



QUARTERLY MARKET REVIEW

SEPTEMBER 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	-4.57%
BREWERIES WITH ANNUAL PRODUCTION OVER 150,000HL - PACKAGED	-1.43%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - DRAFT	12.89%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - PACKAGED	18.71%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-31.85%
MEXICO	-11.81%
NETHERLANDS	-2.69%
BELGIUM	-4.48%
GERMANY	0.35%
IRELAND	4.05%

CIDER - DOMESTIC	% Change
CIDER	-0.18%

CIDER - IMPORTED	% Change
CIDER	16.05%

COOLERS - DOMESTIC	% Change
WINE	-32.34%
SPIRIT	4.34%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	-11.14%
SPIRIT	-5.24%
BEER	263.39%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	1.30%
VODKA	-1.23%
RUM	-3.18%
LIQUEURS	-0.06%
GIN	-4.74%
BRANDY	-8.34%

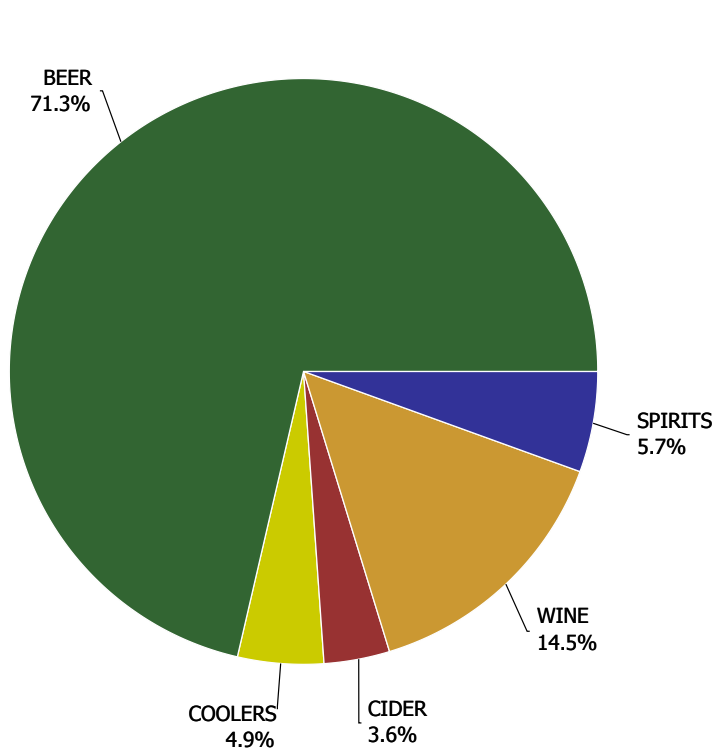
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	2.43%
VODKA	5.75%
RUM	4.92%
LIQUEURS	-3.97%
GIN	1.77%
BRANDY	-0.90%

WINE - DOMESTIC	% Change
TABLE WINE RED	2.31%
TABLE WINE ROSE	11.81%
TABLE WINE WHITE	3.23%
SPARKLING WINE	6.78%
APERITIF, DESSERT AND FORTIFIED WINE	-0.48%

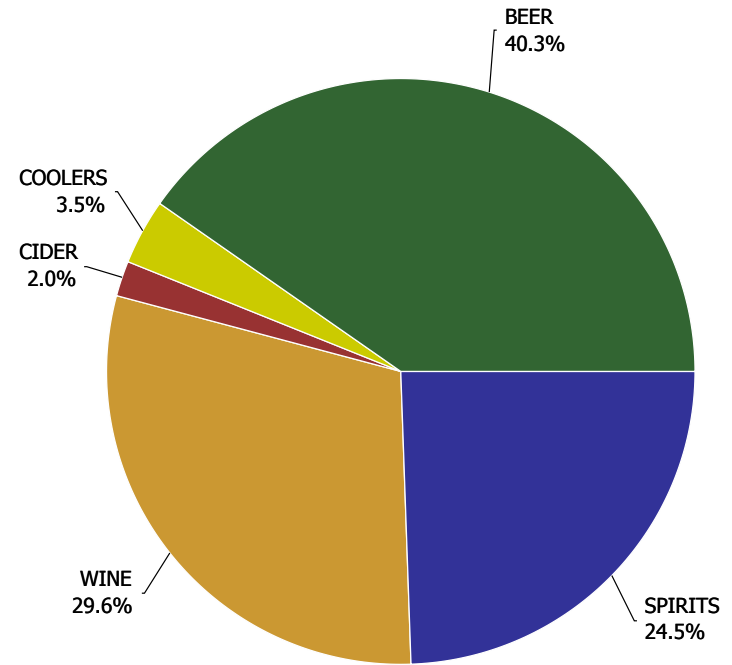
WINE - IMPORTED	% Change
TABLE WINE RED	2.90%
TABLE WINE ROSE	0.47%
TABLE WINE WHITE	3.75%
SPARKLING WINE	7.59%
APERITIF, DESSERT AND FORTIFIED WINE	1.93%

Total Market Share

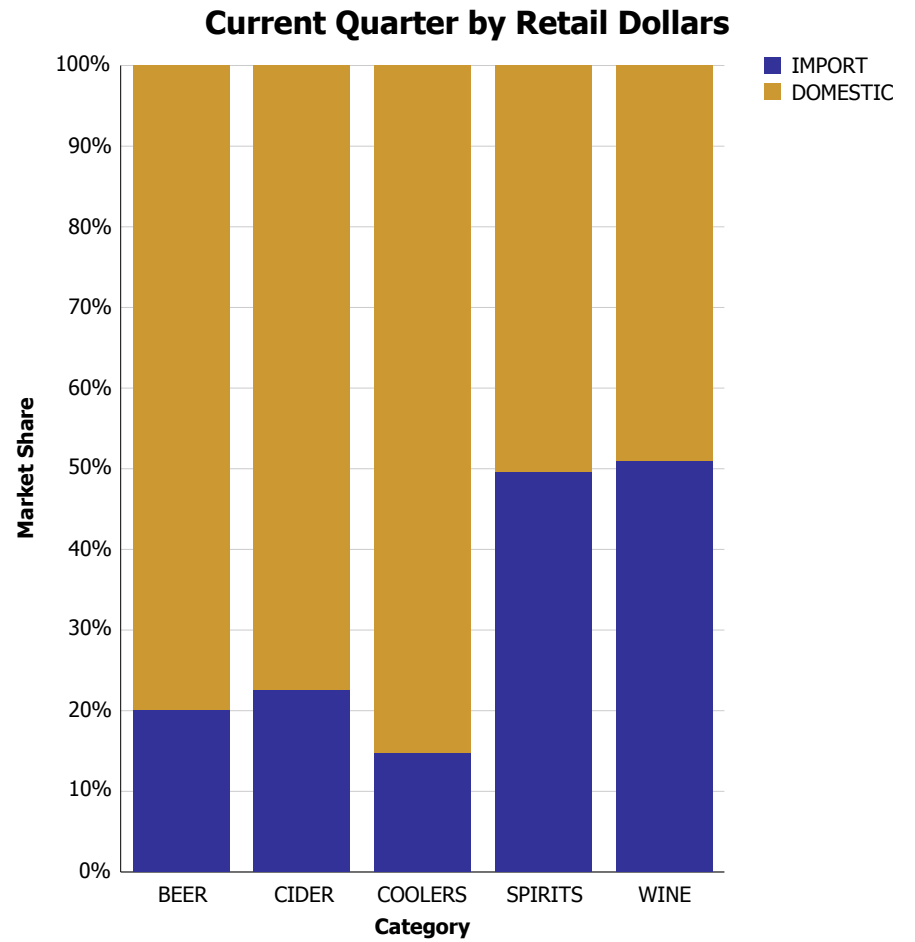
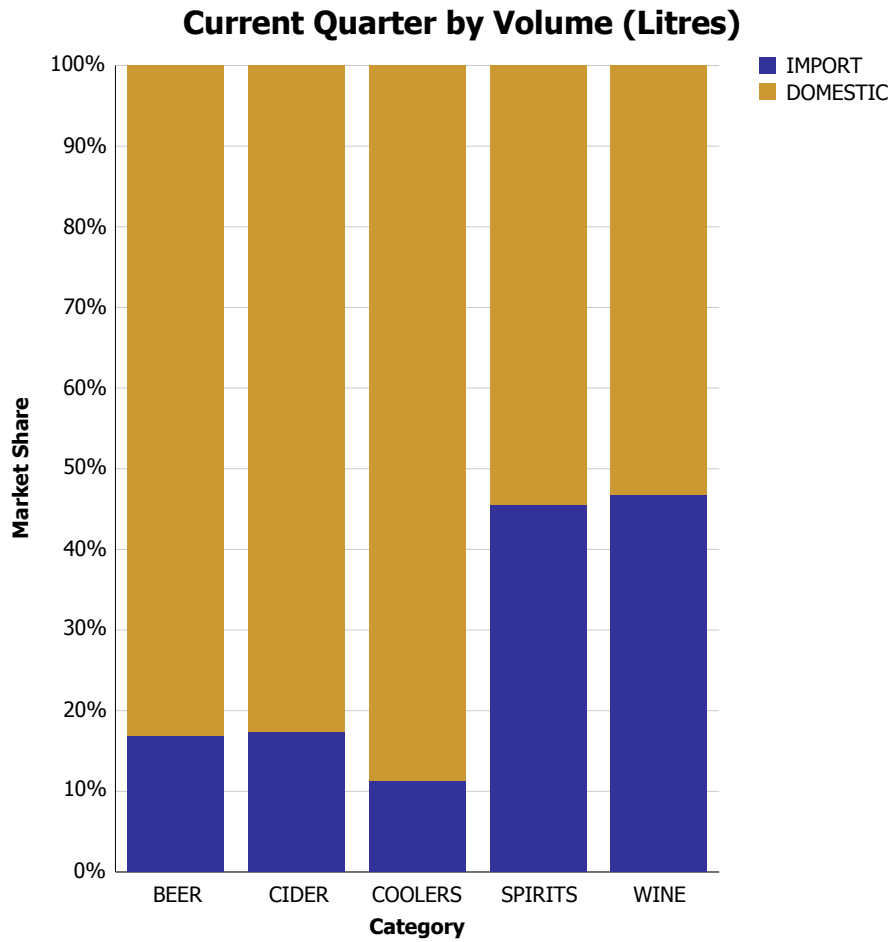
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	240,779,737	241,569,129	240,415,530	233,704,048	223,273,750	64,838,206	1.20%	-4.46%	23.27%
	IMPORT	41,614,492	46,568,149	48,057,788	49,515,182	47,128,504	13,143,143	-19.79%	-4.82%	19.37%
	BEER	282,394,230	288,137,279	288,473,318	283,219,230	270,402,254	77,981,348	-3.08%	-4.53%	22.59%
COOLERS AND CIDERS	DOMESTIC	18,755,148	19,390,203	21,061,506	22,533,745	21,914,219	7,993,205	-0.45%	-2.75%	6.98%
	IMPORT	2,737,504	3,744,828	3,988,368	3,646,088	3,671,088	1,283,435	2.50%	0.69%	18.49%
	COOLERS AND CIDERS	21,492,652	23,135,032	25,049,875	26,179,833	25,585,307	9,276,640	-0.05%	-2.27%	8.63%
SPIRITS	DOMESTIC	14,764,970	15,232,907	14,675,193	13,822,000	13,184,923	3,372,023	-1.07%	-4.61%	11.09%
	IMPORT	9,951,829	10,692,917	10,435,109	10,617,651	10,689,465	2,818,470	3.43%	0.68%	14.69%
	SPIRITS	24,716,799	25,925,825	25,110,302	24,439,650	23,874,388	6,190,493	0.93%	-2.31%	12.70%
WINE	DOMESTIC	25,792,421	27,324,249	27,835,832	29,619,000	30,448,598	8,462,665	1.94%	2.80%	14.37%
	IMPORT	28,245,682	30,145,466	29,655,113	30,190,581	30,056,043	7,441,858	2.04%	-0.45%	12.17%
	WINE	54,038,102	57,469,716	57,490,945	59,809,582	60,504,641	15,904,523	1.99%	1.16%	13.27%
TOTAL LIQUOR MARKET		382,641,783	394,667,850	396,124,440	393,648,295	380,366,590	109,353,005	-1.90%	-3.37%	19.55%

