



QUARTERLY MARKET REVIEW

JUNE 2011



BRITISH
COLUMBIA
The Best Place on Earth

**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 150,000HL - DRAFT	2.59%
BREWERIES WITH ANNUAL PRODUCTION OVER 150,000HL - PACKAGED	1.23%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - DRAFT	19.25%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - PACKAGED	29.73%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-0.44%
MEXICO	-2.20%
NETHERLANDS	4.71%
BELGIUM	-0.39%
GERMANY	-3.71%
IRELAND	5.45%

CIDER - DOMESTIC	% Change
CIDER	-0.59%

CIDER - IMPORTED	% Change
CIDER	19.96%

COOLERS - DOMESTIC	% Change
WINE	-28.97%
SPIRIT	4.36%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	-22.01%
SPIRIT	-7.28%
BEER	781.07%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	0.40%
VODKA	-5.45%
RUM	-1.71%
LIQUEURS	0.17%
GIN	-3.71%
BRANDY	-8.42%

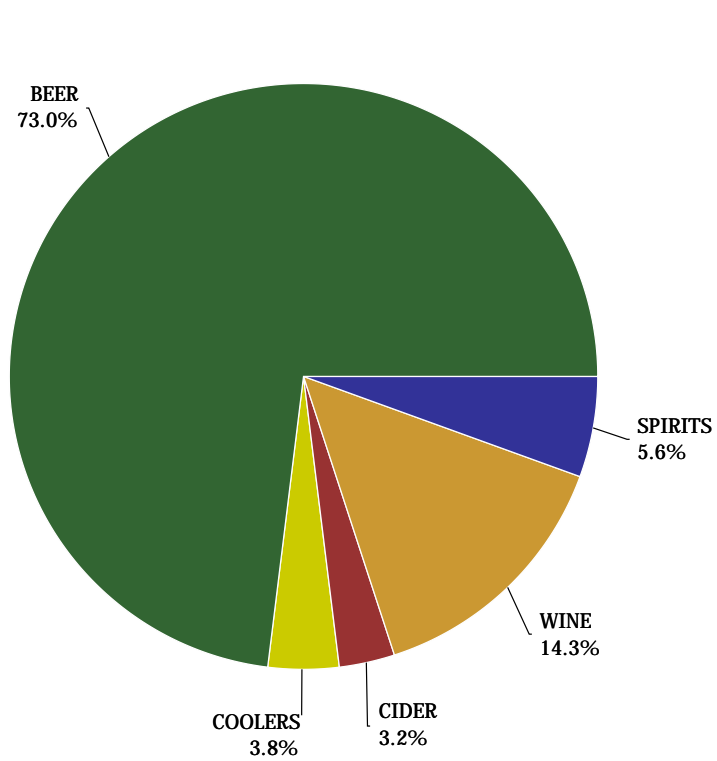
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	2.72%
VODKA	8.67%
RUM	7.02%
LIQUEURS	-2.70%
GIN	2.47%
BRANDY	-3.13%

WINE - DOMESTIC	% Change
TABLE WINE RED	3.73%
TABLE WINE ROSE	3.05%
TABLE WINE WHITE	1.45%
SPARKLING WINE	-1.04%
APERITIF, DESSERT AND FORTIFIED WINE	2.59%

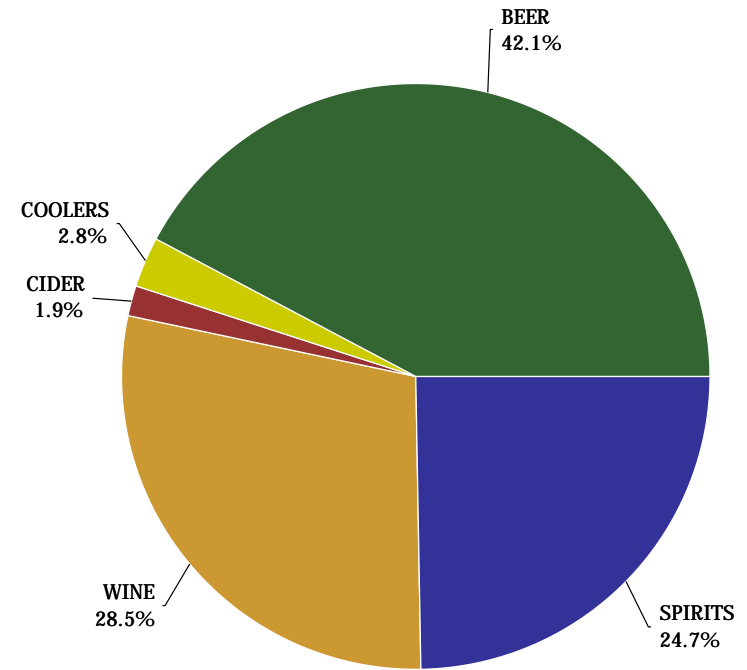
WINE - IMPORTED	% Change
TABLE WINE RED	1.89%
TABLE WINE ROSE	-5.29%
TABLE WINE WHITE	4.75%
SPARKLING WINE	8.09%
APERITIF, DESSERT AND FORTIFIED WINE	-1.28%

Total Market Share

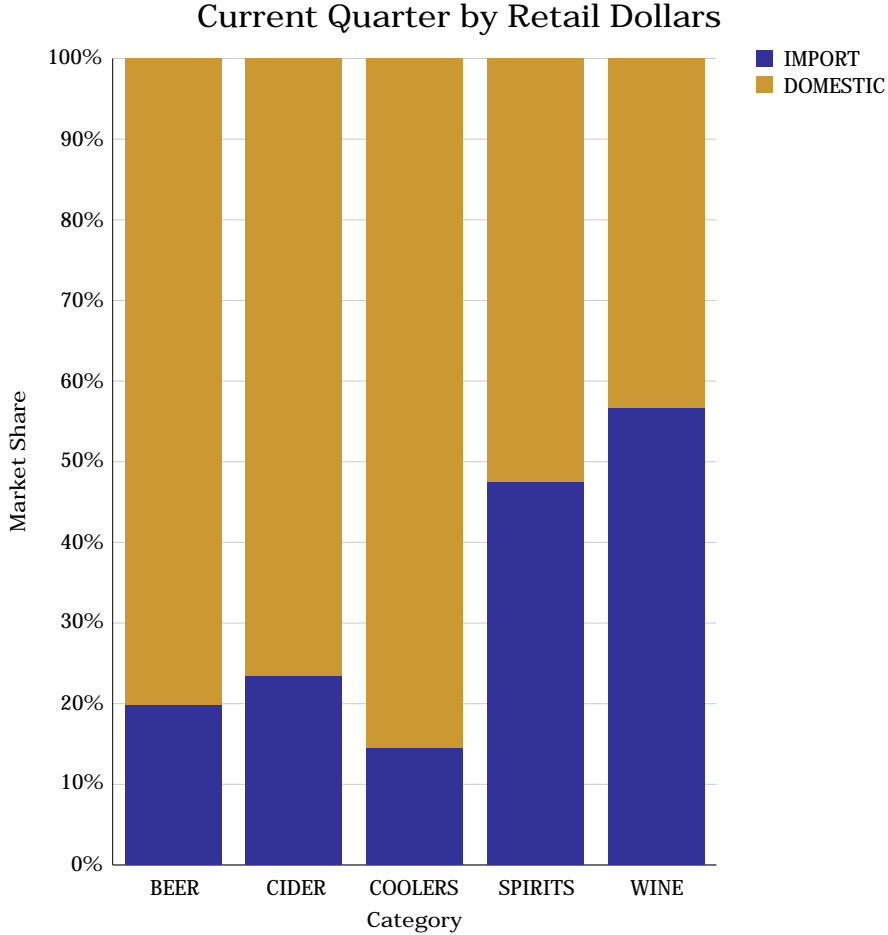
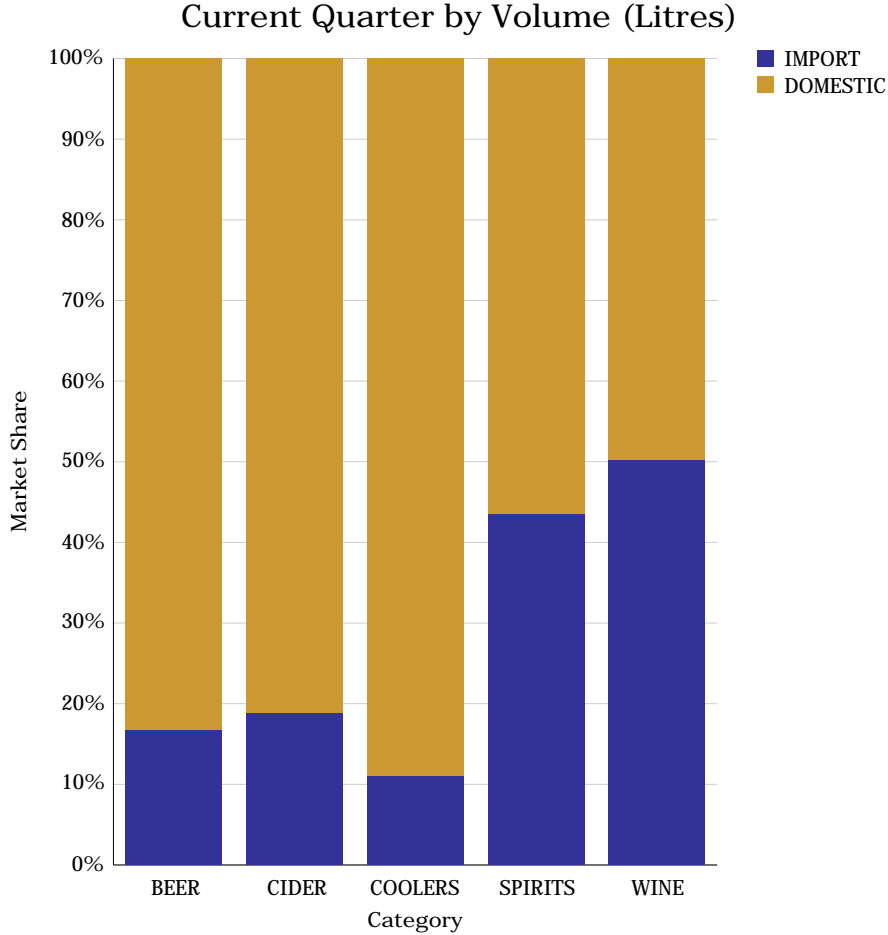
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



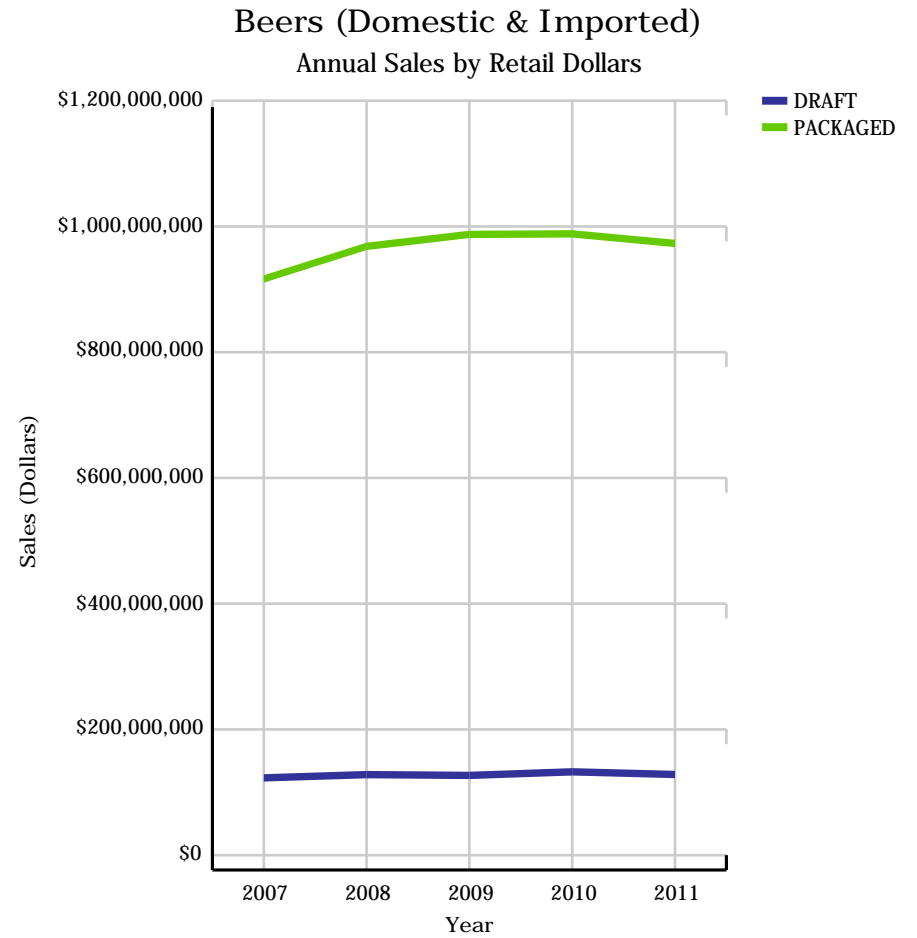
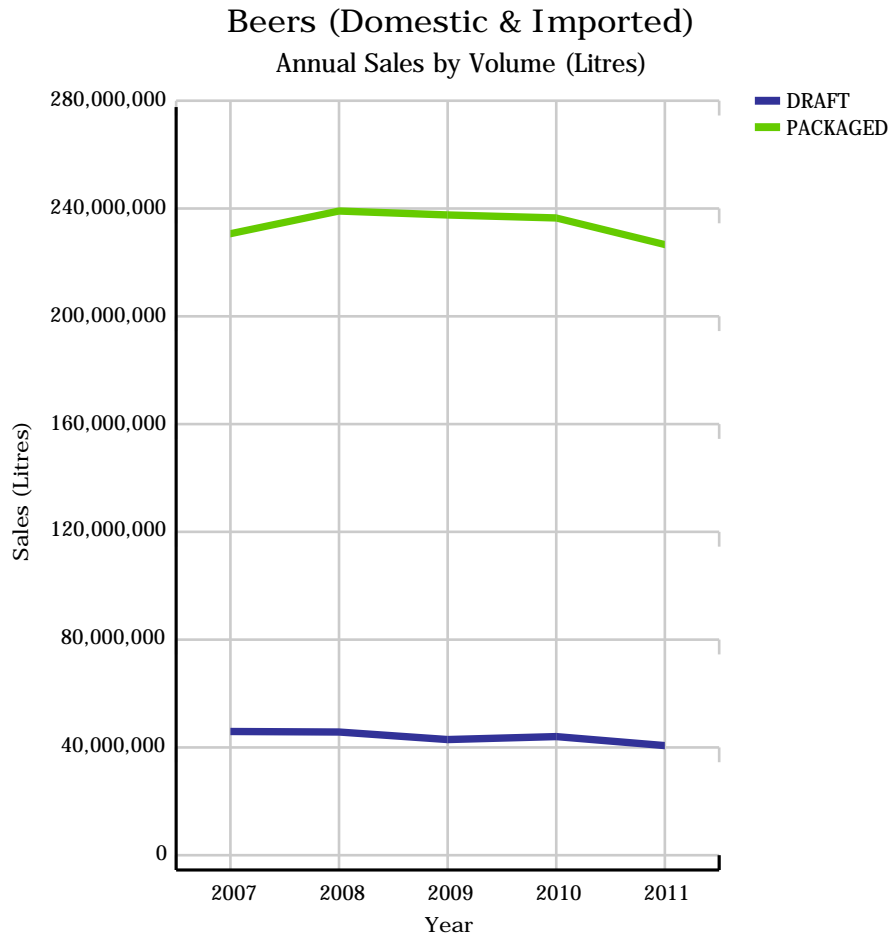
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	241,846,816	244,250,285	238,273,951	238,664,884	222,427,476	58,970,000	1.22%	-6.80%	23.59%
	IMPORT	40,214,718	46,040,731	47,745,351	47,354,456	50,369,076	11,878,972	-2.60%	6.37%	18.45%
	BEER	282,061,534	290,291,016	286,019,301	286,019,340	272,796,552	70,848,972	0.56%	-4.62%	22.64%
COOLERS AND CIDERS	DOMESTIC	19,030,758	19,526,248	19,975,890	22,119,990	21,941,376	5,823,554	-2.25%	-0.81%	7.12%
	IMPORT	2,533,713	3,413,525	4,077,079	3,688,861	3,639,137	995,565	4.49%	-1.35%	18.42%
	COOLERS AND CIDERS	21,564,471	22,939,773	24,052,969	25,808,852	25,580,513	6,819,119	-1.32%	-0.88%	8.73%
SPIRITS	DOMESTIC	14,727,165	15,305,843	14,810,054	14,066,907	13,194,015	3,085,658	-5.79%	-6.21%	11.30%
	IMPORT	9,797,266	10,608,403	10,526,438	10,609,396	10,622,758	2,373,638	0.53%	0.13%	14.79%
	SPIRITS	24,524,430	25,914,246	25,336,492	24,676,303	23,816,773	5,459,296	-3.14%	-3.48%	12.86%
WINE	DOMESTIC	25,301,584	27,135,654	27,556,655	29,030,785	30,223,125	6,928,078	0.60%	4.11%	14.50%
	IMPORT	27,395,027	30,051,261	29,698,899	30,095,433	29,906,681	6,990,537	-1.59%	-0.63%	12.18%
	WINE	52,696,612	57,186,915	57,255,554	59,126,218	60,129,805	13,918,614	-0.51%	1.70%	13.35%
TOTAL LIQUOR MARKET		380,847,048	396,331,950	392,664,316	395,630,712	382,323,643	97,046,001	0.05%	-3.36%	19.64%

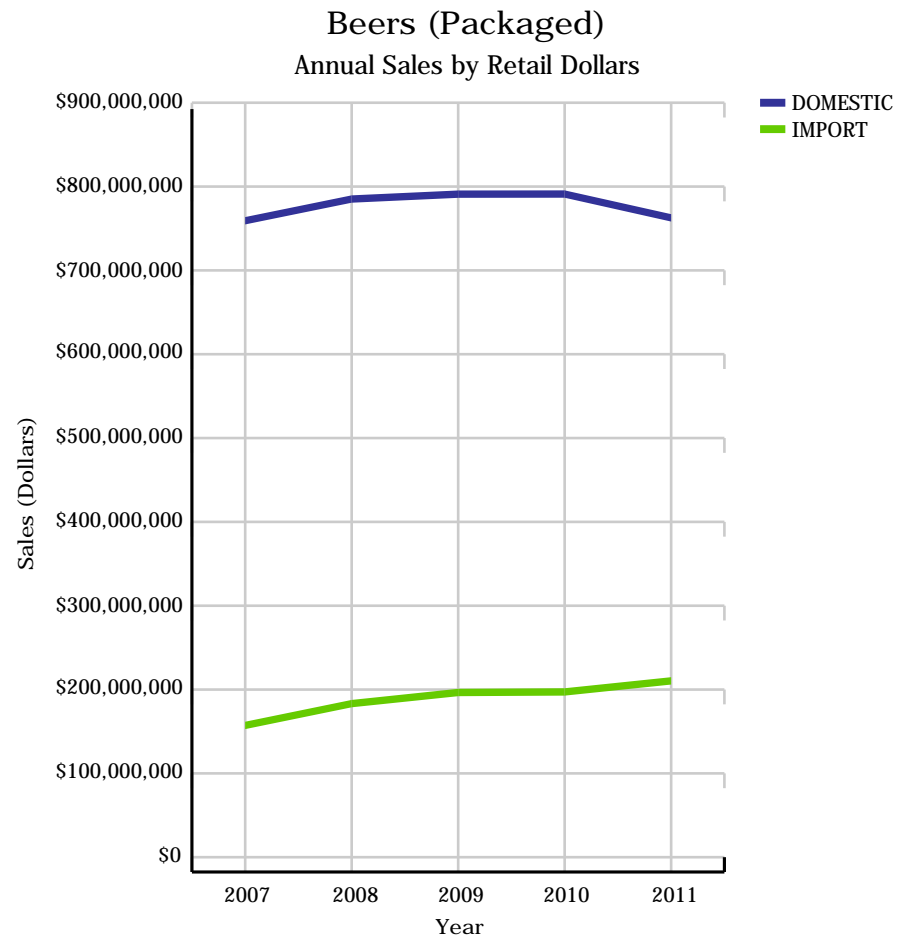
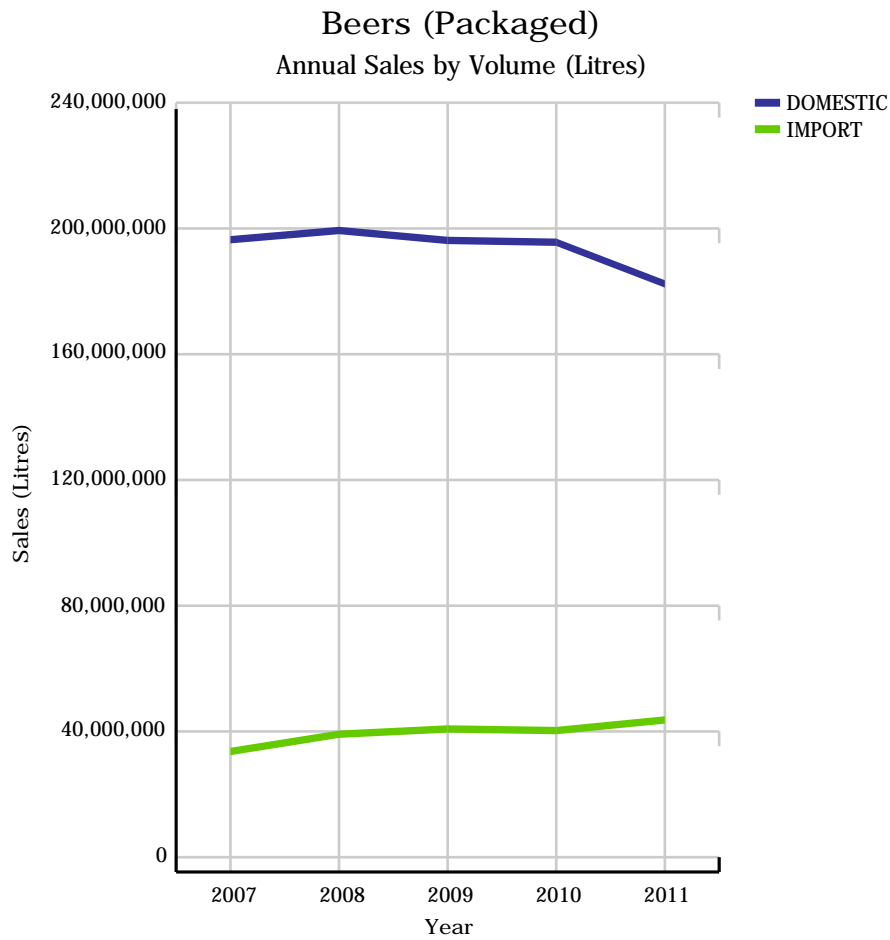
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000's)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	\$880,041	\$909,493	\$913,504	\$918,445	\$886,739	\$235,330	4.34%	-3.45%	20.33%
	IMPORT	\$182,965	\$210,591	\$224,424	\$225,975	\$238,248	\$58,306	0.78%	5.43%	19.37%
	BEER	\$1,063,006	\$1,120,084	\$1,137,928	\$1,144,420	\$1,124,988	\$293,636	3.62%	-1.70%	20.13%
COOLERS AND CIDERS	DOMESTIC	\$90,288	\$93,741	\$93,165	\$99,742	\$99,621	\$26,627	1.09%	-0.12%	7.75%
	IMPORT	\$15,876	\$21,106	\$24,682	\$22,584	\$21,931	\$5,876	3.28%	-2.89%	15.70%
	COOLERS AND CIDERS	\$106,164	\$114,847	\$117,846	\$122,326	\$121,552	\$32,503	1.48%	-0.63%	9.18%
SPIRITS	DOMESTIC	\$374,821	\$402,715	\$404,055	\$394,543	\$388,515	\$90,268	-2.57%	-1.53%	10.91%
	IMPORT	\$306,973	\$342,802	\$349,193	\$355,703	\$369,199	\$81,692	3.76%	3.79%	15.22%
	SPIRITS	\$681,793	\$745,517	\$753,249	\$750,246	\$757,714	\$171,960	0.34%	1.00%	13.01%
WINE	DOMESTIC	\$301,983	\$333,490	\$343,062	\$363,287	\$382,988	\$86,092	2.40%	5.42%	15.31%
	IMPORT	\$416,871	\$475,057	\$471,602	\$472,248	\$488,837	\$112,858	2.82%	3.51%	14.89%
	WINE	\$718,855	\$808,547	\$814,664	\$835,536	\$871,825	\$198,949	2.64%	4.34%	15.08%
TOTAL LIQUOR MARKET		\$2,569,818	\$2,788,996	\$2,823,688	\$2,852,528	\$2,876,079	\$697,048	2.41%	0.83%	16.26%

Beer Market - Packaged vs Draft (Domestic & Imported)

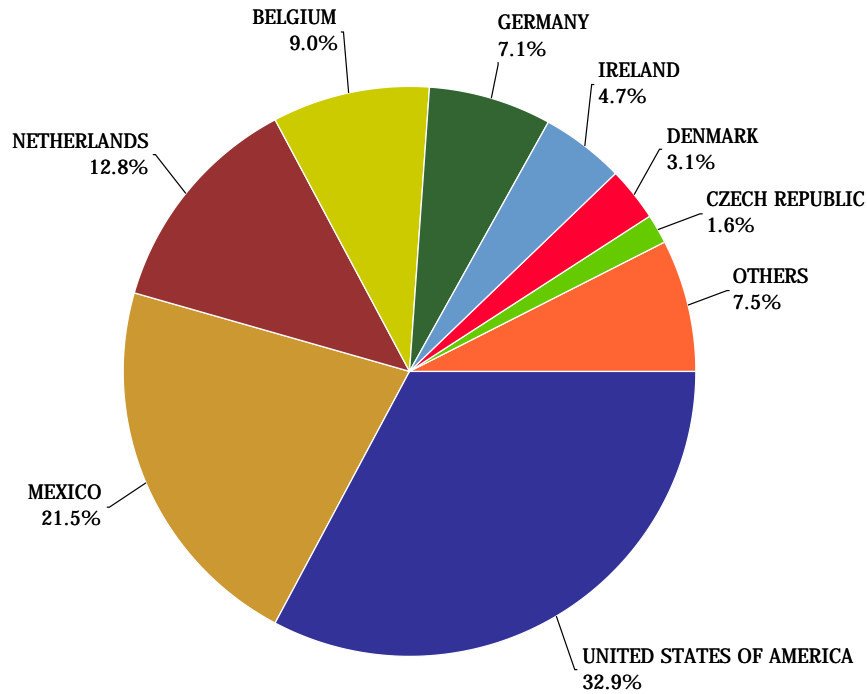


Beer Market - Domestic vs Import (Packaged)

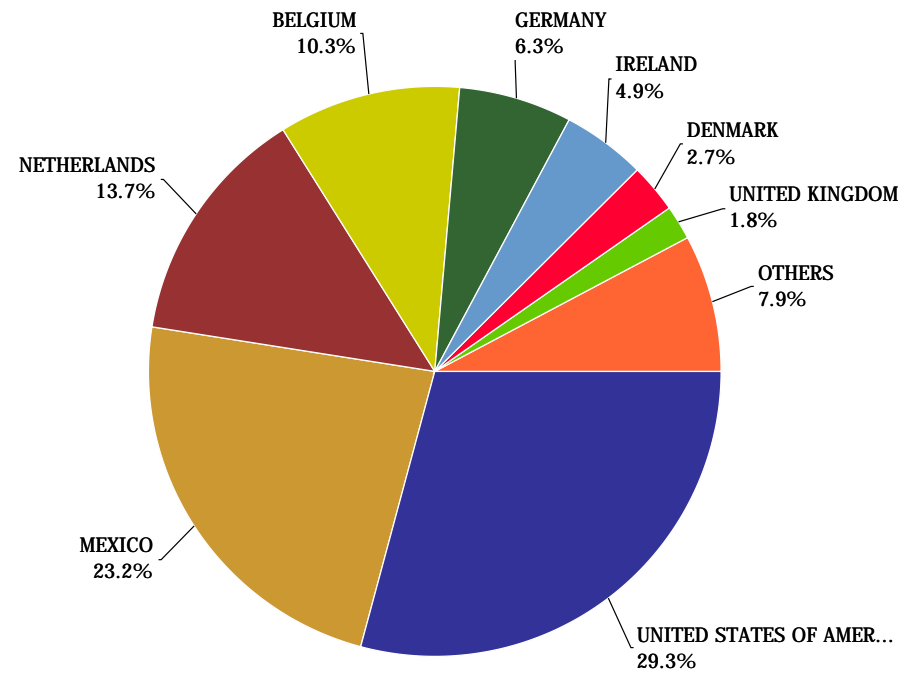


Beer Market - Import Beer

Import Beer Market Share
Current Quarter by Volume (Litres)



