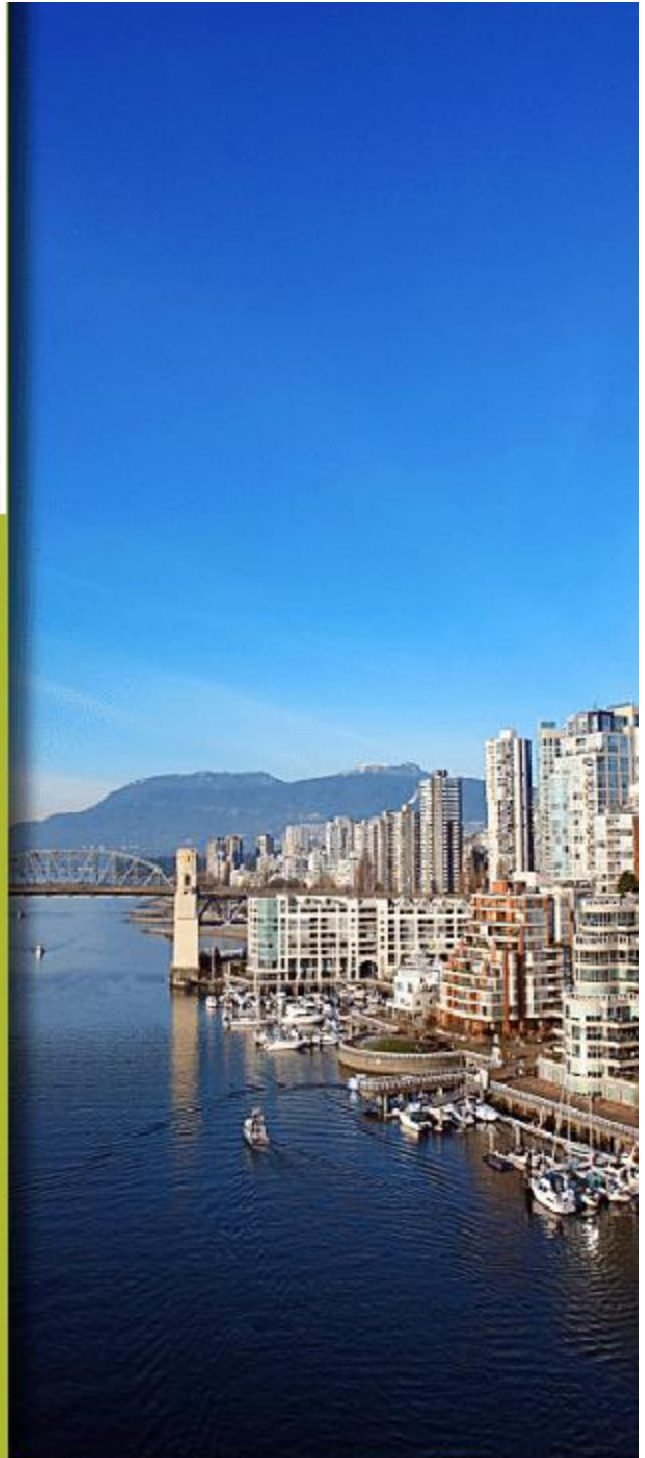


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Introduction

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).

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.).

The Quarterly Market Review was revised for the March 2008 edition and this impacts the comparability with previous editions. The source of data used to produce the QMR from March 2008 forward was changed resulting in small differences in historical sales comparability. More significantly, the definition of dollar sales value was changed to exclude sales taxes (PST, GST) which, as of March 2008, were 10% and 5% respectively. The change to retail dollar sales reporting was made to make QMR sales data more consistent with sales reported in other LDB publications such as the Annual Report.

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

HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

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

BEER- DOMESTIC	% Change
BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - DRAFT	-3.21%
BREWERIES WITH ANNUAL PRODUCTION OVER 100,000HL - PACKAGED	3.75%
BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - DRAFT	2.99%
BREWERIES WITH ANNUAL PRODUCTION UP TO 100,000HL - PACKAGED	20.80%

BEER - IMPORTED	% Change
MEXICO	15.39%
UNITED STATES OF AMERICA	32.67%
NETHERLANDS	-3.16%
BELGIUM	-0.70%
GERMANY	4.23%
UNITED KINGDOM	182.32%

CIDER - DOMESTIC	% Change
CIDER	0.48%

CIDER - IMPORTED	% Change
CIDER	41.23%

COOLERS - DOMESTIC	% Change
WINE	47.75%
SPIRIT	10.33%
BEER	-74.31%

COOLERS - IMPORTED	% Change
WINE	12.99%
SPIRIT	-1.91%
BEER	-27.64%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-9.19%
VODKA	-3.02%
RUM	-1.18%
LIQUEURS	-4.21%
GIN	9.52%
BRANDY	-9.09%

SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	-10.62%
VODKA	9.91%
RUM	4.01%
LIQUEURS	-13.26%
GIN	-4.89%
BRANDY	-5.93%

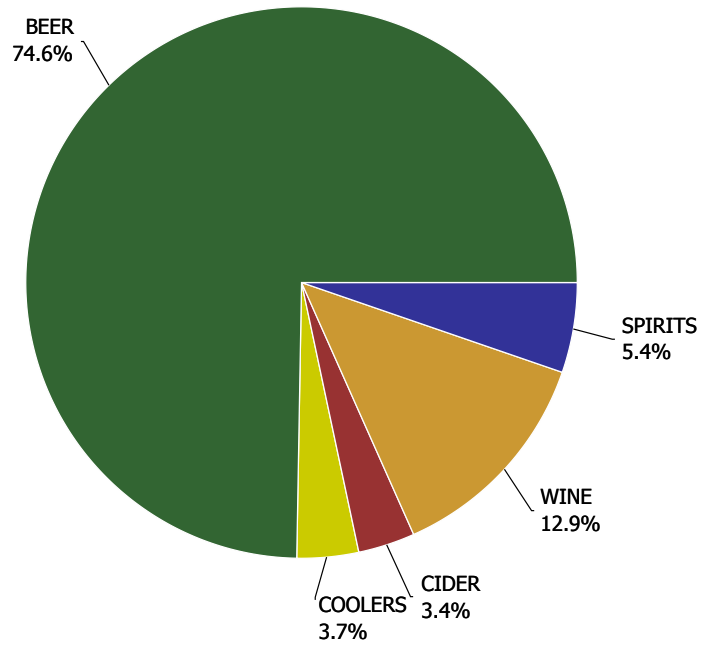
WINE - DOMESTIC	% Change
TABLE WINE RED	-2.91%
TABLE WINE ROSE	19.85%
TABLE WINE WHITE	2.68%
SPARKLING WINE	-3.93%
APERITIF, DESSERT AND FORTIFIED WINE	-5.25%

WINE - IMPORTED	% Change
TABLE WINE RED	-9.06%
TABLE WINE ROSE	7.98%
TABLE WINE WHITE	0.57%
SPARKLING WINE	-0.67%
APERITIF, DESSERT AND FORTIFIED WINE	-10.27%

Total Market Share

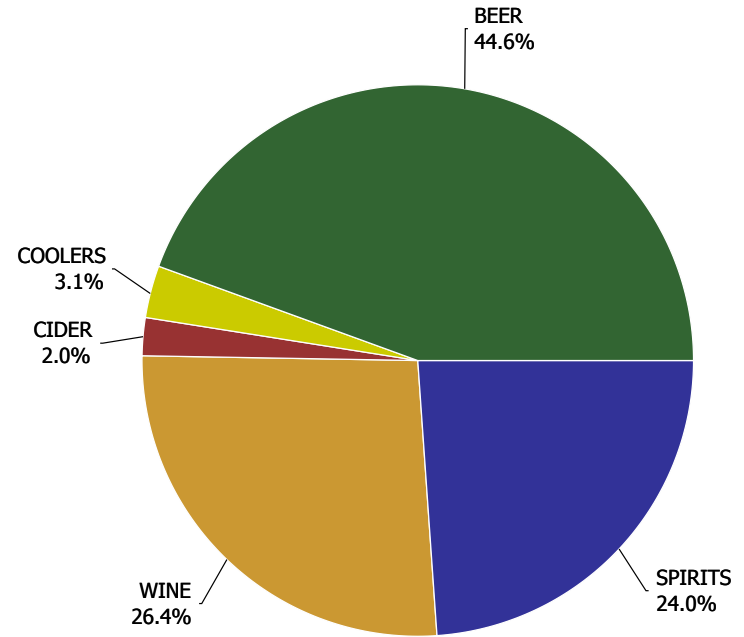
Total Market Share

Current Quarter by Volume (Litres)



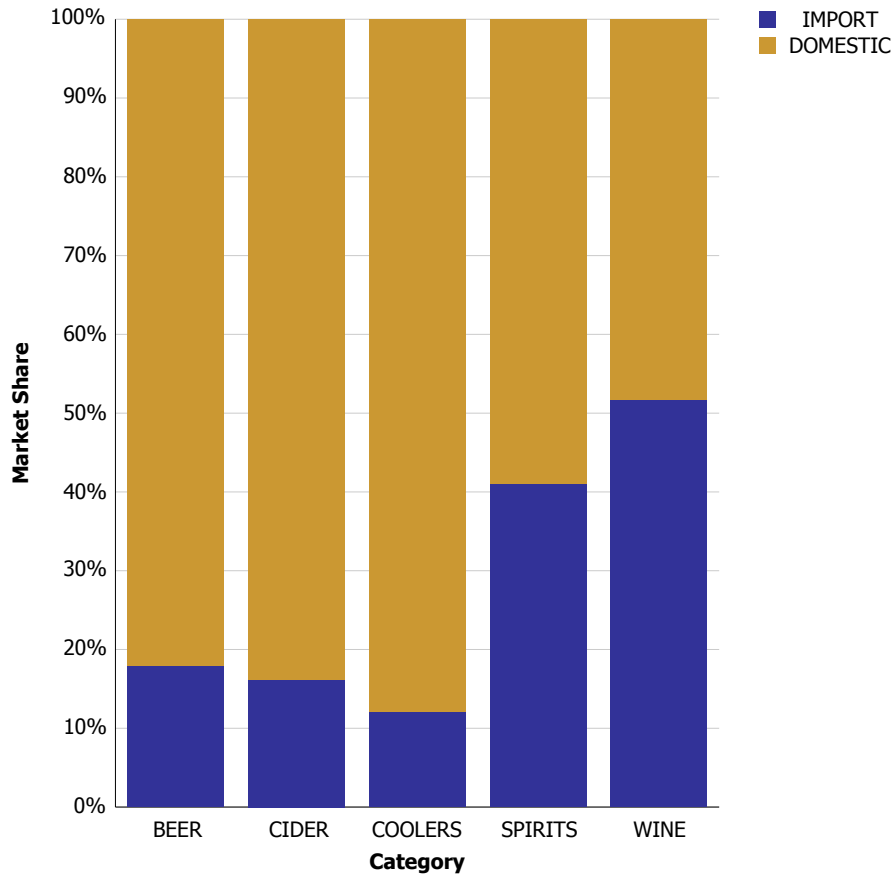
Total Market Share

Current Quarter by Retail Dollars

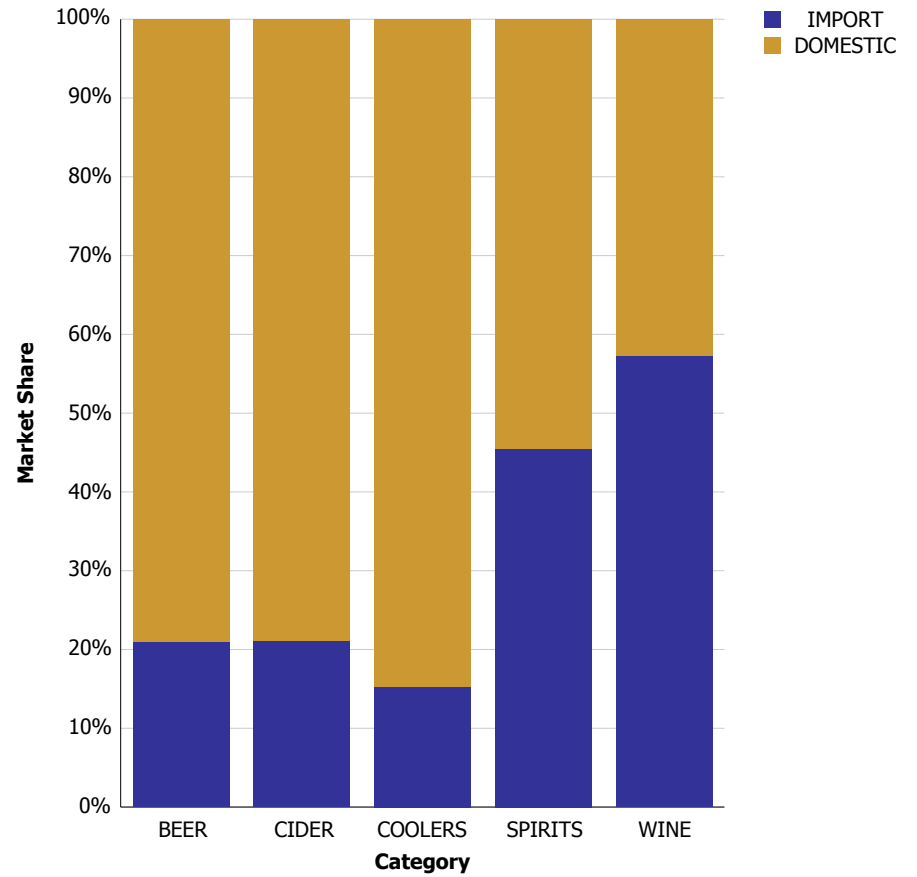


Domestic-Import Share by Category

Current Quarter by Volume (Litres)



Current Quarter by Retail Dollars



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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BEER	DOMESTIC	235,534,884	238,330,857	241,846,886	244,262,410	237,782,919	64,323,118	2.18%	-2.65%	24.29%
	IMPORT	31,026,320	34,515,174	40,214,718	46,045,944	48,168,907	14,049,262	11.59%	4.61%	22.16%
	BEER	266,561,204	272,846,031	282,061,604	290,308,354	285,951,826	78,372,380	3.75%	-1.50%	23.93%
COOLERS AND CIDERS	DOMESTIC	18,188,514	18,383,095	19,402,511	19,989,181	20,463,840	6,408,286	12.88%	2.37%	9.51%
	IMPORT	1,552,983	1,512,384	2,161,961	2,952,450	3,566,718	1,043,697	15.60%	20.81%	18.89%
	COOLERS AND CIDERS	19,741,497	19,895,479	21,564,471	22,941,631	24,030,558	7,451,983	13.26%	4.75%	10.90%
SPIRITS	DOMESTIC	14,039,259	14,467,415	14,738,151	15,319,482	14,816,014	3,334,602	-7.60%	-3.29%	11.90%
	IMPORT	8,415,181	8,962,400	9,786,280	10,597,565	10,519,185	2,326,327	-5.28%	-0.74%	16.78%
	SPIRITS	22,454,440	23,429,815	24,524,430	25,917,047	25,335,199	5,660,929	-6.66%	-2.25%	13.92%
WINE	DOMESTIC	22,387,017	24,142,883	25,301,625	27,138,995	27,457,819	6,551,571	0.65%	1.17%	16.54%
	IMPORT	23,326,087	24,822,632	27,395,027	30,057,242	29,695,834	7,007,144	-2.98%	-1.20%	13.60%
	WINE	45,713,104	48,965,515	52,696,652	57,196,238	57,153,653	13,558,715	-1.26%	-0.07%	15.01%
TOTAL LIQUOR MARKET		354,470,245	365,136,841	380,847,158	396,363,270	392,471,236	105,044,007	3.07%	-0.98%	21.19%

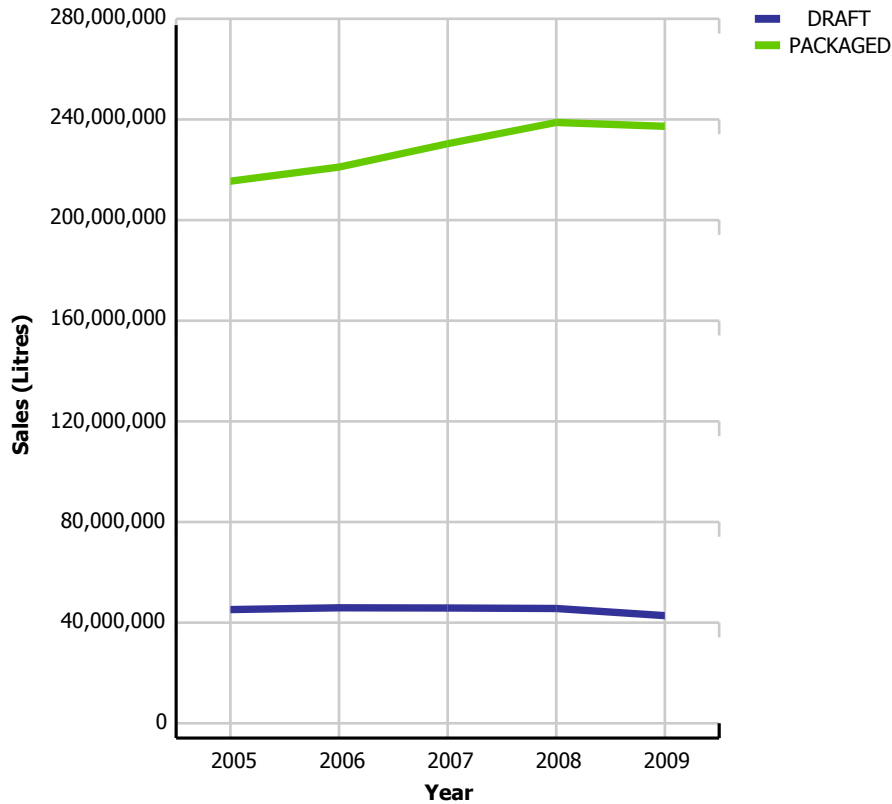
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE
SALES IN RETAIL DOLLARS (000's)

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BEER	DOMESTIC	\$824,851	\$844,609	\$880,041	\$909,542	\$911,363	\$249,960	4.24%	0.20%	20.67%
	IMPORT	\$138,863	\$155,097	\$182,965	\$210,615	\$226,323	\$66,424	13.92%	7.46%	22.00%
	BEER	\$963,714	\$999,706	\$1,063,006	\$1,120,157	\$1,137,686	\$316,384	6.14%	1.56%	20.93%
COOLERS AND CIDERS	DOMESTIC	\$85,251	\$86,151	\$92,544	\$96,674	\$96,192	\$29,636	7.71%	-0.50%	10.22%
	IMPORT	\$10,720	\$9,957	\$13,620	\$18,182	\$21,445	\$6,304	16.99%	17.95%	15.80%
	COOLERS AND CIDERS	\$95,971	\$96,108	\$106,164	\$114,856	\$117,637	\$35,940	9.23%	2.42%	11.24%
SPIRITS	DOMESTIC	\$340,356	\$352,186	\$375,138	\$403,114	\$404,232	\$92,782	-4.34%	0.28%	11.52%
	IMPORT	\$252,988	\$272,772	\$306,656	\$342,489	\$348,977	\$77,304	-3.54%	1.89%	17.56%
	SPIRITS	\$593,344	\$624,958	\$681,793	\$745,603	\$753,209	\$170,086	-3.98%	1.02%	14.31%
WINE	DOMESTIC	\$244,677	\$271,879	\$301,984	\$333,532	\$340,513	\$80,302	-0.55%	2.09%	17.04%
	IMPORT	\$331,673	\$362,489	\$416,871	\$475,160	\$471,533	\$107,445	-5.70%	-0.76%	16.55%
	WINE	\$576,350	\$634,368	\$718,855	\$808,692	\$812,046	\$187,747	-3.56%	0.41%	16.76%
TOTAL LIQUOR MARKET		\$2,229,378	\$2,355,139	\$2,569,819	\$2,789,309	\$2,820,578	\$710,157	1.04%	1.12%	17.56%

Beer Market - Packaged vs Draft (Domestic & Imported)

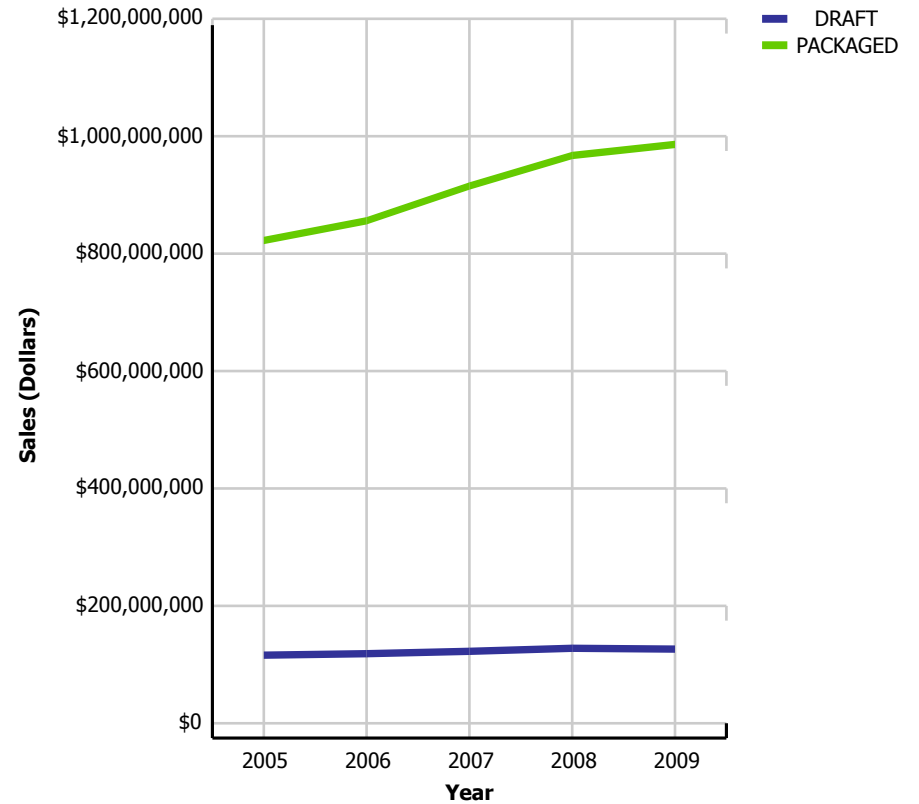
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)



Beers (Domestic & Imported)

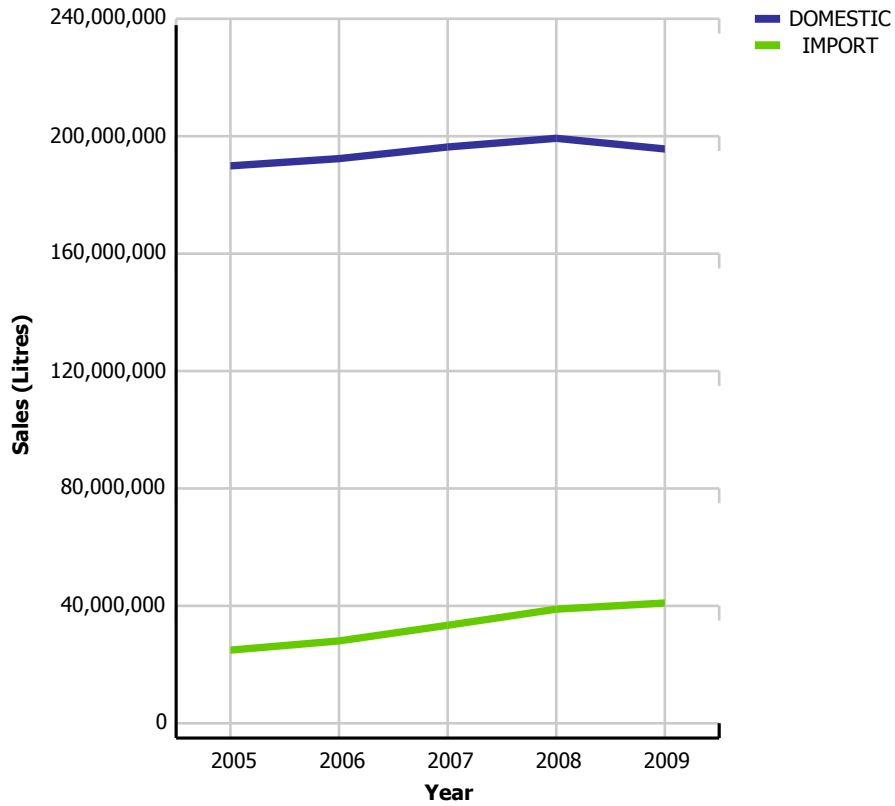
Annual Sales by Retail Dollars



Beer Market - Domestic vs Import (Packaged)

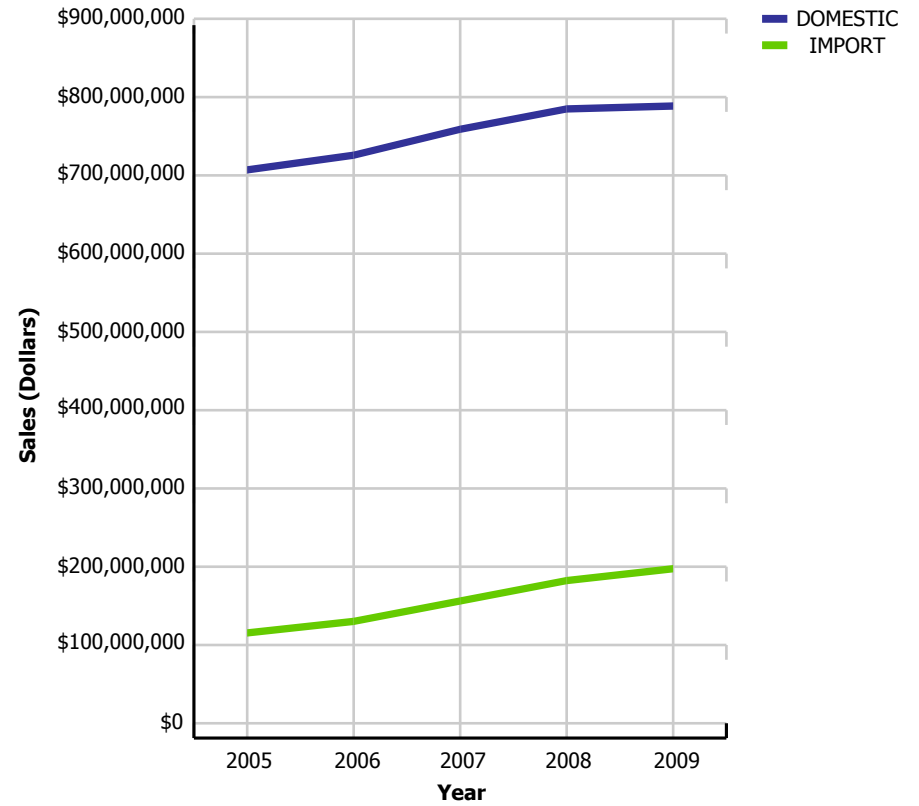
Beers (Packaged)

Annual Sales by Volume (Litres)



Beers (Packaged)