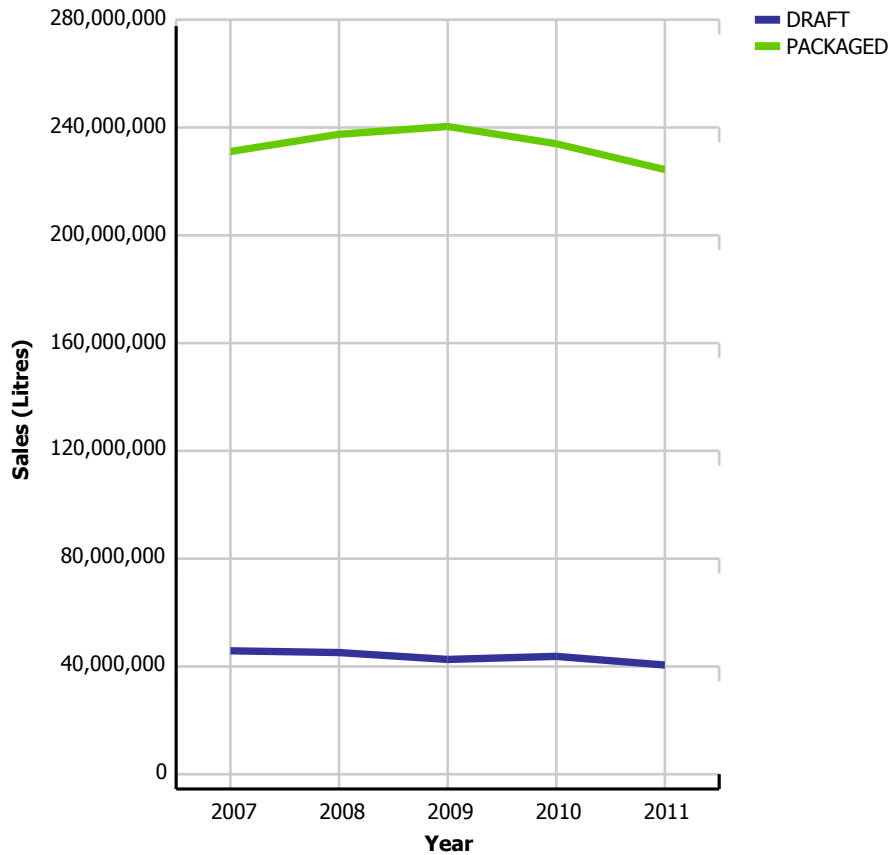
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000's)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	\$880,666	\$906,782	\$926,939	\$906,843	\$888,725	\$258,766	0.66%	-2.00%	20.20%
	IMPORT	\$188,739	\$215,188	\$226,822	\$234,818	\$227,211	\$65,196	-14.49%	-3.24%	20.10%
	BEER	\$1,069,406	\$1,121,970	\$1,153,761	\$1,141,662	\$1,115,935	\$323,962	-2.81%	-2.25%	20.18%
COOLERS AND CIDERS	DOMESTIC	\$89,575	\$92,987	\$97,036	\$100,687	\$100,159	\$36,703	1.33%	-0.52%	7.57%
	IMPORT	\$17,261	\$22,800	\$24,412	\$22,237	\$22,176	\$7,873	3.15%	-0.27%	15.84%
	COOLERS AND CIDERS	\$106,836	\$115,787	\$121,447	\$122,924	\$122,335	\$44,576	1.65%	-0.48%	9.07%
SPIRITS	DOMESTIC	\$381,791	\$405,903	\$404,093	\$393,337	\$389,157	\$99,503	-0.61%	-1.06%	10.69%
	IMPORT	\$315,598	\$347,485	\$346,753	\$358,613	\$372,866	\$97,903	5.26%	3.97%	15.08%
	SPIRITS	\$697,389	\$753,387	\$750,846	\$751,950	\$762,023	\$197,407	2.22%	1.34%	12.84%
WINE	DOMESTIC	\$312,941	\$338,569	\$346,592	\$373,906	\$388,426	\$117,009	3.29%	3.88%	15.16%
	IMPORT	\$433,887	\$481,042	\$467,434	\$478,394	\$492,788	\$121,425	3.36%	3.01%	14.90%
	WINE	\$746,828	\$819,611	\$814,026	\$852,300	\$881,214	\$238,434	3.33%	3.39%	15.02%
TOTAL LIQUOR MARKET		\$2,620,459	\$2,810,756	\$2,840,081	\$2,868,835	\$2,881,507	\$804,379	0.42%	0.44%	16.19%

Beer Market - Packaged vs Draft (Domestic & Imported)

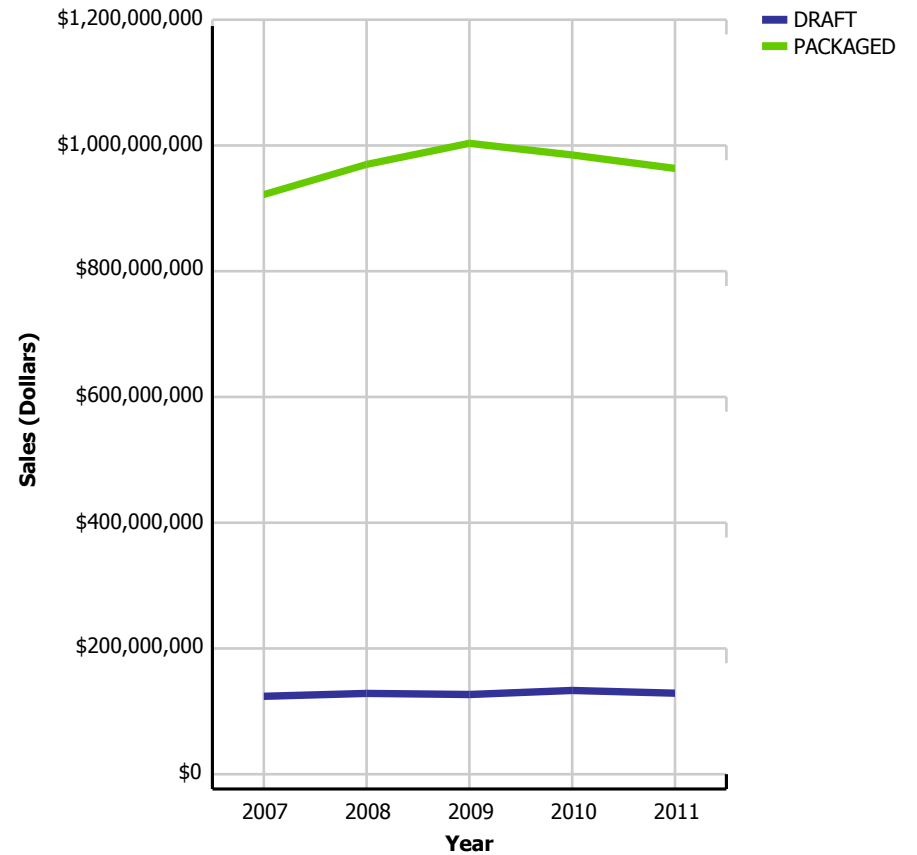
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

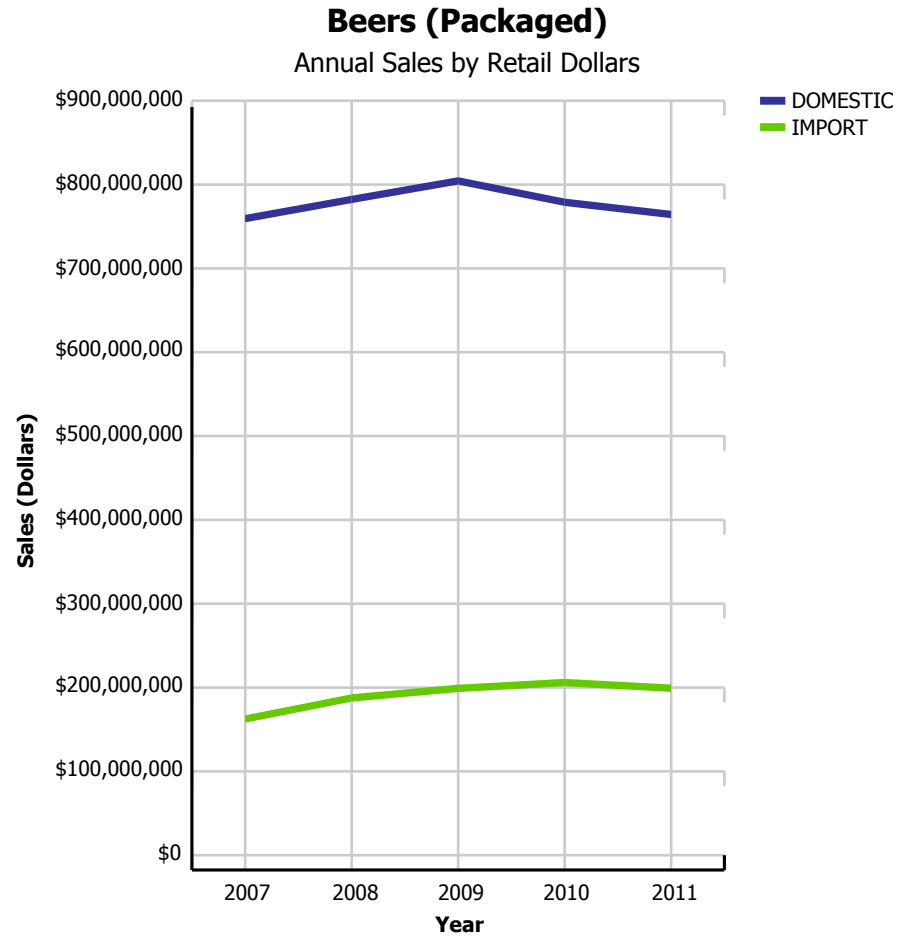
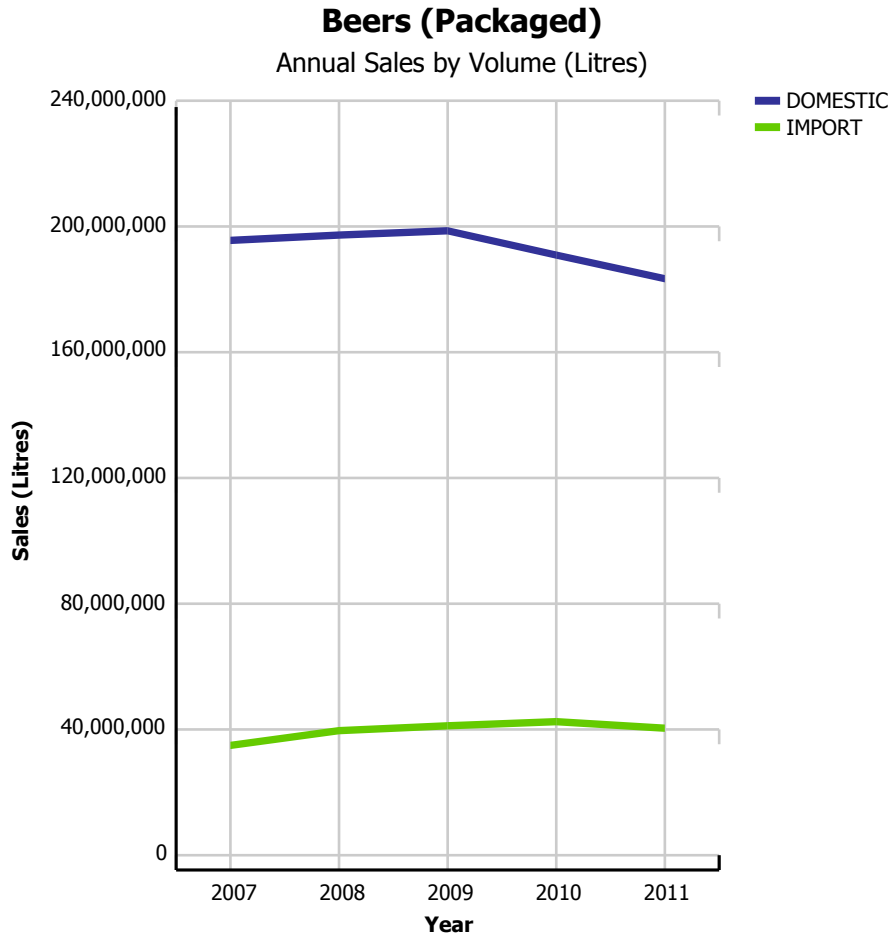