Import Beer Market Share
Current Quarter by Retail Dollars



DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
Breweries with Annual Production Over 150,000HL	DRAFT	37,070,512	36,532,441	33,917,514	33,847,207	30,288,865	7,511,584	-2.65%	-10.51%	98.64%
	PACKAGED	186,757,997	187,973,736	183,475,381	178,905,282	159,866,681	42,779,442	-1.69%	-10.64%	8.67%
	TOTAL	223,828,508	224,506,177	217,392,895	212,752,489	190,155,547	50,291,026	-1.84%	-10.62%	23.00%
Breweries with Annual Production up to 150,000HL	DRAFT	7,175,298	7,179,825	6,971,135	8,015,285	8,588,184	2,239,945	12.35%	7.15%	94.33%
	PACKAGED	10,843,010	12,557,741	13,895,090	17,802,812	23,499,042	6,379,989	27.41%	32.00%	2.55%
	TOTAL	18,018,308	19,737,566	20,866,225	25,818,097	32,087,226	8,619,934	23.12%	24.28%	27.12%
DOMESTIC DRAFT - TOTAL		44,245,809	43,712,266	40,888,649	41,862,492	38,877,050	9,751,529	0.43%	-7.13%	97.69%
DOMESTIC PACKAGED - TOTAL		197,601,006	200,538,019	197,385,301	196,802,391	183,550,427	49,218,471	1.38%	-6.73%	7.90%
DOMESTIC BEER - TOTAL		241,846,816	244,250,285	238,273,951	238,664,884	222,427,476	58,970,000	1.22%	-6.80%	23.59%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
Breweries with Annual Production Over 150,000HL	DRAFT	\$97,259	\$99,791	\$97,057	\$98,709	\$92,737	\$23,339	2.59%	-6.05%	98.59%
	PACKAGED	\$724,286	\$743,142	\$742,284	\$727,005	\$674,512	\$179,659	1.23%	-7.22%	8.96%
	TOTAL	\$821,545	\$842,933	\$839,342	\$825,714	\$767,249	\$202,998	1.38%	-7.08%	19.79%
Breweries with Annual Production up to 150,000HL	DRAFT	\$19,135	\$20,156	\$21,078	\$24,236	\$26,905	\$7,058	15.96%	11.01%	94.28%
	PACKAGED	\$39,361	\$46,366	\$53,006	\$68,000	\$91,571	\$24,947	30.77%	34.66%	3.14%
	TOTAL	\$58,496	\$66,522	\$74,083	\$92,236	\$118,476	\$32,005	27.19%	28.45%	23.84%
DOMESTIC DRAFT - TOTAL		\$116,394	\$119,947	\$118,135	\$122,944	\$119,641	\$30,397	5.41%	-2.69%	97.62%
DOMESTIC PACKAGED - TOTAL		\$763,647	\$789,546	\$795,370	\$795,500	\$767,098	\$204,933	4.19%	-3.57%	8.28%
DOMESTIC BEER - TOTAL		\$880,041	\$909,493	\$913,504	\$918,445	\$886,739	\$235,330	4.34%	-3.45%	20.33%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARGENTINA	PACKAGED	84,287	82,574	188	143	1,810	614	n/a	1,169.44%	17.51%
	ARGENTINA - Total	84,287	82,574	188	143	1,810	614	n/a	1,169.44%	17.51%
AUSTRALIA	PACKAGED	140,248	119,806	41,305	43,053	31,227	6,701	-25.64%	-27.47%	25.11%
	AUSTRALIA - Total	140,248	119,806	41,305	43,053	31,227	6,701	-25.64%	-27.47%	25.11%
AUSTRIA	DRAFT	0	0	0	3,675	9,075	2,475	13.79%	146.94%	99.45%
	PACKAGED	11,102	6,507	36,111	58,486	56,290	12,408	-18.42%	-3.76%	38.47%
	AUSTRIA - Total	11,102	6,507	36,111	62,161	65,365	14,883	-14.39%	5.15%	46.93%
BELGIUM	DRAFT	1,047,810	1,227,410	1,237,990	1,117,260	904,455	211,725	-13.80%	-19.05%	99.40%
	PACKAGED	3,883,658	4,322,804	4,466,342	3,818,309	3,374,990	851,475	-0.11%	-11.61%	17.54%
	BELGIUM - Total	4,931,468	5,550,214	5,704,332	4,935,569	4,279,445	1,063,200	-3.17%	-13.29%	34.84%
BRAZIL	PACKAGED	1,360,342	1,150,826	783,013	298,487	93,878	362	-99.16%	-68.55%	9.21%
	BRAZIL - Total	1,360,342	1,150,826	783,013	298,487	93,878	362	-99.16%	-68.55%	9.21%
CHILE	PACKAGED	0	0	0	1,115	605	252	-23.88%	-45.74%	17.01%
	CHILE - Total	0	0	0	1,115	605	252	-23.88%	-45.74%	17.01%
CHINA	PACKAGED	256,639	275,489	295,079	356,354	306,627	72,062	-18.07%	-13.95%	40.29%
	CHINA - Total	256,639	275,489	295,079	356,354	306,627	72,062	-18.07%	-13.95%	40.29%
CROATIA	PACKAGED	1,061	0	45,336	79,752	54,767	11,326	-50.50%	-31.33%	2.69%
	CROATIA - Total	1,061	0	45,336	79,752	54,767	11,326	-50.50%	-31.33%	2.69%
CZECH REPUBLIC	DRAFT	0	0	4,922	30,912	36,156	8,644	-13.99%	16.97%	90.84%
	PACKAGED	733,760	746,156	666,150	767,310	765,352	184,622	3.14%	-0.26%	5.17%
	CZECH REPUBLIC - Total	733,760	746,156	671,072	798,222	801,508	193,265	2.23%	0.41%	9.04%
DENMARK	DRAFT	0	1,950	19,700	51,750	57,150	16,650	-6.98%	10.43%	99.04%
	PACKAGED	774,267	1,074,701	1,267,446	1,364,180	1,382,730	350,061	6.30%	1.36%	1.04%
	DENMARK - Total	774,267	1,076,651	1,287,146	1,415,930	1,439,880	366,711	5.62%	1.69%	4.93%
ESTONIA	PACKAGED	0	0	0	360	156	0	-100.00%	-56.61%	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ESTONIA	ESTONIA - Total	0	0	0	360	156	0	-100.00%	-56.61%	0.00%
FIJI	PACKAGED	0	1	0	0	0	0	n/a	n/a	0.00%
	FIJI - Total	0	1	0	0	0	0	n/a	n/a	0.00%
FRANCE	DRAFT	47,650	64,150	52,660	73,940	141,110	56,070	216.60%	90.84%	99.56%
	PACKAGED	179,149	173,557	187,183	201,627	221,521	77,427	58.08%	9.87%	17.21%
	FRANCE - Total	226,799	237,707	239,843	275,567	362,631	133,497	100.17%	31.59%	49.25%
GERMANY	DRAFT	225,440	215,765	186,220	228,740	135,290	28,110	-20.66%	-40.85%	95.75%
	PACKAGED	2,795,521	3,184,689	3,483,199	3,385,810	3,210,714	814,864	-4.12%	-5.17%	3.74%
	GERMANY - Total	3,020,961	3,400,454	3,669,419	3,614,550	3,346,004	842,974	-4.78%	-7.43%	7.46%
GREECE	PACKAGED	8,472	8,685	8,135	9,359	9,256	2,627	83.03%	-1.11%	73.52%
	GREECE - Total	8,472	8,685	8,135	9,359	9,256	2,627	83.03%	-1.11%	73.52%
HONG KONG	PACKAGED	16	0	0	0	0	0	n/a	n/a	0.00%
	HONG KONG - Total	16	0	0	0	0	0	n/a	n/a	0.00%
INDIA	PACKAGED	63,036	63,651	55,731	51,163	44,667	8,978	-28.08%	-12.70%	80.66%
	INDIA - Total	63,036	63,651	55,731	51,163	44,667	8,978	-28.08%	-12.70%	80.66%
IRELAND	DRAFT	1,245,350	1,352,650	1,347,700	1,343,650	1,219,400	281,750	-0.58%	-9.25%	99.62%
	PACKAGED	1,155,322	1,253,450	1,276,255	1,252,886	1,199,861	270,678	4.58%	-4.23%	12.81%
	IRELAND - Total	2,400,672	2,606,100	2,623,955	2,596,536	2,419,261	552,428	1.88%	-6.83%	56.57%
ITALY	PACKAGED	87,309	108,113	132,544	178,936	230,859	67,482	49.15%	29.02%	30.30%
	ITALY - Total	87,309	108,113	132,544	178,936	230,859	67,482	49.15%	29.02%	30.30%
JAMAICA	PACKAGED	163,477	185,638	201,923	229,654	225,223	58,686	4.13%	-1.93%	21.29%
	JAMAICA - Total	163,477	185,638	201,923	229,654	225,223	58,686	4.13%	-1.93%	21.29%
JAPAN	DRAFT	0	0	0	3,800	38,912	12,293	306.92%	924.00%	88.82%
	PACKAGED	398,140	436,102	490,439	524,625	495,963	116,668	-5.09%	-5.46%	64.09%
	JAPAN - Total	398,140	436,102	490,439	528,425	534,875	128,961	2.39%	1.22%	65.89%
KENYA	PACKAGED	5,242	8,745	7,976	10,528	9,749	2,168	-19.42%	-7.40%	34.83%
	KENYA - Total	5,242	8,745	7,976	10,528	9,749	2,168	-19.42%	-7.40%	34.83%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
KOREA - SOUTH	PACKAGED	16,725	14,764	11,855	11,642	13,122	5,570	62.59%	12.71%	61.01%
	KOREA - SOUTH - Total	16,725	14,764	11,855	11,642	13,122	5,570	62.59%	12.71%	61.01%
LAOS	PACKAGED	0	0	0	0	135	32	n/a	n/a	0.00%
	LAOS - Total	0	0	0	0	135	32	n/a	n/a	0.00%
LATVIA	PACKAGED	0	0	0	180	0	0	n/a	-100.00%	0.00%
	LATVIA - Total	0	0	0	180	0	0	n/a	-100.00%	0.00%
LITHUANIA	PACKAGED	0	0	0	60	30	30	n/a	-50.00%	0.00%
	LITHUANIA - Total	0	0	0	60	30	30	n/a	-50.00%	0.00%
MEXICO	PACKAGED	9,897,724	11,689,091	11,944,224	10,977,115	9,437,983	2,551,287	-10.82%	-14.02%	21.44%
	MEXICO - Total	9,897,724	11,689,091	11,944,224	10,977,115	9,437,983	2,551,287	-10.82%	-14.02%	21.44%
MONTENEGRO	PACKAGED	2,650	2,870	2,374	1,224	2,740	1,126	116.81%	123.82%	0.00%
	MONTENEGRO - Total	2,650	2,870	2,374	1,224	2,740	1,126	116.81%	123.82%	0.00%
NETHERLANDS	DRAFT	380,900	434,100	481,750	603,650	497,050	140,020	12.18%	-17.66%	99.09%
	PACKAGED	5,534,914	6,803,339	6,425,821	6,009,175	5,495,032	1,376,654	2.19%	-8.56%	16.46%
	NETHERLANDS - Total	5,915,814	7,237,439	6,907,571	6,612,825	5,992,082	1,516,674	3.03%	-9.39%	23.32%
NEW ZEALAND	PACKAGED	106,243	93,616	85,200	78,223	71,901	16,917	4.43%	-8.08%	3.73%
	NEW ZEALAND - Total	106,243	93,616	85,200	78,223	71,901	16,917	4.43%	-8.08%	3.73%
NORWAY	PACKAGED	0	0	0	0	1,806	840	n/a	n/a	5.32%
	NORWAY - Total	0	0	0	0	1,806	840	n/a	n/a	5.32%
PHILIPPINES	PACKAGED	22,529	21,108	26,424	47,337	71,321	18,654	32.70%	50.67%	4.31%
	PHILIPPINES - Total	22,529	21,108	26,424	47,337	71,321	18,654	32.70%	50.67%	4.31%
POLAND	PACKAGED	69,481	116,735	93,837	103,959	119,428	30,052	13.39%	14.88%	4.74%
	POLAND - Total	69,481	116,735	93,837	103,959	119,428	30,052	13.39%	14.88%	4.74%
PORTUGAL	PACKAGED	5,926	1	0	0	1,424	1,424	n/a	n/a	33.94%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PORTUGAL	PORTUGAL - Total	5,926	1	0	0	1,424	1,424	n/a	n/a	33.94%
RUSSIA (USSR)	PACKAGED	0	53,408	44,378	40,790	29,257	7,488	-6.18%	-28.27%	5.87%
	RUSSIA (USSR) - Total	0	53,408	44,378	40,790	29,257	7,488	-6.18%	-28.27%	5.87%
SERBIA	PACKAGED	0	0	0	0	1,096	510	n/a	n/a	0.00%
	SERBIA - Total	0	0	0	0	1,096	510	n/a	n/a	0.00%
SINGAPORE	PACKAGED	75,508	75,901	67,011	53,945	61,456	15,013	14.05%	13.92%	34.40%
	SINGAPORE - Total	75,508	75,901	67,011	53,945	61,456	15,013	14.05%	13.92%	34.40%
SLOVAK REPUBLIC	PACKAGED	26,256	108	0	5,350	3,018	550	-60.20%	-43.59%	9.28%
	SLOVAK REPUBLIC - Total	26,256	108	0	5,350	3,018	550	-60.20%	-43.59%	9.28%
SLOVENIA	PACKAGED	46,773	33,486	31,483	396	1,680	348	80.99%	324.12%	0.00%
	SLOVENIA - Total	46,773	33,486	31,483	396	1,680	348	80.99%	324.12%	0.00%
SOUTH AFRICA	PACKAGED	43,817	36,296	22,266	26,805	35,479	8,767	147.28%	32.36%	3.27%
	SOUTH AFRICA - Total	43,817	36,296	22,266	26,805	35,479	8,767	147.28%	32.36%	3.27%
SPAIN	PACKAGED	9,538	55,290	148,420	165,316	219,670	50,758	8.09%	32.88%	7.21%
	SPAIN - Total	9,538	55,290	148,420	165,316	219,670	50,758	8.09%	32.88%	7.21%
TAIWAN	PACKAGED	-26	0	0	0	0	0	n/a	n/a	0.00%
	TAIWAN - Total	-26	0	0	0	0	0	n/a	n/a	0.00%
THAILAND	PACKAGED	89,633	99,361	83,129	79,045	84,773	22,759	17.25%	7.25%	59.02%
	THAILAND - Total	89,633	99,361	83,129	79,045	84,773	22,759	17.25%	7.25%	59.02%
TRINIDAD AND TOBAGO	PACKAGED	25,286	22,921	19,660	17,573	23,861	6,241	33.00%	35.78%	16.29%
	TRINIDAD AND TOBAGO - Total	25,286	22,921	19,660	17,573	23,861	6,241	33.00%	35.78%	16.29%
TURKEY	PACKAGED	39,950	50,187	45,539	30,280	35,889	11,904	32.65%	18.53%	15.35%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TURKEY	TURKEY - Total	39,950	50,187	45,539	30,280	35,889	11,904	32.65%	18.53%	15.35%
UKRAINE	PACKAGED	8,852	8,510	7,444	6,099	1,744	0	-100.00%	-71.40%	0.00%
	UKRAINE - Total	8,852	8,510	7,444	6,099	1,744	0	-100.00%	-71.40%	0.00%
UNITED KINGDOM	DRAFT	99,800	81,672	70,286	58,264	66,730	18,840	39.56%	14.53%	99.55%
	PACKAGED	666,858	712,978	768,881	745,389	712,115	161,180	-8.66%	-4.46%	7.21%
	UNITED KINGDOM - Total	766,658	794,650	839,167	803,653	778,845	180,020	-5.23%	-3.09%	15.12%
UNITED STATES OF AMERICA	DRAFT	5,455	9,423	15,330	28,373	78,784	26,124	194.96%	177.67%	95.97%
	PACKAGED	8,364,408	9,558,463	11,055,946	12,777,967	19,042,754	3,878,293	-1.63%	49.03%	7.56%
	UNITED STATES OF AMERICA - Total	8,369,863	9,567,886	11,071,276	12,806,340	19,121,538	3,904,416	-1.19%	49.31%	7.92%
VIETNAM	PACKAGED	8,223	3,683	546	435	1,009	416	n/a	132.19%	93.74%
	VIETNAM - Total	8,223	3,683	546	435	1,009	416	n/a	132.19%	93.74%
IMPORT DRAFT - TOTAL		3,052,405	3,387,120	3,416,558	3,544,013	3,184,112	802,700	5.28%	-10.16%	98.98%
IMPORT PACKAGED - TOTAL		37,162,313	42,653,611	44,328,792	43,810,443	47,184,964	11,076,272	-3.12%	7.70%	13.02%
IMPORT BEER - TOTAL		40,214,718	46,040,731	47,745,351	47,354,456	50,369,076	11,878,972	-2.60%	6.37%	18.45%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARGENTINA	PACKAGED	\$360	\$361	\$1	\$1	\$10	\$3	n/a	656.10%	17.55%
	ARGENTINA - Total	\$360	\$361	\$1	\$1	\$10	\$3	n/a	656.10%	17.55%
AUSTRALIA	PACKAGED	\$684	\$599	\$216	\$234	\$171	\$36	-26.20%	-26.99%	26.98%
	AUSTRALIA - Total	\$684	\$599	\$216	\$234	\$171	\$36	-26.20%	-26.99%	26.98%
AUSTRIA	DRAFT	\$0	\$0	\$0	\$19	\$48	\$13	15.54%	150.68%	99.45%
	PACKAGED	\$49	\$29	\$155	\$252	\$249	\$55	-16.76%	-1.14%	38.30%
	AUSTRIA - Total	\$49	\$29	\$155	\$271	\$297	\$68	-12.00%	9.61%	48.20%
BELGIUM	DRAFT	\$4,315	\$5,181	\$5,376	\$4,977	\$4,292	\$1,027	-8.32%	-13.76%	99.36%
	PACKAGED	\$19,537	\$21,940	\$23,928	\$21,325	\$19,785	\$4,979	1.42%	-7.22%	17.86%
	BELGIUM - Total	\$23,851	\$27,121	\$29,305	\$26,302	\$24,077	\$6,005	-0.39%	-8.46%	32.39%
BRAZIL	PACKAGED	\$6,062	\$5,121	\$3,684	\$1,495	\$466	\$2	-99.13%	-68.86%	9.23%
	BRAZIL - Total	\$6,062	\$5,121	\$3,684	\$1,495	\$466	\$2	-99.13%	-68.86%	9.23%
CHILE	PACKAGED	\$0	\$0	\$0	\$8	\$3	\$1	-63.51%	-63.90%	21.14%
	CHILE - Total	\$0	\$0	\$0	\$8	\$3	\$1	-63.51%	-63.90%	21.14%
CHINA	PACKAGED	\$1,213	\$1,293	\$1,381	\$1,628	\$1,450	\$346	-13.16%	-10.93%	42.10%
	CHINA - Total	\$1,213	\$1,293	\$1,381	\$1,628	\$1,450	\$346	-13.16%	-10.93%	42.10%
CROATIA	PACKAGED	\$5	\$0	\$176	\$302	\$238	\$50	-43.48%	-21.14%	2.70%
	CROATIA - Total	\$5	\$0	\$176	\$302	\$238	\$50	-43.48%	-21.14%	2.70%
CZECH REPUBLIC	DRAFT	\$0	\$0	\$20	\$125	\$150	\$36	-11.69%	20.06%	90.84%
	PACKAGED	\$3,165	\$3,328	\$3,084	\$3,666	\$3,572	\$873	2.73%	-2.54%	5.33%
	CZECH REPUBLIC - Total	\$3,165	\$3,328	\$3,103	\$3,790	\$3,722	\$909	2.07%	-1.80%	8.77%
DENMARK	DRAFT	\$0	\$8	\$84	\$219	\$249	\$72	-4.49%	13.31%	99.04%
	PACKAGED	\$2,970	\$4,115	\$5,095	\$5,676	\$5,902	\$1,488	6.79%	3.99%	1.25%
	DENMARK - Total	\$2,970	\$4,123	\$5,179	\$5,895	\$6,151	\$1,560	6.21%	4.34%	5.20%
ESTONIA	PACKAGED	\$0	\$0	\$0	\$2	\$1	\$0	-100.00%	-59.90%	0.00%

IMPORT BEER MARKET
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SALES IN RETAIL DOLLARS (000s)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ESTONIA	ESTONIA - Total	\$0	\$0	\$0	\$2	\$1	\$0	-100.00%	-59.90%	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FIJI - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	DRAFT	\$176	\$242	\$199	\$306	\$653	\$263	241.80%	113.58%	99.52%
	PACKAGED	\$896	\$904	\$998	\$1,101	\$1,268	\$439	59.98%	15.19%	18.12%
	FRANCE - Total	\$1,072	\$1,146	\$1,197	\$1,406	\$1,921	\$701	99.77%	36.57%	45.79%
GERMANY	DRAFT	\$856	\$826	\$737	\$1,017	\$603	\$125	-16.99%	-40.74%	95.86%
	PACKAGED	\$11,900	\$13,372	\$14,721	\$14,542	\$14,136	\$3,552	-3.16%	-2.79%	4.51%
	GERMANY - Total	\$12,756	\$14,198	\$15,458	\$15,558	\$14,738	\$3,677	-3.71%	-5.27%	8.25%
GREECE	PACKAGED	\$54	\$60	\$50	\$57	\$58	\$17	88.82%	2.20%	73.52%
	GREECE - Total	\$54	\$60	\$50	\$57	\$58	\$17	88.82%	2.20%	73.52%
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	\$359	\$387	\$356	\$330	\$299	\$61	-24.91%	-9.43%	80.67%
	INDIA - Total	\$359	\$387	\$356	\$330	\$299	\$61	-24.91%	-9.43%	80.67%
IRELAND	DRAFT	\$5,232	\$5,711	\$5,879	\$5,925	\$5,536	\$1,290	3.20%	-6.57%	99.62%
	PACKAGED	\$6,055	\$6,643	\$6,933	\$6,876	\$6,805	\$1,539	7.42%	-1.03%	12.75%
	IRELAND - Total	\$11,287	\$12,354	\$12,813	\$12,801	\$12,341	\$2,829	5.45%	-3.59%	51.72%
ITALY	PACKAGED	\$450	\$564	\$737	\$1,027	\$1,342	\$393	52.63%	30.66%	31.22%
	ITALY - Total	\$450	\$564	\$737	\$1,027	\$1,342	\$393	52.63%	30.66%	31.22%
JAMAICA	PACKAGED	\$797	\$956	\$1,056	\$1,191	\$1,200	\$317	6.80%	0.71%	21.39%
	JAMAICA - Total	\$797	\$956	\$1,056	\$1,191	\$1,200	\$317	6.80%	0.71%	21.39%
JAPAN	DRAFT	\$0	\$0	\$0	\$19	\$206	\$65	321.57%	959.99%	88.81%
	PACKAGED	\$2,001	\$2,211	\$2,540	\$2,731	\$2,702	\$640	-0.02%	-1.07%	63.75%
	JAPAN - Total	\$2,001	\$2,211	\$2,540	\$2,750	\$2,907	\$705	7.54%	5.71%	65.52%
KENYA	PACKAGED	\$33	\$55	\$51	\$67	\$64	\$14	-17.49%	-5.26%	34.83%
	KENYA - Total	\$33	\$55	\$51	\$67	\$64	\$14	-17.49%	-5.26%	34.83%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
KOREA - SOUTH	PACKAGED	\$73	\$68	\$55	\$55	\$65	\$28	75.46%	18.41%	60.68%
	KOREA - SOUTH - Total	\$73	\$68	\$55	\$55	\$65	\$28	75.46%	18.41%	60.68%
LAOS	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	LAOS - Total	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
LATVIA	PACKAGED	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
	LATVIA - Total	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-54.25%	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-54.25%	0.00%
MEXICO	PACKAGED	\$46,369	\$54,622	\$57,338	\$52,960	\$48,467	\$13,537	-2.20%	-8.48%	20.77%
	MEXICO - Total	\$46,369	\$54,622	\$57,338	\$52,960	\$48,467	\$13,537	-2.20%	-8.48%	20.77%
MONTENEGRO	PACKAGED	\$12	\$14	\$11	\$5	\$12	\$4	58.16%	125.05%	0.00%
	MONTENEGRO - Total	\$12	\$14	\$11	\$5	\$12	\$4	58.16%	125.05%	0.00%
NETHERLANDS	DRAFT	\$1,530	\$1,800	\$2,058	\$2,615	\$2,264	\$640	17.45%	-13.41%	99.08%
	PACKAGED	\$26,539	\$33,583	\$32,575	\$31,118	\$28,939	\$7,326	3.72%	-7.00%	17.32%
	NETHERLANDS - Total	\$28,069	\$35,383	\$34,633	\$33,733	\$31,203	\$7,966	4.71%	-7.50%	23.25%
NEW ZEALAND	PACKAGED	\$478	\$420	\$403	\$373	\$389	\$92	18.89%	4.26%	3.71%
	NEW ZEALAND - Total	\$478	\$420	\$403	\$373	\$389	\$92	18.89%	4.26%	3.71%
NORWAY	PACKAGED	\$0	\$0	\$0	\$0	\$22	\$10	n/a	n/a	5.68%
	NORWAY - Total	\$0	\$0	\$0	\$0	\$22	\$10	n/a	n/a	5.68%
PHILIPPINES	PACKAGED	\$108	\$104	\$132	\$220	\$335	\$89	40.22%	52.00%	4.73%
	PHILIPPINES - Total	\$108	\$104	\$132	\$220	\$335	\$89	40.22%	52.00%	4.73%
POLAND	PACKAGED	\$328	\$538	\$449	\$484	\$561	\$141	14.07%	15.84%	4.85%
	POLAND - Total	\$328	\$538	\$449	\$484	\$561	\$141	14.07%	15.84%	4.85%
PORTUGAL	PACKAGED	\$28	\$0	\$0	\$0	\$9	\$9	n/a	n/a	34.11%