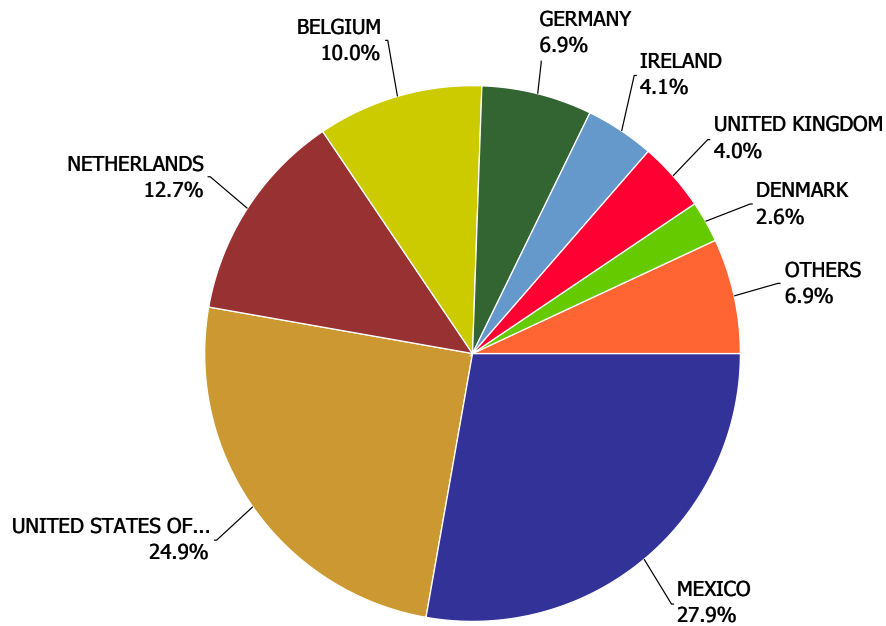
Annual Sales by Retail Dollars



Beer Market - Import Beer

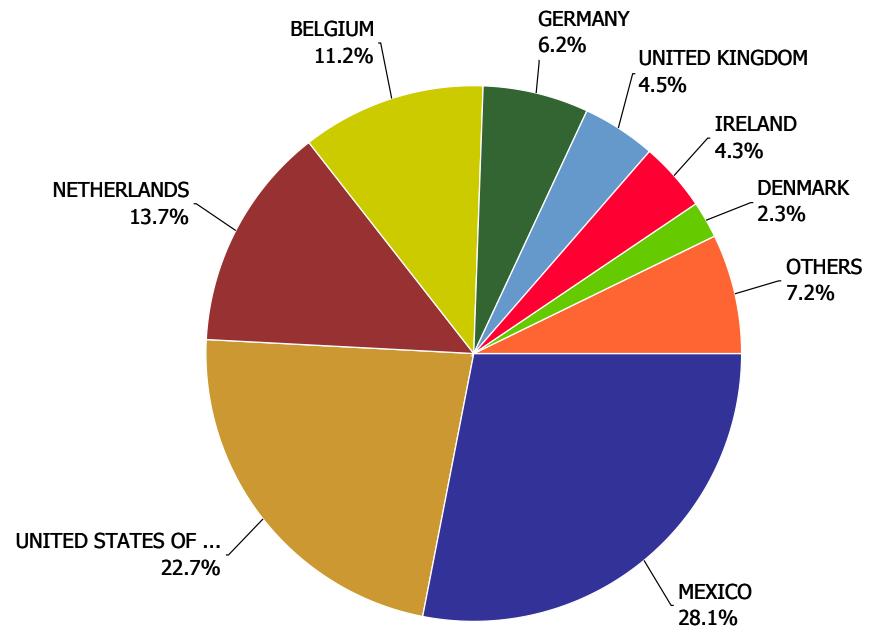
Import Beer Market Share

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 JUNE
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
Breweries with Annual Production Over 100,000HL	DRAFT	36,045,249	36,125,812	34,714,532	33,429,501	30,607,533	7,379,370	-6.27%	-8.44%	99.06%
	PACKAGED	180,088,544	181,978,465	183,973,392	185,054,255	180,036,483	49,355,403	2.11%	-2.71%	9.62%
	TOTAL	216,133,793	218,104,277	218,687,923	218,483,756	210,644,017	56,734,774	0.94%	-3.59%	22.61%
Breweries with Annual Production up to 100,000HL	DRAFT	8,321,475	8,571,457	9,531,228	10,281,146	10,242,621	2,628,933	1.52%	-0.37%	93.91%
	PACKAGED	11,079,616	11,655,122	13,627,735	15,497,508	16,892,001	4,955,622	19.33%	9.00%	3.07%
	TOTAL	19,401,091	20,226,579	23,158,962	25,778,654	27,134,622	7,584,555	12.49%	5.26%	37.36%
DOMESTIC DRAFT - TOTAL		44,366,724	44,697,269	44,245,759	43,710,647	40,850,155	10,008,303	-4.34%	-6.54%	97.77%
DOMESTIC PACKAGED - TOTAL		191,168,161	193,633,588	197,601,126	200,551,763	196,932,765	54,314,815	3.48%	-1.80%	9.05%
DOMESTIC BEER - TOTAL		235,534,884	238,330,857	241,846,886	244,262,410	237,782,919	64,323,118	2.18%	-2.65%	24.29%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
Breweries with Annual Production Over 100,000HL	DRAFT	\$91,491	\$91,673	\$90,340	\$90,229	\$86,588	\$21,239	-3.21%	-4.03%	99.06%
	PACKAGED	\$671,119	\$687,157	\$712,110	\$730,002	\$726,374	\$201,072	3.75%	-0.50%	9.72%
	TOTAL	\$762,610	\$778,830	\$802,449	\$820,231	\$812,962	\$222,311	3.04%	-0.89%	19.24%
Breweries with Annual Production up to 100,000HL	DRAFT	\$21,639	\$22,431	\$26,054	\$29,714	\$31,432	\$8,138	3.06%	5.78%	93.96%
	PACKAGED	\$40,602	\$43,348	\$51,538	\$59,598	\$66,946	\$19,490	20.76%	12.33%	3.61%
	TOTAL	\$62,241	\$65,779	\$77,592	\$89,312	\$98,378	\$27,628	14.95%	10.15%	32.48%
DOMESTIC DRAFT - TOTAL		\$113,130	\$114,104	\$116,393	\$119,942	\$118,020	\$29,377	-1.55%	-1.60%	97.70%
DOMESTIC PACKAGED - TOTAL		\$711,721	\$730,505	\$763,648	\$789,600	\$793,343	\$220,583	5.07%	0.47%	9.21%
DOMESTIC BEER - TOTAL		\$824,851	\$844,609	\$880,041	\$909,542	\$911,363	\$249,960	4.24%	0.20%	20.67%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARGENTINA	PACKAGED	0	41,803	84,287	82,580	188	8	-99.95%	-99.77%	0.00%
	ARGENTINA - Total	0	41,803	84,287	82,580	188	8	-99.95%	-99.77%	0.00%
AUSTRALIA	PACKAGED	93,980	138,648	140,248	119,818	41,305	9,905	-62.26%	-65.53%	24.96%
	AUSTRALIA - Total	93,980	138,648	140,248	119,818	41,305	9,905	-62.26%	-65.53%	24.96%
AUSTRIA	PACKAGED	11,887	13,382	11,102	6,507	36,111	11,778	378.66%	454.94%	19.42%
	AUSTRIA - Total	11,887	13,382	11,102	6,507	36,111	11,778	378.66%	454.94%	19.42%
BELGIUM	DRAFT	656,830	832,890	1,047,810	1,227,410	1,237,990	299,340	-3.98%	0.86%	99.57%
	PACKAGED	2,333,583	3,179,292	3,883,658	4,323,316	4,466,209	1,104,701	-6.98%	3.31%	18.02%
	BELGIUM - Total	2,990,413	4,012,182	4,931,468	5,550,726	5,704,199	1,404,041	-6.36%	2.76%	35.72%
BRAZIL	PACKAGED	1,053,101	1,015,567	1,360,342	1,150,947	783,013	182,494	-34.87%	-31.97%	9.41%
	BRAZIL - Total	1,053,101	1,015,567	1,360,342	1,150,947	783,013	182,494	-34.87%	-31.97%	9.41%
CHINA	PACKAGED	238,244	238,274	256,639	275,517	295,079	82,718	10.96%	7.10%	43.82%
	CHINA - Total	238,244	238,274	256,639	275,517	295,079	82,718	10.96%	7.10%	43.82%
CROATIA	PACKAGED	3,364	3,196	1,061	0	45,336	14,962	n/a	n/a	0.76%
	CROATIA - Total	3,364	3,196	1,061	0	45,336	14,962	n/a	n/a	0.76%
CZECH REPUBLIC	DRAFT	0	0	0	0	4,922	3,956	n/a	n/a	81.55%
	PACKAGED	537,868	589,268	733,760	746,286	665,951	175,124	-4.12%	-10.76%	7.23%
	CZECH REPUBLIC - Total	537,868	589,268	733,760	746,286	670,873	179,080	-4.12%	-10.76%	7.77%
DENMARK	DRAFT	0	0	0	1,950	19,700	9,150	369.23%	910.26%	100.00%
	PACKAGED	592,052	728,677	774,267	1,074,915	1,267,446	359,075	31.15%	17.91%	1.34%
	DENMARK - Total	592,052	728,677	774,267	1,076,865	1,287,146	368,225	33.54%	19.53%	2.85%
EL SALVADOR	PACKAGED	0	211	0	0	0	0	n/a	n/a	0.00%
	EL SALVADOR - Total	0	211	0	0	0	0	n/a	n/a	0.00%
FIJI	PACKAGED	0	0	0	1	0	0	n/a	-100.00%	0.00%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
FIJI	FIJI - Total	0	0	0	1	0	0	n/a	-100.00%	0.00%
FRANCE	DRAFT	22,100	32,050	47,650	64,150	52,660	12,460	-16.66%	-17.91%	99.91%
	PACKAGED	89,614	126,273	179,149	173,570	187,183	53,789	13.38%	7.84%	14.67%
	FRANCE - Total	111,714	158,323	226,799	237,720	239,843	66,249	6.19%	0.89%	33.39%
GERMANY	DRAFT	234,580	230,690	225,440	215,765	185,920	48,040	-6.64%	-13.83%	93.66%
	PACKAGED	2,351,389	2,516,619	2,795,521	3,185,332	3,483,187	917,022	2.61%	9.35%	4.83%
	GERMANY - Total	2,585,969	2,747,309	3,020,961	3,401,097	3,669,107	965,062	2.10%	7.88%	9.33%
GREECE	PACKAGED	6,971	6,510	8,472	8,685	8,135	2,133	-9.31%	-6.33%	83.47%
	GREECE - Total	6,971	6,510	8,472	8,685	8,135	2,133	-9.31%	-6.33%	83.47%
HONG KONG	PACKAGED	24	16	16	0	0	0	n/a	n/a	0.00%
	HONG KONG - Total	24	16	16	0	0	0	n/a	n/a	0.00%
INDIA	PACKAGED	44,823	55,845	63,036	63,719	55,731	13,011	-22.19%	-12.54%	81.90%
	INDIA - Total	44,823	55,845	63,036	63,719	55,731	13,011	-22.19%	-12.54%	81.90%
IRELAND	DRAFT	1,065,650	1,157,050	1,245,350	1,352,650	1,347,900	300,250	-5.63%	-0.35%	99.68%
	PACKAGED	935,791	1,050,583	1,155,322	1,253,640	1,276,142	275,658	-3.86%	1.79%	13.56%
	IRELAND - Total	2,001,441	2,207,633	2,400,672	2,606,290	2,624,042	575,908	-4.79%	0.68%	57.80%
ITALY	PACKAGED	32,030	49,620	87,309	108,138	132,544	40,246	38.80%	22.57%	35.27%
	ITALY - Total	32,030	49,620	87,309	108,138	132,544	40,246	38.80%	22.57%	35.27%
JAMAICA	PACKAGED	92,231	133,256	163,477	185,660	201,923	57,414	2.09%	8.76%	17.43%
	JAMAICA - Total	92,231	133,256	163,477	185,660	201,923	57,414	2.09%	8.76%	17.43%
JAPAN	PACKAGED	303,928	335,900	398,140	436,160	490,439	126,945	10.90%	12.44%	70.91%
	JAPAN - Total	303,928	335,900	398,140	436,160	490,439	126,945	10.90%	12.44%	70.91%
KENYA	PACKAGED	4,897	6,822	5,242	8,756	7,976	946	-65.35%	-8.90%	40.01%
	KENYA - Total	4,897	6,822	5,242	8,756	7,976	946	-65.35%	-8.90%	40.01%
KOREA - SOUTH	PACKAGED	4,698	19,398	16,725	14,776	11,855	2,680	-4.39%	-19.77%	62.42%
	KOREA - SOUTH - Total	4,698	19,398	16,725	14,776	11,855	2,680	-4.39%	-19.77%	62.42%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MEXICO	PACKAGED	7,859,444	8,551,061	9,897,724	11,690,500	11,943,506	3,915,562	13.91%	2.16%	21.37%
	MEXICO - Total	7,859,444	8,551,061	9,897,724	11,690,500	11,943,506	3,915,562	13.91%	2.16%	21.37%
MONTENEGRO	PACKAGED	2,199	3,122	2,650	2,870	2,374	858	70.90%	-17.29%	15.69%
	MONTENEGRO - Total	2,199	3,122	2,650	2,870	2,374	858	70.90%	-17.29%	15.69%
NETHERLANDS	DRAFT	207,150	299,850	380,900	434,100	481,510	121,340	-0.30%	10.92%	99.73%
	PACKAGED	3,734,408	4,475,418	5,534,914	6,804,303	6,425,247	1,667,926	-5.26%	-5.57%	17.56%
	NETHERLANDS - Total	3,941,558	4,775,268	5,915,814	7,238,403	6,906,757	1,789,266	-4.94%	-4.58%	23.29%
NEW ZEALAND	PACKAGED	106,158	101,996	106,243	93,625	85,164	23,740	11.51%	-9.04%	4.06%
	NEW ZEALAND - Total	106,158	101,996	106,243	93,625	85,164	23,740	11.51%	-9.04%	4.06%
PHILIPPINES	PACKAGED	18,362	18,114	22,529	21,108	26,424	7,502	82.38%	25.19%	12.75%
	PHILIPPINES - Total	18,362	18,114	22,529	21,108	26,424	7,502	82.38%	25.19%	12.75%
POLAND	PACKAGED	53,126	77,174	69,481	116,770	93,837	23,060	-21.29%	-19.64%	4.42%
	POLAND - Total	53,126	77,174	69,481	116,770	93,837	23,060	-21.29%	-19.64%	4.42%
PORTUGAL	PACKAGED	3,102	23,450	5,926	1	0	0	n/a	-100.00%	0.00%
	PORTUGAL - Total	3,102	23,450	5,926	1	0	0	n/a	-100.00%	0.00%
RUSSIA (USSR)	PACKAGED	0	0	0	53,418	44,378	12,960	3.87%	-16.92%	2.55%
	RUSSIA (USSR) - Total	0	0	0	53,418	44,378	12,960	3.87%	-16.92%	2.55%
SINGAPORE	PACKAGED	65,498	87,191	75,508	75,927	67,011	17,688	-3.32%	-11.74%	35.22%
	SINGAPORE - Total	65,498	87,191	75,508	75,927	67,011	17,688	-3.32%	-11.74%	35.22%
SLOVAK REPUBLIC	PACKAGED	61,969	40,201	26,256	108	0	0	n/a	-100.00%	0.00%
	SLOVAK REPUBLIC - Total	61,969	40,201	26,256	108	0	0	n/a	-100.00%	0.00%
SLOVENIA	PACKAGED	10,150	43,431	46,773	33,494	31,483	8,414	0.96%	-6.00%	2.49%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SLOVENIA	SLOVENIA - Total	10,150	43,431	46,773	33,494	31,483	8,414	0.96%	-6.00%	2.49%
SOUTH AFRICA	PACKAGED	29,449	36,768	43,817	36,314	22,266	7,717	-26.35%	-38.68%	5.19%
	SOUTH AFRICA - Total	29,449	36,768	43,817	36,314	22,266	7,717	-26.35%	-38.68%	5.19%
SPAIN	PACKAGED	4,813	3,768	9,538	55,323	148,420	39,169	38.22%	168.28%	6.31%
	SPAIN - Total	4,813	3,768	9,538	55,323	148,420	39,169	38.22%	168.28%	6.31%
TAIWAN	PACKAGED	706	0	-26	0	0	0	n/a	n/a	0.00%
	TAIWAN - Total	706	0	-26	0	0	0	n/a	n/a	0.00%
THAILAND	PACKAGED	47,474	51,894	89,633	99,375	83,129	18,638	-11.70%	-16.35%	62.19%
	THAILAND - Total	47,474	51,894	89,633	99,375	83,129	18,638	-11.70%	-16.35%	62.19%
TRINIDAD AND TOBAGO	PACKAGED	17,987	23,222	25,286	22,925	19,660	5,145	-16.15%	-14.24%	14.12%
	TRINIDAD AND TOBAGO - Total	17,987	23,222	25,286	22,925	19,660	5,145	-16.15%	-14.24%	14.12%
TURKEY	PACKAGED	406	21,659	39,950	50,193	45,539	12,326	0.20%	-9.27%	3.70%
	TURKEY - Total	406	21,659	39,950	50,193	45,539	12,326	0.20%	-9.27%	3.70%
UKRAINE	PACKAGED	0	0	8,852	8,510	7,444	2,188	6.76%	-12.52%	25.93%
	UKRAINE - Total	0	0	8,852	8,510	7,444	2,188	6.76%	-12.52%	25.93%
UNITED KINGDOM	DRAFT	128,164	124,668	99,800	81,672	70,286	12,859	-27.12%	-13.94%	98.43%
	PACKAGED	534,951	601,570	666,858	713,077	1,131,251	553,340	221.96%	58.64%	11.67%
	UNITED KINGDOM - Total	663,114	726,238	766,658	794,749	1,201,537	566,199	198.77%	51.18%	16.74%
UNITED STATES OF AMERICA	DRAFT	0	0	5,455	9,423	15,271	3,321	18.02%	62.06%	79.00%
	PACKAGED	7,429,384	7,425,634	8,364,408	9,558,979	11,119,315	3,491,636	28.83%	16.32%	12.70%
	UNITED STATES OF AMERICA - Total	7,429,384	7,425,634	8,369,863	9,568,403	11,134,586	3,494,957	28.82%	16.37%	12.79%
VIETNAM	PACKAGED	1,789	3,139	8,223	3,683	546	68	-79.75%	-85.17%	96.74%
	VIETNAM - Total	1,789	3,139	8,223	3,683	546	68	-79.75%	-85.17%	96.74%

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

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
IMPORT DRAFT - TOTAL	2,314,474	2,677,198	3,052,405	3,387,120	3,416,160	810,715	-3.53%	0.86%	99.18%
IMPORT PACKAGED - TOTAL	28,711,846	31,837,976	37,162,313	42,658,824	44,752,747	13,238,547	12.67%	4.91%	16.28%
IMPORT BEER - TOTAL	31,026,320	34,515,174	40,214,718	46,045,944	48,168,907	14,049,262	11.59%	4.61%	22.16%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ARGENTINA	PACKAGED	\$0	\$180	\$360	\$361	\$1	\$0	-99.89%	-99.70%	0.00%
	ARGENTINA - Total	\$0	\$180	\$360	\$361	\$1	\$0	-99.89%	-99.70%	0.00%
AUSTRALIA	PACKAGED	\$447	\$673	\$684	\$599	\$216	\$52	-60.48%	-63.86%	25.40%
	AUSTRALIA - Total	\$447	\$673	\$684	\$599	\$216	\$52	-60.48%	-63.86%	25.40%
AUSTRIA	PACKAGED	\$54	\$59	\$49	\$29	\$155	\$52	364.12%	425.94%	20.50%
	AUSTRIA - Total	\$54	\$59	\$49	\$29	\$155	\$52	364.12%	425.94%	20.50%
BELGIUM	DRAFT	\$2,663	\$3,397	\$4,315	\$5,181	\$5,376	\$1,314	-1.96%	3.77%	99.56%
	PACKAGED	\$11,666	\$15,779	\$19,537	\$21,942	\$23,928	\$6,128	-0.43%	9.05%	18.17%
	BELGIUM - Total	\$14,329	\$19,176	\$23,851	\$27,123	\$29,304	\$7,442	-0.70%	8.04%	33.10%
BRAZIL	PACKAGED	\$5,111	\$4,597	\$6,062	\$5,122	\$3,684	\$913	-27.77%	-28.08%	9.22%
	BRAZIL - Total	\$5,111	\$4,597	\$6,062	\$5,122	\$3,684	\$913	-27.77%	-28.08%	9.22%
CHINA	PACKAGED	\$1,067	\$1,060	\$1,213	\$1,293	\$1,381	\$380	8.70%	6.85%	45.09%
	CHINA - Total	\$1,067	\$1,060	\$1,213	\$1,293	\$1,381	\$380	8.70%	6.85%	45.09%
CROATIA	PACKAGED	\$16	\$15	\$5	\$0	\$176	\$56	n/a	n/a	0.76%
	CROATIA - Total	\$16	\$15	\$5	\$0	\$176	\$56	n/a	n/a	0.76%
CZECH REPUBLIC	DRAFT	\$0	\$0	\$0	\$0	\$20	\$16	n/a	n/a	81.55%
	PACKAGED	\$2,196	\$2,493	\$3,165	\$3,329	\$3,083	\$834	0.32%	-7.40%	7.43%
	CZECH REPUBLIC - Total	\$2,196	\$2,493	\$3,165	\$3,329	\$3,102	\$850	0.32%	-7.40%	7.91%
DENMARK	DRAFT	\$0	\$0	\$0	\$8	\$84	\$39	369.23%	910.26%	100.00%
	PACKAGED	\$2,251	\$2,769	\$2,970	\$4,115	\$5,095	\$1,470	33.67%	23.81%	1.56%
	DENMARK - Total	\$2,251	\$2,769	\$2,970	\$4,124	\$5,179	\$1,509	36.18%	25.59%	3.15%
EL SALVADOR	PACKAGED	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	EL SALVADOR - Total	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
FIJI	FIJI - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
FRANCE	DRAFT	\$80	\$116	\$176	\$242	\$199	\$48	-15.91%	-17.74%	99.91%
	PACKAGED	\$440	\$628	\$896	\$904	\$998	\$288	14.71%	10.45%	14.72%
	FRANCE - Total	\$519	\$743	\$1,072	\$1,146	\$1,197	\$335	9.09%	4.49%	28.91%
GERMANY	DRAFT	\$878	\$866	\$856	\$826	\$735	\$195	-2.59%	-10.95%	93.70%
	PACKAGED	\$9,926	\$10,582	\$11,900	\$13,375	\$14,721	\$3,918	4.60%	10.06%	5.76%
	GERMANY - Total	\$10,804	\$11,448	\$12,756	\$14,201	\$15,456	\$4,114	4.23%	8.84%	9.94%
GREECE	PACKAGED	\$44	\$41	\$54	\$60	\$50	\$13	-22.75%	-15.67%	84.48%
	GREECE - Total	\$44	\$41	\$54	\$60	\$50	\$13	-22.75%	-15.67%	84.48%
HONG KONG	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	HONG KONG - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
INDIA	PACKAGED	\$254	\$315	\$359	\$387	\$356	\$84	-20.05%	-8.11%	81.98%
	INDIA - Total	\$254	\$315	\$359	\$387	\$356	\$84	-20.05%	-8.11%	81.98%
IRELAND	DRAFT	\$4,349	\$4,722	\$5,232	\$5,711	\$5,880	\$1,323	-1.99%	2.95%	99.68%
	PACKAGED	\$4,822	\$5,451	\$6,055	\$6,644	\$6,933	\$1,511	-1.14%	4.35%	13.49%
	IRELAND - Total	\$9,171	\$10,173	\$11,287	\$12,355	\$12,813	\$2,834	-1.54%	3.71%	53.05%
ITALY	PACKAGED	\$167	\$259	\$450	\$564	\$737	\$228	48.25%	30.70%	35.05%
	ITALY - Total	\$167	\$259	\$450	\$564	\$737	\$228	48.25%	30.70%	35.05%
JAMAICA	PACKAGED	\$425	\$637	\$797	\$956	\$1,056	\$303	5.49%	10.38%	17.48%
	JAMAICA - Total	\$425	\$637	\$797	\$956	\$1,056	\$303	5.49%	10.38%	17.48%
JAPAN	PACKAGED	\$1,490	\$1,643	\$2,001	\$2,211	\$2,540	\$658	12.37%	14.90%	70.93%
	JAPAN - Total	\$1,490	\$1,643	\$2,001	\$2,211	\$2,540	\$658	12.37%	14.90%	70.93%
KENYA	PACKAGED	\$30	\$42	\$33	\$55	\$51	\$6	-65.32%	-7.54%	40.01%
	KENYA - Total	\$30	\$42	\$33	\$55	\$51	\$6	-65.32%	-7.54%	40.01%
KOREA - SOUTH	PACKAGED	\$20	\$84	\$73	\$68	\$55	\$12	-3.49%	-19.21%	62.42%
	KOREA - SOUTH - Total	\$20	\$84	\$73	\$68	\$55	\$12	-3.49%	-19.21%	62.42%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MEXICO	PACKAGED	\$36,594	\$39,636	\$46,369	\$54,628	\$57,335	\$18,651	15.39%	4.95%	20.84%
	MEXICO - Total	\$36,594	\$39,636	\$46,369	\$54,628	\$57,335	\$18,651	15.39%	4.95%	20.84%
MONTENEGRO	PACKAGED	\$10	\$14	\$12	\$14	\$11	\$4	46.37%	-21.45%	16.95%
	MONTENEGRO - Total	\$10	\$14	\$12	\$14	\$11	\$4	46.37%	-21.45%	16.95%
NETHERLANDS	DRAFT	\$772	\$1,156	\$1,530	\$1,800	\$2,057	\$524	1.84%	14.26%	99.73%
	PACKAGED	\$17,845	\$21,181	\$26,539	\$33,588	\$32,572	\$8,576	-3.45%	-3.02%	18.13%
	NETHERLANDS - Total	\$18,618	\$22,337	\$28,069	\$35,388	\$34,629	\$9,100	-3.16%	-2.14%	22.98%
NEW ZEALAND	PACKAGED	\$474	\$457	\$478	\$420	\$403	\$113	16.33%	-4.03%	4.01%
	NEW ZEALAND - Total	\$474	\$457	\$478	\$420	\$403	\$113	16.33%	-4.03%	4.01%
PHILIPPINES	PACKAGED	\$90	\$90	\$108	\$104	\$132	\$38	83.30%	27.23%	12.77%
	PHILIPPINES - Total	\$90	\$90	\$108	\$104	\$132	\$38	83.30%	27.23%	12.77%
POLAND	PACKAGED	\$259	\$372	\$328	\$538	\$449	\$114	-16.70%	-16.44%	4.43%
	POLAND - Total	\$259	\$372	\$328	\$538	\$449	\$114	-16.70%	-16.44%	4.43%
PORTUGAL	PACKAGED	\$14	\$107	\$28	\$0	\$0	\$0	n/a	-100.00%	0.00%
	PORTUGAL - Total	\$14	\$107	\$28	\$0	\$0	\$0	n/a	-100.00%	0.00%
RUSSIA (USSR)	PACKAGED	\$0	\$0	\$0	\$213	\$180	\$52	1.78%	-15.33%	2.53%
	RUSSIA (USSR) - Total	\$0	\$0	\$0	\$213	\$180	\$52	1.78%	-15.33%	2.53%
SINGAPORE	PACKAGED	\$273	\$369	\$333	\$357	\$324	\$86	-1.65%	-9.21%	36.85%
	SINGAPORE - Total	\$273	\$369	\$333	\$357	\$324	\$86	-1.65%	-9.21%	36.85%
SLOVAK REPUBLIC	PACKAGED	\$223	\$154	\$103	\$0	\$0	\$0	n/a	-100.00%	0.00%
	SLOVAK REPUBLIC - Total	\$223	\$154	\$103	\$0	\$0	\$0	n/a	-100.00%	0.00%
SLOVENIA	PACKAGED	\$40	\$170	\$183	\$130	\$124	\$33	1.59%	-4.59%	2.50%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SLOVENIA	SLOVENIA - Total	\$40	\$170	\$183	\$130	\$124	\$33	1.59%	-4.59%	2.50%
SOUTH AFRICA	PACKAGED	\$111	\$139	\$167	\$139	\$88	\$30	-26.35%	-36.61%	5.19%
	SOUTH AFRICA - Total	\$111	\$139	\$167	\$139	\$88	\$30	-26.35%	-36.61%	5.19%
SPAIN	PACKAGED	\$24	\$19	\$50	\$216	\$561	\$149	41.99%	159.71%	8.88%
	SPAIN - Total	\$24	\$19	\$50	\$216	\$561	\$149	41.99%	159.71%	8.88%
TAIWAN	PACKAGED	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TAIWAN - Total	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
THAILAND	PACKAGED	\$226	\$257	\$451	\$503	\$433	\$98	-9.38%	-13.96%	62.27%
	THAILAND - Total	\$226	\$257	\$451	\$503	\$433	\$98	-9.38%	-13.96%	62.27%
TRINIDAD AND TOBAGO	PACKAGED	\$90	\$114	\$123	\$112	\$96	\$26	-15.48%	-14.48%	14.24%
	TRINIDAD AND TOBAGO - Total	\$90	\$114	\$123	\$112	\$96	\$26	-15.48%	-14.48%	14.24%
TURKEY	PACKAGED	\$2	\$98	\$182	\$218	\$209	\$57	7.08%	-3.89%	3.87%
	TURKEY - Total	\$2	\$98	\$182	\$218	\$209	\$57	7.08%	-3.89%	3.87%
UKRAINE	PACKAGED	\$0	\$0	\$40	\$39	\$34	\$10	8.53%	-11.00%	25.75%
	UKRAINE - Total	\$0	\$0	\$40	\$39	\$34	\$10	8.53%	-11.00%	25.75%
UNITED KINGDOM	DRAFT	\$513	\$502	\$407	\$339	\$297	\$54	-27.19%	-12.48%	98.37%
	PACKAGED	\$2,735	\$3,100	\$3,705	\$4,051	\$6,307	\$2,914	198.15%	55.68%	11.21%
	UNITED KINGDOM - Total	\$3,248	\$3,601	\$4,112	\$4,390	\$6,604	\$2,968	182.32%	50.42%	15.12%
UNITED STATES OF AMERICA	DRAFT	\$0	\$0	\$21	\$37	\$67	\$16	42.59%	81.59%	79.93%
	PACKAGED	\$30,159	\$30,743	\$34,526	\$39,171	\$47,132	\$15,038	32.66%	20.32%	12.35%
	UNITED STATES OF AMERICA - Total	\$30,159	\$30,743	\$34,547	\$39,208	\$47,200	\$15,054	32.67%	20.38%	12.45%
VIETNAM	PACKAGED	\$8	\$15	\$40	\$17	\$2	\$0	-80.38%	-85.64%	96.62%
	VIETNAM - Total	\$8	\$15	\$40	\$17	\$2	\$0	-80.38%	-85.64%	96.62%