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



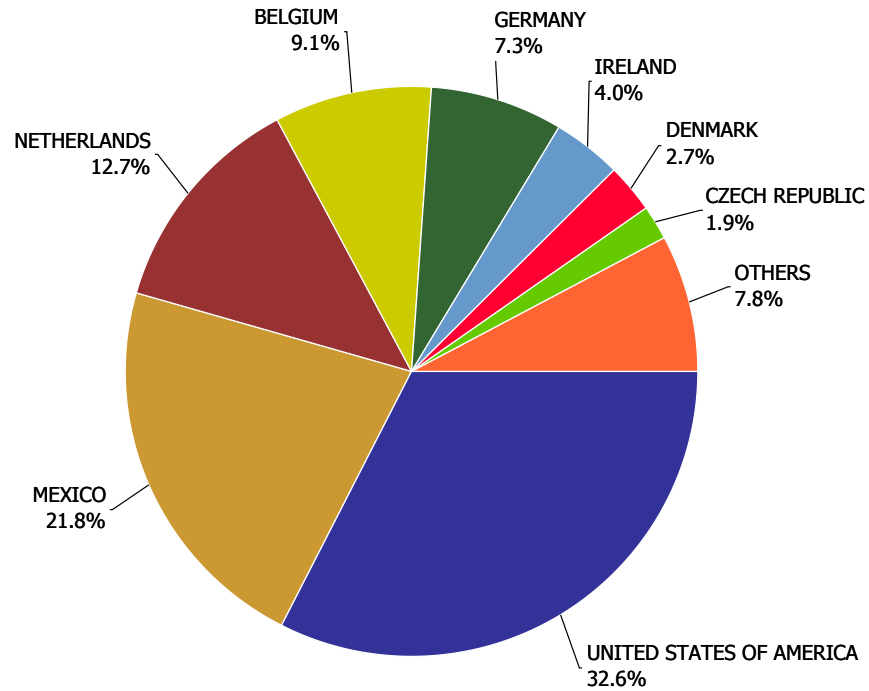
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

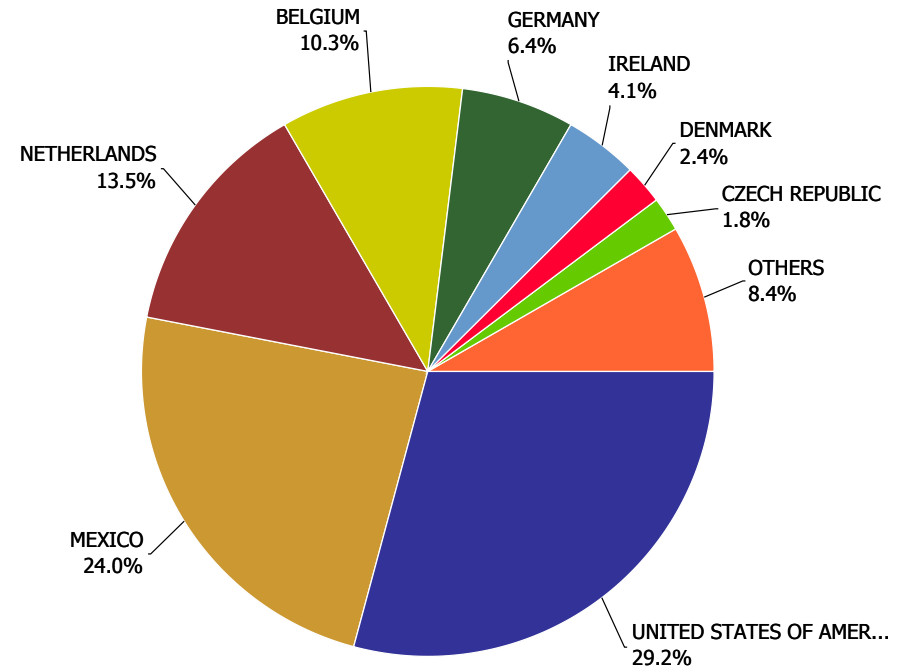
Import Beer Market Share

Current Quarter by Volume (Litres)



Import Beer Market Share

Current Quarter by Retail Dollars



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

		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	36,874,008	35,895,865	33,420,395	33,391,770	29,716,335	7,301,320	-7.23%	-11.01%	98.61%
	PACKAGED	185,409,632	185,694,731	184,923,339	172,568,555	159,820,208	47,401,336	-0.13%	-7.39%	8.50%
	TOTAL	222,283,640	221,590,596	218,343,734	205,960,325	189,536,543	54,702,656	-1.14%	-7.97%	22.62%
Breweries with Annual Production up to 150,000HL	DRAFT	7,146,756	7,219,147	7,186,894	8,224,108	8,982,148	2,660,585	10.45%	9.22%	94.31%
	PACKAGED	11,348,879	12,750,547	14,855,812	19,400,520	24,544,569	7,406,674	17.83%	26.52%	2.24%
	TOTAL	18,495,636	19,969,694	22,042,706	27,624,628	33,526,717	10,067,259	15.78%	21.37%	26.90%
DOMESTIC DRAFT - TOTAL		44,020,764	43,115,012	40,607,289	41,615,877	38,698,483	9,961,905	-3.08%	-7.01%	97.61%
DOMESTIC PACKAGED - TOTAL		196,758,973	198,454,117	199,808,241	192,088,171	184,575,267	54,876,300	2.01%	-3.91%	7.68%
DOMESTIC BEER - TOTAL		240,779,737	241,569,129	240,415,530	233,704,048	223,273,750	64,838,206	1.20%	-4.46%	23.27%