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

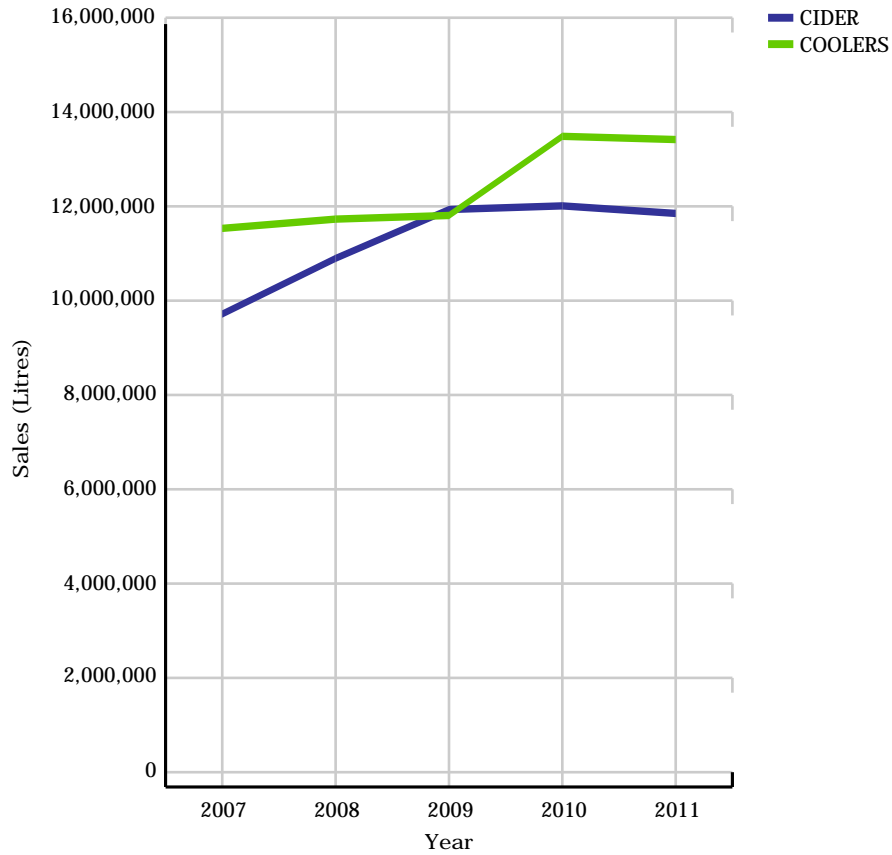
		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PORTUGAL	PORTUGAL - Total	\$28	\$0	\$0	\$0	\$9	\$9	n/a	n/a	34.11%
RUSSIA (USSR)	PACKAGED	\$0	\$213	\$180	\$174	\$129	\$33	-6.61%	-25.84%	5.95%
	RUSSIA (USSR) - Total	\$0	\$213	\$180	\$174	\$129	\$33	-6.61%	-25.84%	5.95%
SERBIA	PACKAGED	\$0	\$0	\$0	\$0	\$5	\$2	n/a	n/a	0.00%
	SERBIA - Total	\$0	\$0	\$0	\$0	\$5	\$2	n/a	n/a	0.00%
SINGAPORE	PACKAGED	\$333	\$357	\$324	\$260	\$296	\$73	17.88%	13.56%	36.66%
	SINGAPORE - Total	\$333	\$357	\$324	\$260	\$296	\$73	17.88%	13.56%	36.66%
SLOVAK REPUBLIC	PACKAGED	\$103	\$0	\$0	\$27	\$16	\$3	-51.26%	-40.18%	8.14%
	SLOVAK REPUBLIC - Total	\$103	\$0	\$0	\$27	\$16	\$3	-51.26%	-40.18%	8.14%
SLOVENIA	PACKAGED	\$183	\$130	\$124	\$2	\$7	\$1	86.65%	357.29%	0.00%
	SLOVENIA - Total	\$183	\$130	\$124	\$2	\$7	\$1	86.65%	357.29%	0.00%
SOUTH AFRICA	PACKAGED	\$167	\$139	\$88	\$106	\$142	\$36	153.04%	33.72%	3.28%
	SOUTH AFRICA - Total	\$167	\$139	\$88	\$106	\$142	\$36	153.04%	33.72%	3.28%
SPAIN	PACKAGED	\$50	\$216	\$561	\$666	\$967	\$232	16.81%	45.24%	9.45%
	SPAIN - Total	\$50	\$216	\$561	\$666	\$967	\$232	16.81%	45.24%	9.45%
TAIWAN	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TAIWAN - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
THAILAND	PACKAGED	\$451	\$503	\$433	\$421	\$439	\$120	15.49%	4.37%	59.42%
	THAILAND - Total	\$451	\$503	\$433	\$421	\$439	\$120	15.49%	4.37%	59.42%
TRINIDAD AND TOBAGO	PACKAGED	\$123	\$112	\$96	\$90	\$126	\$33	32.01%	40.00%	16.39%
	TRINIDAD AND TOBAGO - Total	\$123	\$112	\$96	\$90	\$126	\$33	32.01%	40.00%	16.39%
TURKEY	PACKAGED	\$182	\$218	\$209	\$146	\$175	\$58	34.98%	19.82%	16.42%

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

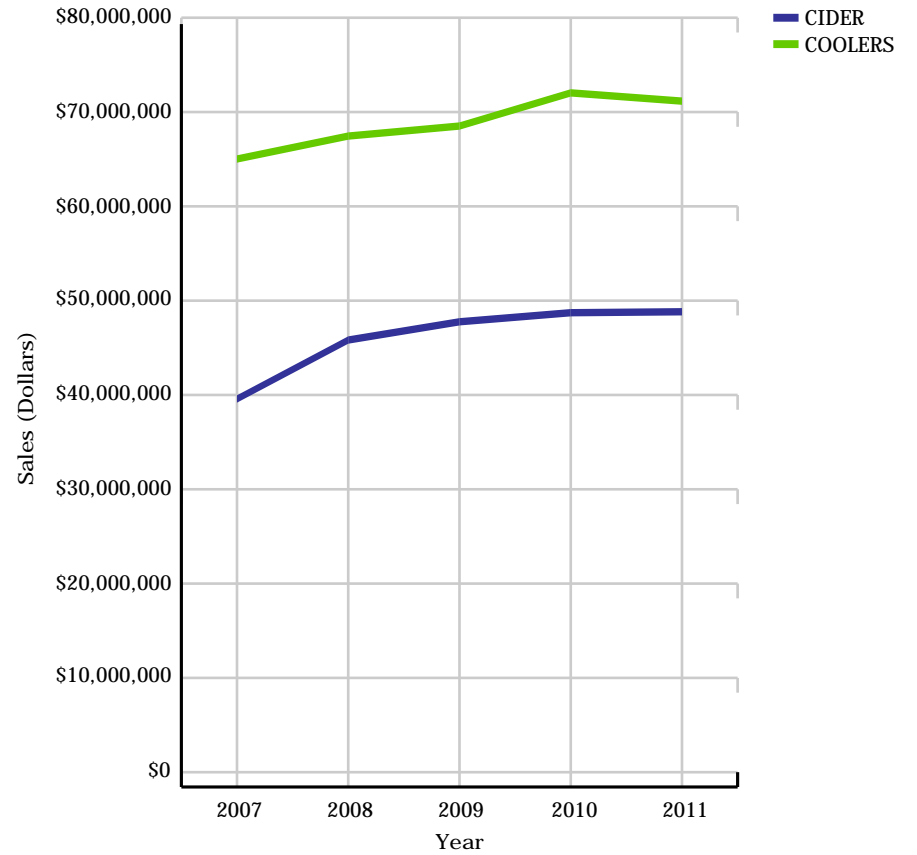
		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TURKEY	TURKEY - Total	\$182	\$218	\$209	\$146	\$175	\$58	34.98%	19.82%	16.42%
UKRAINE	PACKAGED	\$40	\$39	\$34	\$28	\$8	\$0	-100.00%	-70.98%	0.00%
	UKRAINE - Total	\$40	\$39	\$34	\$28	\$8	\$0	-100.00%	-70.98%	0.00%
UNITED KINGDOM	DRAFT	\$407	\$339	\$297	\$245	\$295	\$85	47.07%	20.20%	99.58%
	PACKAGED	\$3,705	\$4,051	\$4,503	\$4,522	\$4,385	\$990	-4.11%	-3.02%	7.43%
	UNITED KINGDOM - Total	\$4,112	\$4,390	\$4,799	\$4,767	\$4,680	\$1,075	-1.41%	-1.83%	13.23%
UNITED STATES OF AMERICA	DRAFT	\$21	\$37	\$68	\$141	\$381	\$122	169.14%	169.13%	96.12%
	PACKAGED	\$34,526	\$39,169	\$47,026	\$56,197	\$78,355	\$16,945	-0.89%	39.43%	8.35%
	UNITED STATES OF AMERICA - Total	\$34,547	\$39,206	\$47,094	\$56,338	\$78,735	\$17,067	-0.44%	39.75%	8.77%
VIETNAM	PACKAGED	\$40	\$17	\$2	\$2	\$5	\$2	n/a	140.49%	93.71%
	VIETNAM - Total	\$40	\$17	\$2	\$2	\$5	\$2	n/a	140.49%	93.71%
IMPORT DRAFT - TOTAL		\$12,536	\$14,145	\$14,717	\$15,608	\$14,675	\$3,737	10.29%	-5.98%	98.96%
IMPORT PACKAGED - TOTAL		\$170,429	\$196,446	\$209,707	\$210,367	\$223,574	\$54,569	0.19%	6.28%	14.14%
IMPORT BEER - TOTAL		\$182,965	\$210,591	\$224,424	\$225,975	\$238,248	\$58,306	0.78%	5.43%	19.37%

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 OF EACH LABELLED YEAR
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC DRAFT	35,239	34,085	49,025	83,770	94,602	23,703	11.26%	12.93%	94.96%
PACKAGED	8,977,980	9,558,866	10,046,556	10,096,290	9,772,487	2,502,341	-4.02%	-3.21%	6.28%
PACKAGED - OTHER	17,648	38,763	15,981	28,450	30,274	6,317	-13.91%	6.41%	6.13%
DOMESTIC - TOTAL	9,030,867	9,631,714	10,111,563	10,208,510	9,897,362	2,532,361	-3.92%	-3.05%	7.13%
IMPORT DRAFT	301,150	415,200	429,150	388,900	364,300	98,500	3.25%	-6.33%	99.53%
PACKAGED	463,951	928,535	1,470,717	1,491,295	1,666,739	489,684	20.87%	11.76%	13.98%
* UNKNOWN MARKUP GROUP	0	0	0	0	252	252	n/a	n/a	0.00%
IMPORT - TOTAL	765,101	1,343,735	1,899,867	1,880,195	2,031,291	588,436	17.56%	8.04%	29.32%
CIDER - TOTAL	9,795,968	10,975,448	12,011,430	12,088,706	11,928,653	3,120,797	-0.49%	-1.32%	10.91%

* UNKNOWN MARKUP GROUP should be added in IMPORT PACKAGED

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

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC DRAFT	\$129	\$123	\$192	\$316	\$371	\$91	11.69%	17.59%	94.86%
PACKAGED	\$35,533	\$38,540	\$38,014	\$38,296	\$37,906	\$9,680	-0.38%	-1.02%	6.49%
PACKAGED - OTHER	\$425	\$715	\$444	\$616	\$561	\$106	-22.56%	-9.04%	5.74%
DOMESTIC - TOTAL	\$36,087	\$39,378	\$38,650	\$39,228	\$38,838	\$9,877	-0.59%	-0.99%	7.32%
IMPORT DRAFT	\$1,320	\$1,852	\$1,951	\$1,872	\$1,659	\$449	3.71%	-11.38%	99.53%
PACKAGED	\$2,561	\$4,988	\$7,553	\$8,017	\$8,717	\$2,568	23.16%	8.74%	14.98%
* UNKNOWN MARKUP GROUP	\$0	\$0	\$0	\$0	\$4	\$4	n/a	n/a	0.00%
IMPORT - TOTAL	\$3,880	\$6,840	\$9,504	\$9,889	\$10,380	\$3,020	19.96%	4.97%	28.49%
CIDER - TOTAL	\$39,967	\$46,219	\$48,154	\$49,117	\$49,218	\$12,897	3.57%	0.21%	11.78%

* UNKNOWN MARKUP GROUP should be added in IMPORT PACKAGED

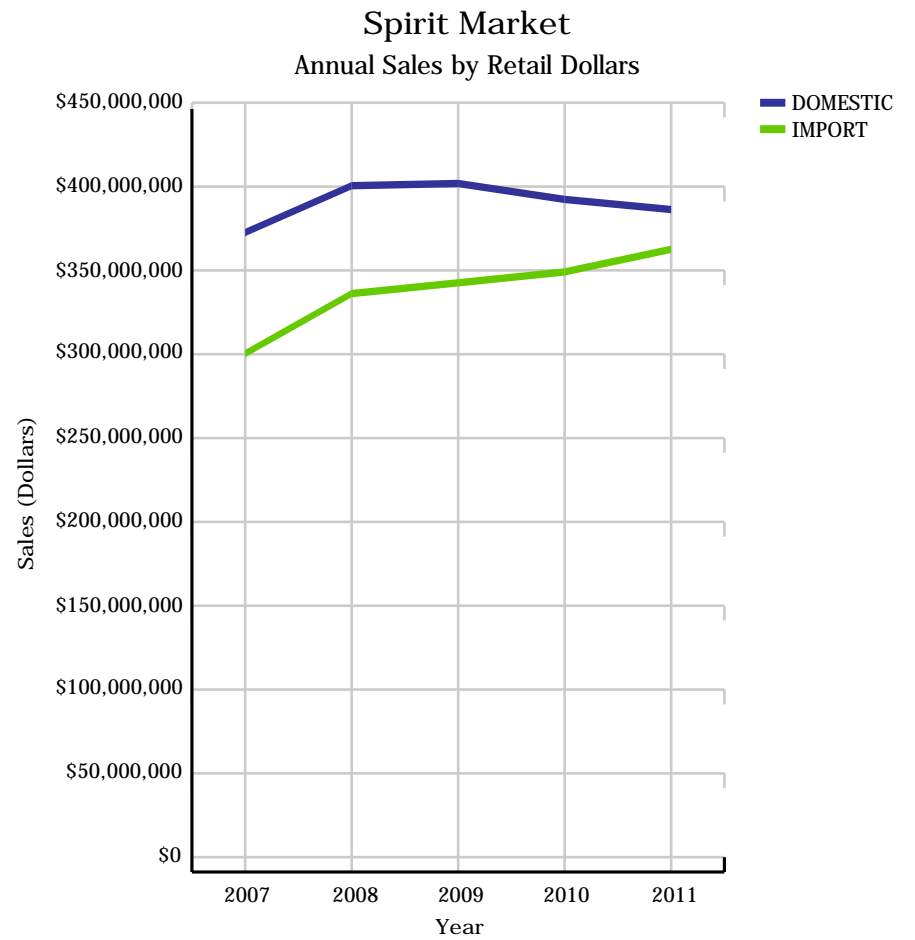
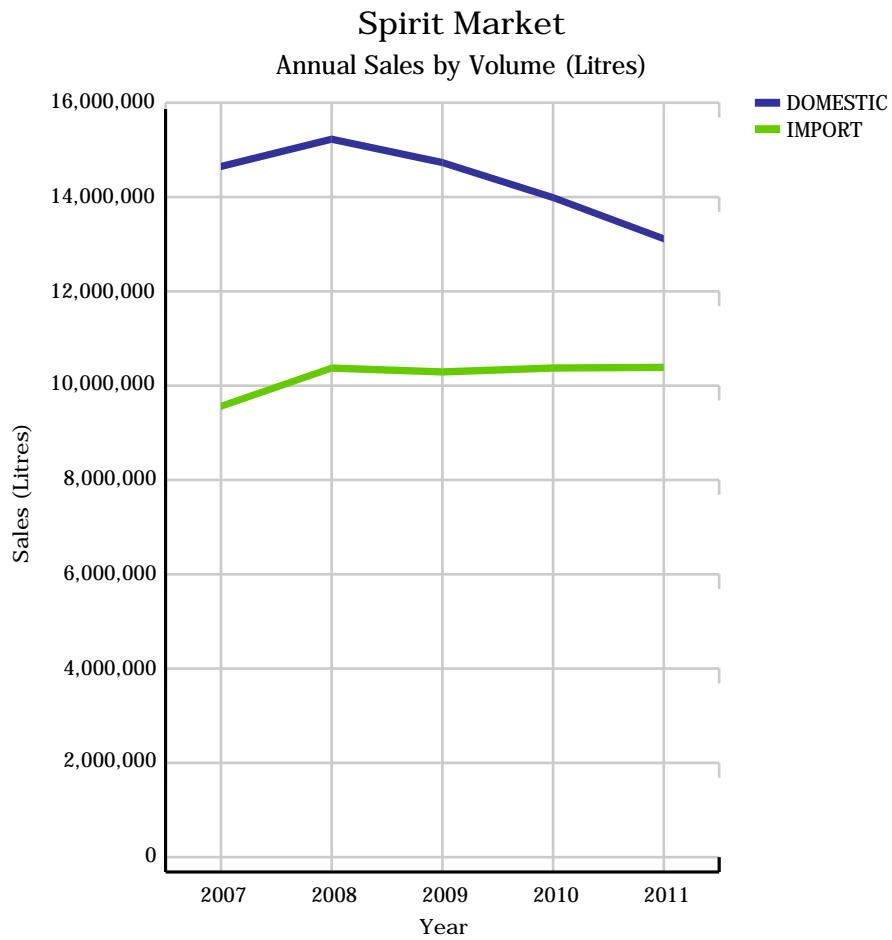
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	14,167	3,353	866	222	-5	0	n/a	-102.25%	0.00%
SPIRIT	9,055,480	8,950,724	8,933,232	10,931,953	11,254,877	3,114,108	1.14%	2.95%	7.40%
WINE	930,244	940,457	930,229	979,305	789,142	177,085	-27.06%	-19.42%	2.95%
DOMESTIC - TOTAL	9,999,891	9,894,534	9,864,327	11,911,480	12,044,014	3,291,193	-0.92%	1.11%	7.11%
IMPORT BEER	7,626	2,998	889	703	2,652	1,461	624.56%	277.35%	1.36%
SPIRIT	1,368,106	1,667,146	1,753,149	1,417,174	1,303,938	337,992	-6.42%	-7.99%	4.37%
WINE	392,880	399,646	423,174	390,789	301,255	67,677	-25.57%	-22.91%	5.89%
IMPORT - TOTAL	1,768,613	2,069,790	2,177,212	1,808,666	1,607,846	407,129	-9.99%	-11.10%	4.65%
COOLERS - TOTAL	11,768,503	11,964,324	12,041,539	13,720,146	13,651,860	3,698,322	-2.01%	-0.50%	6.82%

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

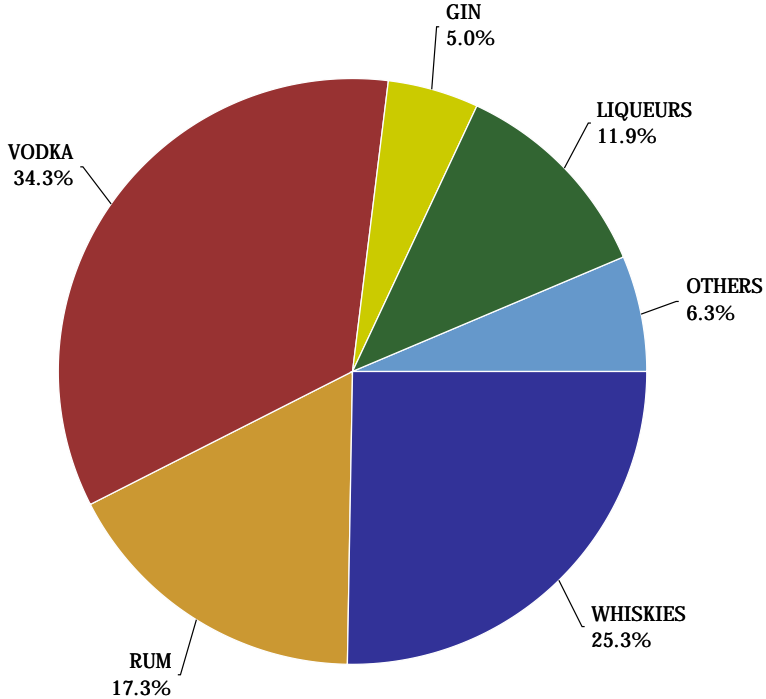
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	\$119	\$28	\$7	\$2	\$0	\$0	n/a	-102.33%	0.00%
SPIRIT	\$50,414	\$50,582	\$50,571	\$56,089	\$57,186	\$15,965	4.36%	1.96%	8.32%
WINE	\$3,668	\$3,752	\$3,937	\$4,423	\$3,597	\$785	-28.97%	-18.67%	3.33%
DOMESTIC - TOTAL	\$54,201	\$54,363	\$54,515	\$60,514	\$60,783	\$16,750	2.11%	0.44%	8.02%
IMPORT BEER	\$38	\$14	\$4	\$3	\$16	\$8	781.07%	381.52%	1.06%
SPIRIT	\$9,327	\$11,495	\$12,233	\$10,004	\$9,331	\$2,359	-7.28%	-6.73%	3.97%
WINE	\$2,631	\$2,756	\$2,940	\$2,688	\$2,205	\$489	-22.01%	-17.98%	5.29%
IMPORT - TOTAL	\$11,996	\$14,266	\$15,178	\$12,695	\$11,551	\$2,855	-9.96%	-9.01%	4.21%
COOLERS - TOTAL	\$66,197	\$68,628	\$69,692	\$73,209	\$72,334	\$19,605	0.16%	-1.20%	7.41%

Spirit Sales

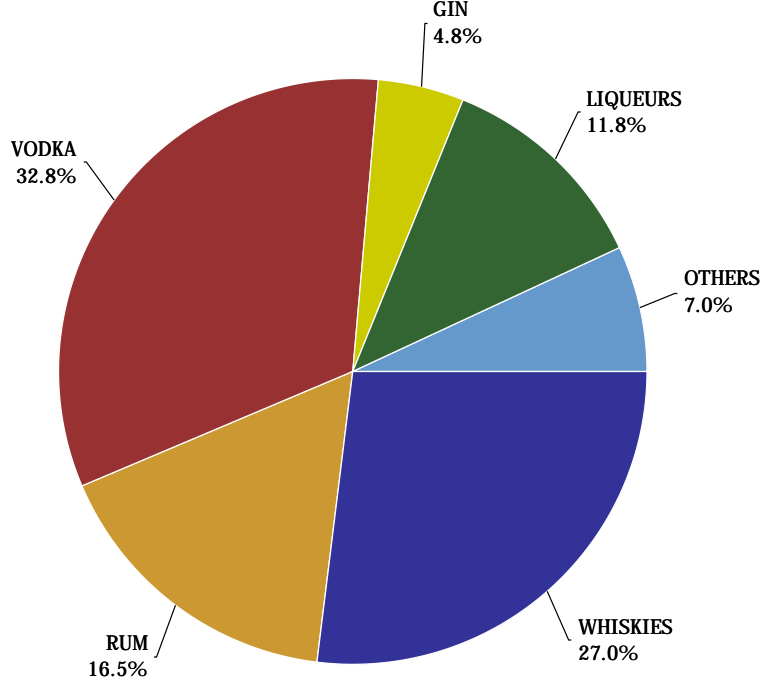


Spirit Market

Spirit Market Share
Current Quarter by Volume (Litres)



Spirit Market Share
Current Quarter by Retail Dollars



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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARMAGNAC			1,301	1,126	1,478	1,361	1,603	421	119.12%	17.80%	10.41%
ASIAN SPIRITS			125,865	137,465	136,022	134,148	133,444	29,573	-3.97%	-0.52%	43.98%
BRANDY	DOMESTIC		101,449	97,497	88,236	81,313	71,447	15,067	-12.08%	-12.13%	7.46%
	IMPORT		441,803	447,223	422,022	400,596	385,908	81,167	-6.39%	-3.67%	3.80%
BRANDY			543,252	544,720	510,258	481,909	457,355	96,234	-7.32%	-5.10%	4.37%
CACHACA			3,373	4,405	4,484	4,856	4,316	1,066	-12.36%	-11.12%	43.80%
COGNAC			44,767	45,795	41,152	41,046	41,902	8,619	6.94%	2.09%	15.10%
EAUX DE VIE	DOMESTIC		1,017	1,269	897	747	708	115	-10.79%	-5.22%	10.92%
	IMPORT		10,557	12,750	15,376	15,779	16,174	3,154	2.60%	2.51%	8.41%
EAUX DE VIE			11,574	14,019	16,274	16,525	16,882	3,269	2.06%	2.16%	8.51%
GIN	DOMESTIC		402,247	393,749	373,573	354,638	314,360	72,778	-8.04%	-11.36%	18.02%
	IMPORT		820,593	869,984	849,936	835,176	822,734	201,095	-0.53%	-1.49%	14.54%
GIN			1,222,839	1,263,732	1,223,510	1,189,813	1,137,094	273,874	-2.64%	-4.43%	15.50%
RUM	AMBER	DOMESTIC	1,030,496	1,117,096	1,154,819	1,141,004	1,165,450	255,427	1.74%	2.14%	6.21%
		IMPORT	514,355	592,437	602,469	676,808	710,674	156,015	2.58%	5.00%	6.29%
	AMBER	1,544,851	1,709,533	1,757,288	1,817,811	1,876,124	411,442	2.06%	3.21%	6.24%	
DARK	DOMESTIC		537,885	516,578	494,593	465,897	404,754	85,696	-13.44%	-13.12%	8.85%
	IMPORT		200,253	208,567	200,814	184,789	187,406	39,935	-3.95%	1.42%	4.20%
	DARK		738,138	725,145	695,407	650,686	592,161	125,631	-10.63%	-8.99%	7.38%
WHITE	DOMESTIC		1,898,738	1,931,074	1,872,388	1,753,759	1,598,793	378,178	-7.17%	-8.84%	11.52%
	IMPORT		133,944	125,401	119,953	110,475	104,383	28,186	7.84%	-5.51%	15.10%
	WHITE		2,032,682	2,056,475	1,992,341	1,864,234	1,703,176	406,364	-6.27%	-8.64%	11.74%
RUM	DOMESTIC		3,467,119	3,564,748	3,521,800	3,360,660	3,168,997	719,301	-5.04%	-5.70%	9.23%
	IMPORT		848,552	926,405	923,236	972,071	1,002,463	224,136	1.97%	3.13%	6.82%
RUM			4,315,671	4,491,154	4,445,036	4,332,731	4,171,460	943,437	-3.46%	-3.72%	8.65%
TEQUILA	IMPORT		428,645	481,178	499,800	515,671	513,550	128,130	-2.50%	-0.41%	37.66%
TEQUILA			428,645	481,178	499,800	515,671	513,550	128,130	-2.50%	-0.41%	37.66%
VODKA	DOMESTIC		5,043,572	5,413,634	5,360,715	5,115,088	4,740,653	1,128,737	-8.70%	-7.32%	13.76%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
VODKA	IMPORT	2,097,399	2,437,773	2,651,811	2,946,393	3,076,429	743,074	6.01%	4.41%	13.44%
VODKA		7,140,971	7,851,407	8,012,525	8,061,480	7,817,082	1,871,811	-3.38%	-3.03%	13.64%
WHISKY	AMERICAN WHISKY	286,374	317,584	317,575	337,369	358,864	85,384	10.21%	6.37%	25.12%
	CANADIAN WHISKY	4,743,608	4,803,423	4,477,127	4,234,746	4,022,458	950,140	-2.34%	-5.01%	6.91%
	IRISH WHISKY	82,382	94,254	102,279	114,639	127,509	28,513	11.44%	11.23%	18.34%
	JAPANESE WHISKY	0	175	1	907	403	121	21.10%	-55.61%	11.82%
	SCOTCH - BLEND	1,176,600	1,189,965	1,076,090	1,047,857	1,033,742	243,741	-1.75%	-1.35%	3.03%
	SCOTCH - MALT	303,315	328,859	319,578	323,887	327,467	69,192	1.08%	1.11%	7.75%
	OTHER WHISKY	369	664	426	1,776	5,822	2,043	347.38%	227.89%	0.84%
WHISKY		1,176,600	1,189,965	1,076,090	1,047,857	1,033,742	243,741	-1.75%	-1.35%	3.03%
OTHER SPIRITS	MISC.	35	13	0	0	0	0	n/a	n/a	0.00%
	RESTRICTED	1,340	1,192	1,214	1,466	1,404	287	7.69%	-4.20%	0.04%
	APERITIF	11,564	11,627	12,589	12,751	13,438	3,478	14.18%	5.39%	20.71%
	FLAVOURED	1,397	760	1,747	3,039	2,560	495	-30.18%	-15.78%	3.98%
	READY TO MIX COCKTAILS	184,300	175,606	171,510	159,188	151,538	37,412	-6.30%	-4.81%	54.66%
	READY TO SERVE COCKTAILS	142,509	155,972	247,520	204,059	148,037	30,901	-32.80%	-27.45%	2.11%
SCHNAPPS		8,822	12,617	9,632	9,462	9,218	1,721	-7.35%	-2.58%	7.17%
OTHER SPIRITS		349,966	357,786	444,210	389,964	326,194	74,294	-19.06%	-16.35%	27.44%
SPIRIT - GIFT PACKS	DOMESTIC	18,966	16,911	11,232	12,769	9,318	55	5.04%	-27.03%	0.50%
	IMPORT	49,628	46,316	14,986	23,527	18,353	427	85.27%	-21.99%	0.21%
SPIRIT - GIFT PACKS		68,594	63,227	26,218	36,296	27,671	482	70.47%	-23.76%	0.30%