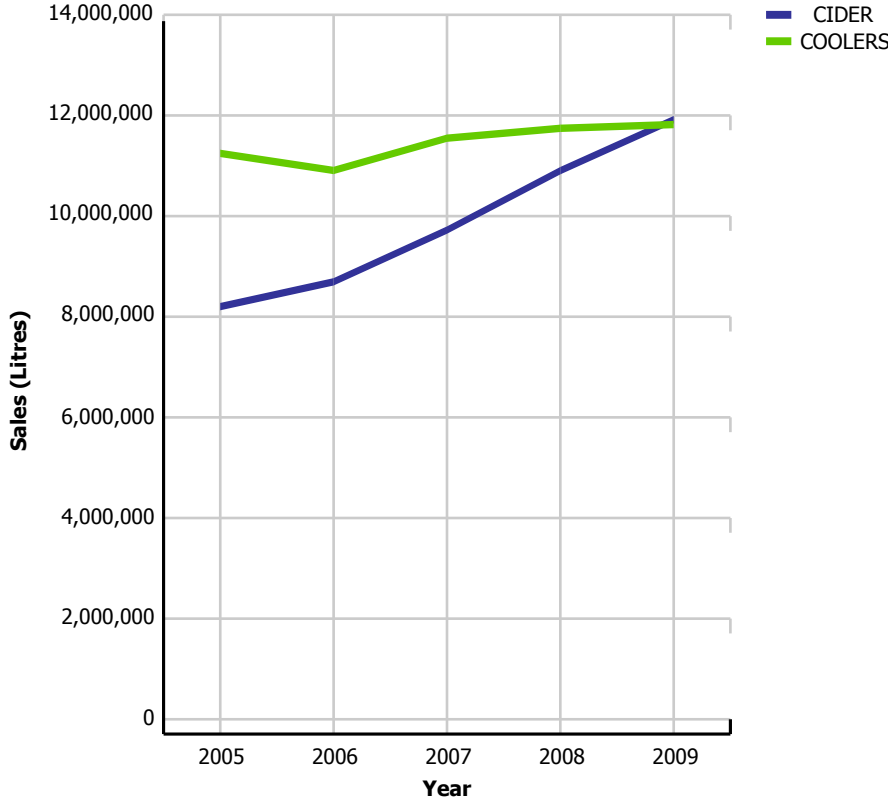
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE
SALES IN RETAIL DOLLARS (000s)

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
IMPORT DRAFT - TOTAL	\$9,255	\$10,759	\$12,536	\$14,145	\$14,715	\$3,529	-0.75%	4.03%	99.21%
IMPORT PACKAGED - TOTAL	\$129,608	\$144,338	\$170,429	\$196,470	\$211,608	\$62,895	14.88%	7.70%	16.63%
IMPORT BEER - TOTAL	\$138,863	\$155,097	\$182,965	\$210,615	\$226,323	\$66,424	13.92%	7.46%	22.00%

Cooler and Cider Sales

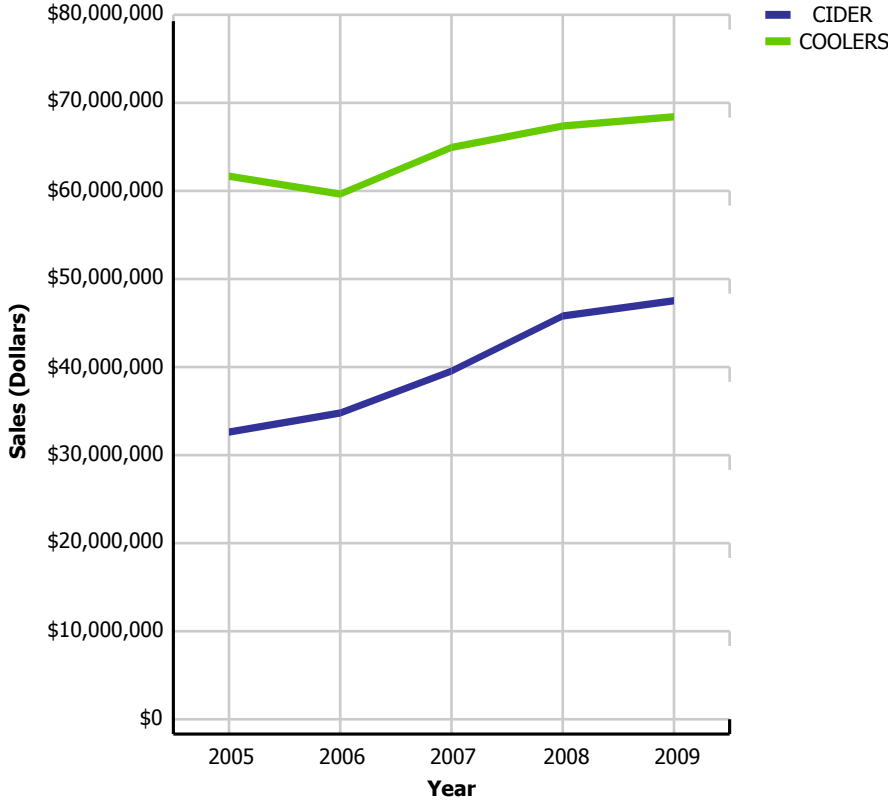
Coolers and Ciders (Domestic & Imported)

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 JUNE
SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	DRAFT	36,047	43,335	35,239	34,085	44,249	9,605	-11.96%	29.82%	92.28%
	PACKAGED	7,923,577	8,281,405	8,977,980	9,559,694	10,034,756	2,993,533	11.31%	4.97%	7.56%
	WINE - LAND BASED	13,515	16,123	17,648	38,763	11,859	2,886	-71.56%	-69.41%	10.92%
DOMESTIC - TOTAL		7,973,140	8,340,863	9,030,867	9,632,541	10,090,864	3,006,024	10.90%	4.76%	7.94%
IMPORT	DRAFT	130,000	184,650	301,150	415,200	429,150	112,600	2.27%	3.36%	99.92%
	PACKAGED	171,688	242,493	463,951	928,629	1,470,682	465,533	50.51%	58.37%	12.30%
	IMPORT - TOTAL	301,688	427,143	765,101	1,343,829	1,899,832	578,133	37.85%	41.37%	32.09%
CIDER - TOTAL		8,274,827	8,768,006	9,795,968	10,976,370	11,990,696	3,584,157	14.51%	9.24%	11.77%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC	DRAFT	\$135	\$171	\$129	\$123	\$170	\$35	-15.39%	38.25%	92.29%
	PACKAGED	\$31,037	\$32,500	\$35,533	\$38,543	\$37,913	\$11,003	1.59%	-1.64%	7.69%
	WINE - LAND BASED	\$305	\$363	\$425	\$715	\$369	\$56	-66.71%	-48.36%	6.08%
DOMESTIC - TOTAL		\$31,477	\$33,034	\$36,087	\$39,381	\$38,452	\$11,095	0.48%	-2.36%	8.05%
IMPORT	DRAFT	\$558	\$792	\$1,320	\$1,852	\$1,951	\$533	8.62%	5.34%	99.92%
	PACKAGED	\$1,003	\$1,379	\$2,561	\$4,989	\$7,553	\$2,437	51.17%	51.40%	13.58%
	IMPORT - TOTAL	\$1,561	\$2,171	\$3,880	\$6,841	\$9,504	\$2,970	41.23%	38.93%	31.31%
CIDER - TOTAL		\$33,037	\$35,204	\$39,967	\$46,222	\$47,956	\$14,065	7.00%	3.75%	12.66%

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

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC BEER	1,083	211	14,167	3,353	854	121	-74.31%	-74.53%	0.00%
SPIRIT	9,155,433	9,104,049	9,427,232	9,412,782	9,441,928	3,083,437	13.49%	0.31%	11.52%
WINE	1,058,858	937,971	930,244	940,505	930,194	318,704	28.00%	-1.10%	6.07%
DOMESTIC - TOTAL	10,215,375	10,042,232	10,371,643	10,356,639	10,372,976	3,402,262	14.69%	0.16%	11.03%
IMPORT BEER	5,570	5,286	7,626	2,998	889	253	-27.64%	-70.36%	0.00%
SPIRIT	869,550	677,151	996,353	1,205,883	1,242,823	339,689	-6.66%	3.06%	3.70%
WINE	376,176	402,804	392,880	399,740	423,174	125,622	5.44%	5.86%	4.29%
IMPORT - TOTAL	1,251,295	1,085,242	1,396,860	1,608,622	1,666,886	465,563	-3.69%	3.62%	3.85%
COOLERS - TOTAL	11,466,669	11,127,473	11,768,503	11,965,261	12,039,862	3,867,825	12.12%	0.62%	10.04%

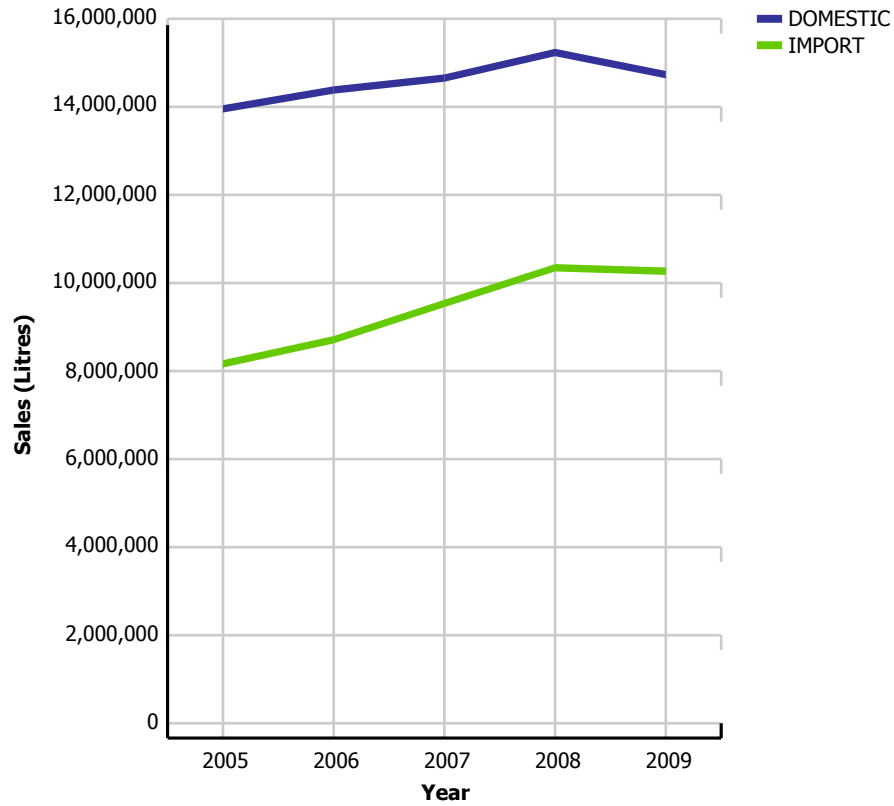
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE
SALES IN RETAIL DOLLARS (000s)

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
DOMESTIC BEER	\$5	\$1	\$119	\$28	\$7	\$1	-74.31%	-73.75%	0.00%
SPIRIT	\$49,511	\$49,408	\$52,670	\$53,512	\$53,797	\$17,074	10.33%	0.53%	12.05%
WINE	\$4,258	\$3,709	\$3,668	\$3,752	\$3,936	\$1,466	47.75%	4.90%	6.52%
DOMESTIC - TOTAL	\$53,774	\$53,117	\$56,457	\$57,293	\$57,741	\$18,542	12.56%	0.78%	11.67%
IMPORT BEER	\$24	\$24	\$38	\$14	\$4	\$1	-27.64%	-70.88%	0.00%
SPIRIT	\$6,604	\$5,086	\$7,071	\$8,570	\$8,997	\$2,487	-1.91%	4.98%	3.26%
WINE	\$2,532	\$2,677	\$2,631	\$2,757	\$2,940	\$845	12.99%	6.65%	4.05%
IMPORT - TOTAL	\$9,160	\$7,786	\$9,740	\$11,341	\$11,941	\$3,333	1.47%	5.29%	3.45%
COOLERS - TOTAL	\$62,933	\$60,904	\$66,197	\$68,634	\$69,682	\$21,875	10.72%	1.53%	10.26%

Spirit Sales

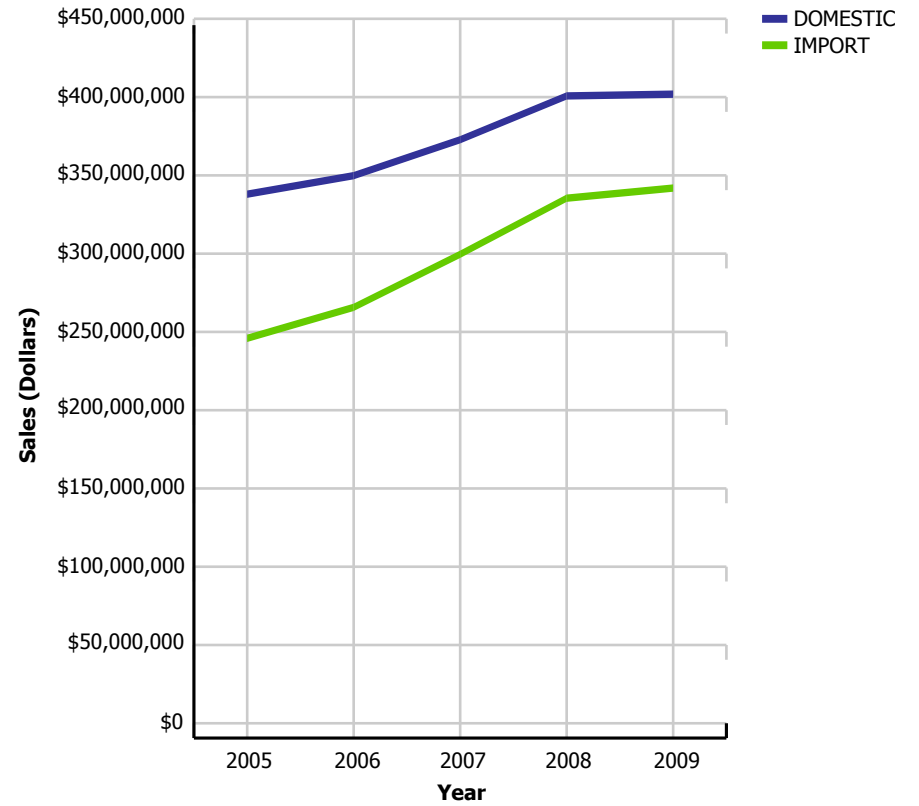
Spirit Market

Annual Sales by Volume (Litres)



Spirit Market

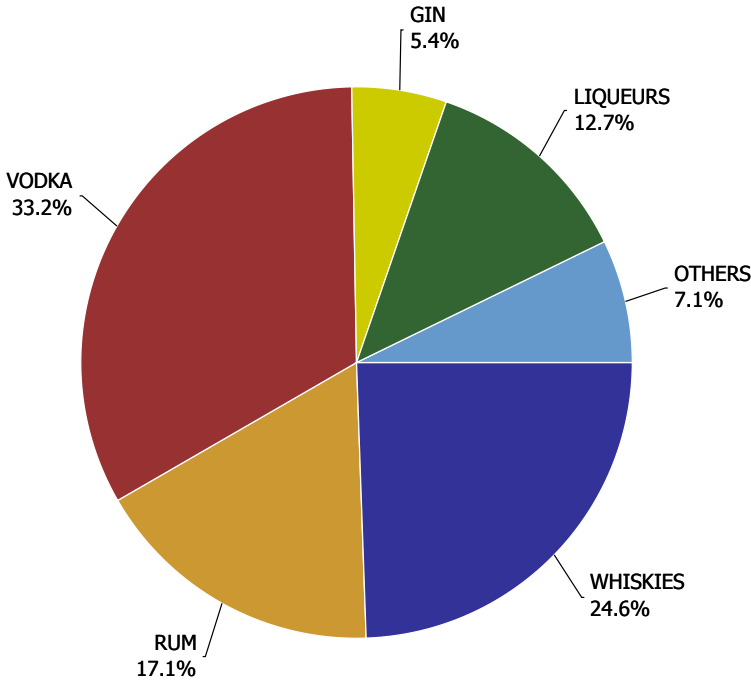
Annual Sales by Retail Dollars



Spirit Market

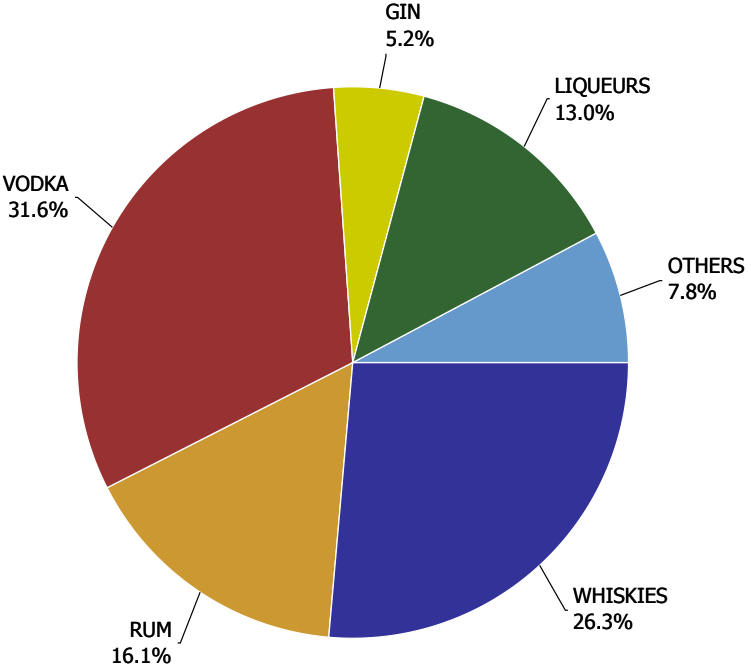
Spirit Market Share

Current Quarter by Volume (Litres)



Spirit Market Share

Current Quarter by Retail Dollars



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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
ARMAGNAC		1,172	1,198	1,301	1,126	1,478	303	44.09%	31.23%	15.33%	
ASIAN SPIRITS		95,287	103,748	125,865	137,521	136,022	31,649	-5.01%	-1.09%	48.94%	
BRANDY	DOMESTIC	122,178	114,441	101,449	97,511	88,235	18,832	-12.97%	-9.51%	7.46%	
	IMPORT	428,347	437,170	441,803	447,286	422,005	87,006	-9.37%	-5.65%	3.98%	
BRANDY		550,525	551,611	543,252	544,797	510,240	105,838	-10.03%	-6.34%	4.58%	
CACHACA		1,306	2,625	3,373	4,406	4,484	1,201	-8.26%	1.75%	39.52%	
COGNAC		41,498	42,260	44,767	45,805	41,151	7,714	-12.98%	-10.16%	19.48%	
EAUX DE VIE	DOMESTIC	62	477	1,017	1,269	897	149	-23.21%	-29.26%	14.42%	
	IMPORT	10,547	10,111	10,557	12,757	15,388	3,392	24.61%	20.62%	10.01%	
EAUX DE VIE		10,609	10,589	11,574	14,025	16,285	3,541	21.43%	16.11%	10.25%	
GIN	DOMESTIC	409,560	405,913	402,247	393,795	373,556	100,709	5.78%	-5.14%	17.30%	
	IMPORT	753,906	780,744	820,593	870,089	849,866	202,359	-7.58%	-2.32%	15.50%	
GIN		1,163,466	1,186,657	1,222,839	1,263,884	1,223,422	303,068	-3.53%	-3.20%	16.05%	
RUM	AMBER	DOMESTIC	857,830	923,652	1,030,496	1,117,166	1,154,775	236,976	-1.86%	3.37%	5.35%
		IMPORT	408,930	458,422	512,671	587,561	595,170	134,622	0.50%	1.30%	6.17%
AMBER		1,266,759	1,382,074	1,543,167	1,704,726	1,749,946	371,598	-1.02%	2.65%	5.63%	
DARK	DOMESTIC	555,361	550,588	537,885	516,629	494,572	101,789	-5.91%	-4.27%	9.25%	
	IMPORT	195,114	194,938	201,937	213,545	208,104	42,998	-9.04%	-2.55%	5.29%	
DARK		750,474	745,527	739,821	730,174	702,676	144,787	-6.86%	-3.77%	8.08%	
WHITE	DOMESTIC	1,916,728	1,917,949	1,898,738	1,931,263	1,872,277	420,552	-6.38%	-3.05%	12.85%	
	IMPORT	137,534	137,269	133,944	125,412	119,953	30,464	-0.48%	-4.35%	10.70%	
WHITE		2,054,262	2,055,218	2,032,682	2,056,675	1,992,230	451,016	-6.00%	-3.13%	12.72%	
RUM	DOMESTIC	3,329,919	3,392,190	3,467,119	3,565,058	3,521,625	759,318	-4.95%	-1.22%	9.88%	
	IMPORT	741,577	790,629	848,552	926,518	923,227	208,084	-1.77%	-0.36%	6.56%	
RUM		4,071,496	4,182,818	4,315,671	4,491,576	4,444,852	967,401	-4.28%	-1.04%	9.19%	
TEQUILA	IMPORT	310,501	363,000	428,645	481,272	499,742	132,013	4.27%	3.84%	40.44%	
TEQUILA		310,501	363,000	428,645	481,272	499,742	132,013	4.27%	3.84%	40.44%	
VODKA	DOMESTIC	4,575,741	4,838,562	5,043,572	5,414,132	5,360,750	1,235,602	-6.93%	-0.99%	13.63%	