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$97,566	\$99,205	\$96,391	\$98,400	\$91,642	\$22,922	-4.50%	-6.87%	98.55%
	PACKAGED	\$722,622	\$738,984	\$752,084	\$708,244	\$671,716	\$198,202	-1.44%	-5.16%	8.86%
	TOTAL	\$820,188	\$838,189	\$848,476	\$806,644	\$763,357	\$221,124	-1.76%	-5.37%	19.63%
Breweries with Annual Production up to 150,000HL	DRAFT	\$19,269	\$20,881	\$21,708	\$25,133	\$28,352	\$8,425	12.74%	12.81%	94.14%
	PACKAGED	\$41,206	\$47,661	\$56,602	\$74,434	\$95,852	\$28,838	18.76%	28.78%	2.86%
	TOTAL	\$60,475	\$68,543	\$78,310	\$99,566	\$124,204	\$37,263	17.34%	24.75%	23.70%
DOMESTIC DRAFT - TOTAL		\$116,836	\$120,086	\$118,100	\$123,532	\$119,994	\$31,347	-0.41%	-2.86%	97.51%
DOMESTIC PACKAGED - TOTAL		\$763,831	\$786,696	\$808,839	\$783,311	\$768,731	\$227,419	0.81%	-1.86%	8.13%
DOMESTIC BEER - TOTAL		\$880,666	\$906,782	\$926,939	\$906,843	\$888,725	\$258,766	0.66%	-2.00%	20.20%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	88,950	56,852	56	610	1,944	610	28.33%	218.83%	28.51%
	ARGENTINA - Total	88,950	56,852	56	610	1,944	610	28.33%	218.83%	28.51%
AUSTRALIA	PACKAGED	138,882	94,988	40,898	40,925	29,434	7,213	-19.92%	-28.08%	25.02%
	AUSTRALIA - Total	138,882	94,988	40,898	40,925	29,434	7,213	-19.92%	-28.08%	25.02%
AUSTRIA	DRAFT	0	0	0	6,250	8,950	2,400	-6.80%	43.20%	98.60%
	PACKAGED	9,504	12,281	41,821	60,407	57,239	16,359	6.16%	-5.24%	37.78%
	AUSTRIA - Total	9,504	12,281	41,821	66,657	66,189	18,759	4.31%	-0.70%	46.01%
BELGIUM	DRAFT	1,111,100	1,246,120	1,191,090	1,088,210	849,385	202,040	-22.03%	-21.95%	99.40%
	PACKAGED	3,975,714	4,506,718	4,242,407	3,672,955	3,398,514	996,725	2.62%	-7.47%	17.27%
	BELGIUM - Total	5,086,814	5,752,838	5,433,497	4,761,165	4,247,899	1,198,765	-2.57%	-10.78%	33.69%
BRAZIL	PACKAGED	1,265,380	1,016,924	615,659	198,335	38,700	-17	-100.03%	-80.49%	9.32%
	BRAZIL - Total	1,265,380	1,016,924	615,659	198,335	38,700	-17	-100.03%	-80.49%	9.32%
CHILE	PACKAGED	0	0	131	1,126	549	86	-39.50%	-51.25%	15.38%
	CHILE - Total	0	0	131	1,126	549	86	-39.50%	-51.25%	15.38%
CHINA	PACKAGED	254,409	287,356	313,019	348,585	302,794	87,397	-4.21%	-13.14%	41.27%
	CHINA - Total	254,409	287,356	313,019	348,585	302,794	87,397	-4.21%	-13.14%	41.27%
CROATIA	PACKAGED	50	3,179	59,314	82,004	47,950	12,592	-35.12%	-41.53%	2.97%
	CROATIA - Total	50	3,179	59,314	82,004	47,950	12,592	-35.12%	-41.53%	2.97%
CZECH REPUBLIC	DRAFT	0	0	12,218	33,812	37,738	11,339	11.21%	11.61%	88.43%
	PACKAGED	739,294	717,302	678,345	780,106	788,426	240,312	10.62%	1.07%	5.00%
	CZECH REPUBLIC - Total	739,294	717,302	690,563	813,918	826,164	251,651	10.65%	1.50%	8.81%
DENMARK	DRAFT	0	2,650	26,750	57,700	56,700	13,150	-4.01%	-1.73%	98.32%
	PACKAGED	801,983	1,133,349	1,329,222	1,351,409	1,365,176	342,157	-4.88%	1.02%	1.00%
	DENMARK - Total	801,983	1,135,999	1,355,972	1,409,109	1,421,876	355,307	-4.85%	0.91%	4.88%
ESTONIA	PACKAGED	0	0	0	480	36	0	-100.00%	-92.49%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	480	36	0	-100.00%	-92.49%	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	51,250	62,750	54,490	79,160	151,210	31,950	46.22%	91.02%	99.58%
	PACKAGED	173,808	184,104	187,841	200,011	310,384	140,636	171.64%	55.18%	25.11%
	FRANCE - Total	225,058	246,854	242,331	279,171	461,594	172,586	134.42%	65.34%	49.51%
GERMANY	DRAFT	224,140	203,895	179,670	220,090	134,490	44,280	-3.06%	-38.89%	96.08%
	PACKAGED	2,877,414	3,282,725	3,492,320	3,336,027	3,236,163	917,326	2.84%	-2.99%	3.51%
	GERMANY - Total	3,101,554	3,486,620	3,671,990	3,556,117	3,370,653	961,606	2.55%	-5.22%	7.20%
GREECE	PACKAGED	8,716	8,786	8,882	8,290	10,276	3,313	44.47%	23.95%	72.87%
	GREECE - Total	8,716	8,786	8,882	8,290	10,276	3,313	44.47%	23.95%	72.87%
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	60,479	64,288	52,023	50,970	33,985	2,337	-82.05%	-33.32%	80.27%
	INDIA - Total	60,479	64,288	52,023	50,970	33,985	2,337	-82.05%	-33.32%	80.27%
IRELAND	DRAFT	1,282,000	1,354,850	1,340,250	1,312,650	1,228,350	269,100	3.44%	-6.42%	99.63%
	PACKAGED	1,191,164	1,267,949	1,262,835	1,228,169	1,207,897	258,663	3.18%	-1.65%	12.83%
	IRELAND - Total	2,473,164	2,622,799	2,603,085	2,540,819	2,436,247	527,763	3.31%	-4.12%	56.59%
ITALY	DRAFT	0	0	0	0	300	300	n/a	n/a	100.00%
	PACKAGED	94,072	108,166	152,625	183,220	251,068	75,613	36.48%	37.03%	30.11%
	ITALY - Total	94,072	108,166	152,625	183,220	251,368	75,913	36.48%	37.03%	30.19%
JAMAICA	PACKAGED	171,436	192,208	221,056	225,622	226,681	75,420	1.97%	0.47%	21.26%
	JAMAICA - Total	171,436	192,208	221,056	225,622	226,681	75,420	1.97%	0.47%	21.26%
JAPAN	DRAFT	0	0	0	9,595	50,673	17,385	200.00%	428.12%	88.19%
	PACKAGED	407,807	449,424	504,871	522,469	484,119	131,301	-8.27%	-7.34%	63.48%
	JAPAN - Total	407,807	449,424	504,871	532,064	534,792	148,686	-0.17%	0.51%	65.82%
KENYA	PACKAGED	4,516	9,617	7,718	10,372	8,732	1,256	-44.75%	-15.82%	35.06%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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
KENYA	KENYA - Total	4,516	9,617	7,718	10,372	8,732	1,256	-44.75%	-15.82%	35.06%
KOREA - SOUTH	PACKAGED	16,339	13,508	9,219	13,576	17,623	7,558	147.20%	29.81%	52.40%
	KOREA - SOUTH - Total	16,339	13,508	9,219	13,576	17,623	7,558	147.20%	29.81%	52.40%
LAOS	PACKAGED	0	0	0	0	222	87	n/a	n/a	0.00%
	LAOS - Total	0	0	0	0	222	87	n/a	n/a	0.00%
LATVIA	PACKAGED	0	0	12	168	0	0	n/a	-100.00%	0.00%
	LATVIA - Total	0	0	12	168	0	0	n/a	-100.00%	0.00%
LEBANON	PACKAGED	0	0	0	0	24	24	n/a	n/a	0.00%
	LEBANON - Total	0	0	0	0	24	24	n/a	n/a	0.00%
LITHUANIA	PACKAGED	0	0	10	50	30	0	n/a	-40.00%	0.00%
	LITHUANIA - Total	0	0	10	50	30	0	n/a	-40.00%	0.00%
MEXICO	PACKAGED	10,541,500	11,584,409	12,089,122	10,445,140	8,735,637	2,868,278	-19.68%	-16.37%	22.21%
	MEXICO - Total	10,541,500	11,584,409	12,089,122	10,445,140	8,735,637	2,868,278	-19.68%	-16.37%	22.21%
MONTENEGRO	PACKAGED	2,969	2,504	1,984	1,341	2,516	79	-73.92%	87.61%	0.00%
	MONTENEGRO - Total	2,969	2,504	1,984	1,341	2,516	79	-73.92%	87.61%	0.00%
NETHERLANDS	DRAFT	386,150	450,160	483,990	599,180	503,480	123,730	5.32%	-15.97%	99.24%
	PACKAGED	5,817,903	6,792,757	6,327,941	5,819,054	5,422,661	1,545,183	-4.48%	-6.81%	16.40%
	NETHERLANDS - Total	6,204,053	7,242,917	6,811,931	6,418,234	5,926,141	1,668,913	-3.81%	-7.67%	23.44%
NEW ZEALAND	PACKAGED	107,427	84,384	85,330	72,689	74,211	19,174	13.06%	2.09%	4.20%
	NEW ZEALAND - Total	107,427	84,384	85,330	72,689	74,211	19,174	13.06%	2.09%	4.20%
NORWAY	PACKAGED	0	0	0	0	2,023	218	n/a	n/a	4.75%
	NORWAY - Total	0	0	0	0	2,023	218	n/a	n/a	4.75%
PHILIPPINES	PACKAGED	22,962	21,326	29,550	56,415	74,165	21,516	15.23%	31.46%	4.22%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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
PHILIPPINES	PHILIPPINES - Total	22,962	21,326	29,550	56,415	74,165	21,516	15.23%	31.46%	4.22%
POLAND	PACKAGED	87,200	115,980	91,655	112,048	116,054	33,245	-9.21%	3.58%	4.68%
	POLAND - Total	87,200	115,980	91,655	112,048	116,054	33,245	-9.21%	3.58%	4.68%
PORTUGAL	PACKAGED	242	0	0	0	4,061	2,637	n/a	n/a	22.43%
	PORTUGAL - Total	242	0	0	0	4,061	2,637	n/a	n/a	22.43%
RUSSIA (USSR)	PACKAGED	10,457	54,016	44,273	37,497	27,159	5,570	-27.36%	-27.57%	6.84%
	RUSSIA (USSR) - Total	10,457	54,016	44,273	37,497	27,159	5,570	-27.36%	-27.57%	6.84%
SERBIA	PACKAGED	0	0	0	0	1,096	0	n/a	n/a	0.00%
	SERBIA - Total	0	0	0	0	1,096	0	n/a	n/a	0.00%
SINGAPORE	PACKAGED	69,944	76,190	64,669	53,857	63,683	19,361	13.00%	18.25%	33.92%
	SINGAPORE - Total	69,944	76,190	64,669	53,857	63,683	19,361	13.00%	18.25%	33.92%
SLOVAK REPUBLIC	PACKAGED	15,773	18	1,542	5,245	2,128	548	-61.89%	-59.44%	3.76%
	SLOVAK REPUBLIC - Total	15,773	18	1,542	5,245	2,128	548	-61.89%	-59.44%	3.76%
SLOVENIA	PACKAGED	43,724	32,794	23,238	812	1,260	192	-68.63%	55.02%	0.00%
	SLOVENIA - Total	43,724	32,794	23,238	812	1,260	192	-68.63%	55.02%	0.00%
SOUTH AFRICA	PACKAGED	40,266	33,359	26,344	28,748	34,975	10,140	-4.74%	21.66%	3.55%
	SOUTH AFRICA - Total	40,266	33,359	26,344	28,748	34,975	10,140	-4.74%	21.66%	3.55%
SPAIN	PACKAGED	10,797	99,661	134,922	193,076	230,092	72,265	16.85%	19.17%	7.40%
	SPAIN - Total	10,797	99,661	134,922	193,076	230,092	72,265	16.85%	19.17%	7.40%
THAILAND	PACKAGED	100,250	92,831	81,119	80,047	87,354	25,565	11.23%	9.13%	56.38%
	THAILAND - Total	100,250	92,831	81,119	80,047	87,354	25,565	11.23%	9.13%	56.38%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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
TRINIDAD AND TOBAGO	PACKAGED	24,539	24,162	14,934	20,854	24,376	9,609	5.66%	16.89%	14.60%
	TRINIDAD AND TOBAGO - Total	24,539	24,162	14,934	20,854	24,376	9,609	5.66%	16.89%	14.60%
TURKEY	PACKAGED	42,014	50,518	39,901	32,349	38,603	11,736	30.08%	19.33%	18.30%
	TURKEY - Total	42,014	50,518	39,901	32,349	38,603	11,736	30.08%	19.33%	18.30%
UKRAINE	PACKAGED	8,838	7,548	7,010	5,509	930	0	-100.00%	-83.12%	0.00%
	UKRAINE - Total	8,838	7,548	7,010	5,509	930	0	-100.00%	-83.12%	0.00%
UNITED KINGDOM	DRAFT	93,900	82,844	59,627	58,950	70,150	15,670	25.36%	19.00%	99.07%
	PACKAGED	673,518	728,497	764,898	746,610	697,037	168,192	-8.15%	-6.64%	7.32%
	UNITED KINGDOM - Total	767,418	811,341	824,525	805,560	767,187	183,862	-6.01%	-4.76%	15.71%
UNITED STATES OF AMERICA	DRAFT	9,014	11,021	18,719	35,691	105,125	36,142	143.39%	194.54%	97.24%
	PACKAGED	8,548,563	9,941,126	11,641,570	15,986,488	16,472,742	4,244,953	-37.66%	3.04%	8.17%
	UNITED STATES OF AMERICA - Total	8,557,577	9,952,147	11,660,289	16,022,179	16,577,867	4,281,096	-37.27%	3.47%	8.74%
VIETNAM	PACKAGED	8,117	2,057	699	230	1,226	226	2,550.00%	433.02%	88.94%
	VIETNAM - Total	8,117	2,057	699	230	1,226	226	2,550.00%	433.02%	88.94%
IMPORT DRAFT - TOTAL		3,157,554	3,414,291	3,366,804	3,501,288	3,196,551	767,486	0.47%	-8.70%	98.92%
IMPORT PACKAGED - TOTAL		38,456,938	43,153,859	44,690,985	46,013,894	43,931,953	12,375,657	-20.78%	-4.52%	13.58%
IMPORT BEER - TOTAL		41,614,492	46,568,149	48,057,788	49,515,182	47,128,504	13,143,143	-19.79%	-4.82%	19.37%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$382	\$248	\$0	\$4	\$10	\$3	29.09%	176.53%	28.54%
	ARGENTINA - Total	\$382	\$248	\$0	\$4	\$10	\$3	29.09%	176.53%	28.54%
AUSTRALIA	PACKAGED	\$681	\$478	\$214	\$225	\$160	\$38	-21.82%	-28.63%	26.95%
	AUSTRALIA - Total	\$681	\$478	\$214	\$225	\$160	\$38	-21.82%	-28.63%	26.95%
AUSTRIA	DRAFT	\$0	\$0	\$0	\$33	\$47	\$13	-6.73%	44.53%	98.60%
	PACKAGED	\$42	\$53	\$180	\$262	\$254	\$74	8.13%	-2.80%	37.60%
	AUSTRIA - Total	\$42	\$53	\$180	\$294	\$302	\$86	5.65%	2.47%	47.18%
BELGIUM	DRAFT	\$4,597	\$5,303	\$5,213	\$4,926	\$4,047	\$968	-20.78%	-17.84%	99.35%
	PACKAGED	\$20,060	\$23,089	\$23,004	\$21,038	\$19,716	\$5,756	-1.06%	-6.28%	17.59%
	BELGIUM - Total	\$24,657	\$28,392	\$28,217	\$25,963	\$23,763	\$6,723	-4.48%	-8.48%	31.51%
BRAZIL	PACKAGED	\$5,587	\$4,594	\$3,017	\$1,006	\$183	\$0	-100.03%	-81.85%	9.29%
	BRAZIL - Total	\$5,587	\$4,594	\$3,017	\$1,006	\$183	\$0	-100.03%	-81.85%	9.29%
CHILE	PACKAGED	\$0	\$0	\$1	\$8	\$2	\$0	-70.15%	-72.14%	17.55%
	CHILE - Total	\$0	\$0	\$1	\$8	\$2	\$0	-70.15%	-72.14%	17.55%
CHINA	PACKAGED	\$1,204	\$1,346	\$1,449	\$1,610	\$1,433	\$417	-3.84%	-11.00%	43.07%
	CHINA - Total	\$1,204	\$1,346	\$1,449	\$1,610	\$1,433	\$417	-3.84%	-11.00%	43.07%
CROATIA	PACKAGED	\$0	\$14	\$227	\$320	\$211	\$56	-32.11%	-33.93%	2.97%
	CROATIA - Total	\$0	\$14	\$227	\$320	\$211	\$56	-32.11%	-33.93%	2.97%
CZECH REPUBLIC	DRAFT	\$0	\$0	\$49	\$138	\$156	\$47	11.35%	13.73%	88.43%
	PACKAGED	\$3,220	\$3,230	\$3,157	\$3,729	\$3,661	\$1,098	8.76%	-1.82%	5.18%
	CZECH REPUBLIC - Total	\$3,220	\$3,230	\$3,207	\$3,866	\$3,817	\$1,145	8.86%	-1.27%	8.59%
DENMARK	DRAFT	\$0	\$11	\$113	\$246	\$247	\$57	-3.71%	0.34%	98.32%
	PACKAGED	\$3,068	\$4,404	\$5,379	\$5,701	\$5,834	\$1,480	-4.42%	2.34%	1.19%
	DENMARK - Total	\$3,068	\$4,416	\$5,493	\$5,947	\$6,081	\$1,537	-4.39%	2.26%	5.14%
ESTONIA	PACKAGED	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-92.97%	0.00%