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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARMAGNAC			\$147	\$122	\$186	\$173	\$170	\$36	70.52%	-1.94%	10.15%
ASIAN SPIRITS			\$3,099	\$3,495	\$3,487	\$3,768	\$5,275	\$850	-3.47%	39.99%	30.86%
BRANDY	DOMESTIC		\$2,461	\$2,441	\$2,286	\$2,191	\$2,046	\$431	-8.42%	-6.61%	7.45%
	IMPORT		\$11,372	\$11,726	\$11,316	\$11,149	\$11,302	\$2,368	-3.13%	1.37%	4.11%
BRANDY			\$13,833	\$14,167	\$13,602	\$13,340	\$13,348	\$2,799	-3.98%	0.06%	4.62%
CACHACA			\$121	\$165	\$168	\$186	\$181	\$44	-7.72%	-2.69%	43.64%
COGNAC			\$4,230	\$4,412	\$4,085	\$4,199	\$4,616	\$1,010	24.26%	9.95%	13.98%
EAUX DE VIE	DOMESTIC		\$94	\$112	\$90	\$80	\$76	\$13	-3.31%	-4.35%	10.85%
	IMPORT		\$487	\$600	\$746	\$763	\$805	\$153	5.56%	5.50%	10.21%
EAUX DE VIE			\$581	\$712	\$836	\$843	\$881	\$166	4.83%	4.56%	10.27%
GIN	DOMESTIC		\$10,070	\$10,174	\$10,114	\$9,813	\$9,195	\$2,137	-3.71%	-6.29%	17.74%
	IMPORT		\$22,889	\$25,140	\$25,269	\$24,979	\$25,433	\$6,194	2.47%	1.82%	14.53%
GIN			\$32,959	\$35,314	\$35,383	\$34,792	\$34,628	\$8,331	0.81%	-0.47%	15.39%
RUM	AMBER	DOMESTIC	\$26,876	\$30,699	\$33,131	\$33,521	\$35,878	\$7,862	4.96%	7.03%	6.27%
		IMPORT	\$14,145	\$16,876	\$18,080	\$21,262	\$23,619	\$5,158	6.76%	11.09%	6.60%
	AMBER		\$41,021	\$47,575	\$51,211	\$54,783	\$59,498	\$13,021	5.66%	8.61%	6.40%
DARK	DOMESTIC		\$13,172	\$12,983	\$12,899	\$12,693	\$11,923	\$2,503	-9.77%	-6.06%	8.76%
		IMPORT	\$5,326	\$5,687	\$5,677	\$5,392	\$5,910	\$1,280	4.67%	9.60%	4.39%
	DARK		\$18,498	\$18,670	\$18,576	\$18,085	\$17,833	\$3,784	-5.35%	-1.39%	7.31%
WHITE	DOMESTIC		\$46,902	\$49,038	\$49,148	\$47,695	\$45,799	\$10,798	-4.16%	-3.98%	11.44%
		IMPORT	\$3,519	\$3,434	\$3,371	\$3,155	\$3,107	\$843	12.50%	-1.53%	15.43%
	WHITE		\$50,421	\$52,471	\$52,519	\$50,850	\$48,906	\$11,640	-3.12%	-3.82%	11.69%
RUM	DOMESTIC		\$86,949	\$92,720	\$95,178	\$93,908	\$93,600	\$21,163	-1.71%	-0.33%	9.12%
	IMPORT		\$22,991	\$25,997	\$27,127	\$29,810	\$32,636	\$7,282	7.02%	9.48%	7.04%
RUM			\$109,940	\$118,717	\$122,306	\$123,718	\$126,236	\$28,444	0.38%	2.04%	8.58%
TEQUILA	IMPORT		\$17,724	\$20,783	\$22,353	\$22,170	\$21,637	\$5,220	-2.50%	-2.40%	36.24%
TEQUILA			\$17,724	\$20,783	\$22,353	\$22,170	\$21,637	\$5,220	-2.50%	-2.40%	36.24%
VODKA	DOMESTIC		\$125,213	\$138,043	\$141,347	\$140,285	\$136,713	\$32,375	-5.45%	-2.55%	13.59%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
VODKA	IMPORT	\$59,115	\$72,340	\$81,675	\$92,587	\$99,810	\$23,980	8.67%	7.80%	14.79%
VODKA		\$184,328	\$210,383	\$223,022	\$232,872	\$236,523	\$56,354	0.09%	1.57%	14.09%
WHISKY	AMERICAN WHISKY	\$9,340	\$10,680	\$11,028	\$11,979	\$13,199	\$3,133	13.97%	10.19%	24.86%
	CANADIAN WHISKY	\$125,688	\$132,382	\$128,540	\$123,353	\$122,402	\$28,705	0.61%	-0.77%	6.86%
	IRISH WHISKY	\$3,010	\$3,556	\$3,887	\$4,446	\$5,131	\$1,134	14.92%	15.40%	17.52%
	JAPANESE WHISKY	\$0	\$24	\$0	\$99	\$57	\$16	29.98%	-42.68%	11.83%
	SCOTCH - BLEND	\$36,512	\$38,140	\$36,269	\$35,187	\$35,547	\$8,286	1.07%	1.03%	3.69%
	SCOTCH - MALT	\$18,887	\$21,534	\$22,041	\$22,963	\$24,242	\$5,088	5.36%	5.57%	8.55%
	OTHER WHISKY	\$38	\$70	\$48	\$185	\$339	\$102	113.46%	83.26%	1.36%
WHISKY		\$36,512	\$38,140	\$36,269	\$35,187	\$35,547	\$8,286	1.07%	1.03%	3.69%
OTHER SPIRITS	MISC.	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RESTRICTED	\$57	\$52	\$56	\$67	\$65	\$13	7.74%	-4.16%	0.04%
	APERITIF	\$358	\$362	\$393	\$396	\$427	\$110	16.64%	7.88%	20.64%
	FLAVOURED	\$47	\$24	\$73	\$102	\$97	\$19	-13.14%	-4.75%	5.43%
	READY TO MIX COCKTAILS	\$4,203	\$4,051	\$3,962	\$3,713	\$3,633	\$899	-3.54%	-2.16%	53.97%
	READY TO SERVE COCKTAILS	\$2,122	\$3,010	\$5,394	\$4,511	\$3,551	\$760	-24.99%	-21.28%	2.13%
	SCHNAPPS	\$265	\$404	\$341	\$334	\$335	\$63	-5.37%	0.30%	6.60%
OTHER SPIRITS		\$7,052	\$7,904	\$10,219	\$9,123	\$8,108	\$1,865	-12.90%	-11.13%	26.54%
SPIRIT - GIFT PACKS	DOMESTIC	\$780	\$703	\$505	\$499	\$473	\$2	12.23%	-5.19%	0.49%
	IMPORT	\$2,237	\$1,906	\$731	\$1,027	\$941	\$29	80.86%	-8.38%	0.24%
SPIRIT - GIFT PACKS		\$3,016	\$2,609	\$1,237	\$1,526	\$1,414	\$31	74.66%	-7.34%	0.32%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ALMOND	DOMESTIC	24,291	26,049	20,730	16,814	12,678	2,741	-13.40%	-24.60%	65.14%
	IMPORT	113,965	118,460	111,899	107,774	107,182	18,824	-1.91%	-0.55%	13.20%
	ALMOND - TOTAL	138,256	144,508	132,629	124,588	119,861	21,564	-3.54%	-3.79%	18.70%
ANISE / LICORICE	DOMESTIC	6,928	5,624	2,891	1,754	1,453	306	-11.30%	-17.19%	72.53%
	IMPORT	165,246	167,002	156,460	145,207	137,236	29,999	-5.13%	-5.49%	19.70%
	ANISE / LICORICE - TOTAL	172,173	172,627	159,351	146,961	138,688	30,305	-5.20%	-5.63%	20.25%
APPLE	DOMESTIC	0	0	0	0	363	109	n/a	n/a	98.11%
	IMPORT	59,197	61,389	54,090	45,588	37,697	8,194	-16.75%	-17.31%	49.21%
	APPLE - TOTAL	59,197	61,389	54,090	45,588	38,059	8,303	-15.64%	-16.52%	49.68%
APRICOT	DOMESTIC	12,252	9,584	9,019	8,482	8,188	1,363	-11.75%	-3.46%	3.65%
	IMPORT	18,350	20,404	19,103	19,246	20,000	4,194	-3.45%	3.92%	17.81%
	APRICOT - TOTAL	30,602	29,988	28,121	27,728	28,189	5,557	-5.63%	1.66%	13.69%
BANANA	DOMESTIC	7,386	22,975	15,333	5,528	3,722	900	-5.71%	-32.67%	18.17%
	IMPORT	28,913	34,097	33,281	34,167	31,765	7,460	-5.31%	-7.03%	64.53%
	BANANA - TOTAL	36,298	57,072	48,614	39,695	35,487	8,360	-5.35%	-10.60%	59.67%
BERRY - OTHER	DOMESTIC	14	0	104	168	523	114	112.59%	211.86%	1.79%
	IMPORT	694	1,386	1,738	1,125	725	113	-41.00%	-35.56%	31.26%
	BERRY - OTHER - TOTAL	708	1,386	1,842	1,293	1,248	227	-7.50%	-3.49%	18.92%
BLACK CURRANT / CASSIS	DOMESTIC	0	0	60	437	244	36	-44.44%	-44.12%	2.30%
	IMPORT	9,071	9,276	7,322	7,186	6,801	1,454	-3.64%	-5.36%	35.47%
	BLACK CURRANT / CASSIS - TOTAL	9,071	9,276	7,382	7,623	7,045	1,490	-5.31%	-7.58%	34.32%
BLACKBERRY	DOMESTIC	0	1	49	68	28	4	-25.00%	-58.01%	3.95%
	IMPORT	3,015	3,355	3,081	2,948	2,716	448	-41.28%	-7.90%	25.66%

SPIRITS MARKET - LIQUEURS
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SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BLACKBERRY	BLACKBERRY - TOTAL	3,015	3,356	3,130	3,016	2,744	452	-41.15%	-9.03%	25.44%
BUTTERSCOTCH	DOMESTIC	453	364	394	426	455	147	11.21%	6.68%	94.99%
	IMPORT	49,377	53,364	52,072	48,581	53,300	11,559	8.29%	9.71%	47.20%
	BUTTERSCOTCH - TOTAL	49,829	53,728	52,467	49,007	53,755	11,706	8.33%	9.69%	47.61%
CACAO / CHOCOLATE	DOMESTIC	5,492	7,473	6,200	6,105	5,978	1,093	-15.24%	-2.09%	23.17%
	IMPORT	5,615	2,037	10	-1	0	0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	11,106	9,510	6,210	6,104	5,978	1,093	-15.24%	-2.08%	23.17%
CACAO / WHITE	DOMESTIC	25,207	32,502	27,589	24,634	23,093	4,784	-6.21%	-6.26%	53.98%
	IMPORT	8,721	5,176	5,481	257	6	1	n/a	-97.67%	0.00%
	CACAO / WHITE - TOTAL	33,928	37,678	33,070	24,891	23,099	4,784	-6.19%	-7.20%	53.99%
CHERRY	DOMESTIC	2,338	2,809	499	78	240	31	-31.40%	208.70%	-1.25%
	IMPORT	10,363	10,131	9,286	8,819	8,556	1,721	2.67%	-2.98%	24.61%
	CHERRY - TOTAL	12,700	12,940	9,785	8,896	8,796	1,752	1.77%	-1.13%	23.91%
CHESTNUT	IMPORT	0	0	0	20	24	3	n/a	20.69%	0.00%
	CHESTNUT - TOTAL	0	0	0	20	24	3	n/a	20.69%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	1,041	928	80	0	0	0	n/a	100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	1,041	928	80	0	0	0	n/a	100.00%	0.00%
COCONUT	DOMESTIC	146,661	151,039	138,778	117,709	117,050	29,302	0.97%	-0.56%	14.00%
	IMPORT	18,220	18,916	16,706	15,580	14,605	3,497	-6.46%	-6.26%	20.45%
	COCONUT - TOTAL	164,881	169,955	155,484	133,289	131,655	32,799	0.12%	-1.23%	14.71%
COFFEE	DOMESTIC	16,595	13,808	11,122	4,568	2,308	572	3.53%	-49.47%	33.43%
	IMPORT	387,808	379,688	353,288	313,451	292,099	52,857	-8.81%	-6.81%	13.44%

SPIRITS MARKET - LIQUEURS
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SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
COFFEE	COFFEE - TOTAL	404,404	393,497	364,411	318,019	294,408	53,428	-8.69%	-7.42%	13.59%
CRANBERRY	DOMESTIC	0	0	39	34	28	3	14.29%	-17.39%	0.00%
	CRANBERRY - TOTAL	0	0	39	34	28	3	14.29%	-17.39%	0.00%
CREAM	DOMESTIC	4,336	2,858	1,800	2,650	1,450	237	-40.93%	-45.31%	39.87%
	IMPORT	1,072,225	1,117,129	1,070,486	1,030,101	1,024,900	165,264	-4.83%	-0.50%	5.63%
	CREAM - TOTAL	1,076,561	1,119,987	1,072,286	1,032,751	1,026,350	165,501	-4.92%	-0.62%	5.67%
EGG	IMPORT	5,132	5,342	5,976	5,833	5,614	761	-9.38%	-3.74%	1.72%
	EGG - TOTAL	5,132	5,342	5,976	5,833	5,614	761	-9.38%	-3.74%	1.72%
FRUIT - OTHER	DOMESTIC	38,441	39,365	29,192	13,806	6,166	1,112	-50.17%	-55.34%	5.42%
	IMPORT	125,229	121,784	100,693	78,977	64,603	13,863	-18.77%	-18.20%	38.75%
	FRUIT - OTHER - TOTAL	163,670	161,149	129,885	92,783	70,769	14,975	-22.40%	-23.73%	35.85%
GRAPE	DOMESTIC	22	45	46	45	18	9	0.00%	-60.00%	0.00%
	IMPORT	0	4,886	8,752	4,566	2,315	405	-50.46%	-49.29%	18.85%
	GRAPE - TOTAL	22	4,931	8,798	4,611	2,333	414	-49.91%	-49.40%	18.71%
GRAPE FRUIT	IMPORT	4	1,208	1,154	811	698	170	-25.91%	-13.98%	31.49%
	GRAPE FRUIT - TOTAL	4	1,208	1,154	811	698	170	-25.91%	-13.98%	31.49%
HAZELNUT	IMPORT	26,136	26,083	23,322	20,557	20,262	3,500	-4.57%	-1.43%	34.25%
	HAZELNUT - TOTAL	26,136	26,083	23,322	20,557	20,262	3,500	-4.57%	-1.43%	34.25%
HERBAL	DOMESTIC	0	996	1,769	1,349	1,366	280	0.18%	1.22%	8.97%
	IMPORT	305,758	391,071	355,631	329,810	313,463	71,102	-0.36%	-4.96%	46.74%
	HERBAL - TOTAL	305,758	392,067	357,400	331,159	314,828	71,382	-0.36%	-4.93%	46.58%
LEMON	IMPORT	14,109	19,662	18,383	19,246	23,600	5,459	16.53%	22.62%	16.32%
	LEMON - TOTAL	14,109	19,662	18,383	19,246	23,600	5,459	16.53%	22.62%	16.32%
LOGANBERRY	IMPORT	281	205	252	311	222	60	-44.44%	-28.62%	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
LOGANBERRY	LOGANBERRY - TOTAL	281	205	252	311	222	60	-44.44%	-28.62%	0.00%
MACADAMIA	IMPORT	0	0	1,152	3,718	3,482	580	-9.38%	-6.35%	2.07%
	MACADAMIA - TOTAL	0	0	1,152	3,718	3,482	580	-9.38%	-6.35%	2.07%
MELON	DOMESTIC	12,798	12,731	11,772	10,847	3,111	513	-52.05%	-71.32%	20.46%
	IMPORT	12,057	12,423	11,529	12,711	14,747	3,694	1.18%	16.02%	57.43%
	MELON - TOTAL	24,854	25,155	23,302	23,558	17,858	4,208	-10.89%	-24.20%	50.99%
MINT	DOMESTIC	26,470	26,766	23,866	22,570	22,482	3,102	6.21%	-0.39%	19.90%
	IMPORT	150	137	108	187	158	41	-43.27%	-15.67%	56.44%
	MINT - TOTAL	26,620	26,903	23,974	22,757	22,640	3,144	5.01%	-0.52%	20.16%
ORANGE	DOMESTIC	115,498	116,468	114,699	107,456	104,594	23,818	-4.34%	-2.66%	25.09%
	IMPORT	171,191	178,550	173,035	158,969	155,365	30,302	-6.37%	-2.27%	29.37%
	ORANGE - TOTAL	286,689	295,017	287,733	266,425	259,959	54,120	-5.49%	-2.43%	27.65%
OTHER	DOMESTIC	8,088	7,080	5,275	1,217	856	241	13.30%	-29.67%	82.02%
	IMPORT	11,941	11,362	9,819	9,198	8,092	1,274	-24.80%	-12.03%	20.79%
	OTHER - TOTAL	20,029	18,442	15,093	10,415	8,948	1,515	-20.54%	-14.09%	26.64%
OTHER NUT	IMPORT	0	0	9	84	14	0	n/a	-83.93%	0.00%
	OTHER NUT - TOTAL	0	0	9	84	14	0	n/a	-83.93%	0.00%
PEACH	DOMESTIC	50,969	51,936	49,689	47,405	44,271	10,493	-4.78%	-6.61%	50.57%
	IMPORT	4,097	4,126	3,773	2,918	1,896	439	-22.51%	-35.02%	90.73%
	PEACH - TOTAL	55,066	56,062	53,462	50,324	46,168	10,931	-5.64%	-8.26%	52.22%
PEAR	DOMESTIC	1,988	64	70	37	10	2	-16.67%	-73.74%	0.00%
	IMPORT	4,718	4,717	4,479	3,836	3,489	608	-18.03%	-9.05%	21.06%
	PEAR - TOTAL	6,706	4,780	4,549	3,873	3,499	610	-18.03%	-9.67%	21.00%
PINEAPPLE	DOMESTIC	10,354	13,111	11,713	7,610	3,883	752	-56.62%	-48.98%	6.95%
	IMPORT	2,150	47	0	0	342	342	n/a	n/a	2.41%

SPIRITS MARKET - LIQUEURS
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PINEAPPLE	PINEAPPLE - TOTAL	12,504	13,158	11,713	7,610	4,225	1,094	-36.89%	-44.49%	6.59%
PLUM	IMPORT	777	896	845	867	616	131	-41.67%	-28.98%	1.46%
	PLUM - TOTAL	777	896	845	867	616	131	-41.67%	-28.98%	1.46%
RASPBERRY	DOMESTIC	1,654	1,733	2,176	2,857	2,791	610	-14.90%	-2.31%	70.57%
	IMPORT	104,987	121,079	113,187	102,966	97,390	22,495	-4.55%	-5.42%	43.45%
	RASPBERRY - TOTAL	106,641	122,812	115,364	105,823	100,181	23,105	-4.85%	-5.33%	44.21%
SPICE	DOMESTIC	217,500	278,038	300,807	311,549	331,977	76,625	6.11%	6.56%	7.23%
	IMPORT	15,083	16,371	13,453	10,518	9,457	1,831	-4.91%	-10.09%	45.60%
	SPICE - TOTAL	232,584	294,408	314,260	322,067	341,434	78,456	5.83%	6.01%	8.29%
STRAWBERRY	DOMESTIC	129	46	4	0	0	0	n/a	n/a	0.00%
	IMPORT	4,452	4,323	2,360	906	765	147	-30.89%	-15.57%	72.11%
	STRAWBERRY - TOTAL	4,581	4,370	2,365	906	765	147	-30.89%	-15.57%	72.11%
TANGERINE	DOMESTIC	15	6	0	0	0	0	n/a	n/a	0.00%
	IMPORT	3,368	3,122	1,554	869	835	214	7.92%	-3.97%	34.59%
	TANGERINE - TOTAL	3,383	3,128	1,554	869	835	214	7.92%	-3.97%	34.59%
WALNUT	IMPORT	0	38	134	67	63	13	200.00%	-6.25%	0.00%
	WALNUT - TOTAL	0	38	134	67	63	13	200.00%	-6.25%	0.00%
WHISKY	DOMESTIC	11,480	11,026	12,182	12,672	8,067	1,645	-42.79%	-36.34%	4.95%
	IMPORT	164,133	158,634	140,599	132,457	119,459	24,991	-4.38%	-9.81%	10.02%
	WHISKY - TOTAL	175,613	169,660	152,781	145,128	127,526	26,636	-8.19%	-12.13%	9.70%
LIQUEURS - TOTAL		3,674,930	3,923,299	3,682,451	3,409,309	3,291,951	648,954	-4.10%	-3.44%	19.43%

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

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ALMOND	DOMESTIC	\$528	\$588	\$488	\$398	\$312	\$68	-10.63%	-21.49%	64.77%
	IMPORT	\$2,959	\$3,190	\$3,110	\$3,009	\$3,074	\$560	1.02%	2.16%	12.35%
	ALMOND - TOTAL	\$3,487	\$3,778	\$3,598	\$3,407	\$3,386	\$627	-0.38%	-0.60%	17.18%
ANISE / LICORICE	DOMESTIC	\$156	\$130	\$68	\$41	\$35	\$8	-6.74%	-14.05%	71.74%
	IMPORT	\$4,433	\$4,465	\$4,389	\$4,157	\$4,021	\$879	-3.30%	-3.27%	18.78%
	ANISE / LICORICE - TOTAL	\$4,589	\$4,595	\$4,457	\$4,198	\$4,057	\$887	-3.33%	-3.38%	19.24%
APPLE	DOMESTIC	\$0	\$0	\$0	\$0	\$8	\$2	n/a	n/a	98.11%
	IMPORT	\$1,353	\$1,406	\$1,256	\$1,066	\$908	\$195	-14.89%	-14.80%	49.31%
	APPLE - TOTAL	\$1,353	\$1,406	\$1,256	\$1,066	\$916	\$198	-13.87%	-14.07%	49.72%
APRICOT	DOMESTIC	\$275	\$226	\$217	\$205	\$203	\$34	-9.08%	-1.03%	3.21%
	IMPORT	\$396	\$425	\$400	\$405	\$429	\$91	-0.62%	5.84%	18.56%
	APRICOT - TOTAL	\$671	\$651	\$617	\$610	\$632	\$125	-3.06%	3.53%	13.63%
BANANA	DOMESTIC	\$158	\$570	\$395	\$144	\$96	\$22	-11.90%	-32.91%	14.57%
	IMPORT	\$576	\$700	\$687	\$705	\$674	\$161	-1.99%	-4.39%	64.53%
	BANANA - TOTAL	\$734	\$1,270	\$1,081	\$849	\$771	\$183	-3.27%	-9.21%	58.28%
BERRY - OTHER	DOMESTIC	\$0	\$0	\$4	\$5	\$22	\$4	129.59%	336.22%	3.07%
	IMPORT	\$21	\$43	\$48	\$33	\$22	\$4	-37.81%	-32.58%	32.38%
	BERRY - OTHER - TOTAL	\$22	\$43	\$52	\$38	\$44	\$8	3.77%	16.35%	17.80%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$0	\$5	\$27	\$17	\$3	-30.67%	-38.60%	2.01%
	IMPORT	\$311	\$324	\$280	\$274	\$263	\$57	-0.82%	-3.82%	36.02%
	BLACK CURRANT / CASSIS - TOTAL	\$311	\$324	\$285	\$301	\$280	\$59	-2.65%	-6.95%	34.00%
BLACKBERRY	DOMESTIC	\$0	\$0	\$4	\$6	\$2	\$0	-22.99%	-56.18%	3.85%
	IMPORT	\$97	\$110	\$103	\$98	\$90	\$16	-36.09%	-8.68%	26.44%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BLACKBERRY	BLACKBERRY - TOTAL	\$97	\$110	\$107	\$104	\$92	\$16	-35.84%	-11.20%	25.84%
BUTTERSCOTCH	DOMESTIC	\$9	\$7	\$8	\$9	\$9	\$3	14.19%	9.37%	94.98%
	IMPORT	\$1,195	\$1,307	\$1,294	\$1,226	\$1,351	\$297	10.94%	10.17%	46.41%
	BUTTERSCOTCH - TOTAL	\$1,204	\$1,314	\$1,302	\$1,235	\$1,360	\$300	10.97%	10.17%	46.75%
CACAO / CHOCOLATE	DOMESTIC	\$125	\$174	\$150	\$149	\$149	\$27	-12.97%	0.55%	23.17%
	IMPORT	\$153	\$60	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	\$278	\$234	\$151	\$149	\$149	\$27	-12.97%	0.56%	23.17%
CACAO / WHITE	DOMESTIC	\$553	\$722	\$625	\$557	\$533	\$111	-3.79%	-4.23%	53.95%
	IMPORT	\$246	\$178	\$183	\$8	\$0	\$0	n/a	-98.36%	0.00%
	CACAO / WHITE - TOTAL	\$798	\$900	\$808	\$564	\$533	\$111	-3.77%	-5.48%	53.96%
CHERRY	DOMESTIC	\$54	\$65	\$11	\$6	\$20	\$3	-28.77%	247.85%	-1.22%
	IMPORT	\$258	\$257	\$240	\$232	\$239	\$50	10.43%	2.64%	27.52%
	CHERRY - TOTAL	\$312	\$322	\$251	\$238	\$259	\$52	7.45%	8.68%	25.25%
CHESTNUT	IMPORT	\$0	\$0	\$0	\$1	\$1	\$0	n/a	22.79%	0.00%
	CHESTNUT - TOTAL	\$0	\$0	\$0	\$1	\$1	\$0	n/a	22.79%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$59	\$54	\$5	\$0	\$0	\$0	n/a	100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	\$59	\$54	\$5	\$0	\$0	\$0	n/a	100.00%	0.00%
COCONUT	DOMESTIC	\$3,786	\$4,033	\$3,821	\$3,243	\$3,195	\$749	-5.31%	-1.48%	13.85%
	IMPORT	\$441	\$432	\$404	\$379	\$365	\$88	-2.99%	-3.55%	20.42%
	COCONUT - TOTAL	\$4,227	\$4,466	\$4,225	\$3,622	\$3,560	\$837	-5.07%	-1.69%	14.52%
COFFEE	DOMESTIC	\$360	\$304	\$249	\$103	\$54	\$13	6.31%	-48.11%	33.43%
	IMPORT	\$11,653	\$11,375	\$10,520	\$9,250	\$8,652	\$1,506	-10.11%	-6.46%	13.13%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
COFFEE	COFFEE - TOTAL	\$12,014	\$11,679	\$10,768	\$9,353	\$8,706	\$1,519	-9.99%	-6.92%	13.25%
CRANBERRY	DOMESTIC	\$0	\$0	\$3	\$3	\$2	\$0	17.35%	-15.21%	0.00%
	CRANBERRY - TOTAL	\$0	\$0	\$3	\$3	\$2	\$0	17.35%	-15.21%	0.00%
CREAM	DOMESTIC	\$105	\$68	\$44	\$62	\$36	\$6	-31.98%	-41.86%	37.72%
	IMPORT	\$31,664	\$33,229	\$32,756	\$30,996	\$31,320	\$5,062	-2.16%	1.04%	5.70%
	CREAM - TOTAL	\$31,768	\$33,297	\$32,800	\$31,058	\$31,356	\$5,069	-2.22%	0.96%	5.74%
EGG	IMPORT	\$153	\$162	\$187	\$183	\$180	\$24	-6.98%	-1.25%	1.72%
	EGG - TOTAL	\$153	\$162	\$187	\$183	\$180	\$24	-6.98%	-1.25%	1.72%
FRUIT - OTHER	DOMESTIC	\$1,041	\$1,146	\$876	\$419	\$169	\$28	-55.49%	-59.55%	5.74%
	IMPORT	\$4,895	\$4,882	\$3,912	\$2,879	\$2,343	\$501	-18.29%	-18.62%	41.43%
	FRUIT - OTHER - TOTAL	\$5,936	\$6,028	\$4,788	\$3,298	\$2,512	\$529	-21.79%	-23.82%	39.02%
GRAPE	DOMESTIC	\$0	\$1	\$1	\$1	\$0	\$0	2.68%	-59.47%	0.00%
	IMPORT	\$0	\$119	\$213	\$114	\$58	\$10	-52.61%	-48.59%	18.85%
	GRAPE - TOTAL	\$0	\$120	\$214	\$115	\$59	\$10	-52.05%	-48.69%	18.72%
GRAPE FRUIT	IMPORT	\$0	\$37	\$35	\$25	\$22	\$5	-25.05%	-12.10%	31.58%
	GRAPE FRUIT - TOTAL	\$0	\$37	\$35	\$25	\$22	\$5	-25.05%	-12.10%	31.58%
HAZELNUT	IMPORT	\$838	\$864	\$777	\$693	\$677	\$113	-10.90%	-2.36%	34.28%
	HAZELNUT - TOTAL	\$838	\$864	\$777	\$693	\$677	\$113	-10.90%	-2.36%	34.28%
HERBAL	DOMESTIC	\$0	\$95	\$169	\$129	\$134	\$27	2.86%	3.91%	8.97%
	IMPORT	\$12,298	\$15,783	\$14,307	\$13,361	\$13,134	\$2,989	3.34%	-1.70%	44.86%
	HERBAL - TOTAL	\$12,298	\$15,878	\$14,476	\$13,490	\$13,268	\$3,017	3.34%	-1.65%	44.49%
LEMON	IMPORT	\$422	\$633	\$608	\$660	\$816	\$188	18.42%	23.62%	16.33%
	LEMON - TOTAL	\$422	\$633	\$608	\$660	\$816	\$188	18.42%	23.62%	16.33%
LOGANBERRY	IMPORT	\$8	\$6	\$7	\$9	\$7	\$2	-42.97%	-26.72%	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
LOGANBERRY	LOGANBERRY - TOTAL	\$8	\$6	\$7	\$9	\$7	\$2	-42.97%	-26.72%	0.00%
MACADAMIA	IMPORT	\$0	\$0	\$44	\$141	\$135	\$22	-6.92%	-3.86%	2.08%
	MACADAMIA - TOTAL	\$0	\$0	\$44	\$141	\$135	\$22	-6.92%	-3.86%	2.08%
MELON	DOMESTIC	\$290	\$293	\$287	\$276	\$81	\$12	-55.49%	-70.75%	17.34%
	IMPORT	\$287	\$289	\$271	\$297	\$352	\$90	4.81%	18.48%	56.65%
	MELON - TOTAL	\$577	\$582	\$558	\$573	\$433	\$103	-9.96%	-24.50%	49.32%
MINT	DOMESTIC	\$662	\$679	\$602	\$567	\$580	\$80	9.68%	2.35%	19.73%
	IMPORT	\$7	\$6	\$4	\$8	\$8	\$2	-45.20%	-3.14%	61.04%
	MINT - TOTAL	\$668	\$685	\$606	\$575	\$588	\$82	7.09%	2.28%	20.26%
ORANGE	DOMESTIC	\$2,978	\$3,059	\$3,072	\$2,907	\$2,917	\$660	-1.38%	0.33%	22.83%
	IMPORT	\$7,658	\$7,956	\$7,666	\$6,585	\$6,676	\$1,261	-2.51%	1.37%	24.62%
	ORANGE - TOTAL	\$10,635	\$11,015	\$10,738	\$9,493	\$9,593	\$1,921	-2.12%	1.05%	24.08%
OTHER	DOMESTIC	\$217	\$188	\$126	\$33	\$21	\$6	20.90%	-36.77%	72.00%
	IMPORT	\$658	\$619	\$442	\$376	\$361	\$64	-8.08%	-4.05%	21.48%
	OTHER - TOTAL	\$875	\$808	\$569	\$409	\$382	\$70	-6.24%	-6.70%	24.25%
OTHER NUT	IMPORT	\$0	\$0	\$0	\$4	\$1	\$0	n/a	-83.36%	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$0	\$4	\$1	\$0	n/a	-83.36%	0.00%
PEACH	DOMESTIC	\$1,165	\$1,197	\$1,151	\$1,098	\$1,060	\$252	-1.98%	-3.49%	50.58%
	IMPORT	\$105	\$109	\$101	\$79	\$52	\$12	-18.34%	-33.64%	91.03%
	PEACH - TOTAL	\$1,271	\$1,306	\$1,252	\$1,177	\$1,112	\$264	-2.89%	-5.50%	52.48%
PEAR	DOMESTIC	\$34	\$5	\$6	\$3	\$1	\$0	-14.57%	-73.28%	0.00%
	IMPORT	\$125	\$127	\$124	\$108	\$104	\$18	-14.60%	-3.74%	21.22%
	PEAR - TOTAL	\$158	\$132	\$130	\$112	\$105	\$18	-14.60%	-5.79%	21.05%
PINEAPPLE	DOMESTIC	\$266	\$352	\$323	\$212	\$106	\$19	-60.27%	-50.06%	7.08%
	IMPORT	\$51	\$1	\$0	\$0	\$10	\$10	n/a	n/a	2.44%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PINEAPPLE	PINEAPPLE - TOTAL	\$317	\$353	\$323	\$212	\$115	\$29	-40.23%	-45.49%	6.69%
PLUM	IMPORT	\$20	\$24	\$24	\$25	\$18	\$4	-40.10%	-27.09%	1.46%
	PLUM - TOTAL	\$20	\$24	\$24	\$25	\$18	\$4	-40.10%	-27.09%	1.46%
RASPBERRY	DOMESTIC	\$34	\$36	\$56	\$85	\$95	\$21	3.15%	12.47%	47.10%
	IMPORT	\$2,670	\$3,090	\$2,932	\$2,718	\$2,618	\$583	-5.47%	-3.65%	43.26%
	RASPBERRY - TOTAL	\$2,705	\$3,126	\$2,989	\$2,802	\$2,714	\$604	-5.20%	-3.16%	43.40%
SPICE	DOMESTIC	\$5,959	\$7,675	\$8,657	\$9,133	\$9,978	\$2,303	8.98%	9.25%	6.57%
	IMPORT	\$504	\$537	\$461	\$357	\$334	\$65	-2.53%	-6.28%	45.44%
	SPICE - TOTAL	\$6,463	\$8,213	\$9,119	\$9,489	\$10,312	\$2,368	8.63%	8.67%	7.83%
STRAWBERRY	DOMESTIC	\$3	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$188	\$174	\$63	\$25	\$23	\$5	-15.29%	-7.26%	68.94%
	STRAWBERRY - TOTAL	\$191	\$175	\$64	\$25	\$23	\$5	-15.29%	-7.26%	68.94%
TANGERINE	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$80	\$75	\$38	\$22	\$21	\$5	4.04%	-3.00%	34.60%
	TANGERINE - TOTAL	\$80	\$75	\$38	\$22	\$21	\$5	4.04%	-3.00%	34.60%
WALNUT	IMPORT	\$0	\$2	\$7	\$3	\$3	\$1	208.04%	-3.75%	0.00%
	WALNUT - TOTAL	\$0	\$2	\$7	\$3	\$3	\$1	208.04%	-3.75%	0.00%
WHISKY	DOMESTIC	\$315	\$312	\$372	\$417	\$325	\$61	-34.90%	-22.05%	5.18%
	IMPORT	\$5,429	\$5,372	\$4,862	\$4,582	\$4,258	\$879	-3.07%	-7.08%	9.68%
	WHISKY - TOTAL	\$5,744	\$5,683	\$5,234	\$4,999	\$4,583	\$940	-6.06%	-8.33%	9.36%
LIQUEURS - TOTAL		\$111,287	\$120,349	\$114,552	\$105,326	\$103,781	\$20,344	-2.08%	-1.47%	19.30%