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
VODKA	IMPORT	1,591,066	1,789,256	2,097,399	2,438,029	2,651,643	642,524	6.02%	8.76%	17.41%
VODKA		6,166,807	6,627,818	7,140,971	7,852,161	8,012,394	1,878,127	-2.87%	2.04%	14.88%
WHISKY	AMERICAN WHISKY	223,918	251,517	275,388	305,445	310,988	68,451	-5.15%	1.81%	26.94%
	CANADIAN WHISKY	4,696,751	4,755,664	4,754,594	4,816,090	4,483,512	988,388	-11.98%	-6.91%	7.82%
	IRISH WHISKY	67,190	72,168	82,382	94,262	102,273	20,864	-1.98%	8.50%	17.14%
	JAPANESE WHISKY	0	0	0	175	1	0	-100.00%	-99.57%	0.00%
	SCOTCH - BLEND	1,195,543	1,199,340	1,178,044	1,191,765	1,077,614	248,141	-11.84%	-9.58%	3.62%
	SCOTCH - MALT	264,484	284,214	301,870	327,292	317,668	64,544	-12.29%	-2.94%	8.46%
	OTHER WHISKY	0	0	369	664	426	80	2.91%	-35.85%	5.02%
WHISKY		6,447,886	6,562,904	6,592,681	6,735,702	6,292,482	1,390,468	-11.52%	-6.58%	8.23%
OTHER SPIRITS	MISC.	513	259	35	13	0	0	n/a	-100.00%	0.00%
	RESTRICTED	1,772	1,732	1,340	1,192	1,214	289	2.66%	1.85%	0.00%
	APERITIF	11,038	10,954	11,564	11,630	12,588	3,554	17.49%	8.24%	17.80%
	FLAVOURED	12,866	4,189	1,397	1,495	3,552	792	24.09%	137.59%	3.78%
	READY TO MIX COCKTAILS	186,800	185,847	184,300	175,621	171,494	44,968	-1.75%	-2.35%	58.65%
	READY TO SERVE COCKTAILS	107,631	124,662	142,509	155,995	247,517	67,297	-13.93%	58.67%	1.11%
	SCHNAPPS	12,631	12,791	8,822	12,621	9,632	1,965	-14.90%	-23.69%	8.11%
OTHER SPIRITS		333,252	340,433	349,966	358,567	445,996	118,865	-8.71%	24.38%	23.88%
SPIRIT - GIFT PACKS	DOMESTIC	24,271	35,140	18,966	16,911	11,232	485	-57.10%	-33.58%	0.36%
	IMPORT	47,695	47,205	49,628	46,317	15,317	520	-82.26%	-66.93%	0.33%
SPIRIT - GIFT PACKS		71,966	82,345	68,594	63,228	26,550	1,005	-75.25%	-58.01%	0.34%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
ARMAGNAC		\$126	\$137	\$147	\$122	\$186	\$37	44.62%	52.68%	14.75%	
ASIAN SPIRITS		\$2,355	\$2,590	\$3,099	\$3,497	\$3,487	\$815	-4.15%	-0.27%	45.85%	
BRANDY	DOMESTIC	\$2,821	\$2,648	\$2,461	\$2,441	\$2,286	\$504	-9.09%	-6.37%	7.54%	
	IMPORT	\$10,654	\$11,003	\$11,372	\$11,728	\$11,314	\$2,400	-5.93%	-3.53%	4.36%	
BRANDY		\$13,475	\$13,651	\$13,833	\$14,169	\$13,600	\$2,905	-6.50%	-4.02%	4.90%	
CACHACA		\$46	\$93	\$121	\$165	\$168	\$45	-11.08%	1.66%	39.49%	
COGNAC		\$4,015	\$4,097	\$4,230	\$4,412	\$4,085	\$746	-16.27%	-7.41%	18.38%	
EAUX DE VIE	DOMESTIC	\$6	\$46	\$94	\$112	\$90	\$15	-20.26%	-19.96%	15.11%	
	IMPORT	\$454	\$463	\$487	\$600	\$748	\$165	33.23%	24.53%	12.68%	
EAUX DE VIE		\$460	\$509	\$581	\$712	\$837	\$180	26.02%	17.53%	12.94%	
GIN	DOMESTIC	\$9,960	\$9,703	\$10,070	\$10,175	\$10,113	\$2,765	9.52%	-0.61%	16.85%	
	IMPORT	\$20,282	\$21,117	\$22,889	\$25,143	\$25,266	\$6,130	-4.89%	0.49%	15.32%	
GIN		\$30,243	\$30,820	\$32,959	\$35,318	\$35,380	\$8,895	-0.84%	0.17%	15.76%	
RUM	AMBER	DOMESTIC	\$20,715	\$22,712	\$26,876	\$30,701	\$33,130	\$6,881	1.03%	7.91%	5.48%
		IMPORT	\$10,777	\$12,207	\$14,069	\$16,680	\$17,772	\$4,132	7.33%	6.55%	6.50%
AMBER		\$31,492	\$34,919	\$40,945	\$47,381	\$50,902	\$11,013	3.30%	7.43%	5.84%	
DARK	DOMESTIC	\$12,960	\$12,867	\$13,172	\$12,984	\$12,899	\$2,749	-1.65%	-0.66%	9.18%	
	IMPORT	\$4,956	\$4,972	\$5,403	\$5,886	\$5,984	\$1,266	-4.65%	1.66%	5.45%	
DARK		\$17,916	\$17,840	\$18,574	\$18,871	\$18,883	\$4,015	-2.62%	0.07%	8.00%	
WHITE	DOMESTIC	\$45,408	\$45,516	\$46,902	\$49,042	\$49,145	\$11,430	-2.35%	0.21%	12.75%	
	IMPORT	\$3,458	\$3,450	\$3,519	\$3,434	\$3,371	\$878	2.51%	-1.83%	10.89%	
WHITE		\$48,867	\$48,967	\$50,421	\$52,476	\$52,516	\$12,308	-2.02%	0.08%	12.63%	
RUM	DOMESTIC	\$79,083	\$81,096	\$86,949	\$92,728	\$95,174	\$21,060	-1.18%	2.64%	9.74%	
	IMPORT	\$19,192	\$20,630	\$22,991	\$26,000	\$27,127	\$6,277	4.01%	4.33%	6.81%	
RUM		\$98,275	\$101,726	\$109,940	\$118,728	\$122,301	\$27,336	-0.03%	3.01%	9.09%	
TEQUILA	IMPORT	\$12,232	\$14,408	\$17,724	\$20,788	\$22,350	\$5,829	3.53%	7.52%	39.16%	
TEQUILA		\$12,232	\$14,408	\$17,724	\$20,788	\$22,350	\$5,829	3.53%	7.52%	39.16%	
VODKA	DOMESTIC	\$107,566	\$114,227	\$125,213	\$138,056	\$141,355	\$33,509	-3.02%	2.39%	13.45%	

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
VODKA	IMPORT	\$41,555	\$47,937	\$59,115	\$72,348	\$81,671	\$20,181	9.91%	12.89%	19.07%
VODKA		\$149,122	\$162,164	\$184,328	\$210,404	\$223,025	\$53,690	1.47%	6.00%	15.51%
WHISKY	AMERICAN WHISKY	\$7,068	\$7,896	\$9,023	\$10,322	\$10,834	\$2,418	-2.21%	4.96%	26.66%
	CANADIAN WHISKY	\$118,616	\$120,753	\$126,005	\$132,755	\$128,728	\$28,761	-9.20%	-3.03%	7.84%
	IRISH WHISKY	\$2,365	\$2,569	\$3,010	\$3,557	\$3,887	\$809	0.54%	9.29%	16.40%
	JAPANESE WHISKY	\$0	\$0	\$0	\$24	\$0	\$0	-100.00%	-99.57%	0.00%
	SCOTCH - BLEND	\$35,810	\$36,156	\$36,624	\$38,275	\$36,398	\$8,274	-11.55%	-4.91%	4.46%
	SCOTCH - MALT	\$15,552	\$17,081	\$18,775	\$21,408	\$21,874	\$4,463	-8.86%	2.18%	9.28%
	OTHER WHISKY	\$0	\$0	\$38	\$70	\$48	\$8	-6.98%	-30.88%	4.73%
WHISKY		\$179,410	\$184,455	\$193,476	\$206,412	\$201,770	\$44,733	-9.10%	-2.25%	8.56%
OTHER SPIRITS	MISC.	\$8	\$4	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
	RESTRICTED	\$61	\$68	\$57	\$52	\$56	\$13	6.38%	6.78%	0.00%
	APERITIF	\$339	\$337	\$358	\$362	\$393	\$110	16.70%	8.53%	17.85%
	FLAVOURED	\$377	\$142	\$47	\$49	\$133	\$28	36.82%	169.34%	3.66%
	READY TO MIX COCKTAILS	\$4,099	\$4,116	\$4,203	\$4,052	\$3,962	\$1,043	-1.43%	-2.22%	58.10%
	READY TO SERVE COCKTAILS	\$1,510	\$2,000	\$2,122	\$3,011	\$5,393	\$1,430	-11.28%	79.15%	0.96%
	SCHNAPPS	\$376	\$383	\$265	\$405	\$341	\$70	-13.55%	-15.67%	8.10%
OTHER SPIRITS		\$6,770	\$7,050	\$7,052	\$7,930	\$10,278	\$2,694	-6.38%	29.60%	23.90%
SPIRIT - GIFT PACKS	DOMESTIC	\$1,126	\$1,453	\$780	\$703	\$505	\$20	-49.25%	-28.13%	0.36%
	IMPORT	\$1,904	\$2,180	\$2,237	\$1,906	\$767	\$29	-74.08%	-59.75%	0.37%
SPIRIT - GIFT PACKS		\$3,030	\$3,633	\$3,016	\$2,609	\$1,272	\$49	-67.68%	-51.23%	0.36%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ALMOND	DOMESTIC	22,240	25,012	24,291	26,052	20,728	4,239	-24.73%	-20.44%	70.01%
	IMPORT	93,841	104,548	113,965	118,470	111,891	19,456	-11.12%	-5.55%	15.71%
	ALMOND - TOTAL	116,081	129,560	138,256	144,522	132,619	23,695	-13.91%	-8.24%	24.20%
ANISE / LICORICE	DOMESTIC	15,599	12,981	6,928	5,624	2,891	649	-36.49%	-48.59%	68.69%
	IMPORT	154,182	153,559	165,246	166,289	154,426	32,579	-11.21%	-7.13%	21.45%
	ANISE / LICORICE - TOTAL	169,782	166,540	172,173	171,913	157,317	33,227	-11.90%	-8.49%	22.32%
APPLE	IMPORT	58,058	59,092	59,197	61,395	54,087	12,150	-16.03%	-11.90%	49.22%
	APPLE - TOTAL	58,058	59,092	59,197	61,395	54,087	12,150	-16.03%	-11.90%	49.22%
APRICOT	DOMESTIC	12,864	14,001	12,252	9,584	9,019	1,607	-4.71%	-5.90%	2.15%
	IMPORT	21,750	17,747	18,350	20,406	19,102	4,037	-4.91%	-6.39%	12.71%
	APRICOT - TOTAL	34,614	31,748	30,602	29,989	28,121	5,645	-4.85%	-6.23%	9.32%
BANANA	DOMESTIC	4,409	5,573	7,386	22,977	15,333	3,062	-38.29%	-33.27%	20.79%
	IMPORT	23,591	25,959	28,913	34,103	33,274	8,217	-4.64%	-2.43%	66.40%
	BANANA - TOTAL	28,000	31,532	36,298	57,079	48,607	11,279	-16.93%	-14.84%	52.01%
BERRY - OTHER	DOMESTIC	60	13	14	0	104	20	n/a	51,850.00%	0.00%
	IMPORT	903	5	694	1,386	1,738	356	21.24%	25.42%	25.88%
	BERRY - OTHER - TOTAL	963	18	708	1,386	1,842	375	28.02%	32.91%	24.43%
BLACK CURRANT / CASSIS	DOMESTIC	0	0	0	0	60	27	n/a	n/a	3.75%
	IMPORT	8,362	8,411	9,071	9,277	7,322	1,782	-20.00%	-21.07%	41.81%
	BLACK CURRANT / CASSIS - TOTAL	8,362	8,411	9,071	9,277	7,382	1,809	-18.77%	-20.43%	41.50%
BLACKBERRY	DOMESTIC	1,429	124	0	1	49	12	n/a	6,450.00%	0.00%
	IMPORT	1,568	2,186	3,015	3,355	3,081	682	-14.42%	-8.18%	37.56%
	BLACKBERRY - TOTAL	2,997	2,309	3,015	3,356	3,130	694	-12.91%	-6.73%	36.97%

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SALES IN LITRES

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BUTTERSCOTCH	DOMESTIC	361	625	453	364	394	116	88.89%	8.46%	92.49%
	IMPORT	45,324	48,092	49,377	53,367	52,069	10,778	-9.51%	-2.43%	38.74%
	BUTTERSCOTCH - TOTAL	45,685	48,716	49,829	53,731	52,464	10,894	-9.00%	-2.36%	39.15%
CACAO / CHOCOLATE	DOMESTIC	4,299	4,581	5,492	7,474	6,200	1,172	-20.47%	-17.06%	27.33%
	IMPORT	9,106	6,962	5,615	2,037	10	0	-100.00%	-99.48%	0.00%
	CACAO / CHOCOLATE - TOTAL	13,404	11,543	11,106	9,512	6,210	1,172	-24.61%	-34.71%	27.25%
CACAO / WHITE	DOMESTIC	18,937	19,845	25,207	32,502	27,587	5,379	-20.53%	-15.12%	58.17%
	IMPORT	18,201	15,581	8,721	5,177	5,481	807	-12.98%	5.87%	10.91%
	CACAO / WHITE - TOTAL	37,138	35,426	33,928	37,680	33,068	6,186	-19.62%	-12.24%	50.34%
CHERRY	DOMESTIC	0	0	2,338	2,809	499	4	-99.36%	-82.24%	2.26%
	IMPORT	10,498	10,004	10,363	10,132	9,286	1,954	-6.72%	-8.35%	22.45%
	CHERRY - TOTAL	10,498	10,004	12,700	12,941	9,785	1,958	-27.01%	-24.38%	21.42%
CITRUS OTHER THAN ORANGE	IMPORT	1,916	1,364	1,041	928	80	17	-91.60%	-91.41%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	1,916	1,364	1,041	928	80	17	-91.60%	-91.41%	0.00%
COCONUT	DOMESTIC	144,512	143,260	146,661	151,062	138,770	35,427	-2.38%	-8.14%	17.78%
	IMPORT	20,033	18,467	18,220	18,919	16,706	3,622	-24.90%	-11.70%	16.58%
	COCONUT - TOTAL	164,544	161,728	164,881	169,981	155,476	39,048	-5.02%	-8.53%	17.65%
COFFEE	DOMESTIC	18,824	18,365	16,595	13,810	11,122	2,098	-23.86%	-19.46%	18.97%
	IMPORT	381,340	379,880	387,808	379,721	353,240	62,923	-12.63%	-6.97%	15.09%
	COFFEE - TOTAL	400,165	398,244	404,404	393,531	364,363	65,021	-13.04%	-7.41%	15.20%
CRANBERRY	DOMESTIC	0	0	0	0	39	4	n/a	n/a	5.77%
	CRANBERRY - TOTAL	0	0	0	0	39	4	n/a	n/a	5.77%
	DOMESTIC	9,833	7,531	4,336	2,858	1,800	620	38.57%	-37.03%	58.45%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
CREAM	IMPORT	902,894	949,159	1,072,225	1,117,234	1,070,361	165,858	-11.25%	-4.20%	6.86%
	CREAM - TOTAL	912,727	956,690	1,076,561	1,120,091	1,072,161	166,479	-11.13%	-4.28%	6.95%
EGG	IMPORT	5,984	5,990	5,132	5,342	5,976	890	-9.39%	11.86%	3.19%
	EGG - TOTAL	5,984	5,990	5,132	5,342	5,976	890	-9.39%	11.86%	3.19%
FRUIT - OTHER	DOMESTIC	32,973	44,186	38,441	39,372	29,192	6,274	-34.38%	-25.86%	10.09%
	IMPORT	106,657	118,080	125,229	121,804	100,690	23,249	-15.59%	-17.33%	39.69%
	FRUIT - OTHER - TOTAL	139,630	162,266	163,670	161,176	129,882	29,523	-20.43%	-19.42%	33.04%
GRAPE	DOMESTIC	70	104	22	45	45	27	200.00%	0.00%	60.00%
	IMPORT	0	0	0	4,887	8,752	1,782	-37.37%	79.10%	18.23%
	GRAPE - TOTAL	70	104	22	4,932	8,798	1,809	-36.63%	78.38%	18.44%
GRAPE FRUIT	IMPORT	361	98	4	1,208	1,154	306	-28.24%	-4.46%	30.22%
	GRAPE FRUIT - TOTAL	361	98	4	1,208	1,154	306	-28.24%	-4.46%	30.22%
HAZELNUT	IMPORT	24,378	24,440	26,136	26,084	23,318	3,954	-15.90%	-10.61%	33.22%
	HAZELNUT - TOTAL	24,378	24,440	26,136	26,084	23,318	3,954	-15.90%	-10.61%	33.22%
HERBAL	DOMESTIC	0	0	0	996	1,769	337	-18.50%	77.52%	4.89%
	IMPORT	155,728	216,786	305,758	391,113	355,600	76,310	-18.00%	-9.08%	51.10%
	HERBAL - TOTAL	155,728	216,786	305,758	392,110	357,369	76,647	-18.00%	-8.86%	50.87%
LEMON	IMPORT	8,538	10,146	14,109	19,666	18,381	4,466	-0.32%	-6.53%	19.80%
	LEMON - TOTAL	8,538	10,146	14,109	19,666	18,381	4,466	-0.32%	-6.53%	19.80%
LOGANBERRY	IMPORT	204	180	281	205	252	72	50.00%	22.93%	0.00%
	LOGANBERRY - TOTAL	204	180	281	205	252	72	50.00%	22.93%	0.00%
MACADAMIA	IMPORT	0	0	0	0	1,152	530	n/a	n/a	1.95%
	MACADAMIA - TOTAL	0	0	0	0	1,152	530	n/a	n/a	1.95%
MELON	DOMESTIC	15,066	13,220	12,798	12,732	11,772	4,109	31.77%	-7.54%	58.16%

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MELON	IMPORT	11,758	11,571	12,057	12,424	11,529	2,828	-9.24%	-7.21%	59.02%
	MELON - TOTAL	26,824	24,791	24,854	25,156	23,301	6,937	11.27%	-7.37%	58.58%
MINT	DOMESTIC	24,840	25,078	26,470	26,768	23,864	3,393	-18.27%	-10.85%	23.24%
	IMPORT	0	85	150	137	108	14	-49.91%	-20.84%	33.63%
	MINT - TOTAL	24,840	25,163	26,620	26,905	23,972	3,408	-18.49%	-10.90%	23.29%
ORANGE	DOMESTIC	100,909	107,517	115,498	116,486	114,690	28,025	-1.46%	-1.54%	26.81%
	IMPORT	158,100	163,164	171,191	178,573	173,004	35,759	-2.51%	-3.12%	32.01%
	ORANGE - TOTAL	259,009	270,681	286,689	295,060	287,694	63,783	-2.05%	-2.50%	29.94%
OTHER	DOMESTIC	7,422	8,762	8,088	7,081	5,275	548	-61.11%	-25.51%	22.87%
	IMPORT	18,749	17,408	11,941	11,366	9,819	2,025	-27.92%	-13.61%	27.39%
	OTHER - TOTAL	26,171	26,171	20,029	18,447	15,093	2,573	-39.00%	-18.18%	25.81%
OTHER NUT	IMPORT	0	0	0	0	9	9	n/a	n/a	0.00%
	OTHER NUT - TOTAL	0	0	0	0	9	9	n/a	n/a	0.00%
PEACH	DOMESTIC	52,493	51,081	50,969	51,942	49,688	12,342	-3.87%	-4.34%	50.50%
	IMPORT	3,291	3,904	4,097	4,126	3,773	935	-18.97%	-8.57%	76.24%
	PEACH - TOTAL	55,784	54,985	55,066	56,069	53,461	13,277	-5.11%	-4.65%	52.31%
PEAR	DOMESTIC	514	3,575	1,988	64	70	6	-53.12%	10.00%	-1.07%
	IMPORT	4,894	4,752	4,718	4,718	4,479	983	7.12%	-5.06%	27.89%
	PEAR - TOTAL	5,409	8,327	6,706	4,782	4,549	988	6.35%	-4.86%	27.44%
PINEAPPLE	DOMESTIC	18,172	11,145	10,354	13,112	11,713	3,328	-11.33%	-10.67%	5.66%
	IMPORT	4,080	3,917	2,150	47	0	0	n/a	-100.00%	0.00%
	PINEAPPLE - TOTAL	22,252	15,062	12,504	13,159	11,713	3,328	-11.33%	-10.99%	5.66%
PLUM	IMPORT	759	773	777	896	845	148	-21.43%	-5.69%	1.69%
	PLUM - TOTAL	759	773	777	896	845	148	-21.43%	-5.69%	1.69%
RASPBERRY	DOMESTIC	1,893	2,256	1,654	1,733	2,176	561	36.40%	25.56%	80.77%
	IMPORT	77,500	92,554	104,987	121,094	113,181	26,120	-9.23%	-6.53%	43.89%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
RASPBERRY	RASPBERRY - TOTAL	79,393	94,810	106,641	122,827	115,358	26,681	-8.58%	-6.08%	44.58%
SPICE	DOMESTIC	143,163	177,962	217,500	278,055	300,804	65,973	-1.26%	8.18%	6.89%
	IMPORT	13,574	14,013	15,083	16,374	13,451	2,628	-21.50%	-17.85%	48.08%
	SPICE - TOTAL	156,738	191,974	232,584	294,429	314,256	68,602	-2.22%	6.73%	8.65%
STRAWBERRY	DOMESTIC	1,677	811	129	47	4	4	-68.42%	-90.46%	0.00%
	IMPORT	8,981	4,946	4,452	4,323	2,360	570	-35.78%	-45.40%	64.98%
	STRAWBERRY - TOTAL	10,659	5,757	4,581	4,371	2,365	575	-36.29%	-45.89%	64.85%
TANGERINE	DOMESTIC	219	486	15	6	0	0	n/a	-100.00%	0.00%
	IMPORT	3,242	3,117	3,368	3,122	1,554	368	-35.70%	-50.23%	33.74%
	TANGERINE - TOTAL	3,460	3,603	3,383	3,128	1,554	368	-35.70%	-50.32%	33.74%
WALNUT	IMPORT	0	0	0	38	134	34	33.33%	255.56%	3.12%
	WALNUT - TOTAL	0	0	0	38	134	34	33.33%	255.56%	3.12%
WHISKY	DOMESTIC	12,783	12,054	11,480	11,028	12,180	2,770	14.69%	10.45%	15.94%
	IMPORT	164,763	164,722	164,133	158,648	140,589	28,407	-16.20%	-11.38%	12.63%
	WHISKY - TOTAL	177,546	176,776	175,613	169,676	152,769	31,176	-14.14%	-9.96%	12.89%
LIQUEURS - TOTAL		3,188,671	3,371,809	3,674,930	3,922,977	3,680,104	719,736	-11.11%	-6.19%	21.81%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
ALMOND	DOMESTIC	\$462	\$519	\$528	\$588	\$488	\$100	-23.41%	-17.02%	69.58%
	IMPORT	\$2,322	\$2,593	\$2,959	\$3,190	\$3,110	\$570	-7.79%	-2.53%	14.68%
	ALMOND - TOTAL	\$2,784	\$3,112	\$3,487	\$3,779	\$3,598	\$669	-10.52%	-4.78%	22.13%
ANISE / LICORICE	DOMESTIC	\$347	\$285	\$156	\$130	\$68	\$15	-34.93%	-47.80%	67.93%
	IMPORT	\$4,057	\$4,043	\$4,433	\$4,441	\$4,316	\$924	-6.73%	-2.81%	20.13%
	ANISE / LICORICE - TOTAL	\$4,403	\$4,327	\$4,589	\$4,571	\$4,384	\$939	-7.39%	-4.09%	20.87%
APPLE	IMPORT	\$1,334	\$1,344	\$1,353	\$1,406	\$1,256	\$283	-14.16%	-10.70%	49.28%
	APPLE - TOTAL	\$1,334	\$1,344	\$1,353	\$1,406	\$1,256	\$283	-14.16%	-10.70%	49.28%
APRICOT	DOMESTIC	\$276	\$299	\$275	\$226	\$217	\$39	-4.31%	-3.98%	1.88%
	IMPORT	\$482	\$391	\$396	\$425	\$400	\$85	-5.49%	-5.88%	13.16%
	APRICOT - TOTAL	\$758	\$689	\$671	\$651	\$617	\$124	-5.12%	-5.22%	9.19%
BANANA	DOMESTIC	\$87	\$110	\$158	\$570	\$395	\$82	-35.36%	-30.76%	17.13%
	IMPORT	\$511	\$537	\$576	\$701	\$687	\$172	-4.91%	-1.99%	66.50%
	BANANA - TOTAL	\$598	\$646	\$734	\$1,270	\$1,081	\$253	-17.44%	-14.89%	48.49%
BERRY - OTHER	DOMESTIC	\$2	\$0	\$0	\$0	\$4	\$0	n/a	83,378.52%	0.00%
	IMPORT	\$19	\$0	\$21	\$43	\$48	\$10	5.59%	11.65%	27.37%
	BERRY - OTHER - TOTAL	\$20	\$0	\$22	\$43	\$52	\$10	10.89%	20.63%	25.34%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$0	\$0	\$0	\$5	\$2	n/a	n/a	3.76%
	IMPORT	\$303	\$293	\$311	\$324	\$280	\$67	-13.92%	-13.57%	42.03%
	BLACK CURRANT / CASSIS - TOTAL	\$303	\$293	\$311	\$324	\$285	\$69	-11.08%	-12.07%	41.38%
BLACKBERRY	DOMESTIC	\$40	\$3	\$0	\$0	\$4	\$1	n/a	18,022.73%	0.00%
	IMPORT	\$48	\$68	\$97	\$110	\$103	\$23	-11.60%	-6.34%	37.72%
	BLACKBERRY - TOTAL	\$89	\$71	\$97	\$110	\$107	\$24	-7.86%	-2.73%	36.31%

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		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
BUTTERSCOTCH	DOMESTIC	\$7	\$12	\$9	\$7	\$8	\$2	88.89%	9.11%	92.49%
	IMPORT	\$1,091	\$1,156	\$1,195	\$1,307	\$1,294	\$271	-7.15%	-0.99%	38.27%
	BUTTERSCOTCH - TOTAL	\$1,098	\$1,168	\$1,204	\$1,314	\$1,302	\$274	-6.74%	-0.93%	38.60%
CACAO / CHOCOLATE	DOMESTIC	\$90	\$96	\$125	\$174	\$150	\$28	-19.70%	-13.67%	27.33%
	IMPORT	\$222	\$174	\$153	\$60	\$0	\$0	-100.00%	-99.62%	0.00%
	CACAO / CHOCOLATE - TOTAL	\$312	\$270	\$278	\$234	\$151	\$28	-23.67%	-35.61%	27.27%
CACAO / WHITE	DOMESTIC	\$404	\$424	\$553	\$722	\$625	\$122	-20.22%	-13.34%	58.23%
	IMPORT	\$461	\$398	\$246	\$178	\$183	\$24	-23.76%	2.61%	10.96%
	CACAO / WHITE - TOTAL	\$865	\$822	\$798	\$900	\$808	\$146	-20.83%	-10.18%	47.53%
CHERRY	DOMESTIC	\$0	\$0	\$54	\$65	\$11	\$0	-99.06%	-82.68%	2.09%
	IMPORT	\$259	\$247	\$258	\$257	\$240	\$52	-4.38%	-6.63%	23.36%
	CHERRY - TOTAL	\$259	\$247	\$312	\$322	\$251	\$52	-23.48%	-21.91%	22.41%
CITRUS OTHER THAN ORANGE	IMPORT	\$120	\$83	\$59	\$54	\$5	\$1	-91.87%	-91.56%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	\$120	\$83	\$59	\$54	\$5	\$1	-91.87%	-91.56%	0.00%
COCONUT	DOMESTIC	\$3,597	\$3,573	\$3,786	\$4,034	\$3,821	\$968	-3.39%	-5.29%	17.41%
	IMPORT	\$499	\$456	\$441	\$432	\$404	\$88	-20.55%	-6.46%	16.64%
	COCONUT - TOTAL	\$4,096	\$4,029	\$4,227	\$4,466	\$4,225	\$1,055	-5.09%	-5.40%	17.34%
COFFEE	DOMESTIC	\$400	\$393	\$360	\$304	\$249	\$47	-23.81%	-18.18%	18.99%
	IMPORT	\$11,141	\$11,175	\$11,653	\$11,376	\$10,518	\$1,855	-13.42%	-7.54%	14.73%
	COFFEE - TOTAL	\$11,541	\$11,568	\$12,014	\$11,680	\$10,767	\$1,903	-13.71%	-7.82%	14.83%
CRANBERRY	DOMESTIC	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	5.77%
	CRANBERRY - TOTAL	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	5.77%
	DOMESTIC	\$234	\$179	\$105	\$68	\$44	\$15	42.65%	-35.32%	54.83%