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ESTONIA	ESTONIA - Total	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-92.97%	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	\$191	\$237	\$209	\$340	\$694	\$140	41.17%	104.32%	99.55%
	PACKAGED	\$875	\$967	\$1,010	\$1,108	\$1,764	\$796	165.91%	59.17%	25.04%
	FRANCE - Total	\$1,066	\$1,204	\$1,219	\$1,448	\$2,458	\$936	134.79%	69.76%	46.07%
GERMANY	DRAFT	\$852	\$786	\$720	\$995	\$602	\$196	-1.56%	-39.52%	96.14%
	PACKAGED	\$12,158	\$13,835	\$14,819	\$14,427	\$14,154	\$3,965	0.44%	-1.90%	4.22%
	GERMANY - Total	\$13,010	\$14,621	\$15,539	\$15,423	\$14,756	\$4,161	0.35%	-4.33%	7.97%
GREECE	PACKAGED	\$57	\$60	\$53	\$51	\$64	\$20	39.78%	25.34%	72.98%
	GREECE - Total	\$57	\$60	\$53	\$51	\$64	\$20	39.78%	25.34%	72.98%
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	\$350	\$396	\$334	\$332	\$228	\$15	-82.24%	-31.32%	80.23%
	INDIA - Total	\$350	\$396	\$334	\$332	\$228	\$15	-82.24%	-31.32%	80.23%
IRELAND	DRAFT	\$5,389	\$5,764	\$5,864	\$5,817	\$5,594	\$1,234	4.97%	-3.84%	99.62%
	PACKAGED	\$6,243	\$6,758	\$6,881	\$6,796	\$6,852	\$1,470	3.28%	0.83%	12.76%
	IRELAND - Total	\$11,632	\$12,521	\$12,745	\$12,614	\$12,447	\$2,704	4.05%	-1.32%	51.80%
ITALY	DRAFT	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	100.00%
	PACKAGED	\$486	\$571	\$854	\$1,067	\$1,457	\$438	35.27%	36.55%	31.15%
	ITALY - Total	\$486	\$571	\$854	\$1,067	\$1,458	\$440	35.27%	36.55%	31.23%
JAMAICA	PACKAGED	\$855	\$993	\$1,138	\$1,182	\$1,208	\$392	2.15%	2.19%	21.35%
	JAMAICA - Total	\$855	\$993	\$1,138	\$1,182	\$1,208	\$392	2.15%	2.19%	21.35%
JAPAN	DRAFT	\$0	\$0	\$0	\$50	\$268	\$92	201.65%	437.29%	88.19%
	PACKAGED	\$2,053	\$2,294	\$2,618	\$2,751	\$2,636	\$708	-8.49%	-4.19%	63.33%
	JAPAN - Total	\$2,053	\$2,294	\$2,618	\$2,801	\$2,904	\$800	-0.53%	3.67%	65.63%
KENYA	PACKAGED	\$28	\$60	\$49	\$66	\$57	\$8	-44.51%	-14.27%	35.07%

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KENYA	KENYA - Total	\$28	\$60	\$49	\$66	\$57	\$8	-44.51%	-14.27%	35.07%
KOREA - SOUTH	PACKAGED	\$72	\$62	\$43	\$64	\$87	\$37	150.26%	35.35%	52.20%
	KOREA - SOUTH - Total	\$72	\$62	\$43	\$64	\$87	\$37	150.26%	35.35%	52.20%
LAOS	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	LAOS - Total	\$0	\$0	\$0	\$0	\$1	\$1	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%
LEBANON	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LEBANON - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-45.16%	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-45.16%	0.00%
MEXICO	PACKAGED	\$48,837	\$55,137	\$57,799	\$51,140	\$46,376	\$15,634	-11.81%	-9.31%	21.36%
	MEXICO - Total	\$48,837	\$55,137	\$57,799	\$51,140	\$46,376	\$15,634	-11.81%	-9.31%	21.36%
MONTENEGRO	PACKAGED	\$14	\$13	\$9	\$6	\$11	\$0	-78.01%	78.84%	0.00%
	MONTENEGRO - Total	\$14	\$13	\$9	\$6	\$11	\$0	-78.01%	78.84%	0.00%
NETHERLANDS	DRAFT	\$1,565	\$1,882	\$2,078	\$2,623	\$2,308	\$577	8.05%	-12.00%	99.23%
	PACKAGED	\$27,980	\$33,915	\$32,294	\$30,328	\$28,654	\$8,208	-3.36%	-5.52%	17.25%
	NETHERLANDS - Total	\$29,544	\$35,797	\$34,372	\$32,951	\$30,962	\$8,785	-2.69%	-6.04%	23.36%
NEW ZEALAND	PACKAGED	\$482	\$386	\$405	\$350	\$415	\$109	29.91%	18.35%	4.14%
	NEW ZEALAND - Total	\$482	\$386	\$405	\$350	\$415	\$109	29.91%	18.35%	4.14%
NORWAY	PACKAGED	\$0	\$0	\$0	\$0	\$25	\$2	n/a	n/a	5.13%
	NORWAY - Total	\$0	\$0	\$0	\$0	\$25	\$2	n/a	n/a	5.13%
PHILIPPINES	PACKAGED	\$110	\$105	\$147	\$259	\$350	\$102	17.75%	34.98%	4.60%
	PHILIPPINES - Total	\$110	\$105	\$147	\$259	\$350	\$102	17.75%	34.98%	4.60%

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POLAND	PACKAGED	\$407	\$535	\$440	\$522	\$547	\$156	-8.30%	4.85%	4.80%
	POLAND - Total	\$407	\$535	\$440	\$522	\$547	\$156	-8.30%	4.85%	4.80%
PORTUGAL	PACKAGED	\$1	\$0	\$0	\$0	\$25	\$16	n/a	n/a	22.73%
	PORTUGAL - Total	\$1	\$0	\$0	\$0	\$25	\$16	n/a	n/a	22.73%
RUSSIA (USSR)	PACKAGED	\$42	\$216	\$180	\$162	\$121	\$26	-23.92%	-25.48%	6.91%
	RUSSIA (USSR) - Total	\$42	\$216	\$180	\$162	\$121	\$26	-23.92%	-25.48%	6.91%
SERBIA	PACKAGED	\$0	\$0	\$0	\$0	\$5	\$0	n/a	n/a	0.00%
	SERBIA - Total	\$0	\$0	\$0	\$0	\$5	\$0	n/a	n/a	0.00%
SINGAPORE	PACKAGED	\$319	\$360	\$314	\$258	\$306	\$91	12.55%	18.75%	36.26%
	SINGAPORE - Total	\$319	\$360	\$314	\$258	\$306	\$91	12.55%	18.75%	36.26%
SLOVAK REPUBLIC	PACKAGED	\$62	\$0	\$8	\$26	\$12	\$3	-53.42%	-52.12%	3.76%
	SLOVAK REPUBLIC - Total	\$62	\$0	\$8	\$26	\$12	\$3	-53.42%	-52.12%	3.76%
SLOVENIA	PACKAGED	\$170	\$127	\$92	\$3	\$5	\$1	-68.52%	56.75%	0.00%
	SLOVENIA - Total	\$170	\$127	\$92	\$3	\$5	\$1	-68.52%	56.75%	0.00%
SOUTH AFRICA	PACKAGED	\$154	\$128	\$104	\$113	\$142	\$41	-0.80%	25.07%	3.55%
	SOUTH AFRICA - Total	\$154	\$128	\$104	\$113	\$142	\$41	-0.80%	25.07%	3.55%
SPAIN	PACKAGED	\$57	\$372	\$520	\$795	\$1,019	\$313	20.03%	28.26%	9.71%
	SPAIN - Total	\$57	\$372	\$520	\$795	\$1,019	\$313	20.03%	28.26%	9.71%
THAILAND	PACKAGED	\$504	\$475	\$423	\$427	\$448	\$132	7.53%	4.93%	56.76%
	THAILAND - Total	\$504	\$475	\$423	\$427	\$448	\$132	7.53%	4.93%	56.76%
TRINIDAD AND TOBAGO	PACKAGED	\$120	\$118	\$75	\$108	\$127	\$49	2.43%	17.65%	14.80%
	TRINIDAD AND TOBAGO - Total	\$120	\$118	\$75	\$108	\$127	\$49	2.43%	17.65%	14.80%

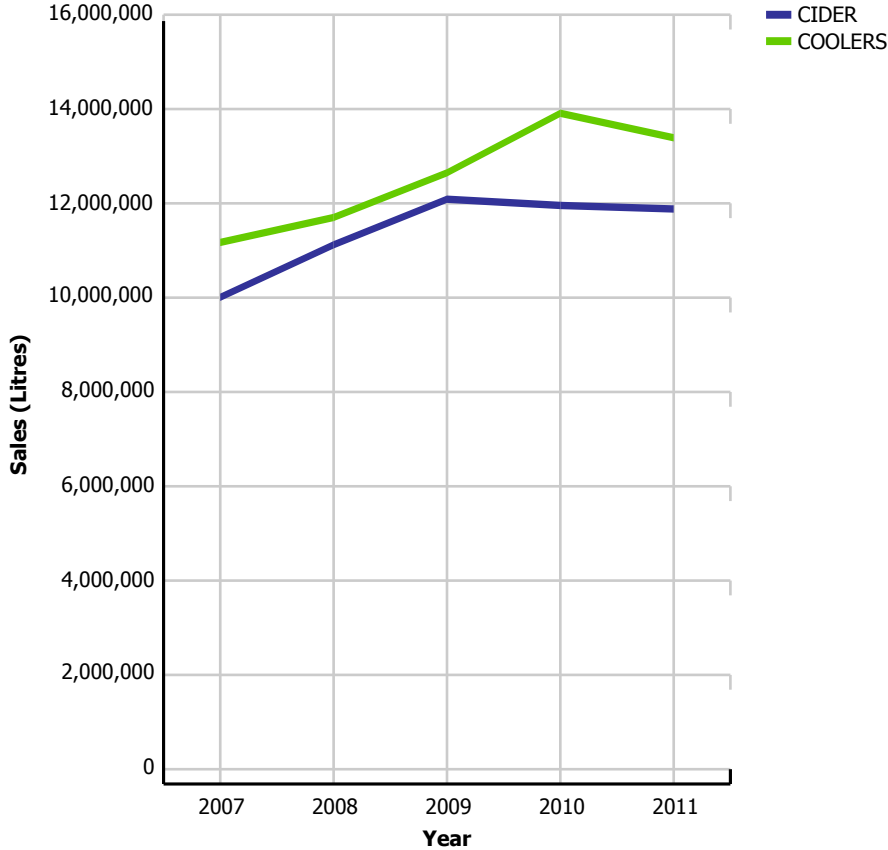
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000s)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TURKEY	PACKAGED	\$190	\$219	\$187	\$156	\$188	\$57	29.59%	20.57%	19.61%
	TURKEY - Total	\$190	\$219	\$187	\$156	\$188	\$57	29.59%	20.57%	19.61%
UKRAINE	PACKAGED	\$40	\$34	\$32	\$26	\$4	\$0	-100.00%	-82.96%	0.00%
	UKRAINE - Total	\$40	\$34	\$32	\$26	\$4	\$0	-100.00%	-82.96%	0.00%
UNITED KINGDOM	DRAFT	\$384	\$346	\$252	\$250	\$313	\$72	31.86%	25.58%	99.10%
	PACKAGED	\$3,798	\$4,156	\$4,536	\$4,524	\$4,339	\$1,048	-4.10%	-4.09%	7.59%
	UNITED KINGDOM - Total	\$4,182	\$4,502	\$4,787	\$4,774	\$4,653	\$1,119	-2.40%	-2.54%	13.75%
UNITED STATES OF AMERICA	DRAFT	\$35	\$44	\$89	\$181	\$496	\$169	120.82%	174.46%	97.28%
	PACKAGED	\$34,980	\$41,055	\$50,239	\$68,267	\$69,338	\$18,870	-32.27%	1.57%	8.91%
	UNITED STATES OF AMERICA - Total	\$35,015	\$41,099	\$50,327	\$68,447	\$69,834	\$19,039	-31.85%	2.03%	9.53%
VIETNAM	PACKAGED	\$39	\$10	\$3	\$1	\$6	\$1	2,568.77%	448.63%	88.89%
	VIETNAM - Total	\$39	\$10	\$3	\$1	\$6	\$1	2,568.77%	448.63%	88.89%
IMPORT DRAFT - TOTAL		\$13,012	\$14,373	\$14,587	\$15,597	\$14,774	\$3,566	1.70%	-5.28%	98.90%
IMPORT PACKAGED - TOTAL		\$175,727	\$200,815	\$212,235	\$219,221	\$212,436	\$61,630	-15.27%	-3.09%	14.62%
IMPORT BEER - TOTAL		\$188,739	\$215,188	\$226,822	\$234,818	\$227,211	\$65,196	-14.49%	-3.24%	20.10%