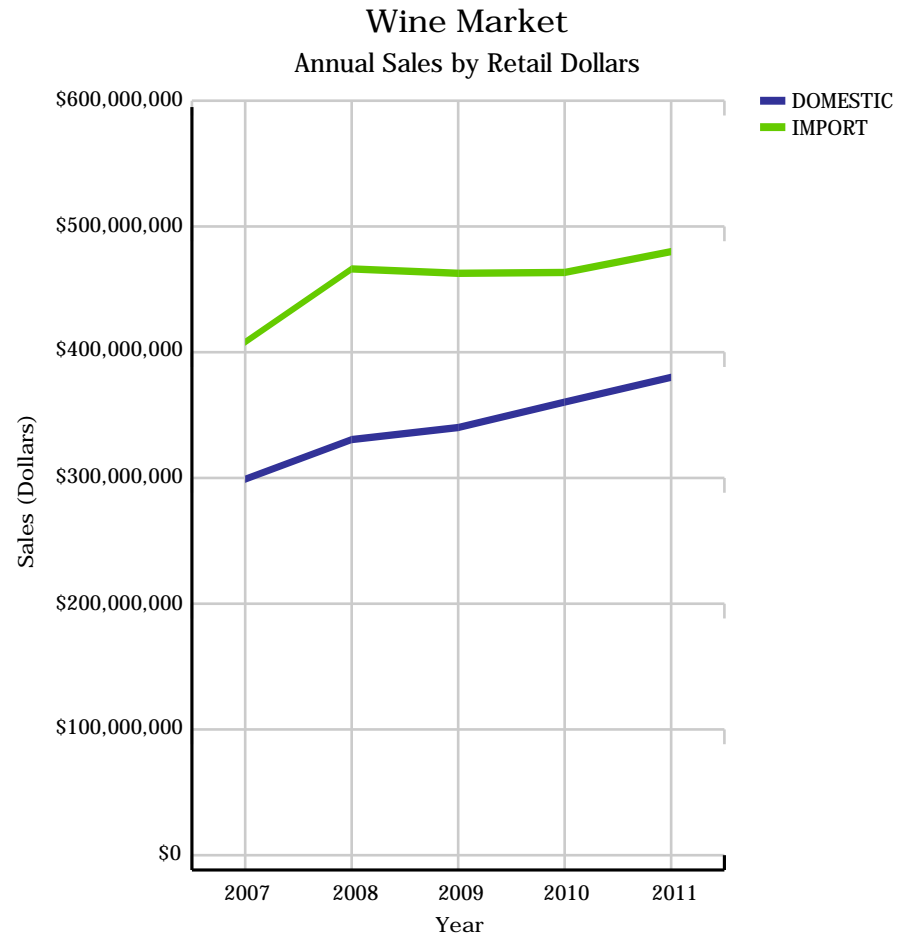
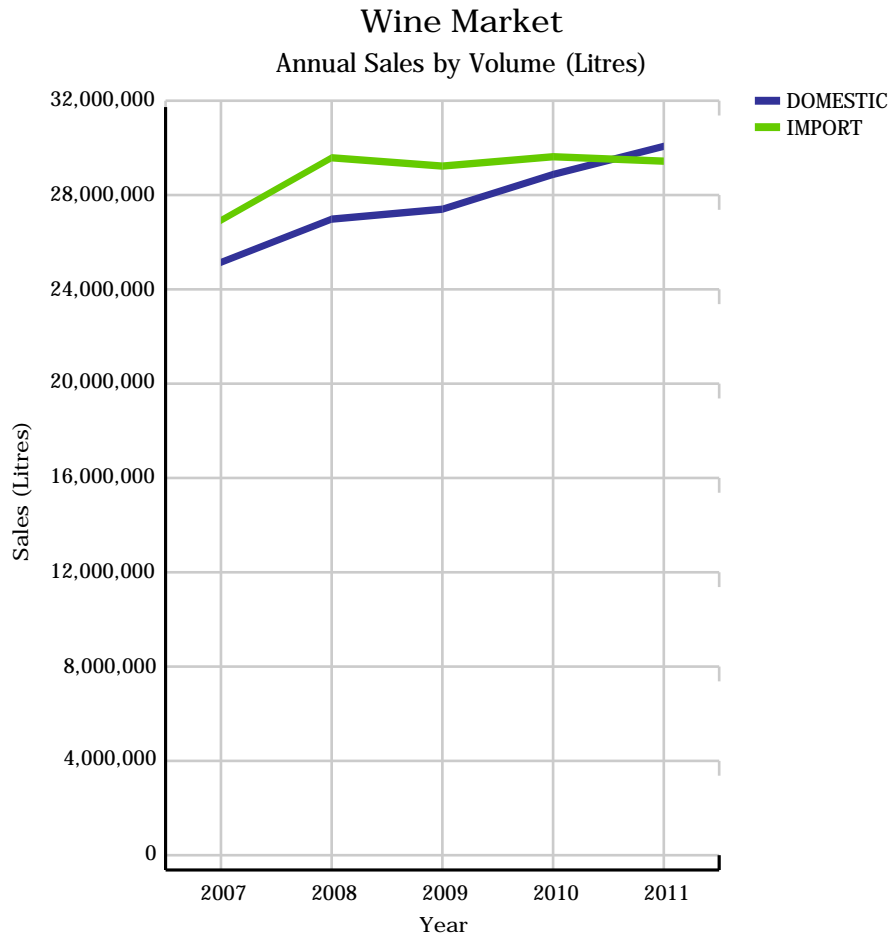
SPIRITS MARKET - OVERALL
 ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
 SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPIRITS DOMESTIC	14,727,165	15,305,843	14,810,054	14,066,907	13,194,015	3,085,658	-5.79%	-6.21%	11.30%
IMPORT	9,797,266	10,608,403	10,526,438	10,609,396	10,622,758	2,373,638	0.53%	0.13%	14.79%
SPIRITS	24,524,430	25,914,246	25,336,492	24,676,303	23,816,773	5,459,296	-3.14%	-3.48%	12.86%

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

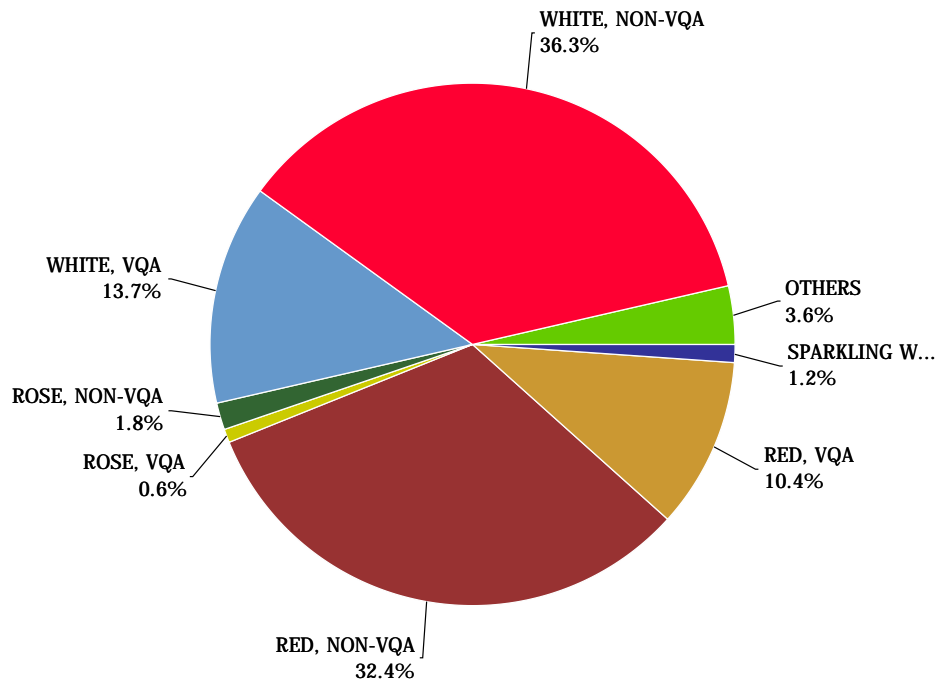
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPIRITS DOMESTIC	\$374,821	\$402,715	\$404,055	\$394,543	\$388,515	\$90,268	-2.57%	-1.53%	10.91%
IMPORT	\$306,973	\$342,802	\$349,193	\$355,703	\$369,199	\$81,692	3.76%	3.79%	15.22%
SPIRITS	\$681,793	\$745,518	\$753,249	\$750,246	\$757,714	\$171,960	0.34%	1.00%	13.01%

Wine Market (Domestic & Imported)

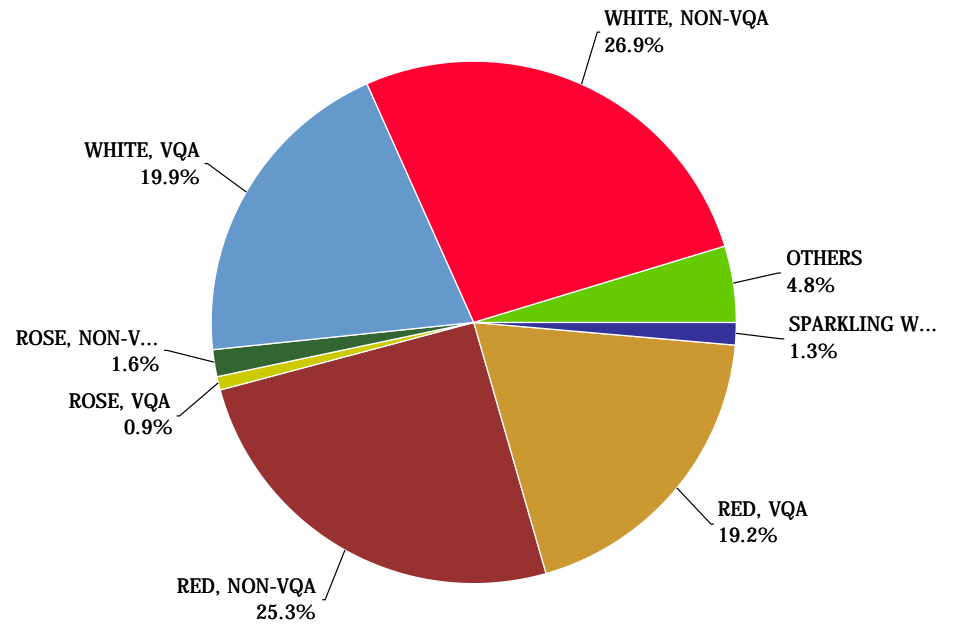


Wine Market - Domestic Wine

Domestic Wine Market Share
Current Quarter by Volume (Litres)

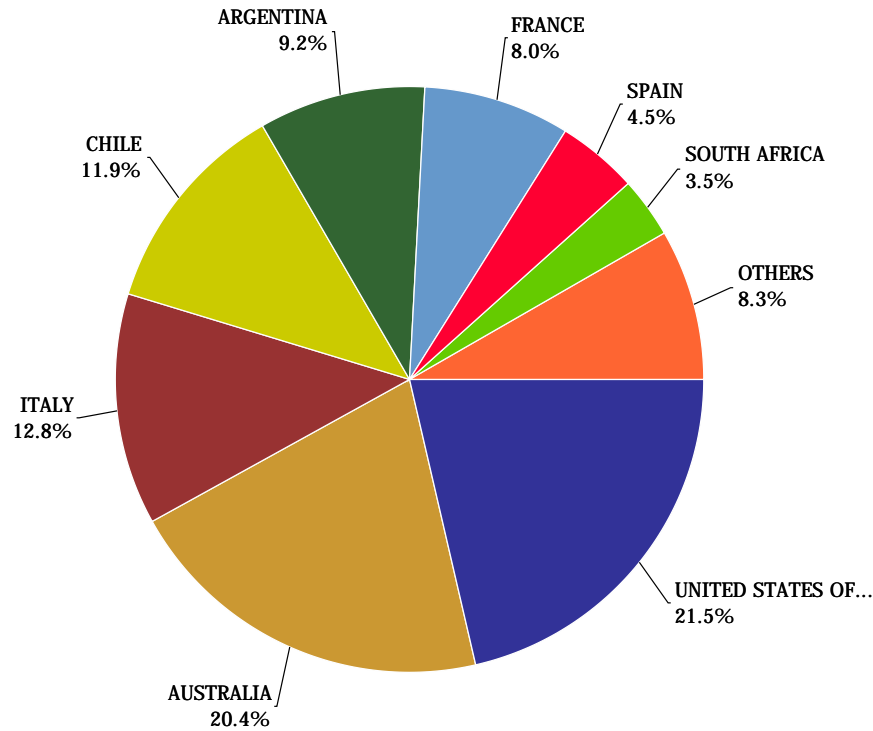


Domestic Wine Market Share
Current Quarter by Retail Dollars

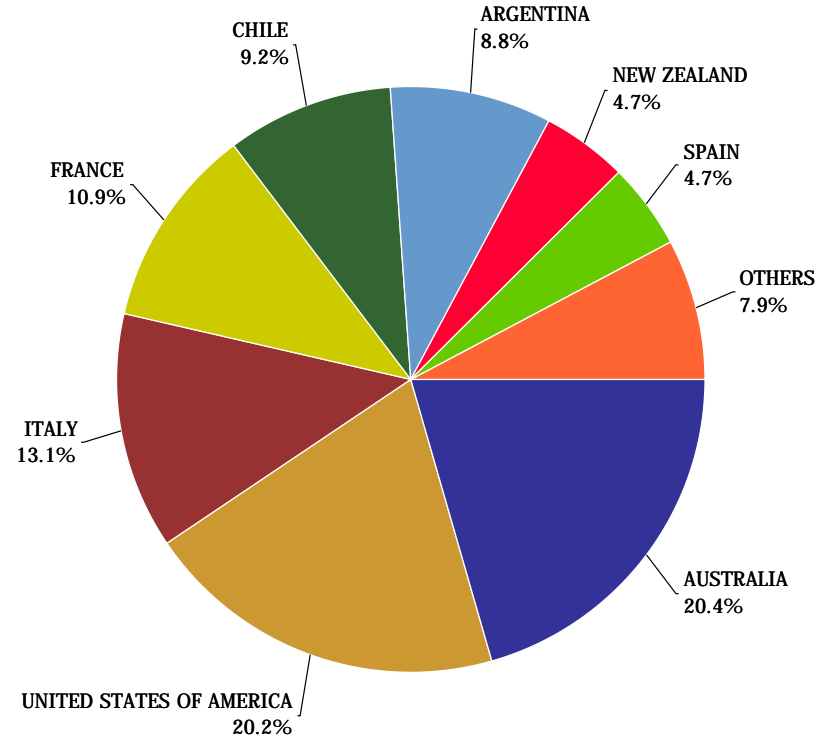


Wine Market - Import Wine

Import Wine Market Share
Current Quarter by Volume (Litres)



Import Wine Market Share
Current Quarter by Retail Dollars



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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER NON-VQA	5,282	6,002	6,398	6,055	6,605	1,281	19.36%	9.09%	0.51%
		BC NON-VQA	1,082	662	904	780	694	139	36.53%	-10.95%	15.56%
		FLAVOURED	6,364	6,664	7,302	6,834	7,299	1,420	20.84%	6.81%	1.94%
FRUIT	OTHER NON-VQA	OTHER NON-VQA	896	1,108	555	2,106	2,826	860	113.32%	34.18%	2.08%
		BC NON-VQA	139,928	139,828	124,833	147,845	146,300	27,483	-2.99%	-1.05%	1.00%
		FRUIT	140,824	140,936	125,388	149,951	149,126	28,343	-1.36%	-0.55%	1.02%
OTHER	BC NON-VQA	BC NON-VQA	2,831	3,236	5,717	5,588	8,741	2,172	67.12%	56.44%	5.64%
		VQA	0	0	0	0	30	8	n/a	n/a	0.00%
		OTHER	2,831	3,236	5,717	5,588	8,772	2,180	67.72%	56.98%	5.62%
OTHER FORTIFIED	OTHER NON-VQA	OTHER NON-VQA	3,059	1,984	1,304	875	648	106	-29.88%	-26.01%	0.23%
		BC NON-VQA	5,074	8,443	11,179	9,245	7,531	1,105	-1.71%	-18.55%	2.90%
		VQA	6,713	3,239	237	315	517	75	-49.75%	64.05%	1.45%
		OTHER FORTIFIED	14,847	13,667	12,720	10,436	8,695	1,287	-9.74%	-16.68%	2.62%
PORT	OTHER NON-VQA	OTHER NON-VQA	5,090	4,604	3,140	5	0	0	n/a	-100.00%	0.00%
		BC NON-VQA	57,576	59,327	61,484	61,288	65,116	14,152	1.38%	6.25%	9.23%
		VQA	5,648	3,980	4,240	5,743	7,461	1,370	34.79%	29.91%	3.06%
		PORT	68,314	67,911	68,864	67,036	72,577	15,522	3.65%	8.27%	8.60%
SAKE	BC NON-VQA	2,764	6,422	8,183	11,026	9,576	2,354	-27.03%	-13.15%	41.18%	
	SAKE	2,764	6,422	8,183	11,026	9,576	2,354	-27.03%	-13.15%	41.18%	
SHERRY	BC NON-VQA	825,924	825,201	784,606	786,450	760,814	180,326	-1.08%	-3.26%	0.61%	
	SHERRY	825,924	825,201	784,606	786,450	760,814	180,326	-1.08%	-3.26%	0.61%	
VERMOUTH	BC NON-VQA	2	-1	0	0	0	0	n/a	n/a	0.00%	
	VERMOUTH	2	-1	0	0	0	0	n/a	n/a	0.00%	
APERITIF, DESSERT AND FORTIFIED WINE			1,061,869	1,064,036	1,012,779	1,037,321	1,016,858	231,431	-0.73%	-1.97%	1.69%
SPARKLING WINE	SPARKLING ICE WINE	OTHER VQA	0	0	0	9	0	0	n/a	-100.00%	0.00%
		BC VQA	153	70	73	75	19	2	-76.92%	-74.87%	0.00%

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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	153	70	73	84	19	2	-76.92%	-77.58%	0.00%	
	RED	BC	NON-VQA	46,508	50,072	52,539	48,606	51,229	9,530	5.05%	5.40%	1.75%
			VQA	4,034	4,092	2,412	669	0	0	-100.00%	-100.00%	0.00%
		SPARKLING WINE RED		50,542	54,164	54,951	49,275	51,229	9,530	5.04%	3.96%	1.75%
	ROSE	OTHER	VQA	0	0	0	0	18	0	n/a	n/a	0.00%
		BC	NON-VQA	3,840	1,651	2,878	2,243	3,662	472	85.29%	63.22%	31.63%
			VQA	5,805	4,162	3,167	4,363	5,780	964	-34.49%	32.49%	10.83%
		SPARKLING WINE ROSE		9,645	5,812	6,045	6,606	9,460	1,437	-16.80%	43.20%	18.86%
	WHITE	OTHER	NON-VQA	27,994	19,066	18,310	15,148	14,010	2,631	-7.27%	-7.52%	38.15%
			VQA	162	341	107	116	143	6	-33.33%	24.03%	43.98%
		BC	NON-VQA	307,834	323,387	311,992	296,194	291,525	54,391	-0.30%	-1.58%	15.25%
			VQA	75,731	75,405	69,533	82,719	89,590	15,884	-6.58%	8.31%	30.59%
		SPARKLING WINE WHITE		411,720	418,200	399,943	394,178	395,269	72,911	-2.00%	0.28%	19.55%
	SPARKLING WINE			472,059	478,246	461,012	450,142	455,976	83,880	-1.56%	1.30%	17.53%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	0	0	0	0	33	5	n/a	n/a	0.00%
			VQA	361	545	428	264	266	1	-97.69%	1.11%	0.07%
		BC	NON-VQA	341	241	220	275	199	13	-56.01%	-27.71%	0.00%
			VQA	6,237	5,099	4,167	5,303	5,049	1,040	0.21%	-4.79%	0.77%
		ICE WINE RED		6,939	5,884	4,815	5,842	5,547	1,059	-3.79%	-5.04%	0.71%
	ICE WINE ROSE	BC	VQA	574	259	42	15	1	2	n/a	-92.31%	0.00%
		ICE WINE ROSE		574	259	42	15	1	2	n/a	-92.31%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	261	6	71	176	45	2	-96.40%	-74.63%	1.68%
			VQA	8,651	15,827	8,964	12,964	11,544	4,026	-3.23%	-10.96%	0.41%
		BC	NON-VQA	145	115	118	1,417	1,178	237	-18.94%	-16.88%	4.97%
			VQA	29,336	31,349	29,890	28,704	30,746	5,629	4.07%	7.11%	4.59%