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CREAM	IMPORT	\$25,998	\$27,418	\$31,664	\$33,232	\$32,752	\$4,973	-10.85%	-1.45%	6.95%
	CREAM - TOTAL	\$26,232	\$27,597	\$31,768	\$33,300	\$32,796	\$4,989	-10.75%	-1.51%	7.02%
EGG	IMPORT	\$177	\$177	\$153	\$162	\$187	\$28	-9.24%	15.18%	3.19%
	EGG - TOTAL	\$177	\$177	\$153	\$162	\$187	\$28	-9.24%	15.18%	3.19%
FRUIT - OTHER	DOMESTIC	\$873	\$1,139	\$1,041	\$1,147	\$876	\$187	-33.55%	-23.59%	11.18%
	IMPORT	\$4,012	\$4,505	\$4,895	\$4,883	\$3,912	\$842	-24.87%	-19.88%	41.47%
	FRUIT - OTHER - TOTAL	\$4,884	\$5,643	\$5,936	\$6,029	\$4,788	\$1,029	-26.61%	-20.58%	35.92%
GRAPE	DOMESTIC	\$2	\$2	\$0	\$1	\$1	\$1	215.79%	4.60%	59.60%
	IMPORT	\$0	\$0	\$0	\$119	\$213	\$44	-36.00%	79.42%	18.25%
	GRAPE - TOTAL	\$2	\$2	\$0	\$120	\$214	\$45	-35.28%	78.80%	18.45%
GRAPE FRUIT	IMPORT	\$11	\$3	\$0	\$37	\$35	\$9	-34.65%	-7.07%	30.35%
	GRAPE FRUIT - TOTAL	\$11	\$3	\$0	\$37	\$35	\$9	-34.65%	-7.07%	30.35%
HAZELNUT	IMPORT	\$766	\$764	\$838	\$864	\$777	\$133	-15.02%	-10.07%	33.33%
	HAZELNUT - TOTAL	\$766	\$764	\$838	\$864	\$777	\$133	-15.02%	-10.07%	33.33%
HERBAL	DOMESTIC	\$0	\$0	\$0	\$95	\$169	\$32	-18.50%	77.91%	4.89%
	IMPORT	\$6,373	\$8,763	\$12,298	\$15,785	\$14,306	\$3,069	-18.41%	-9.37%	49.28%
	HERBAL - TOTAL	\$6,373	\$8,763	\$12,298	\$15,880	\$14,475	\$3,101	-18.41%	-8.85%	48.76%
LEMON	IMPORT	\$251	\$299	\$422	\$633	\$608	\$149	2.07%	-3.89%	19.33%
	LEMON - TOTAL	\$251	\$299	\$422	\$633	\$608	\$149	2.07%	-3.89%	19.33%
LOGANBERRY	IMPORT	\$6	\$5	\$8	\$6	\$7	\$2	50.02%	23.60%	0.00%
	LOGANBERRY - TOTAL	\$6	\$5	\$8	\$6	\$7	\$2	50.02%	23.60%	0.00%
MACADAMIA	IMPORT	\$0	\$0	\$0	\$0	\$44	\$20	n/a	n/a	1.95%
	MACADAMIA - TOTAL	\$0	\$0	\$0	\$0	\$44	\$20	n/a	n/a	1.95%
MELON	DOMESTIC	\$344	\$302	\$290	\$293	\$287	\$105	42.70%	-2.08%	56.47%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
MELON	IMPORT	\$276	\$275	\$287	\$289	\$271	\$68	-7.98%	-6.40%	58.50%
	MELON - TOTAL	\$620	\$577	\$577	\$582	\$558	\$173	17.23%	-4.22%	57.46%
MINT	DOMESTIC	\$597	\$608	\$662	\$679	\$602	\$85	-19.64%	-11.34%	22.92%
	IMPORT	\$0	\$4	\$7	\$6	\$4	\$1	-57.57%	-25.36%	33.84%
	MINT - TOTAL	\$597	\$612	\$668	\$685	\$606	\$86	-20.08%	-11.46%	23.00%
ORANGE	DOMESTIC	\$2,553	\$2,731	\$2,978	\$3,060	\$3,071	\$743	-1.46%	0.37%	24.41%
	IMPORT	\$7,051	\$7,225	\$7,658	\$7,957	\$7,665	\$1,446	-7.98%	-3.67%	27.03%
	ORANGE - TOTAL	\$9,603	\$9,957	\$10,635	\$11,017	\$10,736	\$2,189	-5.87%	-2.55%	26.28%
OTHER	DOMESTIC	\$253	\$256	\$217	\$188	\$126	\$13	-60.24%	-32.94%	20.63%
	IMPORT	\$1,011	\$935	\$658	\$620	\$442	\$84	-44.18%	-28.62%	23.24%
	OTHER - TOTAL	\$1,264	\$1,191	\$875	\$808	\$569	\$97	-47.12%	-29.63%	22.66%
OTHER NUT	IMPORT	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
PEACH	DOMESTIC	\$1,175	\$1,139	\$1,165	\$1,197	\$1,151	\$287	-2.79%	-3.85%	50.64%
	IMPORT	\$79	\$95	\$105	\$109	\$101	\$25	-17.88%	-7.51%	76.74%
	PEACH - TOTAL	\$1,254	\$1,234	\$1,271	\$1,306	\$1,252	\$312	-4.20%	-4.15%	52.74%
PEAR	DOMESTIC	\$12	\$84	\$34	\$5	\$6	\$0	-53.77%	15.81%	-0.19%
	IMPORT	\$124	\$123	\$125	\$127	\$124	\$27	7.30%	-2.17%	27.94%
	PEAR - TOTAL	\$136	\$207	\$158	\$132	\$130	\$28	4.81%	-1.44%	26.58%
PINEAPPLE	DOMESTIC	\$447	\$276	\$266	\$352	\$323	\$91	-11.36%	-8.34%	5.67%
	IMPORT	\$95	\$92	\$51	\$1	\$0	\$0	n/a	-100.00%	0.00%
	PINEAPPLE - TOTAL	\$542	\$368	\$317	\$353	\$323	\$91	-11.36%	-8.64%	5.67%
PLUM	IMPORT	\$20	\$20	\$20	\$24	\$24	\$4	-16.06%	-0.91%	1.68%
	PLUM - TOTAL	\$20	\$20	\$20	\$24	\$24	\$4	-16.06%	-0.91%	1.68%
RASPBERRY	DOMESTIC	\$40	\$43	\$34	\$36	\$56	\$17	95.96%	56.02%	65.94%
	IMPORT	\$1,935	\$2,314	\$2,670	\$3,090	\$2,932	\$689	-6.53%	-5.12%	44.38%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
RASPBERRY	RASPBERRY - TOTAL	\$1,975	\$2,357	\$2,705	\$3,126	\$2,988	\$706	-5.36%	-4.42%	44.79%
SPICE	DOMESTIC	\$3,912	\$4,853	\$5,959	\$7,676	\$8,657	\$1,941	3.94%	12.79%	6.27%
	IMPORT	\$446	\$464	\$504	\$537	\$461	\$90	-20.52%	-14.16%	47.82%
	SPICE - TOTAL	\$4,358	\$5,317	\$6,463	\$8,213	\$9,119	\$2,031	2.54%	11.02%	8.37%
STRAWBERRY	DOMESTIC	\$47	\$20	\$3	\$1	\$0	\$0	-60.53%	-87.96%	0.00%
	IMPORT	\$461	\$239	\$188	\$174	\$63	\$15	-48.03%	-63.57%	64.63%
	STRAWBERRY - TOTAL	\$509	\$259	\$191	\$175	\$64	\$16	-48.17%	-63.73%	64.49%
TANGERINE	DOMESTIC	\$4	\$8	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	IMPORT	\$75	\$73	\$80	\$75	\$38	\$9	-34.29%	-49.23%	33.72%
	TANGERINE - TOTAL	\$80	\$80	\$80	\$75	\$38	\$9	-34.29%	-49.29%	33.72%
WALNUT	IMPORT	\$0	\$0	\$0	\$2	\$7	\$2	33.37%	255.58%	3.12%
	WALNUT - TOTAL	\$0	\$0	\$0	\$2	\$7	\$2	33.37%	255.58%	3.12%
WHISKY	DOMESTIC	\$331	\$314	\$315	\$312	\$372	\$86	23.80%	19.36%	15.82%
	IMPORT	\$5,215	\$5,209	\$5,429	\$5,372	\$4,862	\$965	-15.23%	-9.50%	12.24%
	WHISKY - TOTAL	\$5,546	\$5,523	\$5,744	\$5,684	\$5,234	\$1,052	-12.97%	-7.92%	12.50%
LIQUEURS - TOTAL		\$93,785	\$99,627	\$111,287	\$120,337	\$114,469	\$22,132	-11.36%	-4.88%	21.70%

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

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPIRITS DOMESTIC	14,039,259	14,467,415	14,738,151	15,319,482	14,816,014	3,334,602	-7.60%	-3.29%	11.90%
IMPORT	8,415,181	8,962,400	9,786,280	10,597,565	10,519,185	2,326,327	-5.28%	-0.74%	16.78%
SPIRITS	22,454,440	23,429,815	24,524,430	25,917,047	25,335,199	5,660,929	-6.66%	-2.25%	13.92%

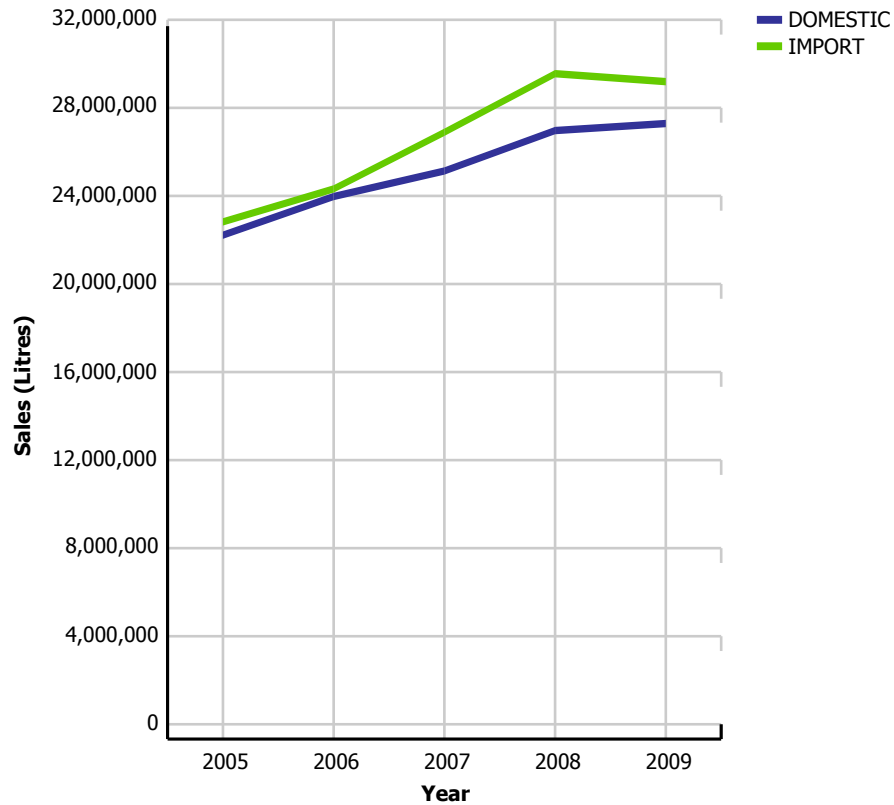
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE
SALES IN RETAIL DOLLARS (000s)

	2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPIRITS DOMESTIC	\$340,356	\$352,186	\$375,138	\$403,114	\$404,232	\$92,782	-4.34%	0.28%	11.52%
IMPORT	\$252,988	\$272,772	\$306,656	\$342,489	\$348,977	\$77,304	-3.54%	1.89%	17.56%
SPIRITS	\$593,344	\$624,958	\$681,793	\$745,603	\$753,209	\$170,086	-3.98%	1.02%	14.31%

Wine Market (Domestic & Imported)

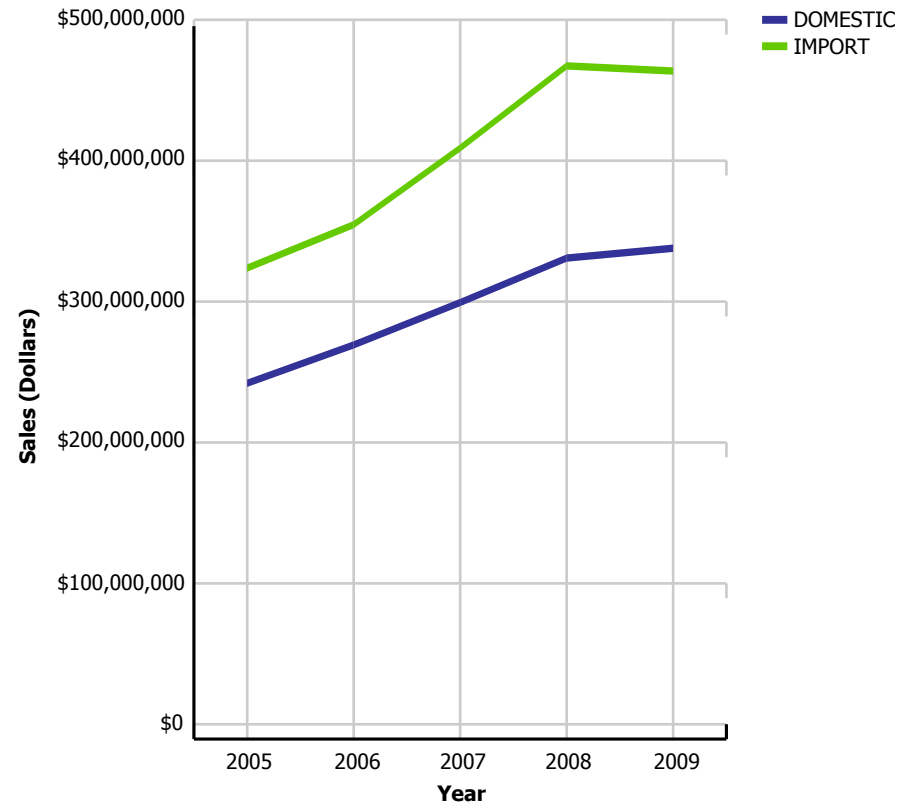
Wine Market

Annual Sales by Volume (Litres)



Wine Market

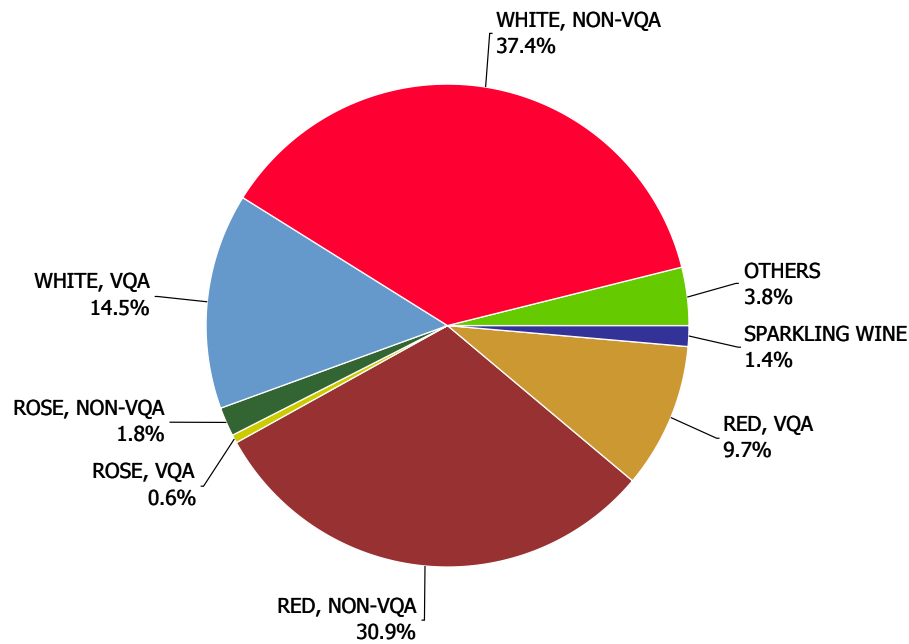
Annual Sales by Retail Dollars



Wine Market - Domestic Wine

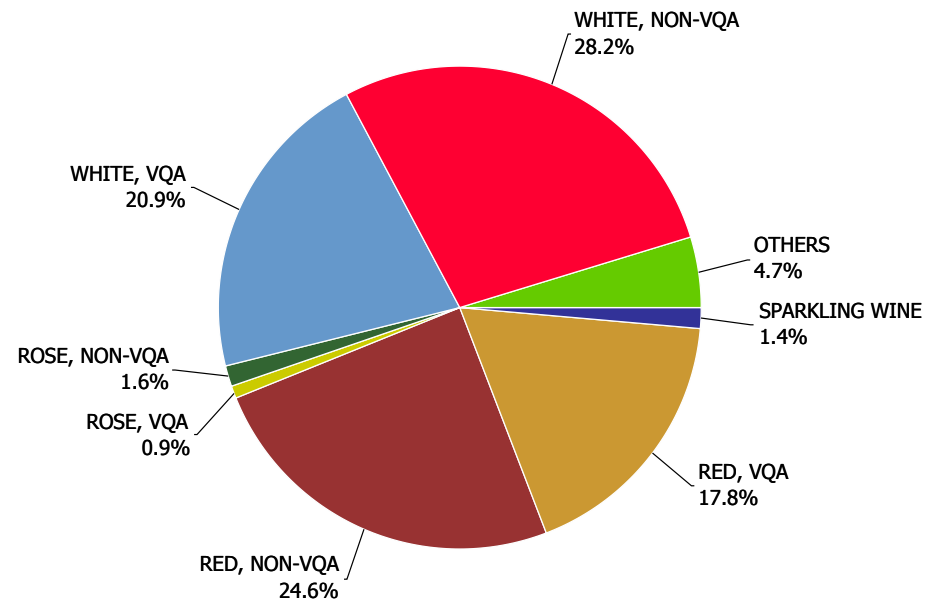
Domestic Wine Market Share

Current Quarter by Volume (Litres)



Domestic Wine Market Share

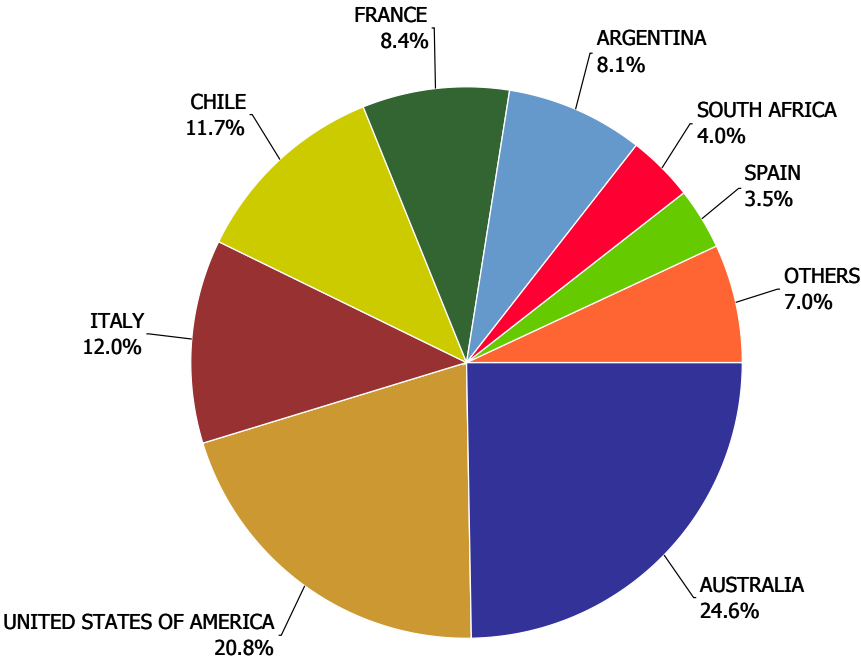
Current Quarter by Retail Dollars



Wine Market - Import Wine

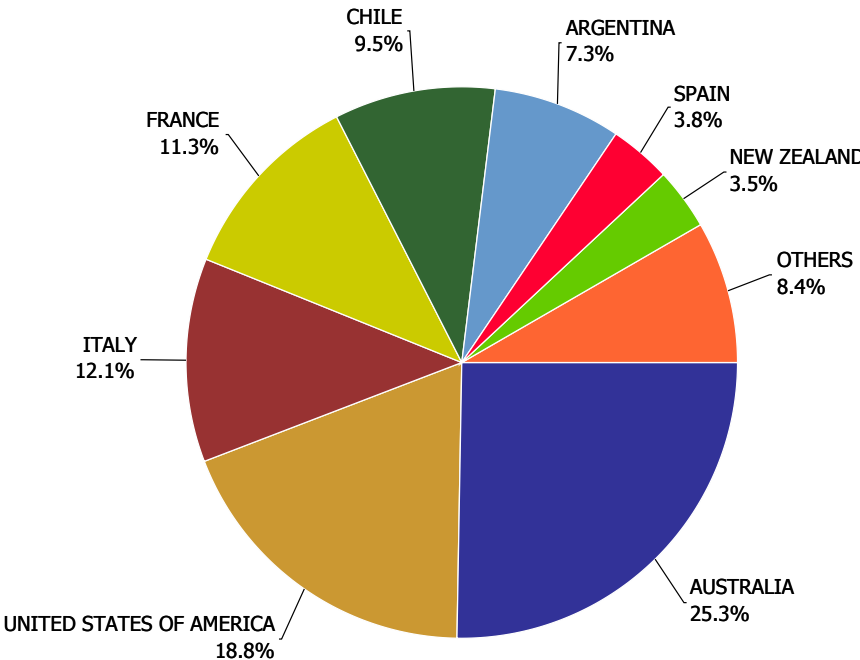
Import Wine Market Share

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 JUNE
SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER NON-VQA	5,680	5,421	5,282	6,003	6,398	1,120	-6.57%	6.57%	0.25%	
		BC NON-VQA	10	197	1,082	662	901	183	6.99%	36.02%	11.08%	
		FLAVOURED	5,690	5,618	6,364	6,665	7,298	1,303	-4.88%	9.50%	1.58%	
FRUIT	OTHER NON-VQA	OTHER NON-VQA	2,152	2,358	896	1,108	555	86	-23.87%	-49.94%	2.70%	
		BC NON-VQA	94,512	109,851	138,217	138,063	120,202	24,806	-10.00%	-12.94%	1.27%	
		FRUIT	96,664	112,208	139,113	139,172	120,757	24,892	-10.06%	-13.23%	1.28%	
OTHER	BC NON-VQA	1,247	2,485	2,831	3,236	5,509	889	889	-8.31%	70.23%	4.18%	
		OTHER	1,247	2,485	2,831	3,236	5,509	889	-8.31%	70.23%	4.18%	
OTHER FORTIFIED	OTHER NON-VQA	OTHER NON-VQA	3,265	3,591	3,059	1,984	1,304	184	-33.29%	-34.30%	0.35%	
		BC NON-VQA	2,261	4,767	13,289	13,293	11,908	1,620	1,620	-28.01%	-10.42%	1.65%
		VQA	309	1,090	209	159	234	1	1	-99.12%	47.41%	0.00%
		OTHER FORTIFIED	5,835	9,448	16,558	15,437	13,446	1,805	-30.88%	-12.89%	1.60%	
PORT	OTHER NON-VQA	OTHER NON-VQA	5,473	5,578	5,090	4,606	3,140	32	-96.28%	-31.84%	3.75%	
		BC NON-VQA	58,918	58,004	57,576	59,578	61,537	14,109	14,109	-0.21%	3.29%	10.06%
		VQA	6,845	10,699	5,648	3,743	3,897	851	851	52.32%	4.10%	2.27%
		PORT	71,236	74,281	68,314	67,927	68,573	14,991	-3.56%	0.95%	9.33%	
SAKE	BC NON-VQA	648	581	2,764	6,422	8,183	2,014	2,014	7.74%	27.42%	36.03%	
		SAKE	648	581	2,764	6,422	8,183	2,014	7.74%	27.42%	36.03%	
SHERRY	BC NON-VQA	BC NON-VQA	900,093	874,103	825,924	825,311	784,565	189,414	-3.66%	-4.94%	0.65%	
		VQA	0	0	0	0	10	10	n/a	n/a	0.00%	
		SHERRY	900,093	874,103	825,924	825,311	784,574	189,424	-3.66%	-4.94%	0.65%	
VERMOUTH	BC NON-VQA	0	0	2	-1	0	0	0	n/a	100.00%	0.00%	
		VERMOUTH	0	0	2	-1	0	0	n/a	100.00%	0.00%	
APERITIF, DESSERT AND FORTIFIED WINE			1,081,411	1,078,724	1,061,869	1,064,169	1,008,341	235,318	-4.60%	-5.25%	1.64%	
SPARKLING WINE	SPARKLING ICE WINE	OTHER VQA	0	0	0	0	0	0	n/a	-100.00%	0.00%	
		BC VQA	129	106	153	70	73	11	1,400.00%	4.84%	15.38%	

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	129	106	153	70	73	11	1,400.00%	4.28%	15.38%
	RED	BC NON-VQA	48,456	47,896	46,508	50,083	52,521	10,346	12.47%	4.87%	1.09%
		VQA	174	89	4,040	4,093	2,439	394	-48.53%	-40.41%	2.52%
		SPARKLING WINE RED	48,630	47,986	50,548	54,176	54,960	10,740	7.77%	1.45%	1.15%
	ROSE	OTHER NON-VQA	618	558	0	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	3,202	2,978	3,727	1,651	2,851	740	103.51%	72.69%	41.75%
		VQA	1,366	3,432	5,805	4,162	3,158	689	-4.37%	-24.11%	2.28%
		SPARKLING WINE ROSE	5,186	6,968	9,532	5,812	6,009	1,430	31.81%	3.38%	21.01%
	WHITE	OTHER NON-VQA	32,280	35,567	27,994	19,070	18,310	3,903	30.43%	-3.98%	19.00%
		VQA	0	198	162	341	107	39	8.33%	-68.57%	0.00%
		BC NON-VQA	338,501	325,704	307,835	323,422	310,719	60,166	-3.36%	-3.93%	17.04%
		VQA	59,489	91,059	75,662	75,360	68,935	13,757	-6.37%	-8.53%	33.83%
		SPARKLING WINE WHITE	430,271	452,528	411,653	418,193	398,072	77,865	-2.64%	-4.81%	20.03%
		SPARKLING WINE	484,216	507,587	471,885	478,251	459,114	90,046	-1.08%	-4.00%	17.78%
TABLE WINE	ICE WINE RED	OTHER VQA	223	162	361	545	419	92	-33.41%	-23.18%	0.63%
		BC NON-VQA	54	163	204	16	58	6	44.05%	256.55%	0.00%
		VQA	6,584	6,455	6,374	5,323	4,282	668	-33.58%	-19.54%	2.13%
		ICE WINE RED	6,861	6,780	6,939	5,884	4,760	766	-33.27%	-19.11%	1.97%
	ICE WINE ROSE	BC VQA	716	864	574	259	42	3	-76.92%	-83.81%	0.00%
		ICE WINE ROSE	716	864	574	259	42	3	-76.92%	-83.81%	0.00%
	ICE WINE WHITE	OTHER NON-VQA	1,501	1,368	1,511	2,177	2,134	471	17.07%	-1.96%	1.19%
		VQA	9,122	4,602	7,402	13,658	6,901	2,080	-40.25%	-49.47%	0.54%
		BC NON-VQA	1,888	958	285	550	223	43	14.19%	-59.45%	44.77%
		VQA	32,212	31,250	29,195	30,919	29,742	6,129	-1.87%	-3.81%	6.25%
		ICE WINE WHITE	44,724	38,177	38,393	47,303	39,000	8,723	-14.20%	-17.55%	5.18%

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

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
TABLE WINE	RED	OTHER	NON-VQA	202	868	11,864	29,716	5,481	572	-91.08%	-81.55%	17.67%
			VQA	3,734	5,479	8,637	12,951	13,774	3,952	-0.66%	6.35%	7.96%
		BC	NON-VQA	6,394,724	6,934,679	7,638,735	8,524,116	8,824,030	2,020,749	-1.82%	3.52%	15.34%
			VQA	2,657,606	3,070,931	2,989,411	2,922,655	2,842,385	630,756	-0.56%	-2.75%	25.36%
		TABLE WINE RED			9,056,266	10,011,957	10,648,647	11,489,439	11,685,670	2,656,030	-1.73%	1.71%
	ROSE	OTHER	VQA	0	0	0	0	306	0	n/a	n/a	0.00%
			NON-VQA	292,653	339,863	372,834	446,931	499,166	118,418	9.47%	11.69%	5.04%
		BC	NON-VQA	62,997	72,843	92,311	115,833	141,444	40,091	44.57%	22.11%	6.30%
			VQA	355,651	412,706	465,145	562,764	640,915	158,509	16.63%	13.89%	5.36%
	TABLE WINE ROSE			355,651	412,706	465,145	562,764	640,915	158,509	16.63%	13.89%	5.36%
WHITE	OTHER	NON-VQA	60	866	11,132	28,415	6,643	640	-90.14%	-76.62%	14.81%	
		VQA	3,502	4,788	7,396	9,241	8,003	2,342	-8.37%	-13.40%	14.85%	
	BC	NON-VQA	8,130,921	8,464,478	9,000,160	9,815,630	9,922,165	2,452,595	0.70%	1.09%	14.69%	
		VQA	3,214,221	3,607,930	3,573,936	3,613,985	3,665,899	945,353	8.06%	1.44%	23.77%	
	TABLE WINE WHITE			11,348,705	12,078,061	12,592,624	13,467,271	13,602,710	3,400,930	2.46%	1.01%	17.14%
	TABLE WINE			20,812,923	22,548,546	23,752,322	25,572,920	25,973,097	6,224,961	0.90%	1.56%	17.11%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	0	614	987	2,393	602	601	7,916.00%	-74.83%	0.20%
			VQA	2,546	3,442	2,981	5,328	2,544	0	-100.00%	-52.25%	0.00%
		BC	NON-VQA	1,929	2	0	6,692	7,304	0	-100.00%	9.15%	0.00%
			VQA	3,991	3,968	11,581	9,243	6,817	645	337.31%	-26.24%	0.17%
	WINE - GIFT PACKS ALL			8,466	8,025	15,549	23,655	17,267	1,246	-49.01%	-27.01%	0.07%
	WINE - GIFT PACKS			8,466	8,025	15,549	23,655	17,267	1,246	-49.01%	-27.01%	0.07%
DOMESTIC WINE - TOTAL				22,387,017	24,142,883	25,301,625	27,138,995	27,457,819	6,551,571	0.65%	1.17%	16.54%