Cooler and Cider Sales

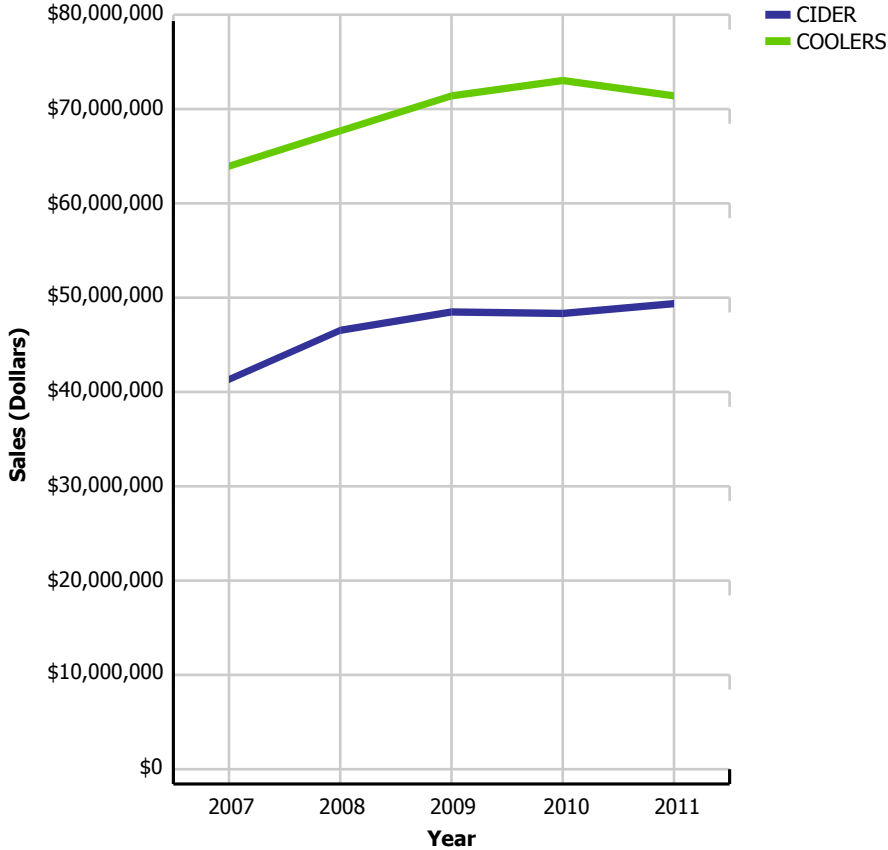
Coolers and Ciders (Domestic & Imported)

Annual Sales by Volume (Litres)



Coolers and Ciders (Domestic & Imported)

Annual Sales by Retail Dollars



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

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC DRAFT	33,009	40,126	59,718	87,027	100,964	33,246	10.16%	16.01%	93.40%
PACKAGED	9,116,553	9,586,305	10,179,612	9,985,951	9,736,594	3,191,042	-1.23%	-2.50%	6.02%
PACKAGED - OTHER	20,745	41,795	13,218	28,098	31,975	10,626	10.53%	13.80%	6.63%
DOMESTIC - TOTAL	9,170,306	9,668,227	10,252,547	10,101,076	9,869,533	3,234,914	-1.09%	-2.29%	6.92%
IMPORT DRAFT	345,300	414,350	413,350	388,250	365,400	101,400	1.05%	-5.89%	99.26%
PACKAGED	570,855	1,116,988	1,500,809	1,544,979	1,724,434	578,973	11.01%	11.62%	13.98%
IMPORT - TOTAL	916,155	1,531,338	1,914,159	1,933,229	2,089,834	680,373	9.40%	8.10%	28.89%
CIDER - TOTAL	10,086,462	11,199,565	12,166,706	12,034,305	11,959,367	3,915,287	0.58%	-0.62%	10.76%

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$115	\$150	\$231	\$334	\$395	\$130	8.21%	18.38%	93.73%
	PACKAGED	\$36,437	\$38,343	\$38,454	\$37,773	\$37,915	\$12,434	-0.16%	0.38%	6.27%
	PACKAGED - OTHER	\$450	\$796	\$366	\$582	\$557	\$186	-6.33%	-4.22%	6.70%
DOMESTIC - TOTAL		\$37,001	\$39,289	\$39,051	\$38,688	\$38,867	\$12,749	-0.18%	0.46%	7.16%
IMPORT	DRAFT	\$1,529	\$1,848	\$1,922	\$1,836	\$1,666	\$463	1.44%	-9.29%	99.24%
	PACKAGED	\$3,192	\$5,794	\$7,905	\$8,198	\$9,227	\$3,248	18.48%	12.56%	14.86%
	IMPORT - TOTAL	\$4,722	\$7,642	\$9,827	\$10,034	\$10,893	\$3,710	16.05%	8.56%	27.76%
CIDER - TOTAL		\$41,723	\$46,932	\$48,878	\$48,722	\$49,760	\$16,459	3.07%	2.13%	11.67%

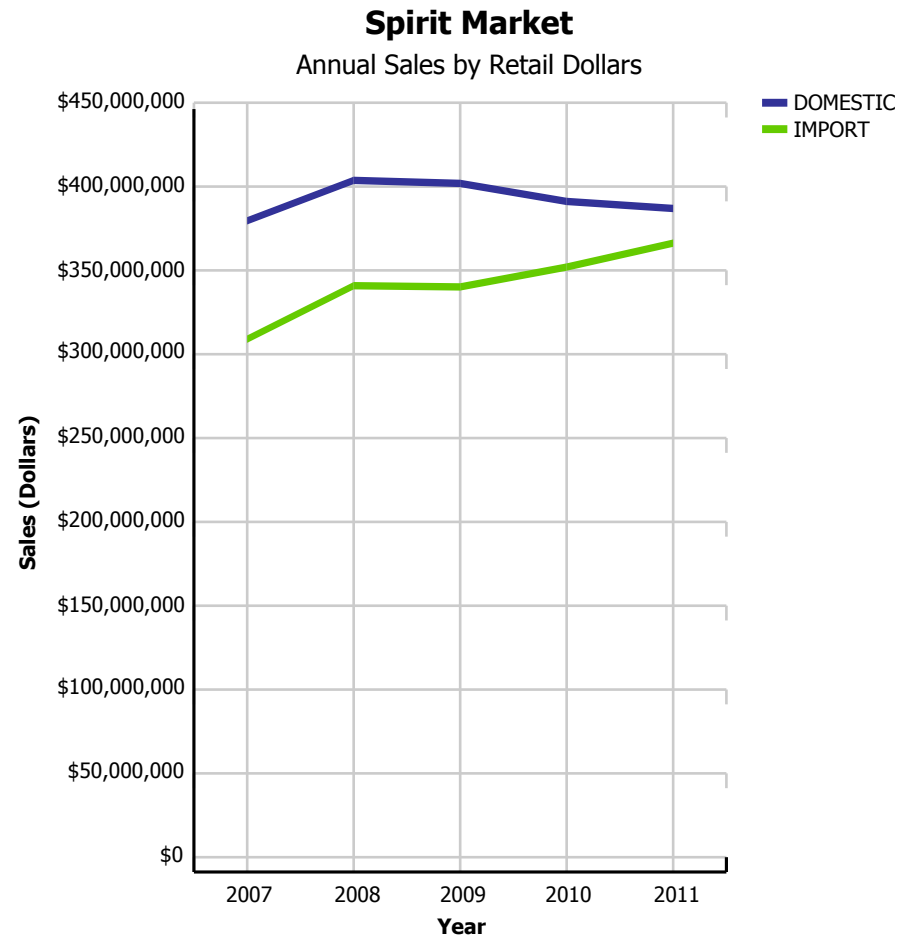
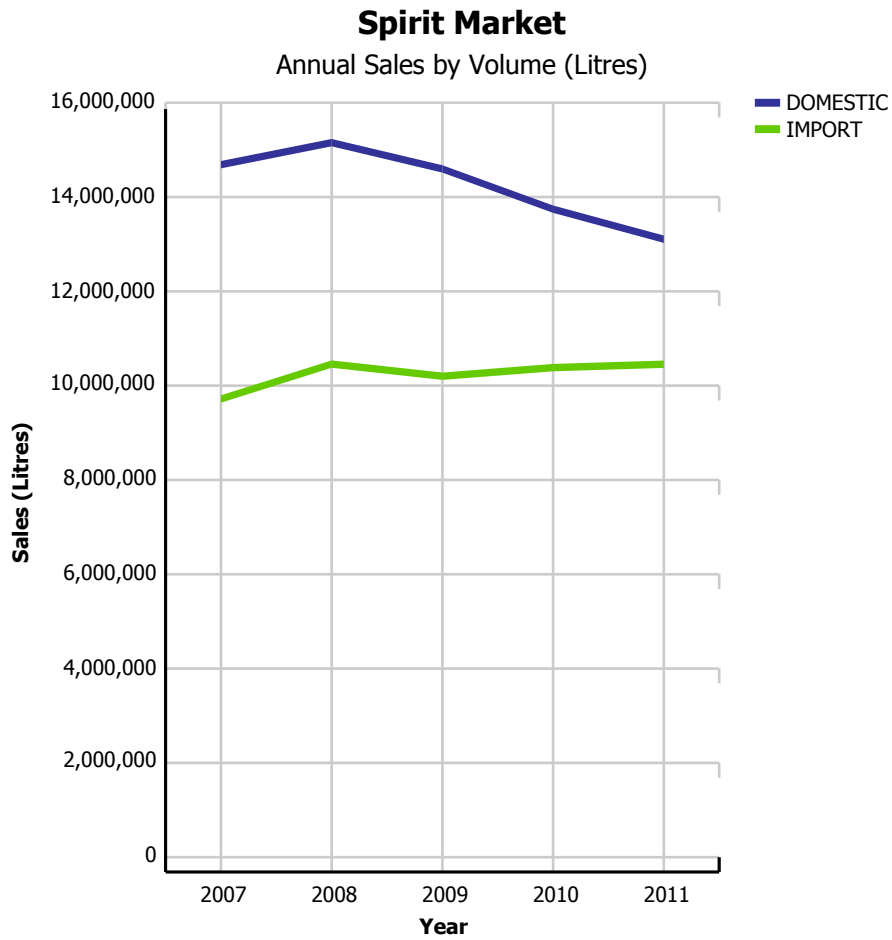
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	10,878	2,106	551	48	-5	0	n/a	-110.42%	0.00%
SPIRIT	8,678,737	8,806,541	9,788,377	11,521,351	11,332,132	4,543,544	1.71%	-1.64%	7.32%
WINE	895,227	913,330	1,020,031	911,270	712,559	214,747	-26.29%	-21.81%	2.47%
DOMESTIC - TOTAL	9,584,842	9,721,977	10,808,959	12,432,669	12,044,686	4,758,291	0.00%	-3.12%	7.04%
IMPORT BEER	6,579	1,491	829	766	3,639	1,340	279.55%	374.98%	0.99%
SPIRIT	1,440,606	1,799,840	1,638,673	1,356,299	1,289,163	502,277	-2.98%	-4.95%	4.52%
WINE	374,163	412,159	434,708	355,794	288,452	99,446	-11.41%	-18.93%	5.75%
IMPORT - TOTAL	1,821,348	2,213,490	2,074,210	1,712,859	1,581,253	603,063	-4.32%	-7.68%	4.73%
COOLERS - TOTAL	11,406,190	11,935,467	12,883,169	14,145,528	13,625,939	5,361,353	-0.51%	-3.67%	6.77%