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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	ICE WINE WHITE	ICE WINE WHITE	38,393	47,297	39,044	43,261	43,512	9,894	-0.10%	0.58%	3.49%	
	RED	OTHER	NON-VQA	11,864	29,716	5,481	2,447	1,896	425	-29.44%	-22.53%	39.00%
			VQA	8,769	13,016	15,602	18,825	14,284	2,444	-52.40%	-24.12%	20.64%
		BC	NON-VQA	7,681,059	8,529,422	8,806,457	9,035,697	9,697,353	2,241,426	3.63%	7.32%	12.06%
			VQA	2,946,929	2,916,191	2,895,663	3,309,411	3,428,341	718,541	-2.45%	3.59%	23.74%
		TABLE WINE RED		10,648,620	11,488,345	11,723,203	12,366,380	13,141,874	2,962,835	1.98%	6.27%	15.12%
	ROSE	OTHER	VQA	0	0	306	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	372,802	446,336	499,483	529,157	533,154	127,644	0.78%	0.76%	4.49%
			VQA	92,343	116,366	145,988	177,047	190,942	44,637	-6.86%	7.85%	6.94%
		TABLE WINE ROSE		465,145	562,701	645,777	706,205	724,097	172,281	-1.31%	2.53%	5.14%
	WHITE	OTHER	NON-VQA	11,132	28,415	6,643	2,641	2,504	765	72.42%	-5.20%	25.39%
			VQA	7,396	9,237	9,640	12,096	9,103	2,579	-29.07%	-24.75%	9.25%
		BC	NON-VQA	9,029,449	9,811,100	9,871,708	9,971,936	10,423,310	2,514,938	5.03%	4.53%	12.31%
			VQA	3,544,459	3,616,477	3,764,726	4,385,990	4,347,738	944,783	-11.94%	-0.87%	22.41%
		TABLE WINE WHITE		12,592,436	13,465,229	13,652,717	14,372,663	14,782,654	3,463,066	-0.24%	2.85%	15.28%
	TABLE WINE			23,752,107	25,569,716	26,065,598	27,494,365	28,697,686	6,609,135	0.72%	4.38%	14.93%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	987	2,393	602	4,751	4,821	400	-67.72%	1.47%	0.00%
			VQA	2,981	5,328	2,544	5	1,008	0	-100.00%	20,900.00%	0.00%
		BC	NON-VQA	68	6,693	52	0	0	0	n/a	n/a	0.00%
			VQA	11,514	9,241	14,068	44,200	46,776	3,231	-31.53%	5.83%	0.22%
		WINE - GIFT PACKS ALL		15,549	23,655	17,266	48,956	52,605	3,632	-39.11%	7.45%	0.20%
	WINE - GIFT PACKS			15,549	23,655	17,266	48,956	52,605	3,632	-39.11%	7.45%	0.20%
DOMESTIC WINE - TOTAL				25,301,584	27,135,654	27,556,655	29,030,785	30,223,125	6,928,078	0.60%	4.11%	14.50%

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

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$77	\$90	\$96	\$91	\$102	\$20	22.55%	11.99%	0.51%
		BC	NON-VQA	\$38	\$23	\$32	\$30	\$22	\$5	47.46%	-28.07%	14.58%
FLAVOURED				\$115	\$113	\$129	\$121	\$124	\$25	26.72%	2.02%	2.98%
FRUIT	FRUIT	OTHER	NON-VQA	\$41	\$58	\$39	\$78	\$121	\$54	301.67%	54.94%	2.34%
		BC	NON-VQA	\$3,668	\$3,730	\$3,406	\$3,906	\$3,939	\$776	-2.30%	0.85%	1.35%
		FRUIT		\$3,710	\$3,788	\$3,445	\$3,984	\$4,060	\$830	2.72%	1.91%	1.38%
OTHER	OTHER	BC	NON-VQA	\$87	\$86	\$149	\$167	\$257	\$64	60.39%	53.49%	5.96%
			VQA	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		OTHER		\$87	\$86	\$149	\$167	\$258	\$64	61.02%	54.07%	5.94%
OTHER FORTIFIED	OTHER FORTIFIED	OTHER	NON-VQA	\$140	\$91	\$60	\$41	\$31	\$5	-28.00%	-24.05%	0.23%
		BC	NON-VQA	\$231	\$448	\$562	\$491	\$417	\$60	-4.61%	-15.14%	3.06%
			VQA	\$196	\$98	\$18	\$24	\$40	\$6	-48.50%	68.65%	1.46%
		OTHER FORTIFIED		\$567	\$638	\$640	\$556	\$488	\$71	-12.72%	-12.22%	2.75%
PORT	PORT	OTHER	NON-VQA	\$65	\$58	\$40	\$0	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$593	\$690	\$744	\$793	\$889	\$176	-0.69%	12.12%	7.83%
			VQA	\$235	\$180	\$195	\$268	\$350	\$63	38.56%	30.45%	3.04%
		PORT		\$893	\$928	\$978	\$1,061	\$1,239	\$240	7.32%	16.75%	6.48%
SAKE	SAKE	BC	NON-VQA	\$65	\$185	\$200	\$238	\$251	\$62	1.08%	5.47%	12.46%
		SAKE		\$65	\$185	\$200	\$238	\$251	\$62	1.08%	5.47%	12.46%
SHERRY	SHERRY	BC	NON-VQA	\$6,071	\$5,983	\$5,705	\$5,693	\$5,606	\$1,325	0.60%	-1.54%	0.62%
		SHERRY		\$6,071	\$5,983	\$5,705	\$5,693	\$5,606	\$1,325	0.60%	-1.54%	0.62%
VERMOUTH	VERMOUTH	BC	NON-VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		VERMOUTH		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
APERITIF, DESSERT AND FORTIFIED WINE				\$11,507	\$11,722	\$11,245	\$11,820	\$12,025	\$2,617	2.59%	1.73%	1.95%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		BC	VQA	\$21	\$10	\$10	\$10	\$3	\$0	-76.31%	-74.20%	0.00%
		SPARKLING ICE WINE		\$21	\$10	\$10	\$11	\$3	\$0	-76.31%	-76.56%	0.00%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
SPARKLING WINE	RED	BC	NON-VQA	\$369	\$405	\$426	\$394	\$430	\$90	20.88%	9.12%	2.32%
			VQA	\$119	\$126	\$71	\$20	\$0	\$0	-100.00%	-99.98%	0.00%
		SPARKLING WINE RED		\$488	\$531	\$497	\$414	\$430	\$90	20.85%	3.95%	2.32%
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$84	\$58	\$92	\$75	\$130	\$11	47.19%	73.72%	33.39%
			VQA	\$174	\$131	\$103	\$141	\$176	\$27	-39.36%	24.91%	10.05%
		SPARKLING WINE ROSE		\$258	\$188	\$195	\$216	\$307	\$39	-26.69%	42.20%	19.94%
	WHITE	OTHER	NON-VQA	\$296	\$202	\$195	\$166	\$160	\$30	-6.90%	-3.21%	37.80%
			VQA	\$5	\$11	\$3	\$4	\$5	\$0	-26.54%	29.67%	44.83%
		BC	NON-VQA	\$2,656	\$2,758	\$2,753	\$2,644	\$2,744	\$518	2.36%	3.78%	20.87%
VQA			\$2,106	\$2,180	\$2,084	\$2,508	\$2,658	\$469	-4.48%	5.98%	27.28%	
		SPARKLING WINE WHITE		\$5,064	\$5,150	\$5,036	\$5,322	\$5,568	\$1,017	-1.20%	4.62%	24.44%
	SPARKLING WINE		\$5,830	\$5,880	\$5,737	\$5,963	\$6,307	\$1,146	-1.04%	5.78%	22.70%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$0	\$0	\$0	\$5	\$1	n/a	n/a	0.00%
			VQA	\$66	\$120	\$81	\$38	\$35	\$0	-98.81%	-6.58%	0.00%
		BC	NON-VQA	\$56	\$30	\$32	\$40	\$26	\$2	-57.97%	-33.53%	0.00%
			VQA	\$1,037	\$745	\$591	\$791	\$855	\$182	10.92%	8.15%	0.52%
		ICE WINE RED		\$1,158	\$895	\$704	\$868	\$922	\$184	6.89%	6.24%	0.48%
	ICE WINE ROSE	BC	VQA	\$53	\$24	\$4	\$1	\$0	\$0	n/a	-92.10%	0.00%
		ICE WINE ROSE		\$53	\$24	\$4	\$1	\$0	\$0	n/a	-92.10%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	\$37	\$1	\$8	\$16	\$4	\$0	-96.10%	-75.37%	1.68%
			VQA	\$1,106	\$2,204	\$1,145	\$1,302	\$1,239	\$403	3.12%	-4.89%	0.44%
		BC	NON-VQA	\$23	\$19	\$12	\$125	\$127	\$33	38.06%	1.92%	3.19%
			VQA	\$3,732	\$3,933	\$3,822	\$3,757	\$4,155	\$743	2.72%	10.60%	4.00%
		ICE WINE WHITE		\$4,898	\$6,156	\$4,987	\$5,200	\$5,525	\$1,179	3.30%	6.25%	3.18%
	RED	OTHER	NON-VQA	\$119	\$294	\$62	\$56	\$47	\$7	-64.89%	-16.78%	21.10%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
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				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	RED	OTHER	VQA	\$160	\$267	\$314	\$359	\$275	\$49	-51.49%	-23.47%	21.64%
		BC	NON-VQA	\$71,528	\$81,529	\$86,131	\$87,333	\$94,231	\$21,778	6.98%	7.90%	11.95%
			VQA	\$62,582	\$66,274	\$66,739	\$74,809	\$79,733	\$16,463	0.12%	6.58%	20.48%
		TABLE WINE RED			\$134,389	\$148,365	\$153,246	\$162,557	\$174,286	\$38,297	3.73%	7.22%
ROSE		OTHER	VQA	\$0	\$0	\$4	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$3,444	\$4,235	\$4,865	\$5,288	\$5,485	\$1,387	9.19%	3.73%	6.36%
			VQA	\$1,416	\$2,022	\$2,608	\$3,129	\$3,443	\$813	-5.98%	10.06%	7.38%
		TABLE WINE ROSE			\$4,860	\$6,257	\$7,477	\$8,416	\$8,928	\$2,201	3.05%	6.08%
WHITE		OTHER	NON-VQA	\$112	\$281	\$71	\$123	\$125	\$56	486.51%	1.25%	6.80%
			VQA	\$131	\$190	\$215	\$266	\$247	\$105	39.58%	-6.90%	7.25%
		BC	NON-VQA	\$77,410	\$86,515	\$89,700	\$89,925	\$95,294	\$23,132	8.37%	5.97%	12.32%
			VQA	\$60,837	\$65,996	\$68,941	\$76,800	\$77,642	\$17,021	-7.02%	1.10%	21.57%
TABLE WINE WHITE			\$138,489	\$152,982	\$158,928	\$167,114	\$173,307	\$40,314	1.45%	3.71%	16.45%	
TABLE WINE				\$283,846	\$314,679	\$325,345	\$344,157	\$362,969	\$82,175	2.58%	5.47%	15.69%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$66	\$101	\$67	\$440	\$467	\$39	-65.82%	6.07%	0.00%
			VQA	\$466	\$833	\$398	\$1	\$162	\$0	-100.00%	21,464.06%	0.00%
		BC	NON-VQA	\$1	\$104	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
			VQA	\$266	\$172	\$270	\$906	\$1,058	\$115	-18.33%	16.75%	0.29%
		WINE - GIFT PACKS ALL			\$800	\$1,209	\$735	\$1,347	\$1,687	\$154	-39.66%	25.22%
WINE - GIFT PACKS				\$800	\$1,209	\$735	\$1,347	\$1,687	\$154	-39.66%	25.22%	0.18%
DOMESTIC WINE - TOTAL				\$301,983	\$333,490	\$343,062	\$363,287	\$382,988	\$86,092	2.40%	5.42%	15.31%

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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,613	2,746	2,946	2,517	2,715	412	-3.34%	7.87%	1.08%
		CHINA	0	0	0	170	2,691	547	221.15%	1,480.62%	2.48%
		ITALY	62	26	80	5	8,509	2,842	757,700.00%	161,971.43%	5.54%
		UNITED STATES OF AMERICA	0	459	13,917	3,272	3,597	754	-0.20%	9.95%	0.00%
		FLAVOURED	2,675	3,230	16,943	5,964	17,512	4,556	236.60%	193.62%	4.07%
FRUIT	ARMENIA	70	58	0	0	0	0	n/a	n/a	0.00%	
	CHINA	0	0	0	0	0	0	n/a	n/a	0.00%	
	DENMARK	1,836	3	1	0	0	0	n/a	n/a	0.00%	
	FRANCE	0	0	0	0	16	0	n/a	n/a	0.00%	
	JAPAN	8,130	9,674	10,371	11,054	10,250	2,211	-6.00%	-7.27%	24.69%	
	KOREA - SOUTH	0	282	232	141	178	38	-9.93%	25.96%	29.56%	
	TURKEY	0	0	0	21	3	0	n/a	-85.71%	0.00%	
	UNITED STATES OF AMERICA	1,843	1,878	2,209	2,286	3,715	884	72.22%	62.52%	53.02%	
FRUIT	11,879	11,894	12,812	13,502	14,162	3,132	7.74%	4.77%	32.22%		
MADEIRA	PORTUGAL	5,515	5,913	5,268	5,300	5,206	880	-11.99%	-1.78%	18.84%	
	MADEIRA	5,515	5,913	5,268	5,300	5,206	880	-11.99%	-1.78%	18.84%	
MONTILLA	SPAIN	10,686	11,420	11,062	9,783	10,247	2,204	4.21%	4.74%	3.43%	
	MONTILLA	10,686	11,420	11,062	9,783	10,247	2,204	4.21%	4.74%	3.43%	
OTHER	AUSTRALIA	4	4	0	8	0	0	n/a	-100.00%	0.00%	
	CHINA	0	0	0	0	600	123	n/a	n/a	10.93%	
	OTHER	4	4	0	8	600	123	n/a	-100.00%	10.93%	
OTHER FORTIFIED	ARGENTINA	0	0	0	0	9	9	n/a	n/a	0.00%	
	AUSTRALIA	898	774	396	527	574	109	-32.48%	8.97%	24.95%	
	CHINA	5,472	6,934	6,565	6,076	6,412	1,148	-9.18%	5.52%	19.78%	
	FRANCE	39,610	37,730	35,415	33,504	32,476	7,132	-1.75%	-3.07%	7.12%	
	GREECE	195	847	165	68	103	30	66.67%	52.22%	0.00%	

IMPORT WINE MARKET
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	14,358	15,964	15,424	15,071	14,614	3,043	-7.92%	-3.04%	32.26%
		JAPAN	0	0	50	148	485	137	69.86%	226.90%	87.69%
		KOREA - SOUTH	8,802	7,113	5,362	4,441	8,867	2,643	178.34%	99.66%	56.24%
		PORTUGAL	9	0	0	0	0	0	n/a	n/a	0.00%
		SPAIN	0	0	0	44	0	0	n/a	-100.00%	0.00%
		UNITED STATES OF AMERICA	2,546	2,514	2,027	1,753	1,665	332	-11.67%	-5.03%	25.07%
		URUGUAY	0	9	4	4	9	0	-100.00%	100.00%	0.00%
		OTHER FORTIFIED	71,890	71,885	65,408	61,637	65,213	14,583	8.62%	5.79%	21.92%
		PORT	AUSTRALIA	35,208	33,290	29,041	21,420	18,817	3,903	-10.37%	-12.15%
PORTUGAL	88,532		92,496	88,195	85,825	84,415	14,431	-8.66%	-1.64%	10.29%	
SOUTH AFRICA	24,050		23,621	20,351	17,437	19,640	4,344	12.66%	12.64%	11.00%	
UNITED STATES OF AMERICA	63		58	43	37	33	0	-100.00%	-10.20%	0.00%	
PORT	147,852		149,466	137,630	124,718	122,905	22,677	-5.65%	-1.45%	10.05%	
SAKE	JAPAN	57,411	65,448	66,821	68,692	71,622	15,002	-8.19%	4.27%	33.66%	
	KOREA - SOUTH	4,313	3,503	2,714	2,374	1,700	443	-24.15%	-28.39%	44.57%	
	UNITED STATES OF AMERICA	300,959	320,584	313,706	320,164	308,288	70,210	-4.88%	-3.71%	64.97%	
	SAKE	362,683	389,536	383,241	391,230	381,610	85,654	-5.60%	-2.46%	59.00%	
SHERRY	AUSTRALIA	30,575	29,938	28,817	28,376	34,873	7,419	18.91%	22.89%	0.91%	
	NEW ZEALAND	31,622	30,080	26,386	20,578	1,192	0	-100.00%	-94.21%	0.00%	
	SOUTH AFRICA	29,371	31,100	28,312	22,328	26,136	5,656	7.12%	17.06%	1.70%	
	SPAIN	82,469	80,661	72,789	67,621	65,949	12,158	-3.28%	-2.47%	2.31%	
	SHERRY	174,037	171,778	156,305	138,904	128,150	25,233	-9.17%	-7.74%	1.79%	
VERMOUTH	FRANCE	23,316	25,687	21,711	21,072	18,804	4,145	-15.27%	-10.76%	10.22%	
	ITALY	235,153	229,800	215,956	207,138	197,696	44,656	-7.44%	-4.56%	5.27%	
	UNITED STATES OF AMERICA	84	74	158	178	242	78	33.33%	35.86%	54.04%	
	VERMOUTH	258,553	255,561	237,825	228,388	216,742	48,880	-8.12%	-5.10%	5.75%	

IMPORT WINE MARKET
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,045,773	1,070,687	1,026,492	979,434	962,345	207,921	-3.98%	-1.74%	28.37%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	22	0	0	0	0	n/a	n/a	0.00%	
			IMPORT BOTTLED	885,543	1,324,487	1,818,200	2,318,645	2,474,841	560,406	-4.19%	6.74%	11.00%
			RED - TOTAL	885,566	1,324,487	1,818,200	2,318,645	2,474,841	560,406	-4.19%	6.74%	11.00%
		ROSE	IMPORT BOTTLED	180	0	1,551	4,190	7,566	1,372	-30.39%	80.59%	5.11%
			ROSE - TOTAL	180	0	1,551	4,190	7,566	1,372	-30.39%	80.59%	5.11%
		WHITE	IMPORT BOTTLED	154,428	177,339	247,926	329,652	343,656	81,815	-3.52%	4.25%	8.27%
			WHITE - TOTAL	154,428	177,339	247,926	329,652	343,656	81,815	-3.52%	4.25%	8.27%
		TOTAL		1,040,174	1,501,826	2,067,676	2,652,486	2,826,063	643,594	-4.19%	6.54%	10.65%
	ARMENIA	RED	IMPORT BOTTLED	1	1	0	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	1	1	0	0	0	0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	47	34	38	14	0	0	100.00%	-100.00%	0.00%	
		WHITE - TOTAL	47	34	38	14	0	0	100.00%	-100.00%	0.00%	
		TOTAL		48	35	38	14	0	0	100.00%	-100.00%	0.00%
AUSTRALIA	RED	CANADA BOTTLED	73,613	35,029	11,477	11,128	4,428	3	-99.92%	-60.21%	0.00%	
		IMPORT BOTTLED	5,789,505	5,819,242	4,992,628	4,527,892	4,150,611	915,902	-9.18%	-8.33%	11.79%	
		RED - TOTAL	5,863,118	5,854,272	5,004,105	4,539,020	4,155,039	915,904	-9.53%	-8.46%	11.79%	
	ROSE	IMPORT BOTTLED	29,158	21,558	20,062	19,608	14,532	3,658	-31.99%	-25.88%	5.28%	
		ROSE - TOTAL	29,158	21,558	20,062	19,608	14,532	3,658	-31.99%	-25.88%	5.28%	
	WHITE	CANADA BOTTLED	115,817	49,713	10,750	6,061	1,776	0	-100.00%	-70.70%	0.00%	
		IMPORT BOTTLED	2,175,098	2,401,570	2,212,662	2,069,153	1,890,335	460,243	-6.73%	-8.64%	9.37%	
		WHITE - TOTAL	2,290,916	2,451,283	2,223,411	2,075,214	1,892,111	460,243	-7.07%	-8.82%	9.39%	
		TOTAL		8,183,192	8,327,112	7,247,578	6,633,842	6,061,682	1,379,806	-8.80%	-8.62%	11.02%
AUSTRIA	RED	IMPORT BOTTLED	1,164	1,302	896	1,172	616	172	1,331.25%	-47.38%	18.13%	
		RED - TOTAL	1,164	1,302	896	1,172	616	172	1,331.25%	-47.38%	18.13%	
	ROSE	IMPORT BOTTLED	18	556	278	405	0	0	-100.00%	-100.00%	0.00%	

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TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	18	556	278	405	0	0	-100.00%	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	9,288	8,161	6,346	8,740	11,565	2,186	-33.10%	32.33%	25.58%
			WHITE - TOTAL	9,288	8,161	6,346	8,740	11,565	2,186	-33.10%	32.33%	25.58%
		TOTAL	10,470	10,018	7,521	10,316	12,182	2,357	-28.31%	18.08%	25.21%	
BULGARIA	RED	IMPORT BOTTLED	41,288	24,166	1,297	4	206	135	18,100.00%	5,400.00%	4.36%	
		RED - TOTAL	41,288	24,166	1,297	4	206	135	18,100.00%	5,400.00%	4.36%	
	WHITE	IMPORT BOTTLED	0	0	0	0	342	207	n/a	n/a	7.89%	
		WHITE - TOTAL	0	0	0	0	342	207	n/a	n/a	7.89%	
	TOTAL	41,288	24,166	1,297	4	548	342	18,100.00%	5,400.00%	6.57%		
CHILE	RED	CANADA BOTTLED	334,463	313,470	281,007	232,904	168,875	35,236	-28.13%	-27.49%	20.86%	
		IMPORT BOTTLED	1,623,894	1,949,529	2,071,928	2,173,566	2,217,990	524,033	2.35%	2.04%	6.39%	
		RED - TOTAL	1,958,357	2,262,999	2,352,935	2,406,470	2,386,865	559,269	-0.31%	-0.81%	7.41%	
	ROSE	IMPORT BOTTLED	1,827	5,230	8,499	7,572	6,149	1,364	-48.96%	-18.79%	2.62%	
		ROSE - TOTAL	1,827	5,230	8,499	7,572	6,149	1,364	-48.96%	-18.79%	2.62%	
	WHITE	CANADA BOTTLED	245,327	230,565	224,145	181,412	126,641	26,256	-32.67%	-30.19%	21.34%	
		IMPORT BOTTLED	602,257	733,260	830,766	931,810	983,051	241,235	5.49%	5.50%	9.60%	
WHITE - TOTAL		847,584	963,825	1,054,911	1,113,221	1,109,692	267,491	-0.07%	-0.32%	10.94%		
TOTAL	2,807,768	3,232,054	3,416,345	3,527,264	3,502,706	828,124	-0.39%	-0.70%	8.52%			
CHINA	RED	IMPORT BOTTLED	207	3,961	4,432	3,161	2,586	342	-32.04%	-18.20%	4.18%	
		RED - TOTAL	207	3,961	4,432	3,161	2,586	342	-32.04%	-18.20%	4.18%	
	WHITE	IMPORT BOTTLED	72	442	287	188	364	140	266.67%	93.63%	6.17%	
		WHITE - TOTAL	72	442	287	188	364	140	266.67%	93.63%	6.17%	
	TOTAL	279	4,402	4,719	3,350	2,950	482	-10.94%	-11.91%	4.42%		
CROATIA	RED	IMPORT BOTTLED	5,207	4,682	4,562	3,806	2,881	550	7.01%	-24.32%	1.09%	
		RED - TOTAL	5,207	4,682	4,562	3,806	2,881	550	7.01%	-24.32%	1.09%	
	WHITE	IMPORT BOTTLED	392	70	0	126	162	0	-100.00%	28.57%	0.00%	

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SALES IN LITRES

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	392	70	0	126	162	0	-100.00%	28.57%	0.00%
		TOTAL		5,600	4,752	4,562	3,932	3,043	550	0.00%	-22.62%	1.09%
CZECH REPUBLIC	RED	IMPORT BOTTLED		1,956	1,423	1,155	310	2	0	-100.00%	-99.52%	0.00%
		RED - TOTAL		1,956	1,423	1,155	310	2	0	-100.00%	-99.52%	0.00%
	WHITE	IMPORT BOTTLED		1,282	1,600	1,352	408	9	0	-100.00%	-97.79%	0.00%
		WHITE - TOTAL		1,282	1,600	1,352	408	9	0	-100.00%	-97.79%	0.00%
	TOTAL		3,238	3,022	2,506	718	10	0	-100.00%	-98.54%	0.00%	
FRANCE	RED	CANADA BOTTLED		117,620	128,716	151,144	183,156	152,235	37,782	-7.41%	-17.17%	1.63%
		IMPORT BOTTLED		1,349,234	1,486,791	1,449,469	1,408,416	1,393,224	301,065	-4.72%	-1.08%	8.73%
		RED - TOTAL		1,466,854	1,615,507	1,600,613	1,591,572	1,545,459	338,847	-5.02%	-2.90%	8.03%
	ROSE	IMPORT BOTTLED		32,440	40,220	49,426	67,718	61,244	16,567	-5.12%	-9.56%	10.24%
		ROSE - TOTAL		32,440	40,220	49,426	67,718	61,244	16,567	-5.12%	-9.56%	10.24%
	WHITE	CANADA BOTTLED		52,648	58,950	65,984	78,196	44,144	12,532	-30.90%	-43.55%	1.41%
		IMPORT BOTTLED		687,410	727,827	674,112	612,081	591,662	135,398	-6.74%	-3.34%	13.02%
		WHITE - TOTAL		740,058	786,776	740,096	690,277	635,806	147,930	-9.42%	-7.89%	12.21%
	TOTAL		2,239,352	2,442,504	2,390,135	2,349,567	2,242,509	503,344	-6.36%	-4.56%	9.28%	
GEORGIA	RED	IMPORT BOTTLED		0	0	0	437	7,509	1,847	322.47%	1,617.32%	1.89%
		RED - TOTAL		0	0	0	437	7,509	1,847	322.47%	1,617.32%	1.89%
	WHITE	IMPORT BOTTLED		0	0	0	45	116	35	-21.67%	158.33%	7.74%
		WHITE - TOTAL		0	0	0	45	116	35	-21.67%	158.33%	7.74%
	TOTAL		0	0	0	482	7,625	1,882	290.36%	1,481.18%	1.98%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		11	6	1	0	0	0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL		11	6	1	0	0	0	n/a	n/a	0.00%
	RED	IMPORT BOTTLED		6,452	11,989	19,973	16,880	18,132	3,762	6.34%	7.42%	1.55%
		RED - TOTAL		6,452	11,989	19,973	16,880	18,132	3,762	6.34%	7.42%	1.55%
	WHITE	IMPORT BOTTLED		459,750	476,358	484,621	473,585	477,286	110,240	0.43%	0.78%	5.95%

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TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	459,750	476,358	484,621	473,585	477,286	110,240	0.43%	0.78%	5.95%
		TOTAL		466,212	488,353	504,595	490,466	495,418	114,002	0.61%	1.01%	5.79%
GREECE	RED	IMPORT BOTTLED		106,780	98,382	69,769	61,006	53,227	12,319	-12.29%	-12.75%	66.72%
		RED - TOTAL		106,780	98,382	69,769	61,006	53,227	12,319	-12.29%	-12.75%	66.72%
	ROSE	IMPORT BOTTLED		0	9	45	14	0	0	n/a	-100.00%	0.00%
		ROSE - TOTAL		0	9	45	14	0	0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED		88,097	80,735	59,672	55,902	53,396	13,225	-6.77%	-4.48%	58.25%
		WHITE - TOTAL		88,097	80,735	59,672	55,902	53,396	13,225	-6.77%	-4.48%	58.25%
TOTAL			194,877	179,126	129,486	116,922	106,624	25,544	-9.51%	-8.81%	62.48%	
HUNGARY	RED	IMPORT BOTTLED		42,365	42,120	26,663	25,014	22,994	4,634	-17.07%	-8.07%	0.92%
		RED - TOTAL		42,365	42,120	26,663	25,014	22,994	4,634	-17.07%	-8.07%	0.92%
	WHITE	IMPORT BOTTLED		108,885	102,886	78,828	85,719	83,059	22,482	-4.12%	-3.10%	5.97%
		WHITE - TOTAL		108,885	102,886	78,828	85,719	83,059	22,482	-4.12%	-3.10%	5.97%
	TOTAL			151,250	145,005	105,491	110,732	106,053	27,116	-6.61%	-4.23%	4.87%
INDIA	RED	IMPORT BOTTLED		513	38	-1	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		513	38	-1	0	0	0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED		53	278	414	-13	0	0	n/a	100.00%	0.00%
		ROSE - TOTAL		53	278	414	-13	0	0	n/a	100.00%	0.00%
	WHITE	IMPORT BOTTLED		535	90	1	2	0	0	n/a	-100.00%	0.00%
		WHITE - TOTAL		535	90	1	2	0	0	n/a	-100.00%	0.00%
TOTAL			1,101	406	414	-10	0	0	n/a	100.00%	0.00%	
ISRAEL	RED	IMPORT BOTTLED		337	6,604	9,727	7,323	6,860	2,482	101.40%	-6.33%	7.66%
		RED - TOTAL		337	6,604	9,727	7,323	6,860	2,482	101.40%	-6.33%	7.66%
	ROSE	IMPORT BOTTLED		0	0	0	0	213	93	n/a	n/a	6.69%
		ROSE - TOTAL		0	0	0	0	213	93	n/a	n/a	6.69%
	WHITE	IMPORT BOTTLED		27	2,898	3,646	3,113	3,830	1,116	65.30%	23.04%	5.63%