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

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$78	\$74	\$77	\$90	\$96	\$17	-6.57%	7.17%	0.25%
		BC	NON-VQA	\$0	\$8	\$38	\$23	\$32	\$8	52.07%	36.61%	7.63%
	FLAVOURED				\$78	\$82	\$115	\$113	\$128	\$25	7.10%	13.24%
FRUIT	OTHER	NON-VQA		\$113	\$167	\$41	\$58	\$39	\$6	-22.23%	-33.62%	2.69%
		BC	NON-VQA	\$2,151	\$2,575	\$3,590	\$3,647	\$3,244	\$697	-4.98%	-11.05%	1.78%
	FRUIT				\$2,264	\$2,741	\$3,631	\$3,705	\$3,283	\$703	-5.16%	-11.41%
OTHER	BC	NON-VQA		\$31	\$80	\$87	\$86	\$145	\$25	-13.46%	69.03%	3.89%
	OTHER				\$31	\$80	\$87	\$86	\$145	\$25	-13.46%	69.03%
OTHER FORTIFIED	OTHER	NON-VQA		\$149	\$164	\$140	\$91	\$60	\$9	-33.29%	-33.87%	0.35%
		BC	NON-VQA	\$105	\$222	\$491	\$618	\$595	\$84	-27.85%	-3.77%	1.90%
		VQA		\$10	\$66	\$14	\$12	\$18	\$0	-99.12%	48.12%	0.00%
	OTHER FORTIFIED				\$264	\$452	\$645	\$721	\$673	\$92	-31.73%	-6.73%
PORT	OTHER	NON-VQA		\$70	\$71	\$65	\$58	\$40	\$0	-96.28%	-31.58%	3.76%
		BC	NON-VQA	\$544	\$562	\$593	\$701	\$745	\$171	-1.47%	6.27%	9.44%
		VQA		\$260	\$402	\$235	\$169	\$179	\$40	64.26%	5.98%	2.13%
	PORT				\$874	\$1,034	\$893	\$928	\$964	\$212	1.31%	3.85%
SAKE	BC	NON-VQA		\$4	\$4	\$65	\$185	\$200	\$49	0.74%	7.85%	9.33%
	SAKE				\$4	\$4	\$65	\$185	\$200	\$49	0.74%	7.85%
SHERRY	BC	NON-VQA		\$6,487	\$6,147	\$6,071	\$5,984	\$5,703	\$1,371	-4.02%	-4.69%	0.65%
		VQA		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	SHERRY				\$6,487	\$6,147	\$6,071	\$5,984	\$5,704	\$1,372	-4.00%	-4.69%
VERMOUTH	BC	NON-VQA		\$0	\$0	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
	VERMOUTH				\$0	\$0	\$0	\$0	\$0	\$0	n/a	100.00%
APERITIF, DESSERT AND FORTIFIED WINE				\$10,002	\$10,540	\$11,507	\$11,723	\$11,096	\$2,478	-5.25%	-5.35%	1.90%
SPARKLING WINE ICE WINE	OTHER	VQA		\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		BC	VQA	\$18	\$14	\$21	\$10	\$10	\$2	1,400.00%	5.37%	15.38%

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	\$18	\$14	\$21	\$10	\$10	\$2	1,400.00%	4.94%	15.38%	
	RED	BC	NON-VQA	\$349	\$343	\$369	\$405	\$425	\$82	9.77%	4.89%	1.44%
			VQA	\$4	\$2	\$119	\$126	\$72	\$12	-47.53%	-42.84%	2.52%
			SPARKLING WINE RED	\$353	\$345	\$488	\$531	\$497	\$93	-3.28%	-6.43%	1.60%
	ROSE	OTHER	NON-VQA	\$6	\$6	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$67	\$66	\$82	\$58	\$91	\$17	42.14%	57.51%	45.02%
			VQA	\$40	\$129	\$174	\$131	\$103	\$22	-4.01%	-21.32%	2.25%
			SPARKLING WINE ROSE	\$113	\$201	\$256	\$188	\$194	\$40	11.83%	2.81%	22.30%
	WHITE	OTHER	NON-VQA	\$341	\$372	\$296	\$202	\$195	\$43	30.20%	-3.30%	19.21%
			VQA	\$0	\$6	\$5	\$11	\$3	\$1	3.91%	-68.55%	0.00%
		BC	NON-VQA	\$2,701	\$2,608	\$2,656	\$2,758	\$2,716	\$517	-6.61%	-1.52%	22.20%
			VQA	\$1,495	\$2,289	\$2,105	\$2,180	\$2,068	\$414	-4.88%	-5.12%	31.62%
			SPARKLING WINE WHITE	\$4,537	\$5,274	\$5,063	\$5,150	\$4,983	\$974	-4.68%	-3.25%	25.97%
			SPARKLING WINE	\$5,021	\$5,834	\$5,828	\$5,879	\$5,683	\$1,109	-3.93%	-3.33%	23.70%
TABLE WINE	ICE WINE RED	OTHER	VQA	\$31	\$22	\$66	\$120	\$79	\$13	-57.82%	-34.41%	0.46%
		BC	NON-VQA	\$10	\$25	\$39	\$3	\$13	\$1	28.66%	298.51%	0.00%
			VQA	\$1,171	\$1,094	\$1,053	\$772	\$606	\$88	-49.88%	-21.46%	1.87%
			ICE WINE RED	\$1,212	\$1,141	\$1,158	\$895	\$698	\$103	-50.67%	-22.06%	1.68%
	ICE WINE ROSE	BC	VQA	\$65	\$79	\$53	\$24	\$4	\$0	-76.91%	-83.68%	0.00%
			ICE WINE ROSE	\$65	\$79	\$53	\$24	\$4	\$0	-76.91%	-83.68%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	\$167	\$152	\$176	\$245	\$241	\$53	17.18%	-1.67%	1.19%
			VQA	\$1,187	\$565	\$967	\$1,960	\$912	\$240	-53.10%	-53.48%	0.51%
		BC	NON-VQA	\$39	\$40	\$52	\$115	\$28	\$3	-47.68%	-75.85%	42.33%
			VQA	\$3,970	\$3,940	\$3,702	\$3,838	\$3,794	\$774	3.50%	-1.13%	5.74%
			ICE WINE WHITE	\$5,362	\$4,697	\$4,898	\$6,157	\$4,975	\$1,071	-18.36%	-19.20%	4.77%

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

				2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	RED	OTHER	NON-VQA	\$4	\$10	\$119	\$294	\$62	\$9	-86.20%	-79.02%	20.40%	
			VQA	\$63	\$93	\$154	\$264	\$275	\$75	-13.38%	3.94%	7.94%	
		BC	NON-VQA	\$56,162	\$61,224	\$71,306	\$82,008	\$86,831	\$19,736	-2.17%	5.88%	14.69%	
			VQA	\$47,635	\$57,671	\$62,809	\$65,812	\$64,939	\$14,232	-3.49%	-1.33%	22.58%	
		TABLE WINE RED			\$103,864	\$118,999	\$134,389	\$148,379	\$152,106	\$34,052	-2.91%	2.51%	18.05%
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$4	\$0	n/a	n/a	0.00%	
			BC	NON-VQA	\$2,581	\$2,976	\$3,445	\$4,248	\$4,844	\$1,246	11.68%	14.03%	6.96%
			VQA	\$839	\$990	\$1,415	\$2,010	\$2,518	\$689	38.12%	25.28%	6.12%	
		TABLE WINE ROSE			\$3,420	\$3,965	\$4,860	\$6,258	\$7,365	\$1,935	19.85%	17.70%	6.72%
	WHITE	OTHER	NON-VQA	\$2	\$11	\$112	\$281	\$71	\$9	-86.86%	-74.80%	18.07%	
VQA			\$57	\$83	\$131	\$190	\$183	\$50	-8.07%	-3.90%	13.84%		
BC		NON-VQA	\$65,475	\$68,513	\$77,163	\$86,834	\$90,539	\$22,653	2.19%	4.27%	14.39%		
		VQA	\$49,694	\$57,313	\$61,086	\$65,703	\$67,058	\$16,752	3.74%	2.06%	22.64%		
TABLE WINE WHITE			\$115,228	\$125,920	\$138,492	\$153,007	\$157,850	\$39,464	2.68%	3.17%	17.90%		
TABLE WINE				\$229,152	\$254,801	\$283,849	\$314,720	\$322,998	\$76,625	-0.02%	2.63%	17.48%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$0	\$41	\$66	\$101	\$67	\$67	19,113.06%	-33.64%	0.20%	
			VQA	\$377	\$539	\$466	\$833	\$398	\$0	-100.00%	-52.24%	0.00%	
		BC	NON-VQA	\$33	\$0	\$0	\$104	\$85	\$0	-100.00%	-18.38%	0.00%	
			VQA	\$93	\$123	\$268	\$172	\$186	\$24	750.92%	8.10%	0.14%	
		WINE - GIFT PACKS ALL			\$502	\$703	\$800	\$1,209	\$735	\$91	-72.85%	-39.19%	0.05%
		WINE - GIFT PACKS				\$502	\$703	\$800	\$1,209	\$735	\$91	-72.85%	-39.19%
DOMESTIC WINE - TOTAL				\$244,677	\$271,879	\$301,984	\$333,532	\$340,513	\$80,302	-0.55%	2.09%	17.04%	

IMPORT WINE MARKET
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SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,320	2,546	2,613	2,746	2,946	454	3.59%	7.29%	2.14%
		ITALY	6	20	62	26	80	12	93.75%	213.24%	4.69%
		UNITED STATES OF AMERICA	0	0	0	459	13,917	1,557	272.04%	2,932.03%	0.36%
	FLAVOURED	2,326	2,566	2,675	3,230	16,943	2,023	134.36%	424.51%	0.69%	
FRUIT	ARMENIA	4	146	70	58	0	0	-100.00%	-100.00%	0.00%	
	CHINA	138	2	0	0	0	0	n/a	n/a	0.00%	
	DENMARK	3,119	3,094	1,836	3	1	0	100.00%	-75.00%	0.00%	
	JAPAN	6,594	6,840	8,130	9,676	10,371	2,575	15.42%	7.18%	26.35%	
	KOREA - SOUTH	0	0	0	282	232	52	-80.00%	-17.78%	90.67%	
	UNITED STATES OF AMERICA	1,392	1,369	1,843	1,878	2,209	692	53.41%	17.66%	86.20%	
FRUIT	11,248	11,452	11,879	11,897	12,812	3,318	12.87%	7.69%	37.84%		
MADEIRA	PORTUGAL	5,113	5,152	5,515	5,916	5,268	914	-22.39%	-10.97%	20.26%	
	MADEIRA	5,113	5,152	5,515	5,916	5,268	914	-22.39%	-10.97%	20.26%	
MONTILLA	SPAIN	9,778	11,208	10,686	11,420	11,062	1,989	-14.19%	-3.14%	2.44%	
	MONTILLA	9,778	11,208	10,686	11,420	11,062	1,989	-14.19%	-3.14%	2.44%	
OTHER	AUSTRALIA	0	17	4	4	0	0	n/a	-100.00%	0.00%	
	OTHER	0	17	4	4	0	0	n/a	-100.00%	0.00%	
OTHER FORTIFIED	AUSTRALIA	68	272	898	774	396	87	-27.36%	-48.84%	31.25%	
	CHINA	5,223	5,403	5,472	6,934	6,565	1,112	-36.91%	-5.33%	22.15%	
	FRANCE	45,299	41,913	39,610	37,734	35,415	7,796	-6.12%	-6.14%	5.93%	
	GREECE	124	90	195	850	165	9	-97.53%	-80.60%	0.00%	
	ITALY	13,434	14,028	14,358	15,967	15,422	3,226	-9.76%	-3.41%	35.88%	
	JAPAN	0	0	0	0	50	14	n/a	n/a	9.09%	
	KOREA - SOUTH	12,704	11,426	8,802	7,115	5,362	1,038	-35.05%	-24.64%	44.46%	
	PORTUGAL	154	86	9	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	2,550	2,583	2,546	2,515	2,027	356	-14.66%	-19.40%	23.97%	
	URUGUAY	0	0	0	9	4	0	n/a	-54.17%	0.00%	
OTHER FORTIFIED	79,555	75,801	71,890	71,899	65,405	13,637	-15.59%	-9.10%	18.53%		

IMPORT WINE MARKET
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			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	PORT	AUSTRALIA	34,778	35,601	35,208	33,294	29,041	5,106	-29.69%	-12.77%	7.73%
		PORTUGAL	80,488	84,981	88,532	92,518	88,188	14,738	-17.22%	-4.68%	11.63%
		SOUTH AFRICA	20,101	20,492	24,050	23,622	20,351	4,046	-6.53%	-13.85%	7.78%
		UNITED STATES OF AMERICA	45	27	63	58	43	10	n/a	-26.92%	0.00%
PORT			135,412	141,102	147,852	149,492	137,623	23,900	-18.73%	-7.94%	10.24%
SAKE	JAPAN	47,229	49,119	57,411	65,475	66,821	15,809	1.15%	2.05%	32.52%	
	KOREA - SOUTH	1,130	3,471	4,313	3,503	2,714	578	-23.77%	-22.53%	51.54%	
	UNITED STATES OF AMERICA	276,330	277,385	300,959	320,602	313,705	71,045	-6.49%	-2.15%	68.83%	
SAKE			324,690	329,975	362,683	389,580	383,239	87,433	-5.34%	-1.63%	62.38%
SHERRY	AUSTRALIA	30,706	29,725	30,575	29,949	28,817	6,094	-10.58%	-3.78%	1.13%	
	NEW ZEALAND	34,077	33,689	31,622	30,084	26,386	5,255	-18.60%	-12.29%	0.92%	
	SOUTH AFRICA	23,526	27,910	29,371	31,102	28,312	5,804	-18.09%	-8.97%	1.73%	
	SPAIN	87,380	83,950	82,469	80,678	72,788	12,739	-15.07%	-9.78%	3.39%	
SHERRY			175,690	175,274	174,037	171,813	156,303	29,892	-15.45%	-9.03%	2.25%
VERMOUTH	FRANCE	24,394	25,221	23,316	25,695	21,708	4,849	-20.79%	-15.52%	9.81%	
	ITALY	238,900	236,085	235,153	229,861	215,952	51,291	-5.89%	-6.05%	4.78%	
	UNITED STATES OF AMERICA	16	85	84	74	158	106	571.43%	113.13%	54.03%	
VERMOUTH			263,309	261,391	258,553	255,630	237,819	56,246	-7.24%	-6.97%	5.27%
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,007,121	1,013,938	1,045,773	1,070,882	1,026,474	219,351	-9.05%	-4.15%	28.02%
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	16,229	9,197	22	0	0	0	n/a	n/a	0.00%
		IMPORT BOTTLED	514,298	638,918	885,543	1,324,872	1,816,515	480,232	24.25%	37.11%	7.57%
RED - TOTAL			530,527	648,116	885,566	1,324,872	1,816,515	480,232	24.25%	37.11%	7.57%
ROSE	IMPORT BOTTLED		0	0	180	0	1,551	1,430	n/a	n/a	5.71%
		ROSE - TOTAL	0	0	180	0	1,551	1,430	n/a	n/a	5.71%
WHITE	IMPORT BOTTLED		132,369	136,086	154,428	177,386	250,070	88,288	61.23%	40.97%	9.21%
		WHITE - TOTAL	132,369	136,086	154,428	177,386	250,070	88,288	61.23%	40.97%	9.21%

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			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	ARGENTINA	TOTAL	662,896	784,202	1,040,174	1,502,258	2,068,136	569,950	28.83%	37.57%	7.77%	
	ARMENIA	RED	IMPORT BOTTLED	27	191	1	1	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	27	191	1	1	0	0	0	n/a	-100.00%	0.00%
	ROSE	IMPORT BOTTLED	4	58	0	0	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL	4	58	0	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	9	187	47	34	38	0	0	-100.00%	10.87%	0.00%
		WHITE - TOTAL	9	187	47	34	38	0	0	-100.00%	10.87%	0.00%
	TOTAL	40	436	48	35	38	0	0	-100.00%	8.51%	0.00%	
	AUSTRALIA	RED	CANADA BOTTLED	92,804	83,498	73,613	35,030	11,477	1,915	-41.39%	-67.24%	20.35%
			IMPORT BOTTLED	4,727,704	5,243,730	5,789,532	5,820,198	4,992,588	1,095,311	-15.45%	-14.22%	14.31%
			RED - TOTAL	4,820,508	5,327,228	5,863,145	5,855,228	5,004,064	1,097,226	-15.51%	-14.54%	14.33%
		ROSE	IMPORT BOTTLED	21,533	28,807	29,158	21,563	20,062	5,821	33.17%	-6.96%	3.12%
			ROSE - TOTAL	21,533	28,807	29,158	21,563	20,062	5,821	33.17%	-6.96%	3.12%
		WHITE	CANADA BOTTLED	155,565	136,274	115,817	49,715	10,750	1,624	-29.74%	-78.38%	28.85%
			IMPORT BOTTLED	1,731,414	1,850,581	2,175,098	2,401,957	2,212,675	559,720	-4.39%	-7.88%	11.81%
WHITE - TOTAL			1,886,979	1,986,856	2,290,916	2,451,672	2,223,425	561,345	-4.49%	-9.31%	11.90%	
TOTAL		6,729,020	7,342,891	8,183,218	8,328,462	7,247,551	1,664,392	-11.98%	-12.98%	13.55%		
AUSTRIA		RED	IMPORT BOTTLED	441	602	1,164	1,303	896	327	-6.64%	-31.20%	15.65%
	RED - TOTAL		441	602	1,164	1,303	896	327	-6.64%	-31.20%	15.65%	
	ROSE	IMPORT BOTTLED	0	0	18	556	278	198	177.89%	-49.93%	9.70%	
		ROSE - TOTAL	0	0	18	556	278	198	177.89%	-49.93%	9.70%	
	WHITE	IMPORT BOTTLED	3,659	4,119	9,288	8,163	6,346	1,538	-27.46%	-22.25%	34.97%	
		WHITE - TOTAL	3,659	4,119	9,288	8,163	6,346	1,538	-27.46%	-22.25%	34.97%	
TOTAL	4,100	4,721	10,470	10,021	7,521	2,063	-18.84%	-24.95%	31.74%			
BULGARIA	RED	IMPORT BOTTLED	66,022	47,201	41,288	24,168	1,297	118	-95.11%	-94.63%	1.27%	
		RED - TOTAL	66,022	47,201	41,288	24,168	1,297	118	-95.11%	-94.63%	1.27%	
	WHITE	IMPORT BOTTLED	-1	0	0	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	-1	0	0	0	0	0	n/a	n/a	0.00%	
	TOTAL	66,021	47,201	41,288	24,168	1,297	118	-95.11%	-94.63%	1.27%		

IMPORT WINE MARKET
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SALES IN LITRES

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	CHILE	RED	CANADA BOTTLED	384,457	366,624	334,463	313,514	281,007	59,786	-18.52%	-10.37%	19.58%
			IMPORT BOTTLED	1,380,809	1,498,015	1,623,993	1,950,068	2,071,122	482,536	1.21%	6.21%	8.14%
			RED - TOTAL	1,765,266	1,864,638	1,958,456	2,263,581	2,352,130	542,323	-1.42%	3.91%	9.51%
		ROSE	IMPORT BOTTLED	224	229	1,827	5,232	8,499	2,741	-8.99%	62.44%	2.67%
			ROSE - TOTAL	224	229	1,827	5,232	8,499	2,741	-8.99%	62.44%	2.67%
		WHITE	CANADA BOTTLED	268,907	264,206	245,327	230,610	224,172	51,366	-7.03%	-2.79%	17.97%
			IMPORT BOTTLED	484,491	511,536	602,158	733,217	830,277	217,918	11.31%	13.24%	13.33%
			WHITE - TOTAL	753,398	775,742	847,485	963,826	1,054,449	269,284	7.27%	9.40%	14.32%
		TOTAL		2,518,887	2,640,610	2,807,768	3,232,640	3,415,078	814,348	1.26%	5.64%	10.97%
	CHINA	RED	IMPORT BOTTLED	0	0	207	3,970	4,657	854	-31.71%	17.31%	7.65%
			RED - TOTAL	0	0	207	3,970	4,657	854	-31.71%	17.31%	7.65%
		WHITE	IMPORT BOTTLED	0	0	72	442	287	78	-34.18%	-34.97%	0.52%
		WHITE - TOTAL	0	0	72	442	287	78	-34.18%	-34.97%	0.52%	
	TOTAL		0	0	279	4,412	4,944	932	-31.93%	12.07%	7.24%	
CROATIA	RED	IMPORT BOTTLED	8,571	6,012	5,207	4,688	4,562	1,019	-0.59%	-2.70%	1.50%	
		RED - TOTAL	8,571	6,012	5,207	4,688	4,562	1,019	-0.59%	-2.70%	1.50%	
	WHITE	IMPORT BOTTLED	308	389	392	70	0	0	-100.00%	-100.00%	0.00%	
		WHITE - TOTAL	308	389	392	70	0	0	-100.00%	-100.00%	0.00%	
	TOTAL		8,879	6,401	5,600	4,759	4,562	1,019	-1.02%	-4.14%	1.50%	
CZECH REPUBLIC	RED	IMPORT BOTTLED	29	2,236	1,956	1,424	1,155	295	37.41%	-18.86%	0.84%	
		RED - TOTAL	29	2,236	1,956	1,424	1,155	295	37.41%	-18.86%	0.84%	
	WHITE	IMPORT BOTTLED	18	1,061	1,282	1,601	1,352	364	6.83%	-15.60%	0.06%	
		WHITE - TOTAL	18	1,061	1,282	1,601	1,352	364	6.83%	-15.60%	0.06%	
	TOTAL		47	3,297	3,238	3,025	2,506	658	18.65%	-17.13%	0.42%	
FRANCE	RED	CANADA BOTTLED	98,196	110,320	117,620	128,740	151,144	38,032	26.50%	17.40%	2.50%	
		IMPORT BOTTLED	1,100,671	1,110,278	1,349,234	1,487,122	1,449,413	301,344	-10.13%	-2.54%	10.23%	
		RED - TOTAL	1,198,867	1,220,598	1,466,854	1,615,862	1,600,557	339,376	-7.12%	-0.95%	9.50%	
	ROSE	IMPORT BOTTLED	20,366	23,404	32,440	40,225	49,426	18,222	50.62%	22.87%	11.90%	
		ROSE - TOTAL	20,366	23,404	32,440	40,225	49,426	18,222	50.62%	22.87%	11.90%	

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TABLE WINE	FRANCE	WHITE	CANADA BOTTLED	46,932	50,624	52,648	58,958	65,984	17,124	21.61%	11.92%	2.29%
			IMPORT BOTTLED	684,662	669,873	687,410	728,013	674,116	161,110	-10.97%	-7.40%	14.38%
		WHITE - TOTAL	731,594	720,497	740,058	786,971	740,100	178,234	-8.61%	-5.96%	13.30%	
		TOTAL	1,950,826	1,964,500	2,239,352	2,443,058	2,390,083	535,832	-6.41%	-2.17%	10.73%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	41	85	11	6	1	0	-100.00%	-88.24%	0.00%	
			ICE WINE WHITE - TOTAL	41	85	11	6	1	0	-100.00%	-88.24%	0.00%
	RED	IMPORT BOTTLED	4,622	5,223	6,452	12,002	19,973	4,159	8.28%	66.41%	0.57%	
			RED - TOTAL	4,622	5,223	6,452	12,002	19,973	4,159	8.28%	66.41%	0.57%
WHITE	IMPORT BOTTLED	406,802	422,400	459,750	476,448	484,621	119,770	7.87%	1.72%	6.84%		
		WHITE - TOTAL	406,802	422,400	459,750	476,448	484,621	119,770	7.87%	1.72%	6.84%	
	TOTAL	411,465	427,708	466,212	488,457	504,595	123,928	7.88%	3.30%	6.59%		
GREECE	RED	IMPORT BOTTLED	131,265	115,820	106,780	98,404	69,769	15,620	-27.22%	-29.10%	68.45%	
			RED - TOTAL	131,265	115,820	106,780	98,404	69,769	15,620	-27.22%	-29.10%	68.45%
	ROSE	IMPORT BOTTLED	5	9	0	9	45	14	n/a	400.00%	0.00%	
			ROSE - TOTAL	5	9	0	9	45	14	n/a	400.00%	0.00%
WHITE	IMPORT BOTTLED	105,962	94,720	88,097	80,759	59,672	14,734	-19.96%	-26.11%	63.90%		
		WHITE - TOTAL	105,962	94,720	88,097	80,759	59,672	14,734	-19.96%	-26.11%	63.90%	
	TOTAL	237,232	210,548	194,877	179,172	129,486	30,368	-23.87%	-27.73%	66.35%		
HUNGARY	RED	IMPORT BOTTLED	47,899	44,288	42,365	42,125	26,663	5,234	-39.05%	-36.71%	1.00%	
			RED - TOTAL	47,899	44,288	42,365	42,125	26,663	5,234	-39.05%	-36.71%	1.00%
	WHITE	IMPORT BOTTLED	107,852	118,240	108,885	102,906	78,801	18,118	-28.03%	-23.42%	6.19%	
			WHITE - TOTAL	107,852	118,240	108,885	102,906	78,801	18,118	-28.03%	-23.42%	6.19%
	TOTAL	155,751	162,527	151,250	145,032	105,464	23,352	-30.83%	-27.28%	4.88%		
INDIA	RED	IMPORT BOTTLED	123	406	513	38	-1	0	-100.00%	-101.96%	0.00%	
			RED - TOTAL	123	406	513	38	-1	0	-100.00%	-101.96%	0.00%
	ROSE	IMPORT BOTTLED	110	54	53	278	414	-8	-122.92%	48.79%	0.00%	
			ROSE - TOTAL	110	54	53	278	414	-8	-122.92%	48.79%	0.00%
	WHITE	IMPORT BOTTLED	134	375	535	90	1	0	-100.00%	-99.17%	0.00%	