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

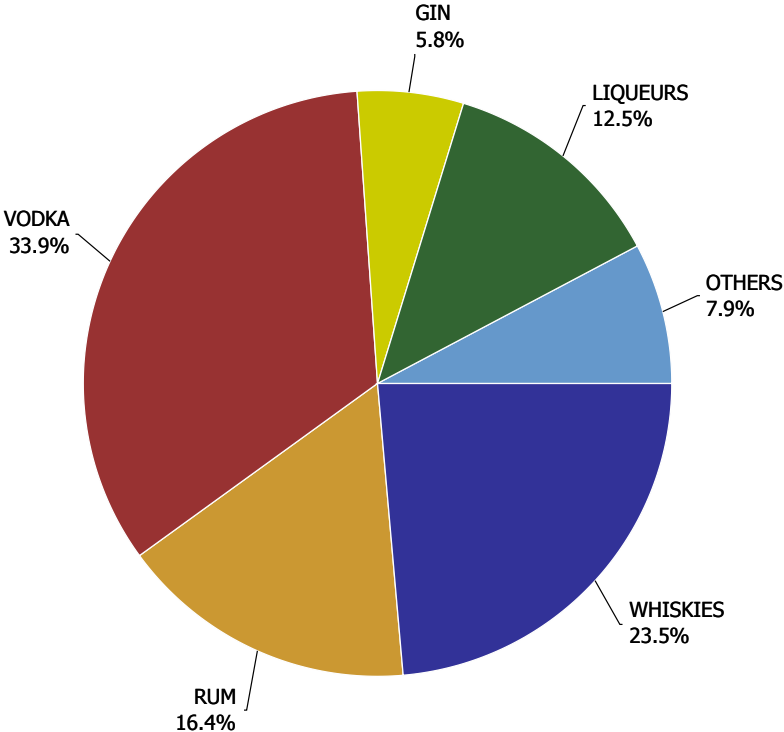
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	\$91	\$18	\$5	\$0	\$0	\$0	n/a	-110.73%	0.00%
SPIRIT	\$48,909	\$50,016	\$53,449	\$57,866	\$58,147	\$23,009	4.34%	0.49%	8.10%
WINE	\$3,574	\$3,664	\$4,531	\$4,133	\$3,145	\$945	-32.34%	-23.91%	2.87%
DOMESTIC - TOTAL	\$52,574	\$53,698	\$57,984	\$61,999	\$61,292	\$23,954	2.15%	-1.14%	7.83%
IMPORT BEER	\$32	\$7	\$4	\$4	\$21	\$7	263.39%	435.69%	0.80%
SPIRIT	\$9,904	\$12,320	\$11,613	\$9,656	\$9,143	\$3,470	-5.24%	-5.31%	4.16%
WINE	\$2,604	\$2,830	\$2,969	\$2,543	\$2,119	\$686	-11.14%	-16.69%	5.14%
IMPORT - TOTAL	\$12,540	\$15,158	\$14,585	\$12,203	\$11,283	\$4,163	-6.15%	-7.54%	4.34%
COOLERS - TOTAL	\$65,114	\$68,856	\$72,569	\$74,202	\$72,575	\$28,117	0.83%	-2.19%	7.29%

Spirit Sales

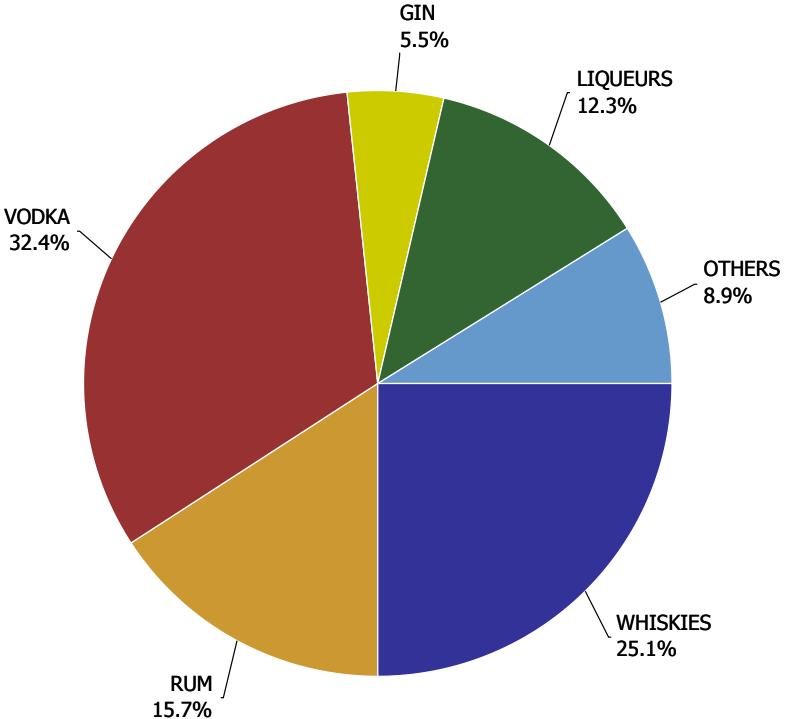


Spirit Market

Spirit Market Share
Current Quarter by Volume (Litres)



Spirit Market Share
Current Quarter by Retail Dollars



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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARMAGNAC			1,388	1,112	1,421	1,311	1,674	274	35.29%	27.71%	9.99%
ASIAN SPIRITS			130,681	138,106	133,699	133,693	137,770	36,414	13.48%	3.05%	42.29%
BRANDY	DOMESTIC		99,022	95,934	85,642	79,790	70,041	15,248	-8.44%	-12.22%	7.45%
	IMPORT		445,085	442,571	416,090	398,058	384,791	83,594	-1.32%	-3.33%	3.78%
BRANDY			544,107	538,505	501,732	477,848	454,831	98,841	-2.49%	-4.82%	4.34%
CACHACA			3,538	4,640	4,542	4,746	4,150	1,255	-11.69%	-12.56%	42.57%
COGNAC			45,540	45,333	40,295	40,320	43,975	10,265	25.30%	9.07%	14.66%
EAUX DE VIE	DOMESTIC		685	1,176	862	729	690	203	-8.14%	-5.40%	12.07%
	IMPORT		10,836	12,827	16,125	15,845	15,699	2,905	-14.06%	-0.92%	8.44%
EAUX DE VIE			11,521	14,003	16,988	16,574	16,389	3,108	-13.70%	-1.12%	8.59%
GIN	DOMESTIC		396,539	380,736	378,726	338,061	308,015	92,350	-6.46%	-8.89%	18.05%
	IMPORT		823,280	874,670	843,439	834,436	826,187	264,831	1.32%	-0.99%	14.58%
GIN			1,219,819	1,255,406	1,222,165	1,172,496	1,134,203	357,181	-0.81%	-3.27%	15.52%
RUM	AMBER	DOMESTIC	1,050,740	1,123,511	1,152,927	1,136,856	1,170,445	268,734	1.88%	2.95%	6.34%
		IMPORT	531,109	590,438	622,178	687,778	716,644	173,815	3.55%	4.20%	6.31%
		AMBER	1,581,849	1,713,949	1,775,106	1,824,634	1,887,089	442,549	2.53%	3.42%	6.33%
	DARK	DOMESTIC	532,146	509,487	489,534	451,617	404,367	90,824	-0.45%	-10.46%	8.67%
		IMPORT	203,573	207,665	196,210	186,011	187,401	44,413	-0.02%	0.75%	4.32%
		DARK	735,719	717,152	685,744	637,629	591,768	135,237	-0.31%	-7.19%	7.29%
	WHITE	DOMESTIC	1,879,450	1,918,344	1,859,511	1,705,802	1,556,140	401,941	-9.61%	-8.77%	11.55%
		IMPORT	129,310	123,973	115,583	109,282	105,997	32,991	5.14%	-3.01%	16.02%
		WHITE	2,008,760	2,042,317	1,975,094	1,815,084	1,662,137	434,932	-8.64%	-8.43%	11.84%
RUM		DOMESTIC	3,462,336	3,551,341	3,501,972	3,294,275	3,130,953	761,499	-4.77%	-4.96%	9.23%
		IMPORT	863,992	922,076	933,972	983,071	1,010,042	251,218	3.11%	2.74%	6.96%
RUM			4,326,328	4,473,418	4,435,944	4,277,346	4,140,994	1,012,717	-2.93%	-3.19%	8.68%
TEQUILA		DOMESTIC	28,335	29,490	27,413	24,075	29,683	10,167	38.33%	23.29%	0.34%
		IMPORT	410,581	467,945	475,338	490,820	493,793	160,898	4.60%	0.61%	39.16%
TEQUILA			438,917	497,435	502,752	514,895	523,476	171,065	6.14%	1.67%	36.96%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	DOMESTIC	5,067,828	5,405,025	5,329,525	4,993,930	4,720,396	1,231,458	-1.63%	-5.48%	13.52%
	IMPORT	2,177,659	2,517,898	2,706,165	2,993,757	3,118,960	869,781	5.14%	4.18%	13.25%
VODKA		7,245,488	7,922,923	8,035,690	7,987,688	7,839,356	2,101,239	1.06%	-1.86%	13.42%
WHISKY	AMERICAN WHISKY	294,746	320,351	314,944	343,769	371,000	98,350	14.07%	7.92%	24.94%
	CANADIAN WHISKY	4,729,842	4,739,916	4,393,059	4,177,165	4,036,732	1,005,393	1.43%	-3.36%	6.73%
	IRISH WHISKY	84,205	97,504	103,428	116,905	132,318	30,238	18.91%	13.18%	18.62%
	JAPANESE WHISKY	0	176	146	803	489	128	202.47%	-39.17%	12.36%
	SCOTCH - BLEND	1,187,319	1,168,720	1,056,338	1,042,814	1,031,325	244,329	-0.98%	-1.10%	3.10%
	SCOTCH - MALT	313,078	328,983	315,377	325,039	332,199	75,632	6.67%	2.20%	7.72%
	OTHER WHISKY	485	626	574	1,932	7,036	1,596	317.36%	264.15%	0.68%
WHISKY		1,187,319	1,168,720	1,056,338	1,042,814	1,031,325	244,329	-0.98%	-1.10%	3.10%
OTHER SPIRITS	MISC.	23	11	0	0	0	0	n/a	n/a	0.00%
	RESTRICTED	1,276	1,208	1,320	1,501	1,321	434	-16.15%	-11.99%	0.04%
	APERITIF	11,366	11,690	13,140	12,512	14,105	4,623	16.88%	12.73%	21.06%
	FLAVOURED	1,186	800	2,423	3,002	4,010	2,361	159.23%	33.60%	2.61%
	READY TO MIX COCKTAILS	178,553	175,917	166,436	159,244	149,281	47,810	-4.53%	-6.26%	54.62%
	READY TO SERVE COCKTAILS	109,808	212,346	247,781	178,017	171,777	90,405	35.61%	-3.51%	1.92%
	SCHNAPPS	8,058	11,989	9,706	9,372	8,983	1,815	-11.44%	-4.14%	6.45%
OTHER SPIRITS		310,270	413,961	440,806	363,647	349,478	147,448	18.74%	-3.90%	25.32%
SPIRIT - GIFT PACKS	DOMESTIC	18,962	16,836	12,441	11,612	22,702	13,405	64,894.33%	95.52%	1.42%
	IMPORT	49,105	46,131	13,879	22,863	24,468	6,222	5,712.61%	7.02%	0.32%
SPIRIT - GIFT PACKS		68,067	62,967	26,321	34,475	47,171	19,627	15,273.00%	36.83%	0.85%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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			\$156	\$128	\$181	\$154	\$176	\$26	31.90%	14.53%	9.77%
ASIAN SPIRITS			\$3,228	\$3,520	\$3,459	\$3,990	\$6,583	\$2,375	122.66%	64.97%	25.99%
BRANDY	DOMESTIC		\$2,425	\$2,425	\$2,240	\$2,179	\$2,006	\$437	-8.34%	-7.94%	7.43%
	IMPORT		\$11,534	\$11,665	\$11,260	\$11,209	\$11,280	\$2,458	-0.90%	0.63%	4.11%
BRANDY			\$13,958	\$14,090	\$13,500	\$13,388	\$13,286	\$2,895	-2.10%	-0.77%	4.61%
CACHACA			\$127	\$176	\$170	\$187	\$175	\$53	-10.35%	-6.35%	42.18%
COGNAC			\$4,348	\$4,369	\$4,024	\$4,149	\$5,021	\$1,276	46.50%	21.01%	13.35%
EAUX DE VIE	DOMESTIC		\$61	\$107	\$88	\$77	\$75	\$22	-4.12%	-1.87%	11.84%
	IMPORT		\$508	\$598	\$789	\$769	\$777	\$138	-16.93%	0.95%	10.25%
EAUX DE VIE			\$569	\$705	\$877	\$846	\$852	\$160	-15.38%	0.69%	10.39%
GIN	DOMESTIC		\$10,119	\$9,982	\$10,342	\$9,518	\$9,060	\$2,744	-4.74%	-4.82%	17.74%
	IMPORT		\$23,329	\$25,514	\$25,194	\$25,195	\$25,576	\$8,198	1.77%	1.51%	14.56%
GIN			\$33,448	\$35,496	\$35,536	\$34,713	\$34,636	\$10,942	0.06%	-0.22%	15.39%
RUM	AMBER	DOMESTIC	\$27,910	\$31,335	\$33,245	\$33,803	\$36,175	\$8,417	3.64%	7.01%	6.40%
		IMPORT	\$14,775	\$17,035	\$18,870	\$21,965	\$23,869	\$5,839	4.46%	8.67%	6.64%
AMBER			\$42,686	\$48,370	\$52,115	\$55,768	\$60,044	\$14,255	3.98%	7.67%	6.49%
DARK	DOMESTIC		\$13,166	\$12,933	\$12,895	\$12,531	\$11,898	\$2,665	-0.96%	-5.05%	8.58%
	IMPORT		\$5,467	\$5,704	\$5,598	\$5,497	\$5,985	\$1,433	5.53%	8.88%	4.54%
DARK			\$18,632	\$18,637	\$18,493	\$18,028	\$17,883	\$4,098	1.22%	-0.80%	7.23%
WHITE	DOMESTIC		\$47,058	\$49,207	\$49,260	\$47,138	\$44,785	\$11,648	-8.02%	-4.99%	11.42%
	IMPORT		\$3,470	\$3,427	\$3,275	\$3,153	\$3,170	\$991	6.73%	0.53%	16.32%
WHITE			\$50,529	\$52,634	\$52,535	\$50,291	\$47,955	\$12,640	-7.01%	-4.65%	11.74%
RUM	DOMESTIC		\$88,134	\$93,474	\$95,400	\$93,473	\$92,858	\$22,730	-3.18%	-0.66%	9.10%
	IMPORT		\$23,713	\$26,166	\$27,743	\$30,614	\$33,024	\$8,263	4.92%	7.87%	7.19%
RUM			\$111,847	\$119,641	\$123,144	\$124,087	\$125,882	\$30,993	-1.14%	1.45%	8.60%
TEQUILA	DOMESTIC		\$1,384	\$1,471	\$1,383	\$1,226	\$1,267	\$411	8.03%	3.39%	0.33%
	IMPORT		\$17,040	\$20,357	\$20,899	\$20,774	\$20,558	\$6,553	2.45%	-1.04%	37.63%
TEQUILA			\$18,425	\$21,828	\$22,282	\$22,000	\$21,825	\$6,965	2.76%	-0.79%	35.46%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	DOMESTIC	\$127,601	\$139,145	\$142,114	\$138,913	\$136,274	\$35,644	-1.23%	-1.90%	13.35%
	IMPORT	\$62,662	\$75,600	\$84,062	\$94,970	\$101,352	\$28,346	5.75%	6.72%	14.54%
VODKA		\$190,264	\$214,745	\$226,176	\$233,883	\$237,627	\$63,990	1.75%	1.60%	13.86%
WHISKY	AMERICAN WHISKY	\$9,739	\$10,835	\$11,033	\$12,299	\$13,699	\$3,636	15.95%	11.38%	24.69%
	CANADIAN WHISKY	\$127,105	\$132,248	\$126,704	\$122,986	\$122,887	\$30,594	1.60%	-0.08%	6.68%
	IRISH WHISKY	\$3,109	\$3,684	\$3,956	\$4,570	\$5,332	\$1,225	19.57%	16.67%	17.87%
	JAPANESE WHISKY	\$0	\$24	\$14	\$93	\$66	\$16	120.02%	-29.41%	12.26%
	SCOTCH - BLEND	\$37,241	\$38,075	\$35,539	\$35,202	\$35,449	\$8,402	-1.16%	0.70%	3.80%
	SCOTCH - MALT	\$19,646	\$21,749	\$21,970	\$23,284	\$24,671	\$5,577	8.33%	5.96%	8.52%
	OTHER WHISKY	\$51	\$67	\$61	\$203	\$371	\$73	79.34%	82.69%	1.20%
WHISKY		\$37,241	\$38,075	\$35,539	\$35,202	\$35,449	\$8,402	-1.16%	0.70%	3.80%
OTHER SPIRITS	MISC.	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RESTRICTED	\$55	\$54	\$61	\$69	\$61	\$20	-16.12%	-11.97%	0.04%
	APERITIF	\$352	\$365	\$409	\$393	\$446	\$145	14.73%	13.57%	20.98%
	FLAVOURED	\$41	\$25	\$97	\$103	\$123	\$60	77.76%	19.30%	4.70%
	READY TO MIX COCKTAILS	\$4,118	\$4,057	\$3,855	\$3,745	\$3,586	\$1,146	-3.92%	-4.23%	53.93%
	READY TO SERVE COCKTAILS	\$1,723	\$4,359	\$5,412	\$4,032	\$3,917	\$1,839	24.85%	-2.84%	1.96%
	SCHNAPPS	\$245	\$393	\$343	\$333	\$326	\$65	-11.42%	-1.92%	5.94%
OTHER SPIRITS		\$6,535	\$9,253	\$10,176	\$8,674	\$8,460	\$3,275	12.03%	-2.47%	25.17%
SPIRIT - GIFT PACKS	DOMESTIC	\$778	\$701	\$557	\$449	\$860	\$388	60,031.50%	91.58%	1.19%
	IMPORT	\$2,198	\$1,887	\$683	\$1,007	\$1,166	\$235	2,116.05%	15.80%	0.35%
SPIRIT - GIFT PACKS		\$2,975	\$2,587	\$1,239	\$1,456	\$2,026	\$623	5,435.47%	39.17%	0.71%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	24,442	25,459	19,329	15,819	12,342	2,862	-10.51%	-21.98%	63.83%
	IMPORT	114,893	117,938	110,813	108,256	104,634	21,311	-10.68%	-3.35%	13.20%
	ALMOND - TOTAL	139,335	143,397	130,142	124,075	116,976	24,173	-10.66%	-5.72%	18.54%
ANISE / LICORICE	DOMESTIC	6,052	5,026	2,520	1,714	1,343	296	-26.99%	-21.65%	71.80%
	IMPORT	166,695	166,425	152,406	144,107	135,466	33,220	-5.09%	-6.00%	19.56%
	ANISE / LICORICE - TOTAL	172,747	171,451	154,926	145,821	136,809	33,517	-5.34%	-6.18%	20.07%
APPLE	DOMESTIC	0	0	0	41	417	96	133.33%	916.67%	98.36%
	IMPORT	59,988	60,716	51,360	43,895	36,520	8,700	-11.93%	-16.80%	48.45%
	APPLE - TOTAL	59,988	60,716	51,360	43,936	36,937	8,796	-11.33%	-15.93%	49.02%
APRICOT	DOMESTIC	11,631	9,370	8,715	8,659	8,108	1,745	-4.42%	-6.36%	2.22%
	IMPORT	19,078	20,200	18,834	19,970	20,207	5,007	4.31%	1.19%	18.02%
	APRICOT - TOTAL	30,709	29,571	27,549	28,629	28,315	6,753	1.91%	-1.10%	13.50%
BANANA	DOMESTIC	15,628	19,315	11,800	4,314	3,415	992	-23.66%	-20.85%	15.77%
	IMPORT	30,123	34,322	33,485	33,834	31,325	8,003	-5.24%	-7.42%	63.90%
	BANANA - TOTAL	45,751	53,637	45,285	38,148	34,740	8,994	-7.70%	-8.94%	59.17%
BERRY - OTHER	DOMESTIC	13	18	96	285	567	172	34.60%	99.21%	1.72%
	IMPORT	1,093	1,640	1,479	953	681	176	-20.05%	-28.51%	32.28%
	BERRY - OTHER - TOTAL	1,106	1,657	1,575	1,237	1,248	348	0.01%	0.87%	18.39%
BLACK CURRANT / CASSIS	DOMESTIC	0	1	280	362	196	99	-32.48%	-45.76%	0.00%
	IMPORT	9,217	9,272	6,879	6,986	6,820	1,693	1.13%	-2.38%	35.46%
	BLACK CURRANT / CASSIS - TOTAL	9,217	9,273	7,160	7,348	7,016	1,792	-1.58%	-4.52%	34.46%
BLACKBERRY	DOMESTIC	0	16	66	43	25	4	-42.86%	-41.74%	1.49%
	IMPORT	2,991	3,349	2,999	3,103	2,500	636	-25.31%	-19.43%	25.18%