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TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	27	2,898	3,646	3,113	3,830	1,116	65.30%	23.04%	5.63%
		TOTAL		364	9,503	13,373	10,436	10,903	3,690	88.62%	2.43%	6.93%
ITALY	RED	IMPORT BOTTLED		2,123,243	2,262,866	2,163,866	2,188,949	2,118,841	503,848	-3.15%	-3.20%	15.62%
		RED - TOTAL		2,123,243	2,262,866	2,163,866	2,188,949	2,118,841	503,848	-3.15%	-3.20%	15.62%
	ROSE	IMPORT BOTTLED		3,387	2,911	3,436	13,546	33,313	10,292	11.48%	145.91%	3.80%
		ROSE - TOTAL		3,387	2,911	3,436	13,546	33,313	10,292	11.48%	145.91%	3.80%
	WHITE	IMPORT BOTTLED		1,029,265	1,118,467	1,119,446	1,156,822	1,189,156	290,017	1.29%	2.80%	20.01%
		WHITE - TOTAL		1,029,265	1,118,467	1,119,446	1,156,822	1,189,156	290,017	1.29%	2.80%	20.01%
TOTAL			3,155,895	3,384,243	3,286,747	3,359,318	3,341,310	804,157	-1.43%	-0.54%	17.06%	
LEBANON	RED	IMPORT BOTTLED		1,142	1,106	478	472	394	122	76.09%	-16.67%	26.67%
		RED - TOTAL		1,142	1,106	478	472	394	122	76.09%	-16.67%	26.67%
	ROSE	IMPORT BOTTLED		63	148	79	43	108	45	30.43%	152.63%	83.33%
		ROSE - TOTAL		63	148	79	43	108	45	30.43%	152.63%	83.33%
	WHITE	IMPORT BOTTLED		27	268	154	132	169	44	-6.35%	27.84%	29.33%
		WHITE - TOTAL		27	268	154	132	169	44	-6.35%	27.84%	29.33%
TOTAL			1,232	1,522	711	647	670	211	39.80%	3.59%	36.47%	
MEXICO	RED	IMPORT BOTTLED		496	1,113	1,234	790	947	186	-38.31%	19.83%	13.22%
		RED - TOTAL		496	1,113	1,234	790	947	186	-38.31%	19.83%	13.22%
	WHITE	IMPORT BOTTLED		0	54	126	225	279	54	-45.45%	24.00%	9.68%
		WHITE - TOTAL		0	54	126	225	279	54	-45.45%	24.00%	9.68%
TOTAL			496	1,167	1,360	1,016	1,226	240	-40.07%	20.75%	12.42%	
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		170	140	72	9	0	0	n/a	-100.00%	0.00%
		RED - TOTAL		170	140	72	9	0	0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED		75	32	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL		75	32	0	0	0	0	n/a	n/a	0.00%
	TOTAL			244	172	72	9	0	0	n/a	-100.00%	0.00%

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TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	4,354	4,502	3,620	3,704	4,296	836	-0.98%	15.97%	2.27%
			RED - TOTAL	4,354	4,502	3,620	3,704	4,296	836	-0.98%	15.97%	2.27%
			TOTAL	4,354	4,502	3,620	3,704	4,296	836	-0.98%	15.97%	2.27%
	MOROCCO	RED	IMPORT BOTTLED	653	522	122	3	2	0	n/a	-50.00%	0.00%
			RED - TOTAL	653	522	122	3	2	0	n/a	-50.00%	0.00%
			TOTAL	653	522	122	3	2	0	n/a	-50.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	44,513	63,804	63,235	75,085	85,761	19,997	-12.10%	14.22%	16.77%	
		RED - TOTAL	44,513	63,804	63,235	75,085	85,761	19,997	-12.10%	14.22%	16.77%	
	ROSE	IMPORT BOTTLED	576	2,538	2,234	785	1,438	364	-29.46%	83.19%	10.64%	
		ROSE - TOTAL	576	2,538	2,234	785	1,438	364	-29.46%	83.19%	10.64%	
	WHITE	IMPORT BOTTLED	406,208	504,107	527,674	676,478	820,480	215,830	14.82%	21.29%	22.17%	
		WHITE - TOTAL	406,208	504,107	527,674	676,478	820,480	215,830	14.82%	21.29%	22.17%	
	TOTAL	451,297	570,449	593,143	752,348	907,680	236,191	11.81%	20.65%	21.64%		
PORTUGAL	RED	IMPORT BOTTLED	86,418	100,542	109,048	106,971	138,366	41,062	46.77%	29.35%	5.46%	
		RED - TOTAL	86,418	100,542	109,048	106,971	138,366	41,062	46.77%	29.35%	5.46%	
	ROSE	IMPORT BOTTLED	61,750	65,120	64,080	64,311	75,891	16,222	-1.34%	18.01%	2.47%	
		ROSE - TOTAL	61,750	65,120	64,080	64,311	75,891	16,222	-1.34%	18.01%	2.47%	
	WHITE	IMPORT BOTTLED	55,756	70,628	88,014	101,976	100,764	31,816	-8.02%	-1.19%	2.38%	
		WHITE - TOTAL	55,756	70,628	88,014	101,976	100,764	31,816	-8.02%	-1.19%	2.38%	
	TOTAL	203,925	236,290	261,142	273,258	315,022	89,100	12.77%	15.28%	3.75%		
ROMANIA	RED	IMPORT BOTTLED	1,242	8	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	1,242	8	0	0	0	0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	63	0	0	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	63	0	0	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	396	4	0	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	396	4	0	0	0	0	n/a	n/a	0.00%	

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TABLE WINE	ROMANIA	TOTAL	1,701	12	0	0	0	0	n/a	n/a	0.00%	
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	792	43	0	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	792	43	0	0	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	3	0	0	0	0	0	n/a	n/a	0.00%
			WHITE - TOTAL	3	0	0	0	0	0	n/a	n/a	0.00%
		TOTAL	795	43	0	0	0	0	n/a	n/a	0.00%	
SLOVENIA	RED	IMPORT BOTTLED	0	0	0	0	58	14	n/a	n/a	0.00%	
		RED - TOTAL	0	0	0	0	58	14	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	0	9	388	165	40	9	n/a	-75.45%	0.00%	
		WHITE - TOTAL	0	9	388	165	40	9	n/a	-75.45%	0.00%	
		TOTAL	0	9	388	165	99	22	n/a	-75.45%	0.00%	
SOUTH AFRICA	RED	CANADA BOTTLED	0	853	370	816	96	0	-100.00%	-88.24%	0.00%	
		IMPORT BOTTLED	639,934	698,087	693,578	625,280	590,113	126,676	-12.51%	-5.62%	5.52%	
		RED - TOTAL	639,934	698,940	693,948	626,096	590,209	126,676	-12.57%	-5.73%	5.52%	
	ROSE	IMPORT BOTTLED	4,267	1,625	1,864	496	2,286	0	-100.00%	361.12%	0.00%	
		ROSE - TOTAL	4,267	1,625	1,864	496	2,286	0	-100.00%	361.12%	0.00%	
	WHITE	CANADA BOTTLED	0	611	396	624	108	0	-100.00%	-82.69%	0.00%	
		IMPORT BOTTLED	365,351	386,827	377,637	376,578	408,511	102,368	12.27%	8.48%	7.55%	
		WHITE - TOTAL	365,351	387,438	378,033	377,202	408,619	102,368	12.13%	8.33%	7.55%	
	TOTAL	1,009,552	1,088,003	1,073,845	1,003,794	1,001,114	229,043	-3.21%	-0.27%	6.35%		
SPAIN	RED	IMPORT BOTTLED	594,092	762,857	708,270	735,534	863,227	218,882	22.78%	17.36%	7.22%	
		RED - TOTAL	594,092	762,857	708,270	735,534	863,227	218,882	22.78%	17.36%	7.22%	
	ROSE	IMPORT BOTTLED	7,547	8,362	14,766	10,889	13,796	2,570	-28.25%	26.69%	7.78%	
		ROSE - TOTAL	7,547	8,362	14,766	10,889	13,796	2,570	-28.25%	26.69%	7.78%	
	WHITE	IMPORT BOTTLED	27,678	43,860	45,810	49,426	64,792	21,993	69.85%	31.09%	14.85%	
		WHITE - TOTAL	27,678	43,860	45,810	49,426	64,792	21,993	69.85%	31.09%	14.85%	

IMPORT WINE MARKET
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	SPAIN	TOTAL	629,318	815,079	768,846	795,850	941,815	243,444	24.97%	18.34%	7.75%	
	SWITZERLAND	RED	IMPORT BOTTLED	0	54	36	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	0	54	36	0	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	0	45	45	0	317	11	n/a	n/a	8.04%
			WHITE - TOTAL	0	45	45	0	317	11	n/a	n/a	8.04%
		TOTAL		0	99	81	0	317	11	n/a	n/a	8.04%
	TURKEY	RED	IMPORT BOTTLED	0	0	0	180	331	331	n/a	83.75%	24.49%
			RED - TOTAL	0	0	0	180	331	331	n/a	83.75%	24.49%
		TOTAL		0	0	0	180	331	331	n/a	83.75%	24.49%
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	448,165	472,378	502,540	494,430	425,226	91,020	-19.52%	-14.00%	1.75%
			IMPORT BOTTLED	2,179,991	2,589,868	2,728,483	2,814,252	2,964,164	720,313	6.89%	5.33%	15.06%
			RED - TOTAL	2,628,157	3,062,246	3,231,022	3,308,682	3,389,390	811,334	3.09%	2.44%	13.39%
		ROSE	CANADA BOTTLED	13,474	12,414	11,858	10,198	1,920	252	-88.68%	-81.17%	2.42%
			IMPORT BOTTLED	514,476	536,658	507,571	490,288	471,520	109,166	-7.63%	-3.83%	5.97%
			ROSE - TOTAL	527,950	549,072	519,428	500,487	473,440	109,418	-9.13%	-5.40%	5.95%
WHITE		CANADA BOTTLED	276,496	265,637	269,318	257,800	217,830	49,749	-13.20%	-15.50%	2.45%	
		IMPORT BOTTLED	1,288,000	1,459,952	1,624,330	1,678,826	1,711,010	434,127	4.46%	1.92%	12.13%	
		WHITE - TOTAL	1,564,496	1,725,589	1,893,648	1,936,626	1,928,840	483,876	2.32%	-0.40%	11.03%	
TOTAL			4,720,603	5,336,907	5,644,099	5,745,795	5,791,670	1,404,628	1.76%	0.80%	12.00%	
URUGUAY	RED	IMPORT BOTTLED	574	747	738	1,794	2,252	268	-59.32%	25.50%	2.00%	
		RED - TOTAL	574	747	738	1,794	2,252	268	-59.32%	25.50%	2.00%	
	WHITE	IMPORT BOTTLED	0	0	0	9	27	0	-100.00%	200.00%	0.00%	
		WHITE - TOTAL	0	0	0	9	27	0	-100.00%	200.00%	0.00%	
	TOTAL		574	747	738	1,803	2,278	268	-59.87%	26.37%	2.00%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	1,677,646	1,568,335	1,528,988	1,456,726	1,143,278	252,830	-22.31%	-21.52%	6.95%	
		IMPORT BOTTLED	23,648,207	26,243,717	26,001,660	26,391,683	26,542,866	6,286,487	-0.62%	0.57%	11.72%	

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
IMPORT TABLE WINE - TOTAL			25,325,853	27,812,052	27,530,648	27,848,409	27,686,144	6,539,317	-1.68%	-0.58%	11.52%
SPARKLING WINE	ARGENTINA	RED	0	0	0	0	45	9	n/a	n/a	0.00%
		ROSE	0	0	0	81	72	18	-77.78%	-11.11%	75.00%
		WHITE	230	1,002	1,683	2,966	1,929	338	-64.58%	-34.94%	10.21%
		TOTAL	230	1,002	1,683	3,046	2,046	365	-65.61%	-34.30%	12.54%
AUSTRALIA	RED	15,042	16,478	13,897	11,666	9,951	1,814	-17.22%	-14.70%	1.39%	
	ROSE	16,640	35,339	57,356	82,793	77,970	15,526	-4.46%	-5.82%	6.43%	
	WHITE	77,712	112,919	124,174	110,521	93,734	17,952	-12.40%	-15.19%	6.84%	
	TOTAL	109,394	164,737	195,428	204,980	181,656	35,292	-9.36%	-11.38%	6.37%	
CHILE	RED	0	1	0	0	0	0	n/a	n/a	0.00%	
	ROSE	0	4,713	13,308	14,369	17,727	4,344	19.62%	23.37%	1.64%	
	WHITE	1,978	1,099	693	4	86	0	-100.00%	1,816.67%	0.00%	
	TOTAL	1,978	5,812	14,001	14,373	17,813	4,344	19.48%	23.93%	1.64%	
CHINA	WHITE	0	0	0	0	44	35	n/a	n/a	5.17%	
	TOTAL	0	0	0	0	44	35	n/a	n/a	5.17%	
CZECH REPUBLIC	WHITE	314	837	1,043	4	0	0	-100.00%	-100.00%	0.00%	
	TOTAL	314	837	1,043	4	0	0	-100.00%	-100.00%	0.00%	
FRANCE	ROSE	16,962	26,436	31,028	31,281	39,350	8,584	27.49%	25.79%	13.01%	
	ROSE TABLE WINE	0	0	0	138	1,839	328	138.04%	1,232.61%	9.09%	
	WHITE	190,739	205,096	180,668	174,918	170,292	32,463	4.64%	-2.64%	26.02%	
	WHITE TABLE WINE	1,045	3,494	4,714	5,209	6,778	1,330	-5.94%	30.12%	10.30%	
	TOTAL	208,746	235,027	216,410	211,546	218,258	42,706	8.64%	3.17%	23.05%	
GERMANY	ROSE	0	27	0	15,326	15,406	2,370	-18.30%	0.53%	3.09%	
	WHITE	137,880	149,059	149,155	156,530	162,878	27,407	0.88%	4.06%	11.27%	
	TOTAL	137,880	149,086	149,155	171,855	178,285	29,777	-0.97%	3.74%	10.56%	
HUNGARY	WHITE	13,000	13,758	18,580	19,621	18,916	3,608	-7.34%	-3.59%	2.31%	

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPARKLING WINE	HUNGARY	TOTAL	13,000	13,758	18,580	19,621	18,916	3,608	-7.34%	-3.59%	2.31%
	INDIA	WHITE	27	2	0	0	0	0	n/a	n/a	0.00%
		TOTAL	27	2	0	0	0	0	n/a	n/a	0.00%
	ISRAEL	WHITE	0	86	4	0	0	0	n/a	n/a	0.00%
		TOTAL	0	86	4	0	0	0	n/a	n/a	0.00%
	ITALY	RED	0	0	0	40	0	0	-100.00%	-100.00%	0.00%
		ROSE	1,084	2,855	5,451	11,446	11,688	1,968	-15.18%	2.11%	9.86%
		WHITE	101,136	129,586	146,993	172,909	190,888	39,554	19.75%	10.40%	21.31%
		TOTAL	102,220	132,441	152,444	184,395	202,576	41,522	17.44%	9.86%	20.65%
	NEW ZEALAND	ROSE	0	0	180	36	180	126	n/a	400.00%	0.00%
		WHITE	2,587	4,647	4,824	3,076	8,334	2,558	2,268.06%	170.96%	7.90%
		TOTAL	2,587	4,647	5,004	3,112	8,514	2,684	2,268.06%	173.61%	7.90%
	PORTUGAL	ROSE	0	0	526	527	477	2	-98.17%	-9.53%	58.49%
		WHITE	72	18	270	279	421	1	-98.61%	50.81%	-0.18%
		TOTAL	72	18	796	806	898	2	-98.34%	11.35%	30.99%
	SOUTH AFRICA	ROSE	0	0	179	90	90	36	n/a	0.00%	0.00%
		WHITE	1,524	1,765	1,492	20,465	18,905	4,574	-4.78%	-7.62%	5.97%
		TOTAL	1,524	1,765	1,671	20,555	18,995	4,610	-4.78%	-7.59%	5.97%
	SPAIN	RED	0	22	0	18	22	14	-25.00%	25.00%	0.00%
		ROSE	15,791	15,594	13,849	16,892	20,266	3,540	-15.47%	19.98%	9.05%
		WHITE	252,275	265,627	241,845	262,928	266,986	51,017	3.50%	1.54%	14.89%
		TOTAL	268,066	281,243	255,694	279,838	287,275	54,571	2.00%	2.66%	14.48%
	UNITED STATES OF AMERICA	ROSE	860	1,447	5,865	20,198	8,122	1,284	-65.37%	-59.79%	1.15%
WHITE		134,491	131,886	111,591	114,429	108,083	22,377	3.38%	-5.55%	11.49%	
TOTAL		135,352	133,333	117,456	134,627	116,205	23,661	-6.68%	-13.68%	10.76%	
IMPORT SPARKLING WINE - TOTAL			981,389	1,123,791	1,129,369	1,248,758	1,251,481	243,178	2.98%	0.22%	14.36%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
WINE - GIFT PACKS	AUSTRALIA	33,900	41,703	8,822	7,106	3,934	16	-72.50%	-44.64%	0.11%
	CHILE	3	0	0	0	0	0	n/a	n/a	0.00%
	FRANCE	1,944	868	414	959	1,762	104	256.41%	83.74%	0.51%
	ITALY	4,214	1,993	3,113	2	0	0	n/a	-100.00%	0.00%
	PORTUGAL	0	0	40	20	0	0	n/a	-100.00%	0.00%
	SOUTH AFRICA	0	0	0	8,680	2	0	-100.00%	-99.98%	0.00%
	SPAIN	0	0	0	2,065	1,012	0	n/a	-51.00%	0.00%
	UNITED STATES OF AMERICA	1,952	166	2	0	0	0	n/a	n/a	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		42,012	44,731	12,390	18,832	6,710	121	0.00%	-64.37%	0.20%
IMPORT WINE - TOTAL		27,395,027	30,051,261	29,698,899	30,095,433	29,906,681	6,990,537	-1.59%	-0.63%	12.18%

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SALES IN RETAIL DOLLARS (000s)

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$66	\$69	\$75	\$64	\$71	\$11	-0.75%	10.75%	1.08%
		CHINA	\$0	\$0	\$0	\$2	\$38	\$8	243.23%	1,572.08%	2.45%
		ITALY	\$3	\$2	\$4	\$0	\$179	\$61	260,569.12%	54,429.72%	6.68%
		UNITED STATES OF AMERICA	\$0	\$7	\$97	\$23	\$26	\$5	2.47%	12.84%	0.00%
		FLAVOURED	\$69	\$78	\$176	\$90	\$314	\$85	362.22%	250.71%	4.74%
FRUIT	ARMENIA	\$2	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHINA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	DENMARK	\$41	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FRANCE	\$0	\$0	\$0	\$0	\$1	\$0	\$0	n/a	n/a	0.00%
	JAPAN	\$197	\$240	\$265	\$284	\$282	\$62	\$62	-1.26%	-0.68%	30.33%
	KOREA - SOUTH	\$0	\$6	\$5	\$3	\$4	\$1	\$1	-6.59%	30.64%	29.56%
	TURKEY	\$0	\$0	\$0	\$1	\$0	\$0	\$0	n/a	-85.35%	0.00%
	UNITED STATES OF AMERICA	\$36	\$31	\$36	\$38	\$64	\$16	\$16	89.72%	70.24%	52.25%
FRUIT	\$275	\$278	\$305	\$325	\$351	\$79	\$79	9.36%	7.65%	34.38%	
MADEIRA	PORTUGAL	\$175	\$195	\$173	\$177	\$178	\$32	\$32	-3.26%	0.25%	18.19%
	MADEIRA	\$175	\$195	\$173	\$177	\$178	\$32	\$32	-3.26%	0.25%	18.19%
MONTILLA	SPAIN	\$186	\$200	\$203	\$179	\$189	\$40	\$40	3.43%	5.52%	3.81%
	MONTILLA	\$186	\$200	\$203	\$179	\$189	\$40	\$40	3.43%	5.52%	3.81%
OTHER	AUSTRALIA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	CHINA	\$0	\$0	\$0	\$0	\$14	\$3	\$3	n/a	n/a	10.93%
	OTHER	\$0	\$0	\$0	\$0	\$14	\$3	\$3	n/a	-100.00%	10.93%
OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	AUSTRALIA	\$50	\$40	\$20	\$25	\$25	\$5	\$5	-18.11%	-2.36%	24.32%
	CHINA	\$100	\$139	\$146	\$136	\$151	\$27	\$27	0.14%	10.98%	19.16%
	FRANCE	\$620	\$598	\$569	\$555	\$551	\$120	\$120	1.59%	-0.75%	8.75%
	GREECE	\$4	\$13	\$3	\$1	\$2	\$1	\$1	72.64%	57.76%	0.00%

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APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	\$261	\$297	\$317	\$319	\$319	\$66	-5.43%	0.09%	32.33%
		JAPAN	\$0	\$0	\$3	\$9	\$30	\$8	59.78%	234.86%	86.10%
		KOREA - SOUTH	\$208	\$170	\$126	\$103	\$124	\$32	44.91%	20.95%	47.64%
		PORTUGAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		SPAIN	\$0	\$0	\$0	\$2	\$0	\$0	n/a	-100.00%	0.00%
		UNITED STATES OF AMERICA	\$89	\$92	\$76	\$65	\$63	\$13	-9.96%	-2.71%	24.97%
		URUGUAY	\$0	\$1	\$0	\$0	\$1	\$0	-100.00%	43.88%	0.00%
		OTHER FORTIFIED	\$1,332	\$1,351	\$1,260	\$1,216	\$1,266	\$272	3.11%	4.11%	22.70%
		PORT	AUSTRALIA	\$651	\$643	\$524	\$401	\$348	\$67	-16.12%	-13.25%
PORTUGAL	\$3,313		\$3,451	\$3,252	\$3,285	\$3,315	\$562	-9.64%	0.91%	11.61%	
SOUTH AFRICA	\$350		\$348	\$302	\$262	\$299	\$67	13.67%	14.26%	11.06%	
UNITED STATES OF AMERICA	\$1		\$1	\$1	\$1	\$2	\$0	-100.00%	34.80%	0.00%	
PORT	\$4,314		\$4,444	\$4,079	\$3,949	\$3,964	\$696	-8.59%	0.37%	11.60%	
SAKE	JAPAN	\$1,437	\$1,600	\$1,660	\$1,725	\$1,896	\$431	6.42%	9.88%	49.13%	
	KOREA - SOUTH	\$77	\$63	\$48	\$40	\$29	\$8	-22.12%	-26.48%	44.58%	
	UNITED STATES OF AMERICA	\$3,033	\$3,289	\$3,200	\$3,187	\$3,152	\$715	-2.30%	-1.08%	56.89%	
	SAKE	\$4,547	\$4,952	\$4,907	\$4,952	\$5,077	\$1,153	0.61%	2.53%	53.92%	
SHERRY	AUSTRALIA	\$388	\$395	\$384	\$381	\$481	\$102	22.09%	26.36%	0.91%	
	NEW ZEALAND	\$423	\$422	\$394	\$318	\$19	\$0	-100.00%	-94.00%	0.00%	
	SOUTH AFRICA	\$368	\$394	\$361	\$284	\$342	\$74	9.99%	20.16%	1.70%	
	SPAIN	\$1,670	\$1,647	\$1,518	\$1,426	\$1,446	\$268	-1.01%	1.39%	2.74%	
	SHERRY	\$2,848	\$2,859	\$2,656	\$2,409	\$2,288	\$444	-7.33%	-5.04%	2.19%	
VERMOUTH	FRANCE	\$257	\$284	\$241	\$228	\$220	\$52	-6.30%	-3.65%	10.26%	
	ITALY	\$2,507	\$2,529	\$2,425	\$2,321	\$2,254	\$514	-5.92%	-2.87%	5.71%	
	UNITED STATES OF AMERICA	\$3	\$3	\$5	\$6	\$9	\$3	36.90%	39.99%	54.04%	
	VERMOUTH	\$2,767	\$2,816	\$2,671	\$2,555	\$2,483	\$569	-5.81%	-2.83%	6.28%	