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TABLE WINE	INDIA	WHITE	WHITE - TOTAL	134	375	535	90	1	0	-100.00%	-99.17%	0.00%
		TOTAL	367	835	1,101	406	414	-8	-119.30%	1.85%	0.00%	
ISRAEL	RED	IMPORT BOTTLED	6,020	1,412	337	6,614	9,727	3,195	-21.02%	47.07%	4.73%	
		RED - TOTAL	6,020	1,412	337	6,614	9,727	3,195	-21.02%	47.07%	4.73%	
	WHITE	IMPORT BOTTLED	1,630	488	27	2,903	3,646	1,174	-35.78%	25.61%	4.05%	
		WHITE - TOTAL	1,630	488	27	2,903	3,646	1,174	-35.78%	25.61%	4.05%	
TOTAL	7,650	1,899	364	9,516	13,373	4,368	-25.61%	40.53%	4.54%			
ITALY	RED	IMPORT BOTTLED	2,018,909	2,051,806	2,123,243	2,263,356	2,163,728	470,701	-12.37%	-4.40%	16.06%	
		RED - TOTAL	2,018,909	2,051,806	2,123,243	2,263,356	2,163,728	470,701	-12.37%	-4.40%	16.06%	
	ROSE	IMPORT BOTTLED	3,000	2,781	3,387	2,911	3,436	1,336	166.22%	18.04%	19.62%	
		ROSE - TOTAL	3,000	2,781	3,387	2,911	3,436	1,336	166.22%	18.04%	19.62%	
	WHITE	IMPORT BOTTLED	856,781	885,201	1,034,564	1,130,450	1,131,714	281,404	0.85%	0.11%	19.95%	
		WHITE - TOTAL	856,781	885,201	1,034,564	1,130,450	1,131,714	281,404	0.85%	0.11%	19.95%	
TOTAL	2,878,690	2,939,789	3,161,194	3,396,717	3,298,877	753,441	-7.74%	-2.88%	17.40%			
LEBANON	RED	IMPORT BOTTLED	397	379	1,142	1,106	478	68	-80.88%	-56.78%	30.93%	
		RED - TOTAL	397	379	1,142	1,106	478	68	-80.88%	-56.78%	30.93%	
	ROSE	IMPORT BOTTLED	0	18	63	148	79	9	-87.37%	-46.70%	57.14%	
		ROSE - TOTAL	0	18	63	148	79	9	-87.37%	-46.70%	57.14%	
	WHITE	IMPORT BOTTLED	0	0	27	268	154	29	-81.34%	-42.46%	36.41%	
		WHITE - TOTAL	0	0	27	268	154	29	-81.34%	-42.46%	36.41%	
TOTAL	397	397	1,232	1,522	711	106	-81.79%	-53.28%	35.02%			
MEXICO	RED	IMPORT BOTTLED	855	635	496	1,113	1,234	350	38.17%	10.85%	15.26%	
		RED - TOTAL	855	635	496	1,113	1,234	350	38.17%	10.85%	15.26%	
	WHITE	IMPORT BOTTLED	16	0	0	54	126	72	100.00%	133.33%	42.86%	
		WHITE - TOTAL	16	0	0	54	126	72	100.00%	133.33%	42.86%	
TOTAL	872	635	496	1,167	1,360	422	45.85%	16.52%	17.82%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	0	0	170	140	72	9	-78.18%	-48.66%	87.50%	
		RED - TOTAL	0	0	170	140	72	9	-78.18%	-48.66%	87.50%	

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TABLE WINE	MOLDOVA, REPUBLIC OF	WHITE	IMPORT BOTTLED	0	0	75	32	0	n/a	-100.00%	0.00%
			WHITE - TOTAL	0	0	75	32	0	n/a	-100.00%	0.00%
		TOTAL	0	0	244	172	72	9	-78.18%	-58.08%	87.50%
MONTENEGRO	RED	IMPORT BOTTLED	3,272	3,751	4,354	4,512	3,620	596	-38.40%	-19.78%	2.78%
		RED - TOTAL	3,272	3,751	4,354	4,512	3,620	596	-38.40%	-19.78%	2.78%
		TOTAL	3,272	3,751	4,354	4,512	3,620	596	-38.40%	-19.78%	2.78%
MOROCCO	RED	IMPORT BOTTLED	0	356	653	522	122	8	-88.89%	-76.58%	0.00%
		RED - TOTAL	0	356	653	522	122	8	-88.89%	-76.58%	0.00%
		TOTAL	0	356	653	522	122	8	-88.89%	-76.58%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	15,233	30,364	44,486	63,826	63,235	16,198	6.84%	-0.93%	21.91%
		RED - TOTAL	15,233	30,364	44,486	63,826	63,235	16,198	6.84%	-0.93%	21.91%
	ROSE	IMPORT BOTTLED	116	573	576	2,542	2,234	351	-72.06%	-12.12%	44.75%
		ROSE - TOTAL	116	573	576	2,542	2,234	351	-72.06%	-12.12%	44.75%
	WHITE	IMPORT BOTTLED	184,201	280,807	406,208	504,277	527,665	142,256	6.30%	4.64%	29.02%
		WHITE - TOTAL	184,201	280,807	406,208	504,277	527,665	142,256	6.30%	4.64%	29.02%
TOTAL	199,550	311,744	451,270	570,646	593,134	158,805	5.70%	3.94%	28.32%		
PORTUGAL	RED	IMPORT BOTTLED	92,016	81,700	86,418	100,574	109,048	27,916	21.03%	8.43%	7.20%
		RED - TOTAL	92,016	81,700	86,418	100,574	109,048	27,916	21.03%	8.43%	7.20%
	ROSE	IMPORT BOTTLED	64,479	59,920	61,750	65,138	64,080	14,891	-2.40%	-1.62%	2.94%
		ROSE - TOTAL	64,479	59,920	61,750	65,138	64,080	14,891	-2.40%	-1.62%	2.94%
	WHITE	IMPORT BOTTLED	38,806	44,284	55,756	70,641	88,014	25,322	35.25%	24.59%	3.62%
		WHITE - TOTAL	38,806	44,284	55,756	70,641	88,014	25,322	35.25%	24.59%	3.62%
TOTAL	195,302	185,905	203,925	236,354	261,142	68,128	19.43%	10.49%	4.95%		
ROMANIA	RED	IMPORT BOTTLED	1,322	2,510	1,242	8	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	1,322	2,510	1,242	8	0	0	n/a	-100.00%	0.00%
	ROSE	IMPORT BOTTLED	0	107	63	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL	0	107	63	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	18	674	396	4	0	0	n/a	-100.00%	0.00%
		WHITE - TOTAL	18	674	396	4	0	0	n/a	-100.00%	0.00%

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TABLE WINE	ROMANIA	WHITE	WHITE - TOTAL	18	674	396	4	0	n/a	-100.00%	0.00%
		TOTAL	1,340	3,291	1,701	12	0	0	n/a	-100.00%	0.00%
SLOVAK REPUBLIC	RED	IMPORT BOTTLED	233	402	792	43	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	233	402	792	43	0	0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED	244	14	3	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	244	14	3	0	0	0	n/a	n/a	0.00%
TOTAL	477	416	795	43	0	0	0	n/a	-100.00%	0.00%	
SLOVENIA	WHITE	IMPORT BOTTLED	0	0	0	9	388	182	1,916.67%	4,208.33%	26.31%
		WHITE - TOTAL	0	0	0	9	388	182	1,916.67%	4,208.33%	26.31%
	TOTAL	0	0	0	9	388	182	1,916.67%	4,208.33%	26.31%	
SOUTH AFRICA	RED	CANADA BOTTLED	722	1	0	853	370	48	-81.89%	-56.62%	0.00%
		IMPORT BOTTLED	513,908	593,583	639,934	698,221	693,578	166,274	-3.72%	-0.66%	7.76%
		RED - TOTAL	514,629	593,584	639,934	699,074	693,948	166,322	-3.84%	-0.73%	7.75%
	ROSE	IMPORT BOTTLED	7,496	5,684	4,267	1,625	1,864	46	-88.15%	14.67%	2.41%
		ROSE - TOTAL	7,496	5,684	4,267	1,625	1,864	46	-88.15%	14.67%	2.41%
	WHITE	CANADA BOTTLED	18	-2	0	611	396	132	-35.29%	-35.19%	0.00%
IMPORT BOTTLED		294,356	342,348	365,351	386,902	377,637	102,971	3.05%	-2.39%	12.27%	
WHITE - TOTAL		294,374	342,346	365,351	387,514	378,033	103,103	2.97%	-2.45%	12.25%	
TOTAL	816,500	941,614	1,009,552	1,088,212	1,073,845	269,471	-1.47%	-1.32%	9.33%		
SPAIN	RED	IMPORT BOTTLED	426,236	470,312	594,092	763,047	709,374	163,832	-7.21%	-7.03%	8.51%
		RED - TOTAL	426,236	470,312	594,092	763,047	709,374	163,832	-7.21%	-7.03%	8.51%
	ROSE	IMPORT BOTTLED	5,182	6,142	7,547	8,367	14,766	3,522	53.31%	76.48%	7.44%
		ROSE - TOTAL	5,182	6,142	7,547	8,367	14,766	3,522	53.31%	76.48%	7.44%
	WHITE	IMPORT BOTTLED	26,764	26,340	27,678	43,873	44,717	11,938	3.18%	1.92%	16.98%
		WHITE - TOTAL	26,764	26,340	27,678	43,873	44,717	11,938	3.18%	1.92%	16.98%
TOTAL	458,182	502,794	629,318	815,286	768,856	179,292	-5.85%	-5.69%	8.98%		
SWITZERLAND	RED	IMPORT BOTTLED	0	0	0	54	36	0	-100.00%	-33.33%	0.00%
		RED - TOTAL	0	0	0	54	36	0	-100.00%	-33.33%	0.00%
	WHITE	IMPORT BOTTLED	0	0	0	45	45	0	-100.00%	0.00%	0.00%

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TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	0	0	0	45	45	0	-100.00%	0.00%	0.00%
		TOTAL	0	0	0	99	81	0	-100.00%	-18.18%	0.00%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		0	0	0	0	0	0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	0	0	0	0	0	0	0	n/a	n/a	0.00%
RED	CANADA BOTTLED	IMPORT BOTTLED		409,559	436,616	448,165	472,346	500,558	122,985	8.61%	5.97%	6.21%
		IMPORT BOTTLED		1,724,733	1,916,932	2,179,991	2,590,453	2,728,615	623,317	-5.42%	5.33%	17.22%
		RED - TOTAL	2,134,292	2,353,547	2,628,157	3,062,799	3,229,173	746,302	-3.36%	5.43%	15.51%	
ROSE	CANADA BOTTLED	IMPORT BOTTLED		20,875	18,820	13,474	12,418	11,858	3,201	13.63%	-4.52%	3.06%
		IMPORT BOTTLED		513,167	516,977	514,476	536,749	507,562	126,343	-3.09%	-5.44%	7.92%
		ROSE - TOTAL	534,042	535,798	527,950	549,167	519,419	129,544	-2.73%	-5.42%	7.81%	
WHITE	CANADA BOTTLED	IMPORT BOTTLED		364,104	336,133	276,496	265,621	268,689	67,378	6.70%	1.16%	3.87%
		IMPORT BOTTLED		1,068,765	1,125,045	1,288,000	1,460,237	1,624,750	415,131	6.44%	11.27%	13.25%
		WHITE - TOTAL	1,432,869	1,461,178	1,564,496	1,725,858	1,893,439	482,509	6.48%	9.71%	11.92%	
TOTAL	4,101,203	4,350,523	4,720,603	5,337,825	5,642,031	1,358,355	-0.02%	5.70%	13.60%			
URUGUAY	RED	IMPORT BOTTLED		0	54	574	747	738	142	-40.94%	-1.20%	7.52%
		RED - TOTAL	0	54	574	747	738	142	-40.94%	-1.20%	7.52%	
		TOTAL	0	54	574	747	738	142	-40.94%	-1.20%	7.52%	
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED	IMPORT BOTTLED		1,858,367	1,812,312	1,677,646	1,568,415	1,526,404	363,592	1.56%	-2.68%	9.69%
		IMPORT BOTTLED		19,550,597	21,026,732	23,653,506	26,260,849	26,013,621	6,196,688	-3.20%	-0.94%	13.25%
IMPORT TABLE WINE - TOTAL			21,408,965	22,839,044	25,331,151	27,829,264	27,540,024	6,560,280	-2.95%	-1.04%	13.05%	
SPARKLING WINE	ARGENTINA	WHITE		0	0	230	1,002	1,683	392	155.88%	67.96%	6.51%
		TOTAL	0	0	230	1,002	1,683	392	155.88%	67.96%	6.51%	
AUSTRALIA	RED	ROSE		14,852	17,020	15,042	16,486	13,897	2,805	-13.27%	-15.71%	0.72%
		ROSE		0	40	16,640	35,347	57,320	18,142	111.24%	62.17%	6.71%
		WHITE		65,994	67,334	77,712	112,946	124,174	25,666	16.57%	9.94%	5.76%
		TOTAL	80,846	84,395	109,394	164,780	195,392	46,613	37.75%	18.58%	5.68%	
CHILE	RED	ROSE		0	0	0	1	0	0	n/a	-100.00%	0.00%
		ROSE		117	89	0	4,713	13,308	3,259	84.00%	182.38%	3.18%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
SPARKLING WINE	CHILE	WHITE	507	1,225	1,978	1,099	693	18	-90.28%	-36.93%	10.39%
		TOTAL	624	1,314	1,978	5,812	14,001	3,277	67.50%	140.89%	3.54%
	CZECH REPUBLIC	WHITE	18	639	314	837	1,043	4	-99.24%	24.64%	0.00%
		TOTAL	18	639	314	837	1,043	4	-99.24%	24.64%	0.00%
FRANCE	ROSE	13,890	15,353	16,962	26,449	31,028	5,745	-11.26%	17.31%	12.84%	
	WHITE	163,333	180,068	190,739	205,104	180,575	33,064	-15.04%	-11.96%	25.93%	
	WHITE TABLE WINE	0	0	1,045	3,497	4,714	967	-2.35%	34.78%	18.58%	
	TOTAL	177,223	195,420	208,746	235,050	216,317	39,776	-14.24%	-7.97%	23.89%	
GERMANY	ROSE	0	18	0	27	0	0	n/a	-100.00%	0.00%	
	WHITE	120,841	126,123	137,880	149,083	149,155	27,002	0.85%	0.05%	10.31%	
	TOTAL	120,841	126,141	137,880	149,110	149,155	27,002	0.85%	0.03%	10.31%	
HUNGARY	WHITE	11,482	13,557	13,000	13,761	18,580	4,834	72.21%	35.02%	3.36%	
	TOTAL	11,482	13,557	13,000	13,761	18,580	4,834	72.21%	35.02%	3.36%	
INDIA	WHITE	64	81	27	2	0	0	n/a	-100.00%	0.00%	
	TOTAL	64	81	27	2	0	0	n/a	-100.00%	0.00%	
ISRAEL	WHITE	0	0	0	86	4	0	-100.00%	-94.74%	0.00%	
	TOTAL	0	0	0	86	4	0	-100.00%	-94.74%	0.00%	
ITALY	RED	112	9	0	0	0	0	n/a	n/a	0.00%	
	ROSE	307	844	1,084	2,870	5,424	1,322	3.59%	89.02%	15.00%	
	WHITE	71,588	79,443	95,837	117,925	134,751	28,882	24.92%	14.27%	15.05%	
	TOTAL	72,007	80,296	96,921	120,795	140,175	30,203	23.80%	16.04%	15.05%	
NEW ZEALAND	ROSE	0	0	0	0	180	9	n/a	n/a	0.00%	
	WHITE	220	276	2,587	4,647	4,824	776	-35.95%	3.81%	26.96%	
	TOTAL	220	276	2,587	4,647	5,004	785	-35.95%	3.81%	26.96%	
PORTUGAL	ROSE	0	0	0	0	526	153	n/a	n/a	31.62%	
	WHITE	0	0	72	18	270	36	n/a	1,400.00%	0.00%	
	TOTAL	0	0	72	18	796	189	n/a	1,400.00%	25.42%	
SOUTH AFRICA	ROSE	0	0	0	0	179	95	n/a	n/a	2.09%	
	WHITE	1,324	1,466	1,524	1,765	1,492	343	-5.58%	-15.47%	5.48%	

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	TOTAL	1,324	1,466	1,524	1,765	1,671	438	-5.58%	-15.47%	5.12%
	SOUTH AFRICA									
	SPAIN									
	ROSE	12,536	11,502	15,791	15,602	13,849	2,140	-32.98%	-11.23%	6.46%
	WHITE	237,936	230,163	252,275	265,722	241,820	47,189	-11.12%	-9.00%	15.88%
	TOTAL	250,472	241,665	268,066	281,324	255,669	49,329	-12.36%	-9.12%	15.37%
	UNITED STATES OF AMERICA									
	ROSE	3,191	2,471	860	1,447	5,865	3,490	948.20%	305.39%	2.05%
	WHITE	118,157	128,577	134,491	131,932	111,591	20,997	-18.63%	-15.42%	14.67%
	TOTAL	121,348	131,049	135,352	133,378	117,456	24,488	-6.31%	-11.94%	14.04%
IMPORT SPARKLING WINE - TOTAL		836,468	876,298	976,090	1,112,365	1,116,946	227,331	2.92%	0.41%	14.13%
WINE - GIFT PACKS	AUSTRALIA	32,320	36,434	33,900	41,703	8,822	63	43.59%	-78.85%	0.22%
	CHILE	3,871	60	3	0	0	0	n/a	n/a	0.00%
	FRANCE	688	405	1,944	869	414	62	-51.76%	-52.35%	7.43%
	ITALY	0	3,164	4,214	1,993	3,113	44	1,350.00%	56.23%	0.19%
	PORTUGAL	0	0	0	0	40	14	n/a	n/a	0.00%
	UNITED STATES OF AMERICA	36,655	53,290	1,952	166	2	0	-100.00%	-99.10%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		73,533	93,352	42,012	44,732	12,390	182	2.75%	-72.30%	0.45%
IMPORT WINE - TOTAL		23,326,087	24,822,632	27,395,027	30,057,242	29,695,834	7,007,144	-2.98%	-1.20%	13.60%

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$58	\$63	\$66	\$69	\$75	\$12	3.68%	8.04%	2.14%
		ITALY	\$0	\$1	\$3	\$2	\$4	\$1	93.75%	145.74%	4.40%
		UNITED STATES OF AMERICA	\$0	\$0	\$0	\$7	\$97	\$11	230.95%	1,321.91%	0.36%
	FLAVOURED		\$58	\$64	\$69	\$78	\$176	\$23	56.14%	125.73%	1.21%
FRUIT	ARMENIA	\$0	\$4	\$2	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
	CHINA	\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	DENMARK	\$68	\$68	\$41	\$0	\$0	\$0	100.00%	-74.78%	0.00%	
	JAPAN	\$148	\$160	\$197	\$240	\$265	\$65	18.57%	10.38%	30.22%	
	KOREA - SOUTH	\$0	\$0	\$0	\$6	\$5	\$1	-79.94%	-17.73%	90.67%	
	UNITED STATES OF AMERICA	\$30	\$27	\$36	\$31	\$36	\$11	61.85%	15.96%	86.98%	
FRUIT		\$251	\$259	\$275	\$278	\$305	\$78	15.56%	9.86%	37.81%	
MADEIRA	PORTUGAL	\$155	\$158	\$175	\$195	\$173	\$31	-19.22%	-11.16%	19.71%	
	MADEIRA	\$155	\$158	\$175	\$195	\$173	\$31	-19.22%	-11.16%	19.71%	
MONTILLA	SPAIN	\$167	\$192	\$186	\$200	\$203	\$37	-13.02%	1.63%	3.16%	
	MONTILLA	\$167	\$192	\$186	\$200	\$203	\$37	-13.02%	1.63%	3.16%	
OTHER	AUSTRALIA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	OTHER	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
OTHER FORTIFIED	AUSTRALIA	\$4	\$14	\$50	\$40	\$20	\$5	-12.24%	-49.73%	27.55%	
	CHINA	\$82	\$82	\$100	\$139	\$146	\$25	-27.73%	4.96%	21.54%	
	FRANCE	\$662	\$629	\$620	\$598	\$569	\$127	-4.36%	-4.83%	7.64%	
	GREECE	\$2	\$2	\$4	\$13	\$3	\$0	-96.99%	-80.45%	0.00%	
	ITALY	\$245	\$253	\$261	\$298	\$317	\$68	-0.34%	6.41%	34.83%	
	JAPAN	\$0	\$0	\$0	\$0	\$3	\$1	n/a	n/a	9.06%	
	KOREA - SOUTH	\$296	\$265	\$208	\$170	\$126	\$24	-37.45%	-25.79%	44.52%	
	PORTUGAL	\$6	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$91	\$92	\$89	\$92	\$76	\$14	-9.29%	-16.96%	24.01%	
	URUGUAY	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-54.37%	0.00%	
OTHER FORTIFIED		\$1,388	\$1,341	\$1,332	\$1,351	\$1,260	\$265	-12.46%	-6.94%	21.12%	

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
APERITIF, DESSERT AND FORTIFIED WINE	PORT	AUSTRALIA	\$623	\$653	\$651	\$643	\$524	\$90	-33.31%	-18.46%	11.91%
		PORTUGAL	\$2,751	\$3,060	\$3,313	\$3,452	\$3,251	\$551	-17.68%	-5.83%	13.73%
		SOUTH AFRICA	\$294	\$300	\$350	\$348	\$302	\$61	-6.53%	-13.25%	7.83%
		UNITED STATES OF AMERICA	\$1	\$1	\$1	\$1	\$1	\$0	n/a	-14.57%	0.00%
PORT			\$3,669	\$4,013	\$4,314	\$4,445	\$4,079	\$703	-19.27%	-8.24%	13.06%
SAKE	JAPAN	\$1,112	\$1,170	\$1,437	\$1,601	\$1,660	\$388	-1.15%	3.64%	47.63%	
	KOREA - SOUTH	\$20	\$61	\$77	\$63	\$48	\$10	-29.25%	-24.36%	51.62%	
	UNITED STATES OF AMERICA	\$2,673	\$2,670	\$3,033	\$3,289	\$3,200	\$709	-8.77%	-2.73%	61.40%	
SAKE			\$3,805	\$3,902	\$4,547	\$4,954	\$4,907	\$1,106	-6.48%	-0.94%	56.65%
SHERRY	AUSTRALIA	\$385	\$372	\$388	\$395	\$384	\$81	-10.58%	-2.88%	1.13%	
	NEW ZEALAND	\$445	\$438	\$423	\$422	\$394	\$80	-14.56%	-6.72%	0.91%	
	SOUTH AFRICA	\$289	\$343	\$368	\$394	\$361	\$74	-18.09%	-8.48%	1.73%	
	SPAIN	\$1,666	\$1,616	\$1,670	\$1,647	\$1,518	\$271	-13.37%	-7.88%	3.61%	
SHERRY			\$2,785	\$2,770	\$2,848	\$2,859	\$2,656	\$506	-13.86%	-7.10%	2.59%
VERMOUTH	FRANCE	\$255	\$268	\$257	\$284	\$241	\$55	-20.79%	-15.20%	9.84%	
	ITALY	\$2,462	\$2,451	\$2,507	\$2,530	\$2,425	\$575	-3.28%	-4.15%	4.71%	
	UNITED STATES OF AMERICA	\$0	\$3	\$3	\$3	\$5	\$4	572.82%	113.64%	54.05%	
VERMOUTH			\$2,718	\$2,722	\$2,767	\$2,816	\$2,671	\$633	-4.63%	-5.15%	5.27%
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$14,996	\$15,421	\$16,514	\$17,176	\$16,431	\$3,381	-10.27%	-4.34%	24.01%
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	\$174	\$96	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		IMPORT BOTTLED	\$6,030	\$7,924	\$11,700	\$18,212	\$25,944	\$6,811	26.31%	42.46%	9.39%
		RED - TOTAL	\$6,204	\$8,020	\$11,700	\$18,212	\$25,944	\$6,811	26.31%	42.46%	9.39%
ROSE	IMPORT BOTTLED	\$0	\$0	\$3	\$0	\$27	\$24	n/a	n/a	6.38%	
	ROSE - TOTAL	\$0	\$0	\$3	\$0	\$27	\$24	n/a	n/a	6.38%	
WHITE	IMPORT BOTTLED	\$1,320	\$1,474	\$1,773	\$2,123	\$3,062	\$1,052	62.22%	44.25%	9.96%	
	WHITE - TOTAL	\$1,320	\$1,474	\$1,773	\$2,123	\$3,062	\$1,052	62.22%	44.25%	9.96%	

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	ARGENTINA	TOTAL	\$7,524	\$9,495	\$13,476	\$20,335	\$29,033	\$7,887	30.16%	42.64%	9.45%	
	ARMENIA	RED	IMPORT BOTTLED	\$1	\$5	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		RED - TOTAL	\$1	\$5	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		ROSE	IMPORT BOTTLED	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	\$0	\$5	\$1	\$1	\$1	-100.00%	11.16%	0.00%	
		WHITE - TOTAL	\$0	\$5	\$1	\$1	\$1	\$0	-100.00%	11.16%	0.00%	
		TOTAL	\$1	\$11	\$1	\$1	\$1	\$0	-100.00%	8.78%	0.00%	
	AUSTRALIA	RED	CANADA BOTTLED	\$840	\$731	\$632	\$309	\$136	\$22	-48.69%	-56.06%	20.80%
			IMPORT BOTTLED	\$77,186	\$85,552	\$95,153	\$98,180	\$85,150	\$18,399	-17.14%	-13.27%	15.39%
		RED - TOTAL	\$78,026	\$86,283	\$95,784	\$98,490	\$85,286	\$18,421	-17.20%	-13.41%	15.40%	
		ROSE	IMPORT BOTTLED	\$271	\$385	\$395	\$302	\$296	\$95	49.00%	-2.13%	3.49%
		ROSE - TOTAL	\$271	\$385	\$395	\$302	\$296	\$95	49.00%	-2.13%	3.49%	
		WHITE	CANADA BOTTLED	\$1,362	\$1,174	\$1,019	\$443	\$119	\$17	-41.64%	-73.18%	30.16%
			IMPORT BOTTLED	\$23,615	\$25,270	\$29,796	\$33,200	\$30,868	\$7,654	-7.08%	-7.02%	12.72%
		WHITE - TOTAL	\$24,977	\$26,444	\$30,815	\$33,644	\$30,987	\$7,671	-7.20%	-7.90%	12.79%	
		TOTAL	\$103,275	\$113,112	\$126,995	\$132,436	\$116,570	\$26,186	-14.36%	-11.98%	14.67%	
	AUSTRIA	RED	IMPORT BOTTLED	\$17	\$17	\$28	\$36	\$24	\$8	-25.99%	-32.87%	16.70%
		RED - TOTAL	\$17	\$17	\$28	\$36	\$24	\$8	-25.99%	-32.87%	16.70%	
		ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$12	\$6	\$4	150.09%	-49.20%	9.40%
		ROSE - TOTAL	\$0	\$0	\$0	\$12	\$6	\$4	150.09%	-49.20%	9.40%	
		WHITE	IMPORT BOTTLED	\$93	\$96	\$213	\$205	\$173	\$40	-26.78%	-15.54%	34.61%
		WHITE - TOTAL	\$93	\$96	\$213	\$205	\$173	\$40	-26.78%	-15.54%	34.61%	
		TOTAL	\$110	\$113	\$241	\$252	\$203	\$52	-22.31%	-19.56%	31.76%	
	BULGARIA	RED	IMPORT BOTTLED	\$549	\$394	\$357	\$229	\$12	\$1	-95.14%	-94.85%	1.14%
		RED - TOTAL	\$549	\$394	\$357	\$229	\$12	\$1	-95.14%	-94.85%	1.14%	
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$549	\$394	\$357	\$229	\$12	\$1	-95.14%	-94.85%	1.14%	

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	CHILE	RED	CANADA BOTTLED	\$3,357	\$3,187	\$2,986	\$2,775	\$2,490	\$539	-18.67%	-10.27%	17.96%
			IMPORT BOTTLED	\$16,822	\$18,504	\$20,818	\$25,726	\$27,481	\$6,296	0.32%	6.82%	8.85%
			RED - TOTAL	\$20,179	\$21,691	\$23,804	\$28,502	\$29,972	\$6,835	-1.50%	5.16%	9.60%
		ROSE	IMPORT BOTTLED	\$4	\$4	\$28	\$78	\$131	\$44	0.74%	68.65%	2.76%
			ROSE - TOTAL	\$4	\$4	\$28	\$78	\$131	\$44	0.74%	68.65%	2.76%
		WHITE	CANADA BOTTLED	\$2,277	\$2,217	\$2,146	\$2,024	\$1,983	\$461	-6.88%	-2.02%	16.61%
			IMPORT BOTTLED	\$5,670	\$6,122	\$7,435	\$9,216	\$10,627	\$2,784	12.42%	15.31%	13.64%
			WHITE - TOTAL	\$7,947	\$8,339	\$9,581	\$11,240	\$12,610	\$3,245	9.21%	12.19%	14.11%
		TOTAL	\$28,129	\$30,033	\$33,413	\$39,819	\$42,712	\$10,124	1.71%	7.27%	10.91%	
	CHINA	RED	IMPORT BOTTLED	\$0	\$0	\$3	\$61	\$82	\$16	-17.06%	33.97%	8.22%
			RED - TOTAL	\$0	\$0	\$3	\$61	\$82	\$16	-17.06%	33.97%	8.22%
		WHITE	IMPORT BOTTLED	\$0	\$0	\$1	\$7	\$5	\$1	-18.47%	-25.23%	0.46%
		WHITE - TOTAL	\$0	\$0	\$1	\$7	\$5	\$1	-18.47%	-25.23%	0.46%	
	TOTAL	\$0	\$0	\$4	\$68	\$88	\$18	-17.18%	27.90%	7.75%		
CROATIA	RED	IMPORT BOTTLED	\$103	\$78	\$72	\$64	\$63	\$14	-3.32%	-1.21%	1.63%	
		RED - TOTAL	\$103	\$78	\$72	\$64	\$63	\$14	-3.32%	-1.21%	1.63%	
	WHITE	IMPORT BOTTLED	\$5	\$7	\$7	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
		WHITE - TOTAL	\$5	\$7	\$7	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
	TOTAL	\$108	\$85	\$79	\$65	\$63	\$14	-3.86%	-3.15%	1.63%		
CZECH REPUBLIC	RED	IMPORT BOTTLED	\$0	\$33	\$27	\$19	\$16	\$4	37.45%	-18.79%	0.84%	
		RED - TOTAL	\$0	\$33	\$27	\$19	\$16	\$4	37.45%	-18.79%	0.84%	
	WHITE	IMPORT BOTTLED	\$0	\$16	\$19	\$23	\$19	\$5	3.48%	-17.88%	0.05%	
		WHITE - TOTAL	\$0	\$16	\$19	\$23	\$19	\$5	3.48%	-17.88%	0.05%	
	TOTAL	\$1	\$49	\$46	\$42	\$35	\$9	16.29%	-18.29%	0.41%		
FRANCE	RED	CANADA BOTTLED	\$682	\$765	\$843	\$927	\$1,103	\$289	26.51%	19.02%	2.49%	
		IMPORT BOTTLED	\$19,535	\$20,775	\$27,091	\$31,399	\$34,582	\$6,069	-10.22%	10.14%	12.70%	
		RED - TOTAL	\$20,218	\$21,540	\$27,933	\$32,326	\$35,686	\$6,359	-9.02%	10.39%	12.38%	
	ROSE	IMPORT BOTTLED	\$323	\$375	\$535	\$684	\$867	\$326	55.77%	26.77%	12.72%	
		ROSE - TOTAL	\$323	\$375	\$535	\$684	\$867	\$326	55.77%	26.77%	12.72%	

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

			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	FRANCE	WHITE	CANADA BOTTLED	\$326	\$351	\$377	\$425	\$482	\$130	21.61%	13.43%	2.29%
			IMPORT BOTTLED	\$9,925	\$10,236	\$11,545	\$13,047	\$12,376	\$2,950	-8.97%	-5.15%	18.43%
			WHITE - TOTAL	\$10,251	\$10,587	\$11,922	\$13,472	\$12,857	\$3,080	-8.00%	-4.56%	17.83%
			TOTAL	\$30,792	\$32,501	\$40,390	\$46,481	\$49,410	\$9,765	-7.41%	6.30%	13.80%
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$7	\$17	\$1	\$1	\$0	\$0	-100.00%	-88.16%	0.00%	
		ICE WINE WHITE - TOTAL	\$7	\$17	\$1	\$1	\$0	\$0	-100.00%	-88.16%	0.00%	
	RED	IMPORT BOTTLED	\$69	\$77	\$98	\$166	\$262	\$55	7.26%	57.35%	0.60%	
		RED - TOTAL	\$69	\$77	\$98	\$166	\$262	\$55	7.26%	57.35%	0.60%	
WHITE	IMPORT BOTTLED	\$5,035	\$5,320	\$6,080	\$6,792	\$7,193	\$1,793	10.28%	5.90%	9.42%		
	WHITE - TOTAL	\$5,035	\$5,320	\$6,080	\$6,792	\$7,193	\$1,793	10.28%	5.90%	9.42%		
	TOTAL	\$5,111	\$5,414	\$6,180	\$6,959	\$7,455	\$1,847	10.17%	7.12%	9.11%		
GREECE	RED	IMPORT BOTTLED	\$1,234	\$1,129	\$1,067	\$1,051	\$875	\$195	-21.45%	-16.77%	67.16%	
		RED - TOTAL	\$1,234	\$1,129	\$1,067	\$1,051	\$875	\$195	-21.45%	-16.77%	67.16%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	400.33%	0.00%	
		ROSE - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	400.33%	0.00%	
WHITE	IMPORT BOTTLED	\$910	\$860	\$824	\$790	\$667	\$168	-12.10%	-15.53%	64.31%		
	WHITE - TOTAL	\$910	\$860	\$824	\$790	\$667	\$168	-12.10%	-15.53%	64.31%		
	TOTAL	\$2,145	\$1,989	\$1,891	\$1,841	\$1,542	\$363	-17.39%	-16.20%	65.93%		
HUNGARY	RED	IMPORT BOTTLED	\$453	\$420	\$416	\$421	\$291	\$58	-36.17%	-30.94%	1.01%	
		RED - TOTAL	\$453	\$420	\$416	\$421	\$291	\$58	-36.17%	-30.94%	1.01%	
	WHITE	IMPORT BOTTLED	\$1,121	\$1,230	\$1,152	\$1,155	\$977	\$224	-23.35%	-15.42%	7.05%	
		WHITE - TOTAL	\$1,121	\$1,230	\$1,152	\$1,155	\$977	\$224	-23.35%	-15.42%	7.05%	
	TOTAL	\$1,574	\$1,650	\$1,568	\$1,576	\$1,268	\$281	-26.37%	-19.56%	5.66%		
INDIA	RED	IMPORT BOTTLED	\$3	\$9	\$9	\$1	\$0	\$0	-100.00%	-101.71%	0.00%	
		RED - TOTAL	\$3	\$9	\$9	\$1	\$0	\$0	-100.00%	-101.71%	0.00%	
	ROSE	IMPORT BOTTLED	\$2	\$1	\$1	\$4	\$4	\$0	-116.68%	-2.63%	0.00%	
		ROSE - TOTAL	\$2	\$1	\$1	\$4	\$4	\$0	-116.68%	-2.63%	0.00%	
	WHITE	IMPORT BOTTLED	\$3	\$8	\$9	\$1	\$0	\$0	-100.00%	-99.20%	0.00%	

IMPORT WINE MARKET
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			2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009	
TABLE WINE	INDIA	WHITE	WHITE - TOTAL	\$3	\$8	\$9	\$1	\$0	\$0	-100.00%	-99.20%	0.00%
		TOTAL	\$8	\$18	\$18	\$6	\$4	\$0	-113.60%	-36.43%	0.00%	
ISRAEL	RED	IMPORT BOTTLED	\$94	\$27	\$7	\$149	\$227	\$76	-16.25%	51.99%	5.07%	
		RED - TOTAL	\$94	\$27	\$7	\$149	\$227	\$76	-16.25%	51.99%	5.07%	
	WHITE	IMPORT BOTTLED	\$26	\$8	\$0	\$61	\$79	\$25	-34.16%	28.02%	3.92%	
		WHITE - TOTAL	\$26	\$8	\$0	\$61	\$79	\$25	-34.16%	28.02%	3.92%	
	TOTAL	\$120	\$34	\$7	\$211	\$305	\$101	-21.57%	45.00%	4.77%		
	ITALY	RED	IMPORT BOTTLED	\$28,436	\$30,099	\$33,349	\$38,488	\$35,879	\$7,619	-14.55%	-6.78%	21.89%
RED - TOTAL			\$28,436	\$30,099	\$33,349	\$38,488	\$35,879	\$7,619	-14.55%	-6.78%	21.89%	
ROSE		IMPORT BOTTLED	\$42	\$39	\$53	\$50	\$62	\$27	184.52%	22.18%	19.25%	
		ROSE - TOTAL	\$42	\$39	\$53	\$50	\$62	\$27	184.52%	22.18%	19.25%	
WHITE		IMPORT BOTTLED	\$10,103	\$10,893	\$13,437	\$15,844	\$16,381	\$4,103	2.32%	3.39%	23.42%	
		WHITE - TOTAL	\$10,103	\$10,893	\$13,437	\$15,844	\$16,381	\$4,103	2.32%	3.39%	23.42%	
TOTAL	\$38,581	\$41,032	\$46,839	\$54,382	\$52,321	\$11,749	-9.18%	-3.79%	22.37%			
LEBANON	RED	IMPORT BOTTLED	\$27	\$25	\$66	\$67	\$26	\$4	-84.19%	-60.62%	31.80%	
		RED - TOTAL	\$27	\$25	\$66	\$67	\$26	\$4	-84.19%	-60.62%	31.80%	
	ROSE	IMPORT BOTTLED	\$0	\$1	\$2	\$5	\$2	\$0	-91.80%	-57.97%	57.08%	
		ROSE - TOTAL	\$0	\$1	\$2	\$5	\$2	\$0	-91.80%	-57.97%	57.08%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$1	\$15	\$6	\$1	-87.97%	-57.72%	36.77%	
		WHITE - TOTAL	\$0	\$0	\$1	\$15	\$6	\$1	-87.97%	-57.72%	36.77%	
TOTAL	\$27	\$25	\$69	\$88	\$35	\$6	-85.76%	-59.96%	34.33%			
MEXICO	RED	IMPORT BOTTLED	\$13	\$10	\$8	\$18	\$22	\$6	33.23%	19.05%	13.97%	
		RED - TOTAL	\$13	\$10	\$8	\$18	\$22	\$6	33.23%	19.05%	13.97%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$1	\$2	\$1	99.90%	133.30%	42.85%	
		WHITE - TOTAL	\$0	\$0	\$0	\$1	\$2	\$1	99.90%	133.30%	42.85%	
TOTAL	\$14	\$10	\$8	\$19	\$24	\$7	41.09%	24.25%	16.44%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$3	\$3	\$1	\$0	-78.19%	-48.64%	87.51%	
		RED - TOTAL	\$0	\$0	\$3	\$3	\$1	\$0	-78.19%	-48.64%	87.51%	

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TABLE WINE	MOLDOVA, REPUBLIC OF	WHITE	IMPORT BOTTLED	\$0	\$0	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
			WHITE - TOTAL	\$0	\$0	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL		\$0	\$0	\$5	\$3	\$1	\$0	-78.19%	-58.06%	87.51%
MONTENEGRO	RED	IMPORT BOTTLED	\$42	\$48	\$57	\$60	\$51	\$9	-33.64%	-15.16%	2.72%	
		RED - TOTAL	\$42	\$48	\$57	\$60	\$51	\$9	-33.64%	-15.16%	2.72%	
		TOTAL	\$42	\$48	\$57	\$60	\$51	\$9	-33.64%	-15.16%	2.72%	
MOROCCO	RED	IMPORT BOTTLED	\$0	\$16	\$27	\$20	\$5	\$0	-88.89%	-76.45%	0.00%	
		RED - TOTAL	\$0	\$16	\$27	\$20	\$5	\$0	-88.89%	-76.45%	0.00%	
		TOTAL	\$0	\$16	\$27	\$20	\$5	\$0	-88.89%	-76.45%	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED	\$402	\$745	\$1,164	\$1,771	\$1,680	\$414	-5.13%	-5.14%	23.58%	
		RED - TOTAL	\$402	\$745	\$1,164	\$1,771	\$1,680	\$414	-5.13%	-5.14%	23.58%	
	ROSE	IMPORT BOTTLED	\$2	\$11	\$12	\$51	\$42	\$6	-74.99%	-17.94%	41.72%	
		ROSE - TOTAL	\$2	\$11	\$12	\$51	\$42	\$6	-74.99%	-17.94%	41.72%	
	WHITE	IMPORT BOTTLED	\$4,181	\$6,149	\$8,923	\$11,349	\$12,052	\$3,226	5.58%	6.19%	29.71%	
		WHITE - TOTAL	\$4,181	\$6,149	\$8,923	\$11,349	\$12,052	\$3,226	5.58%	6.19%	29.71%	
TOTAL		\$4,585	\$6,906	\$10,099	\$13,171	\$13,774	\$3,647	3.66%	4.58%	28.99%		
PORTUGAL	RED	IMPORT BOTTLED	\$1,151	\$1,145	\$1,292	\$1,571	\$1,690	\$430	24.89%	7.53%	9.33%	
		RED - TOTAL	\$1,151	\$1,145	\$1,292	\$1,571	\$1,690	\$430	24.89%	7.53%	9.33%	
	ROSE	IMPORT BOTTLED	\$674	\$624	\$650	\$695	\$694	\$162	-0.71%	-0.19%	3.05%	
		ROSE - TOTAL	\$674	\$624	\$650	\$695	\$694	\$162	-0.71%	-0.19%	3.05%	
	WHITE	IMPORT BOTTLED	\$480	\$546	\$695	\$889	\$1,149	\$318	36.80%	29.21%	4.08%	
		WHITE - TOTAL	\$480	\$546	\$695	\$889	\$1,149	\$318	36.80%	29.21%	4.08%	
TOTAL		\$2,304	\$2,316	\$2,637	\$3,156	\$3,533	\$910	22.98%	11.94%	6.39%		
ROMANIA	RED	IMPORT BOTTLED	\$26	\$49	\$24	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		RED - TOTAL	\$26	\$49	\$24	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	ROSE	IMPORT BOTTLED	\$0	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$0	\$13	\$7	\$0	\$0	\$0	n/a	-100.00%	0.00%	

IMPORT WINE MARKET
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TABLE WINE	ROMANIA	WHITE	WHITE - TOTAL	\$0	\$13	\$7	\$0	\$0	n/a	-100.00%	0.00%	
		TOTAL	\$26	\$64	\$33	\$0	\$0	\$0	n/a	-100.00%	0.00%	
SLOVAK REPUBLIC	RED	IMPORT BOTTLED		\$4	\$4	\$9	\$0	\$0	n/a	-100.00%	0.00%	
		RED - TOTAL	\$4	\$4	\$9	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED		\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL	\$7	\$4	\$9	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%		
SLOVENIA	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$14	1,973.60%	4,325.75%	26.28%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$14	\$7	1,973.60%	4,325.75%	26.28%	
	TOTAL	\$0	\$0	\$0	\$0	\$14	\$7	1,973.60%	4,325.75%	26.28%		
SOUTH AFRICA	RED	CANADA BOTTLED		\$7	\$0	\$0	\$12	\$5	-81.86%	-56.56%	0.00%	
		IMPORT BOTTLED		\$6,983	\$7,968	\$8,724	\$9,631	\$9,716	\$2,331	-4.94%	0.88%	7.81%
		RED - TOTAL	\$6,990	\$7,968	\$8,724	\$9,643	\$9,721	\$2,332	-5.06%	0.81%	7.80%	
	ROSE	IMPORT BOTTLED		\$75	\$58	\$49	\$19	\$24	\$1	-87.64%	28.31%	2.55%
		ROSE - TOTAL	\$75	\$58	\$49	\$19	\$24	\$1	-87.64%	28.31%	2.55%	
	WHITE	CANADA BOTTLED		\$0	\$0	\$0	\$8	\$5	\$2	-35.21%	-35.10%	0.00%
		IMPORT BOTTLED		\$3,479	\$4,078	\$4,355	\$4,691	\$4,614	\$1,250	0.95%	-1.64%	12.67%
		WHITE - TOTAL	\$3,480	\$4,078	\$4,355	\$4,700	\$4,620	\$1,252	0.87%	-1.70%	12.66%	
TOTAL	\$10,544	\$12,103	\$13,128	\$14,361	\$14,365	\$3,585	-3.17%	0.02%	9.35%			
SPAIN	RED	IMPORT BOTTLED		\$6,283	\$7,370	\$9,402	\$12,136	\$11,678	\$2,634	-9.43%	-3.78%	10.38%
		RED - TOTAL	\$6,283	\$7,370	\$9,402	\$12,136	\$11,678	\$2,634	-9.43%	-3.78%	10.38%	
	ROSE	IMPORT BOTTLED		\$74	\$85	\$120	\$138	\$243	\$59	45.96%	76.09%	7.95%
		ROSE - TOTAL	\$74	\$85	\$120	\$138	\$243	\$59	45.96%	76.09%	7.95%	
	WHITE	IMPORT BOTTLED		\$373	\$402	\$466	\$685	\$693	\$183	3.12%	1.07%	20.31%
		WHITE - TOTAL	\$373	\$402	\$466	\$685	\$693	\$183	3.12%	1.07%	20.31%	
TOTAL	\$6,731	\$7,857	\$9,988	\$12,959	\$12,613	\$2,875	-8.00%	-2.67%	10.88%			
SWITZERLAND	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$2	\$1	\$0	-100.00%	-44.98%	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$2	\$1	\$0	-100.00%	-44.98%	0.00%	
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$1	\$0	-100.00%	-20.98%	0.00%

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TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	\$0	\$0	\$0	\$1	\$1	\$0	-100.00%	-20.98%	0.00%
		TOTAL	\$0	\$0	\$0	\$3	\$2	\$0	-100.00%	-34.52%	0.00%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RED	CANADA BOTTLED		\$2,832	\$3,006	\$3,141	\$3,582	\$3,684	\$921	7.01%	2.83%	5.44%
		IMPORT BOTTLED		\$29,323	\$34,079	\$40,087	\$49,317	\$49,479	\$10,958	-12.20%	0.33%	24.63%
		RED - TOTAL	\$32,155	\$37,084	\$43,228	\$52,899	\$53,163	\$11,879	-10.96%	0.50%	23.30%	
	ROSE	CANADA BOTTLED		\$140	\$126	\$99	\$92	\$89	\$24	13.60%	-3.89%	3.06%
		IMPORT BOTTLED		\$4,488	\$4,489	\$4,490	\$4,795	\$4,551	\$1,135	-3.79%	-5.09%	9.11%
		ROSE - TOTAL	\$4,628	\$4,614	\$4,589	\$4,887	\$4,640	\$1,160	-3.48%	-5.06%	9.00%	
	WHITE	CANADA BOTTLED		\$2,489	\$2,305	\$2,006	\$1,991	\$1,989	\$509	5.63%	-0.10%	3.75%
		IMPORT BOTTLED		\$14,465	\$15,517	\$18,168	\$20,881	\$21,979	\$5,518	-1.20%	5.26%	18.61%
WHITE - TOTAL		\$16,954	\$17,822	\$20,174	\$22,872	\$23,968	\$6,027	-0.66%	4.79%	17.37%		
TOTAL		\$53,737	\$59,521	\$67,991	\$80,658	\$81,771	\$19,065	-7.49%	1.38%	20.75%		
URUGUAY	RED	IMPORT BOTTLED		\$0	\$1	\$13	\$17	\$17	\$3	-37.84%	-0.43%	7.37%
		RED - TOTAL	\$0	\$1	\$13	\$17	\$17	\$3	-37.84%	-0.43%	7.37%	
	TOTAL	\$0	\$1	\$13	\$17	\$17	\$3	-37.84%	-0.43%	7.37%		
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED		\$14,486	\$13,957	\$13,249	\$12,590	\$12,086	\$2,915	-0.69%	-4.00%	9.57%	
	IMPORT BOTTLED		\$281,559	\$310,843	\$362,320	\$416,632	\$415,140	\$95,597	-5.95%	-0.36%	16.30%	
IMPORT TABLE WINE - TOTAL		\$296,045	\$324,800	\$375,569	\$429,222	\$427,225	\$98,512	-5.80%	-0.47%	16.11%		
SPARKLING WINE	ARGENTINA	WHITE		\$0	\$0	\$3	\$18	\$35	\$9	210.50%	90.60%	5.80%
		TOTAL	\$0	\$0	\$3	\$18	\$35	\$9	210.50%	90.60%	5.80%	
	AUSTRALIA	RED		\$285	\$340	\$303	\$351	\$282	\$52	-23.70%	-19.51%	0.93%
		ROSE		\$0	\$1	\$252	\$559	\$895	\$291	108.17%	59.97%	6.90%
		WHITE		\$1,037	\$1,074	\$1,295	\$1,911	\$2,067	\$428	12.47%	8.18%	5.79%
		TOTAL	\$1,323	\$1,415	\$1,850	\$2,821	\$3,244	\$772	31.03%	15.01%	5.67%	
	CHILE	RED		\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		ROSE		\$2	\$1	\$0	\$99	\$284	\$71	90.32%	187.17%	3.28%

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SPARKLING WINE	CHILE	WHITE	\$9	\$20	\$32	\$18	\$11	\$0	-90.24%	-36.42%	10.39%
		TOTAL	\$11	\$21	\$32	\$117	\$295	\$71	76.86%	153.26%	3.55%
	CZECH REPUBLIC	WHITE	\$0	\$12	\$5	\$13	\$16	\$0	-99.27%	24.40%	0.00%
		TOTAL	\$0	\$12	\$5	\$13	\$16	\$0	-99.27%	24.40%	0.00%
	FRANCE	ROSE	\$509	\$609	\$764	\$1,057	\$1,158	\$219	-4.54%	9.59%	24.39%
		WHITE	\$8,483	\$9,305	\$10,300	\$11,517	\$10,269	\$1,925	-11.98%	-10.84%	29.18%
		WHITE TABLE WINE	\$0	\$0	\$28	\$95	\$140	\$29	3.07%	47.57%	18.36%
		TOTAL	\$8,992	\$9,914	\$11,092	\$12,669	\$11,568	\$2,172	-11.12%	-8.70%	28.57%
	GERMANY	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		WHITE	\$2,021	\$2,108	\$2,315	\$2,527	\$2,538	\$470	0.46%	0.47%	10.61%
		TOTAL	\$2,021	\$2,108	\$2,315	\$2,527	\$2,538	\$470	0.46%	0.45%	10.61%
	HUNGARY	WHITE	\$168	\$199	\$203	\$221	\$295	\$76	67.21%	33.45%	3.37%
		TOTAL	\$168	\$199	\$203	\$221	\$295	\$76	67.21%	33.45%	3.37%
	INDIA	WHITE	\$2	\$2	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL	\$2	\$2	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
	ISRAEL	WHITE	\$0	\$0	\$0	\$4	\$0	\$0	-100.00%	-94.74%	0.00%
		TOTAL	\$0	\$0	\$0	\$4	\$0	\$0	-100.00%	-94.74%	0.00%
	ITALY	RED	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$7	\$18	\$25	\$83	\$142	\$35	2.38%	70.26%	15.56%
		WHITE	\$1,244	\$1,433	\$1,773	\$2,271	\$2,645	\$590	26.83%	16.48%	16.68%
		TOTAL	\$1,256	\$1,451	\$1,797	\$2,354	\$2,787	\$624	25.17%	18.38%	16.62%
	NEW ZEALAND	ROSE	\$0	\$0	\$0	\$0	\$4	\$0	n/a	n/a	0.00%
		WHITE	\$11	\$12	\$50	\$90	\$98	\$16	-33.70%	9.50%	25.88%
		TOTAL	\$11	\$12	\$50	\$90	\$102	\$16	-33.70%	9.50%	25.88%
	PORTUGAL	ROSE	\$0	\$0	\$0	\$0	\$12	\$3	n/a	n/a	31.35%
		WHITE	\$0	\$0	\$1	\$0	\$6	\$1	n/a	1,632.11%	0.00%
		TOTAL	\$0	\$0	\$1	\$0	\$18	\$4	n/a	1,632.11%	25.18%
	SOUTH AFRICA	ROSE	\$0	\$0	\$0	\$0	\$6	\$3	n/a	n/a	2.09%
		WHITE	\$33	\$39	\$40	\$50	\$42	\$9	-17.19%	-15.35%	5.59%

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

		2005	2006	2007	2008	2009	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2009
SPARKLING WINE	SOUTH AFRICA	\$33	\$39	\$40	\$50	\$48	\$12	-17.19%	-15.35%	5.14%
	SPAIN									
	ROSE	\$227	\$215	\$297	\$307	\$287	\$46	-27.42%	-6.57%	6.75%
	WHITE	\$3,980	\$3,947	\$4,350	\$4,793	\$4,479	\$873	-9.18%	-6.54%	15.48%
	TOTAL	\$4,207	\$4,162	\$4,647	\$5,100	\$4,767	\$919	-10.31%	-6.54%	14.95%
	UNITED STATES OF AMERICA									
	ROSE	\$36	\$31	\$14	\$26	\$85	\$46	659.94%	228.06%	3.29%
	WHITE	\$1,692	\$1,895	\$2,067	\$2,110	\$1,802	\$348	-15.59%	-14.58%	15.91%
	TOTAL	\$1,729	\$1,926	\$2,081	\$2,136	\$1,887	\$394	-5.77%	-11.64%	15.35%
IMPORT SPARKLING WINE - TOTAL		\$19,752	\$21,262	\$24,118	\$28,120	\$27,601	\$5,540	-0.67%	-1.84%	19.12%
WINE - GIFT PACKS	AUSTRALIA	\$427	\$436	\$367	\$502	\$128	\$1	59.67%	-74.52%	0.22%
	CHILE	\$54	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FRANCE	\$48	\$29	\$168	\$96	\$57	\$9	-43.46%	-40.34%	7.78%
	ITALY	\$0	\$54	\$85	\$42	\$84	\$1	1,854.29%	101.85%	0.17%
	PORTUGAL	\$0	\$0	\$0	\$0	\$7	\$2	n/a	n/a	0.00%
	UNITED STATES OF AMERICA	\$352	\$486	\$50	\$4	\$0	\$0	-100.00%	-99.09%	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		\$880	\$1,006	\$670	\$643	\$276	\$13	-19.88%	-57.05%	1.76%
IMPORT WINE - TOTAL		\$331,673	\$362,489	\$416,871	\$475,160	\$471,533	\$107,445	-5.70%	-0.76%	16.55%

GLOSSARY AND EXPLANATORY NOTES

"CANADA BOTTLED"	This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.
"IMPORT BOTTLED"	This is used in the imported wine market section to indicate imported wine bottled outside of Canada.
Domestic Beer	a) Breweries with annual production of over 100,000 HL are commercial breweries b) Breweries with annual production of up to 100,000 HL include regional breweries, small breweries and brew pubs
Negative Sales	Occasionally, negative sales are reported. This is usually due to adjustments or product returns.
Periods	Refers to the LDB's financial periods which correspond approximately to calendar months.
Retail Dollar Sales	Value of sales before any applicable discounts are applied and without GST or PST.
Vintners Quality Alliance (VQA)	This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

Contact Information

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