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,514	\$17,172	\$16,431	\$15,853	\$16,123	\$3,375	-1.28%	1.70%	23.98%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			IMPORT BOTTLED	\$11,700	\$18,207	\$25,961	\$33,996	\$38,514	\$8,836	2.16%	13.29%	12.61%
			RED - TOTAL	\$11,700	\$18,207	\$25,961	\$33,996	\$38,514	\$8,836	2.16%	13.29%	12.61%
		ROSE	IMPORT BOTTLED	\$3	\$0	\$27	\$71	\$118	\$20	-41.34%	64.98%	5.84%
			ROSE - TOTAL	\$3	\$0	\$27	\$71	\$118	\$20	-41.34%	64.98%	5.84%
		WHITE	IMPORT BOTTLED	\$1,773	\$2,122	\$3,039	\$4,056	\$4,467	\$1,090	1.97%	10.13%	8.71%
			WHITE - TOTAL	\$1,773	\$2,122	\$3,039	\$4,056	\$4,467	\$1,090	1.97%	10.13%	8.71%
			TOTAL	\$13,476	\$20,329	\$29,026	\$38,124	\$43,099	\$9,945	1.99%	13.05%	12.19%
	ARMENIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	\$1	\$1	\$1	\$0	\$0	\$0	100.00%	-100.00%	0.00%	
		WHITE - TOTAL	\$1	\$1	\$1	\$0	\$0	\$0	100.00%	-100.00%	0.00%	
		TOTAL	\$1	\$1	\$1	\$0	\$0	\$0	100.00%	-100.00%	0.00%	
AUSTRALIA	RED	CANADA BOTTLED	\$632	\$309	\$136	\$113	\$51	\$0	-99.90%	-54.64%	0.00%	
			IMPORT BOTTLED	\$95,152	\$98,162	\$85,152	\$76,011	\$71,866	\$15,810	-5.69%	-5.45%	12.55%
			RED - TOTAL	\$95,783	\$98,472	\$85,288	\$76,125	\$71,917	\$15,810	-5.89%	-5.53%	12.55%
	ROSE	IMPORT BOTTLED	\$395	\$302	\$296	\$294	\$238	\$60	-27.35%	-18.97%	6.44%	
			ROSE - TOTAL	\$395	\$302	\$296	\$294	\$238	\$60	-27.35%	-18.97%	6.44%
	WHITE	CANADA BOTTLED	\$1,019	\$443	\$119	\$62	\$21	\$0	-100.00%	-66.95%	0.00%	
			IMPORT BOTTLED	\$29,796	\$33,194	\$30,868	\$28,488	\$26,603	\$6,415	-4.12%	-6.62%	9.86%
			WHITE - TOTAL	\$30,815	\$33,638	\$30,987	\$28,550	\$26,624	\$6,415	-4.36%	-6.75%	9.88%
		TOTAL	\$126,993	\$132,412	\$116,570	\$104,969	\$98,780	\$22,285	-5.53%	-5.90%	11.82%	
	AUSTRIA	RED	IMPORT BOTTLED	\$28	\$36	\$24	\$31	\$17	\$5	1,309.50%	-45.11%	17.17%
		RED - TOTAL	\$28	\$36	\$24	\$31	\$17	\$5	1,309.50%	-45.11%	17.17%	
ROSE		IMPORT BOTTLED	\$0	\$12	\$6	\$6	\$0	\$0	-100.00%	-100.00%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	\$0	\$12	\$6	\$6	\$0	\$0	-100.00%	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	\$213	\$205	\$173	\$212	\$287	\$59	-15.74%	35.24%	28.39%
			WHITE - TOTAL	\$213	\$205	\$173	\$212	\$287	\$59	-15.74%	35.24%	28.39%
		TOTAL	\$241	\$252	\$203	\$250	\$304	\$64	-9.93%	21.73%	27.75%	
BULGARIA	RED	IMPORT BOTTLED	\$357	\$229	\$12	\$0	\$4	\$3	49,393.47%	10,859.86%	4.36%	
		RED - TOTAL	\$357	\$229	\$12	\$0	\$4	\$3	49,393.47%	10,859.86%	4.36%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$6	\$4	n/a	n/a	7.97%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$6	\$4	n/a	n/a	7.97%	
	TOTAL	\$357	\$229	\$12	\$0	\$10	\$6	49,393.47%	10,859.86%	6.53%		
CHILE	RED	CANADA BOTTLED	\$2,986	\$2,775	\$2,490	\$2,049	\$1,556	\$322	-25.97%	-24.06%	18.84%	
		IMPORT BOTTLED	\$20,816	\$25,720	\$27,495	\$28,191	\$29,148	\$6,773	3.87%	3.39%	7.20%	
		RED - TOTAL	\$23,802	\$28,495	\$29,986	\$30,241	\$30,704	\$7,095	2.01%	1.53%	7.79%	
	ROSE	IMPORT BOTTLED	\$28	\$77	\$131	\$122	\$100	\$22	-48.20%	-17.52%	2.61%	
		ROSE - TOTAL	\$28	\$77	\$131	\$122	\$100	\$22	-48.20%	-17.52%	2.61%	
	WHITE	CANADA BOTTLED	\$2,146	\$2,024	\$1,983	\$1,590	\$1,163	\$238	-30.69%	-26.90%	19.57%	
		IMPORT BOTTLED	\$7,437	\$9,217	\$10,635	\$11,595	\$12,325	\$2,998	5.37%	6.29%	10.31%	
		WHITE - TOTAL	\$9,583	\$11,240	\$12,618	\$13,186	\$13,488	\$3,236	1.49%	2.29%	11.11%	
TOTAL	\$33,413	\$39,813	\$42,734	\$43,548	\$44,292	\$10,353	1.64%	1.71%	8.79%			
CHINA	RED	IMPORT BOTTLED	\$3	\$61	\$79	\$60	\$43	\$6	-35.95%	-28.74%	4.29%	
		RED - TOTAL	\$3	\$61	\$79	\$60	\$43	\$6	-35.95%	-28.74%	4.29%	
	WHITE	IMPORT BOTTLED	\$1	\$7	\$5	\$3	\$6	\$2	237.07%	81.52%	6.68%	
		WHITE - TOTAL	\$1	\$7	\$5	\$3	\$6	\$2	237.07%	81.52%	6.68%	
	TOTAL	\$4	\$68	\$84	\$64	\$49	\$9	-18.89%	-22.94%	4.58%		
CROATIA	RED	IMPORT BOTTLED	\$72	\$63	\$63	\$52	\$38	\$7	5.25%	-27.56%	1.03%	
		RED - TOTAL	\$72	\$63	\$63	\$52	\$38	\$7	5.25%	-27.56%	1.03%	
	WHITE	IMPORT BOTTLED	\$7	\$1	\$0	\$2	\$2	\$0	-100.00%	30.63%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	\$7	\$1	\$0	\$2	\$2	\$0	-100.00%	30.63%	0.00%
		TOTAL		\$79	\$65	\$63	\$54	\$40	\$7	-1.89%	-25.68%	1.03%
	CZECH REPUBLIC	RED	IMPORT BOTTLED	\$27	\$19	\$16	\$4	\$0	\$0	-100.00%	-99.50%	0.00%
		RED - TOTAL		\$27	\$19	\$16	\$4	\$0	\$0	-100.00%	-99.50%	0.00%
		WHITE	IMPORT BOTTLED	\$19	\$23	\$19	\$6	\$0	\$0	-100.00%	-97.51%	0.00%
		WHITE - TOTAL		\$19	\$23	\$19	\$6	\$0	\$0	-100.00%	-97.51%	0.00%
		TOTAL		\$46	\$42	\$35	\$10	\$0	\$0	-100.00%	-98.37%	0.00%
FRANCE	RED	CANADA BOTTLED		\$843	\$927	\$1,103	\$1,336	\$1,191	\$295	-4.93%	-11.33%	1.63%
		IMPORT BOTTLED		\$27,091	\$31,393	\$34,583	\$30,382	\$31,637	\$6,518	0.33%	4.13%	10.28%
		RED - TOTAL		\$27,933	\$32,320	\$35,687	\$31,718	\$32,828	\$6,813	0.09%	3.50%	9.96%
	ROSE	IMPORT BOTTLED		\$535	\$684	\$867	\$1,160	\$1,079	\$293	-1.37%	-6.99%	11.40%
		ROSE - TOTAL		\$535	\$684	\$867	\$1,160	\$1,079	\$293	-1.37%	-6.99%	11.40%
	WHITE	CANADA BOTTLED		\$377	\$424	\$482	\$570	\$345	\$98	-29.05%	-39.54%	1.41%
		IMPORT BOTTLED		\$11,545	\$13,043	\$12,375	\$11,441	\$11,572	\$2,621	-2.93%	1.15%	17.10%
		WHITE - TOTAL		\$11,922	\$13,468	\$12,857	\$12,010	\$11,917	\$2,718	-4.20%	-0.78%	16.65%
	TOTAL		\$40,390	\$46,471	\$49,411	\$44,888	\$45,824	\$9,825	-1.18%	2.08%	11.74%	
GEORGIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$10	\$179	\$44	328.22%	1,652.17%	1.97%
		RED - TOTAL		\$0	\$0	\$0	\$10	\$179	\$44	328.22%	1,652.17%	1.97%
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$2	\$1	-9.76%	147.34%	7.08%
		WHITE - TOTAL		\$0	\$0	\$0	\$1	\$2	\$1	-9.76%	147.34%	7.08%
	TOTAL		\$0	\$0	\$0	\$11	\$181	\$44	302.06%	1,535.73%	2.03%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RED	IMPORT BOTTLED		\$98	\$166	\$262	\$225	\$253	\$56	18.51%	12.40%	2.42%
		RED - TOTAL		\$98	\$166	\$262	\$225	\$253	\$56	18.51%	12.40%	2.42%
	WHITE	IMPORT BOTTLED		\$6,080	\$6,791	\$7,193	\$6,929	\$7,242	\$1,672	5.42%	4.51%	7.90%

IMPORT WINE MARKET
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				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	\$6,080	\$6,791	\$7,193	\$6,929	\$7,242	\$1,672	5.42%	4.51%	7.90%
		TOTAL		\$6,180	\$6,958	\$7,455	\$7,154	\$7,495	\$1,728	5.80%	4.76%	7.71%
GREECE	RED	IMPORT BOTTLED		\$1,067	\$1,051	\$875	\$765	\$703	\$163	-8.34%	-8.10%	65.24%
		RED - TOTAL		\$1,067	\$1,051	\$875	\$765	\$703	\$163	-8.34%	-8.10%	65.24%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		ROSE - TOTAL		\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED		\$824	\$789	\$667	\$660	\$652	\$159	-7.38%	-1.29%	56.73%
		WHITE - TOTAL		\$824	\$789	\$667	\$660	\$652	\$159	-7.38%	-1.29%	56.73%
TOTAL			\$1,891	\$1,840	\$1,542	\$1,425	\$1,354	\$322	-7.87%	-4.96%	61.14%	
HUNGARY	RED	IMPORT BOTTLED		\$416	\$421	\$291	\$272	\$257	\$52	-14.42%	-5.54%	0.92%
		RED - TOTAL		\$416	\$421	\$291	\$272	\$257	\$52	-14.42%	-5.54%	0.92%
	WHITE	IMPORT BOTTLED		\$1,152	\$1,154	\$977	\$1,058	\$1,054	\$275	-1.43%	-0.37%	6.27%
		WHITE - TOTAL		\$1,152	\$1,154	\$977	\$1,058	\$1,054	\$275	-1.43%	-0.37%	6.27%
	TOTAL			\$1,568	\$1,576	\$1,268	\$1,330	\$1,311	\$327	-3.76%	-1.43%	5.22%
INDIA	RED	IMPORT BOTTLED		\$9	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL		\$9	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED		\$1	\$4	\$4	\$0	\$0	\$0	n/a	100.00%	0.00%
		ROSE - TOTAL		\$1	\$4	\$4	\$0	\$0	\$0	n/a	100.00%	0.00%
	WHITE	IMPORT BOTTLED		\$9	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		WHITE - TOTAL		\$9	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	TOTAL			\$18	\$6	\$4	\$0	\$0	\$0	n/a	100.00%	0.00%
ISRAEL	RED	IMPORT BOTTLED		\$7	\$149	\$227	\$169	\$164	\$59	103.31%	-3.44%	7.50%
		RED - TOTAL		\$7	\$149	\$227	\$169	\$164	\$59	103.31%	-3.44%	7.50%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$4	\$2	n/a	n/a	6.63%
		ROSE - TOTAL		\$0	\$0	\$0	\$0	\$4	\$2	n/a	n/a	6.63%
	WHITE	IMPORT BOTTLED		\$0	\$61	\$79	\$66	\$80	\$23	65.09%	21.02%	5.50%

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TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	\$0	\$61	\$79	\$66	\$80	\$23	65.09%	21.02%	5.50%
		TOTAL		\$7	\$210	\$305	\$236	\$248	\$84	90.78%	3.44%	6.84%
ITALY	RED	IMPORT BOTTLED		\$33,349	\$38,479	\$35,881	\$36,706	\$36,869	\$8,557	-0.28%	0.44%	21.62%
		RED - TOTAL		\$33,349	\$38,479	\$35,881	\$36,706	\$36,869	\$8,557	-0.28%	0.44%	21.62%
	ROSE	IMPORT BOTTLED		\$53	\$50	\$62	\$246	\$630	\$196	22.03%	156.34%	3.91%
		ROSE - TOTAL		\$53	\$50	\$62	\$246	\$630	\$196	22.03%	156.34%	3.91%
	WHITE	IMPORT BOTTLED		\$13,346	\$15,642	\$16,175	\$16,856	\$18,190	\$4,476	7.12%	7.91%	22.67%
		WHITE - TOTAL		\$13,346	\$15,642	\$16,175	\$16,856	\$18,190	\$4,476	7.12%	7.91%	22.67%
TOTAL			\$46,748	\$54,171	\$52,117	\$53,809	\$55,689	\$13,229	2.39%	3.49%	21.76%	
LEBANON	RED	IMPORT BOTTLED		\$66	\$67	\$26	\$28	\$26	\$6	38.39%	-9.25%	28.81%
		RED - TOTAL		\$66	\$67	\$26	\$28	\$26	\$6	38.39%	-9.25%	28.81%
	ROSE	IMPORT BOTTLED		\$2	\$5	\$2	\$1	\$3	\$1	33.88%	158.83%	83.30%
		ROSE - TOTAL		\$2	\$5	\$2	\$1	\$3	\$1	33.88%	158.83%	83.30%
	WHITE	IMPORT BOTTLED		\$1	\$15	\$6	\$6	\$7	\$2	-15.80%	26.91%	30.32%
		WHITE - TOTAL		\$1	\$15	\$6	\$6	\$7	\$2	-15.80%	26.91%	30.32%
TOTAL			\$69	\$88	\$35	\$35	\$36	\$9	23.77%	2.38%	33.98%	
MEXICO	RED	IMPORT BOTTLED		\$8	\$18	\$22	\$16	\$20	\$3	-49.25%	26.31%	14.65%
		RED - TOTAL		\$8	\$18	\$22	\$16	\$20	\$3	-49.25%	26.31%	14.65%
	WHITE	IMPORT BOTTLED		\$0	\$1	\$2	\$4	\$6	\$1	-51.12%	43.56%	8.94%
		WHITE - TOTAL		\$0	\$1	\$2	\$4	\$6	\$1	-51.12%	43.56%	8.94%
TOTAL			\$8	\$19	\$24	\$20	\$26	\$5	-49.70%	30.04%	13.29%	
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		\$3	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		RED - TOTAL		\$3	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
	WHITE	IMPORT BOTTLED		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TOTAL			\$5	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%

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TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	\$57	\$60	\$51	\$53	\$63	\$12	1.68%	18.79%	2.28%
			RED - TOTAL	\$57	\$60	\$51	\$53	\$63	\$12	1.68%	18.79%	2.28%
			TOTAL	\$57	\$60	\$51	\$53	\$63	\$12	1.68%	18.79%	2.28%
	MOROCCO	RED	IMPORT BOTTLED	\$27	\$20	\$5	\$0	\$0	\$0	n/a	-48.66%	0.00%
			RED - TOTAL	\$27	\$20	\$5	\$0	\$0	\$0	n/a	-48.66%	0.00%
			TOTAL	\$27	\$20	\$5	\$0	\$0	\$0	n/a	-48.66%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,165	\$1,771	\$1,680	\$1,966	\$2,254	\$526	-12.83%	14.63%	17.38%	
		RED - TOTAL	\$1,165	\$1,771	\$1,680	\$1,966	\$2,254	\$526	-12.83%	14.63%	17.38%	
	ROSE	IMPORT BOTTLED	\$12	\$51	\$42	\$15	\$26	\$7	-31.10%	77.01%	12.13%	
		ROSE - TOTAL	\$12	\$51	\$42	\$15	\$26	\$7	-31.10%	77.01%	12.13%	
	WHITE	IMPORT BOTTLED	\$8,923	\$11,345	\$12,052	\$14,857	\$18,023	\$4,743	16.11%	21.31%	23.11%	
		WHITE - TOTAL	\$8,923	\$11,345	\$12,052	\$14,857	\$18,023	\$4,743	16.11%	21.31%	23.11%	
	TOTAL	\$10,101	\$13,166	\$13,774	\$16,838	\$20,303	\$5,275	12.30%	20.58%	22.46%		
PORTUGAL	RED	IMPORT BOTTLED	\$1,292	\$1,571	\$1,690	\$1,655	\$2,104	\$603	39.81%	27.17%	7.20%	
		RED - TOTAL	\$1,292	\$1,571	\$1,690	\$1,655	\$2,104	\$603	39.81%	27.17%	7.20%	
	ROSE	IMPORT BOTTLED	\$650	\$695	\$694	\$719	\$872	\$186	0.90%	21.15%	2.61%	
		ROSE - TOTAL	\$650	\$695	\$694	\$719	\$872	\$186	0.90%	21.15%	2.61%	
	WHITE	IMPORT BOTTLED	\$695	\$889	\$1,149	\$1,302	\$1,343	\$416	-1.73%	3.19%	2.48%	
		WHITE - TOTAL	\$695	\$889	\$1,149	\$1,302	\$1,343	\$416	-1.73%	3.19%	2.48%	
	TOTAL	\$2,637	\$3,155	\$3,533	\$3,676	\$4,319	\$1,206	15.98%	17.50%	4.80%		
ROMANIA	RED	IMPORT BOTTLED	\$24	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$24	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$7	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$7	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000s)

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	ROMANIA	TOTAL	\$33	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	\$9	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$9	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			TOTAL	\$9	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	SLOVENIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$0	\$0	\$14	\$6	\$1	\$0	n/a	-84.11%	0.00%
			WHITE - TOTAL	\$0	\$0	\$14	\$6	\$1	\$0	n/a	-84.11%	0.00%
			TOTAL	\$0	\$0	\$14	\$6	\$2	\$0	n/a	-84.11%	0.00%
	SOUTH AFRICA	RED	CANADA BOTTLED	\$0	\$12	\$5	\$11	\$1	\$0	-100.00%	-87.92%	0.00%
			IMPORT BOTTLED	\$8,724	\$9,629	\$9,716	\$8,797	\$8,341	\$1,797	-13.78%	-5.18%	5.47%
			RED - TOTAL	\$8,724	\$9,641	\$9,721	\$8,808	\$8,343	\$1,797	-13.84%	-5.29%	5.47%
		ROSE	IMPORT BOTTLED	\$49	\$19	\$24	\$8	\$26	\$0	-100.00%	219.24%	0.00%
		ROSE - TOTAL	\$49	\$19	\$24	\$8	\$26	\$0	-100.00%	219.24%	0.00%	
WHITE		CANADA BOTTLED	\$0	\$8	\$5	\$9	\$2	\$0	-100.00%	-82.33%	0.00%	
		IMPORT BOTTLED	\$4,355	\$4,690	\$4,614	\$4,545	\$5,016	\$1,262	13.14%	10.36%	7.66%	
		WHITE - TOTAL	\$4,355	\$4,699	\$4,620	\$4,554	\$5,017	\$1,262	12.99%	10.18%	7.66%	
		TOTAL	\$13,128	\$14,358	\$14,365	\$13,370	\$13,386	\$3,059	-4.71%	0.12%	6.29%	
SPAIN	RED	IMPORT BOTTLED	\$9,402	\$12,133	\$11,661	\$12,105	\$14,383	\$3,663	27.62%	18.82%	8.65%	
		RED - TOTAL	\$9,402	\$12,133	\$11,661	\$12,105	\$14,383	\$3,663	27.62%	18.82%	8.65%	
	ROSE	IMPORT BOTTLED	\$120	\$138	\$243	\$181	\$226	\$46	-25.14%	25.15%	8.13%	
		ROSE - TOTAL	\$120	\$138	\$243	\$181	\$226	\$46	-25.14%	25.15%	8.13%	
	WHITE	IMPORT BOTTLED	\$466	\$685	\$709	\$739	\$975	\$309	58.33%	31.98%	17.88%	
		WHITE - TOTAL	\$466	\$685	\$709	\$739	\$975	\$309	58.33%	31.98%	17.88%	

IMPORT WINE MARKET
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	SPAIN	TOTAL	\$9,988	\$12,956	\$12,612	\$13,025	\$15,584	\$4,018	28.52%	19.65%	9.22%	
	SWITZERLAND	RED	IMPORT BOTTLED	\$0	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$2	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$0	\$1	\$1	\$0	\$9	\$0	n/a	n/a	8.04%
			WHITE - TOTAL	\$0	\$1	\$1	\$0	\$9	\$0	n/a	n/a	8.04%
		TOTAL	\$0	\$3	\$2	\$0	\$9	\$0	n/a	n/a	8.04%	
	TURKEY	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$3	\$5	\$5	n/a	73.16%	24.62%
			RED - TOTAL	\$0	\$0	\$0	\$3	\$5	\$5	n/a	73.16%	24.62%
		TOTAL	\$0	\$0	\$0	\$3	\$5	\$5	n/a	73.16%	24.62%	
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	\$3,141	\$3,585	\$3,730	\$3,671	\$3,293	\$710	-17.24%	-10.30%	1.84%
IMPORT BOTTLED			\$40,087	\$49,303	\$49,475	\$50,928	\$56,288	\$13,415	12.12%	10.52%	21.18%	
RED - TOTAL			\$43,228	\$52,888	\$53,205	\$54,599	\$59,580	\$14,125	10.15%	9.12%	20.11%	
ROSE		CANADA BOTTLED	\$99	\$92	\$89	\$76	\$15	\$2	\$2	-88.38%	-80.47%	2.43%
		IMPORT BOTTLED	\$4,490	\$4,794	\$4,551	\$4,332	\$4,276	\$984	\$984	-3.82%	-1.31%	7.09%
		ROSE - TOTAL	\$4,589	\$4,886	\$4,640	\$4,408	\$4,290	\$986	\$986	-5.18%	-2.67%	7.08%
WHITE		CANADA BOTTLED	\$2,006	\$1,992	\$2,002	\$1,907	\$1,677	\$387	\$387	-10.73%	-12.07%	2.42%
		IMPORT BOTTLED	\$18,168	\$20,876	\$21,972	\$22,642	\$24,281	\$6,177	\$6,177	11.31%	7.24%	17.12%
		WHITE - TOTAL	\$20,174	\$22,868	\$23,974	\$24,549	\$25,958	\$6,565	\$6,565	9.71%	5.74%	16.17%
TOTAL		\$67,991	\$80,642	\$81,818	\$83,556	\$89,829	\$21,676	\$21,676	9.22%	7.51%	18.35%	
URUGUAY	RED	IMPORT BOTTLED	\$13	\$17	\$17	\$37	\$45	\$6	\$6	-57.51%	20.69%	2.20%
		RED - TOTAL	\$13	\$17	\$17	\$37	\$45	\$6	\$6	-57.51%	20.69%	2.20%
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	205.25%	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	205.25%	0.00%
	TOTAL	\$13	\$17	\$17	\$37	\$46	\$6	\$6	-58.11%	21.61%	2.20%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	\$13,249	\$12,592	\$12,144	\$11,394	\$9,314	\$2,052	-20.75%	-18.26%	7.09%	
		IMPORT BOTTLED	\$362,228	\$416,340	\$414,938	\$415,098	\$432,970	\$101,448	3.28%	4.31%	14.50%	

IMPORT WINE MARKET
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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
IMPORT TABLE WINE - TOTAL		\$375,478	\$428,932	\$427,082	\$426,492	\$442,284	\$103,499	2.66%	3.70%	14.34%
SPARKLING WINE	ARGENTINA RED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	ROSE	\$0	\$0	\$0	\$1	\$2	\$0	-69.57%	21.71%	75.00%
	WHITE	\$3	\$18	\$35	\$61	\$40	\$8	-56.50%	-35.06%	11.00%
	TOTAL	\$3	\$18	\$35	\$62	\$43	\$8	-57.48%	-33.78%	13.65%
AUSTRALIA	RED	\$303	\$350	\$282	\$214	\$177	\$33	-14.45%	-17.26%	1.35%
	ROSE	\$252	\$559	\$896	\$1,332	\$1,266	\$252	-3.35%	-4.94%	6.49%
	WHITE	\$1,295	\$1,910	\$2,067	\$1,855	\$1,612	\$306	-11.98%	-13.06%	7.25%
	TOTAL	\$1,850	\$2,820	\$3,245	\$3,401	\$3,056	\$591	-8.65%	-10.14%	6.59%
CHILE	RED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	\$0	\$99	\$284	\$277	\$338	\$82	24.06%	21.75%	1.68%
	WHITE	\$32	\$18	\$11	\$0	\$2	\$0	-100.00%	1,863.38%	0.00%
	TOTAL	\$32	\$117	\$295	\$278	\$340	\$82	23.89%	22.34%	1.68%
CHINA	WHITE	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	5.17%
	TOTAL	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	5.17%
CZECH REPUBLIC	WHITE	\$5	\$13	\$16	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
	TOTAL	\$5	\$13	\$16	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
FRANCE	ROSE	\$764	\$1,056	\$1,158	\$1,190	\$1,434	\$305	40.43%	20.56%	20.30%
	ROSE TABLE WINE	\$0	\$0	\$0	\$4	\$55	\$10	144.42%	1,221.28%	9.15%
	WHITE	\$10,300	\$11,519	\$10,276	\$9,989	\$9,784	\$1,921	9.73%	-2.05%	27.51%
	WHITE TABLE WINE	\$28	\$95	\$140	\$154	\$204	\$41	3.44%	32.66%	10.69%
	TOTAL	\$11,092	\$12,671	\$11,574	\$11,336	\$11,477	\$2,278	13.20%	1.24%	26.22%
GERMANY	ROSE	\$0	\$0	\$0	\$256	\$257	\$41	-15.61%	0.44%	3.14%
	WHITE	\$2,315	\$2,526	\$2,538	\$2,649	\$2,863	\$497	4.97%	8.10%	11.68%
	TOTAL	\$2,315	\$2,527	\$2,538	\$2,904	\$3,120	\$538	3.05%	7.43%	10.98%
HUNGARY	WHITE	\$203	\$221	\$295	\$312	\$306	\$60	-2.70%	-1.67%	2.30%

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
SPARKLING WINE	HUNGARY	TOTAL	\$203	\$221	\$295	\$312	\$306	\$60	-2.70%	-1.67%	2.30%	
	INDIA	WHITE	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ISRAEL	WHITE	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ITALY	RED	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
		ROSE	\$25	\$83	\$143	\$236	\$229	\$44	-15.02%	-2.97%	12.92%	
		WHITE	\$1,864	\$2,464	\$2,847	\$3,447	\$3,886	\$819	19.61%	12.73%	21.95%	
		TOTAL	\$1,889	\$2,547	\$2,990	\$3,684	\$4,115	\$863	17.19%	11.70%	21.45%	
	NEW ZEALAND	ROSE	\$0	\$0	\$4	\$1	\$3	\$2	n/a	231.50%	0.00%	
		WHITE	\$50	\$90	\$98	\$59	\$229	\$69	1,989.87%	285.25%	7.01%	
		TOTAL	\$50	\$90	\$102	\$60	\$231	\$71	1,989.87%	284.56%	7.01%	
	PORTUGAL	ROSE	\$0	\$0	\$12	\$13	\$8	\$0	-98.80%	-32.92%	55.88%	
		WHITE	\$1	\$0	\$6	\$6	\$6	\$0	-98.77%	-0.54%	-0.17%	
		TOTAL	\$1	\$0	\$18	\$19	\$15	\$0	-98.79%	-21.98%	31.74%	
	SOUTH AFRICA	ROSE	\$0	\$0	\$6	\$3	\$3	\$1	n/a	-14.42%	0.00%	
		WHITE	\$40	\$50	\$42	\$328	\$307	\$71	-4.59%	-6.23%	6.07%	
		TOTAL	\$40	\$50	\$48	\$331	\$310	\$72	-4.59%	-6.30%	6.07%	
	SPAIN	RED	\$0	\$1	\$0	\$1	\$1	\$0	-16.83%	38.62%	0.00%	
		ROSE	\$297	\$307	\$287	\$311	\$361	\$67	-9.43%	16.03%	9.53%	
		WHITE	\$4,350	\$4,791	\$4,480	\$4,686	\$4,815	\$939	5.30%	2.75%	15.01%	
		TOTAL	\$4,647	\$5,098	\$4,768	\$4,997	\$5,176	\$1,006	4.16%	3.58%	14.63%	
	UNITED STATES OF AMERICA	ROSE	\$14	\$26	\$85	\$250	\$97	\$15	-68.28%	-61.03%	2.11%	
		WHITE	\$2,067	\$2,109	\$1,802	\$1,904	\$1,898	\$390	5.34%	-0.33%	12.64%	
		TOTAL	\$2,081	\$2,135	\$1,887	\$2,154	\$1,995	\$404	-2.76%	-7.38%	12.12%	
	IMPORT SPARKLING WINE - TOTAL			\$24,210	\$28,310	\$27,813	\$29,537	\$30,184	\$5,975	8.09%	2.19%	18.20%

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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
WINE - GIFT PACKS	AUSTRALIA	\$367	\$502	\$128	\$127	\$61	\$0	-75.68%	-52.16%	0.13%
	CHILE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FRANCE	\$168	\$96	\$57	\$87	\$160	\$9	163.50%	83.81%	0.71%
	ITALY	\$85	\$42	\$84	\$0	\$0	\$0	n/a	-100.00%	0.00%
	PORTUGAL	\$0	\$0	\$7	\$3	\$0	\$0	n/a	-100.00%	0.00%
	SOUTH AFRICA	\$0	\$0	\$0	\$101	\$0	\$0	-100.00%	-99.98%	0.00%
	SPAIN	\$0	\$0	\$0	\$48	\$24	\$0	n/a	-49.60%	0.00%
	UNITED STATES OF AMERICA	\$50	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		\$670	\$643	\$276	\$366	\$245	\$9	91.01%	-33.04%	0.50%
IMPORT WINE - TOTAL		\$416,871	\$475,057	\$471,602	\$472,248	\$488,837	\$112,858	2.82%	3.51%	14.89%

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 150,000 HL are commercial breweries b) Breweries with annual production of up to 150,000 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

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

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