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	2,991	3,366	3,065	3,146	2,525	640	-25.47%	-19.74%	24.95%
BUTTERSCOTCH	DOMESTIC	464	383	357	438	475	123	20.00%	8.59%	95.20%
	IMPORT	50,437	53,830	50,481	49,574	55,246	14,364	15.61%	11.44%	48.19%
	BUTTERSCOTCH - TOTAL	50,901	54,213	50,838	50,012	55,722	14,487	15.65%	11.42%	48.59%
CACAO / CHOCOLATE	DOMESTIC	6,243	7,138	6,048	6,199	5,860	1,156	-9.19%	-5.46%	22.50%
	IMPORT	4,670	1,569	-1	-1	0	0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	10,914	8,707	6,047	6,198	5,860	1,156	-9.19%	-5.45%	22.50%
CACAO / WHITE	DOMESTIC	28,215	31,835	26,518	24,350	22,832	5,091	-4.93%	-6.23%	53.60%
	IMPORT	6,432	4,827	4,886	67	4	1	-66.67%	-93.30%	116.67%
	CACAO / WHITE - TOTAL	34,647	36,663	31,404	24,417	22,837	5,092	-4.96%	-6.47%	53.61%
CHERRY	DOMESTIC	2,480	2,347	185	156	210	51	-36.45%	34.86%	-1.43%
	IMPORT	10,186	9,885	9,155	8,768	8,469	2,005	-4.17%	-3.42%	25.41%
	CHERRY - TOTAL	12,665	12,232	9,340	8,924	8,679	2,056	-5.36%	-2.75%	24.76%
CHESTNUT	IMPORT	0	0	0	29	17	1	-91.67%	-41.46%	0.00%
	CHESTNUT - TOTAL	0	0	0	29	17	1	-91.67%	-41.46%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	983	724	23	0	0	0	n/a	100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	983	724	23	0	0	0	n/a	100.00%	0.00%
COCONUT	DOMESTIC	147,258	148,832	128,911	116,673	121,616	42,025	12.18%	4.24%	13.06%
	IMPORT	17,817	19,266	15,560	15,477	13,454	3,861	-22.96%	-13.07%	21.16%
	COCONUT - TOTAL	165,076	168,098	144,471	132,150	135,070	45,886	8.03%	2.21%	13.87%
COFFEE	DOMESTIC	15,596	13,235	10,032	2,945	2,392	482	21.09%	-18.77%	37.24%
	IMPORT	387,306	374,025	342,772	310,252	289,605	66,192	-3.65%	-6.66%	13.02%

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	402,902	387,260	352,804	313,198	291,997	66,674	-3.51%	-6.77%	13.22%
CRANBERRY	DOMESTIC	0	10	45	31	26	9	-24.24%	-18.07%	0.00%
	CRANBERRY - TOTAL	0	10	45	31	26	9	-24.24%	-18.07%	0.00%
CREAM	DOMESTIC	3,957	2,441	1,914	2,522	1,365	342	-19.80%	-45.86%	37.98%
	IMPORT	1,102,166	1,114,146	1,040,473	1,042,218	1,014,838	213,095	-4.54%	-2.63%	5.55%
	CREAM - TOTAL	1,106,123	1,116,587	1,042,387	1,044,740	1,016,203	213,437	-4.56%	-2.73%	5.59%
EGG	IMPORT	4,937	5,486	5,907	5,799	5,486	797	-13.86%	-5.39%	1.57%
	EGG - TOTAL	4,937	5,486	5,907	5,799	5,486	797	-13.86%	-5.39%	1.57%
FRUIT - OTHER	DOMESTIC	37,689	38,214	23,040	11,177	4,584	1,578	-50.07%	-58.99%	4.51%
	IMPORT	125,589	116,120	94,677	75,561	61,776	15,482	-15.44%	-18.24%	39.15%
	FRUIT - OTHER - TOTAL	163,278	154,334	117,716	86,738	66,360	17,060	-20.54%	-23.49%	36.76%
GRAPE	DOMESTIC	20	45	46	54	9	0	-100.00%	-83.33%	0.00%
	IMPORT	0	8,013	7,337	3,733	1,904	466	-46.88%	-49.01%	20.84%
	GRAPE - TOTAL	20	8,058	7,383	3,787	1,912	466	-47.42%	-49.49%	20.75%
GRAPE FRUIT	IMPORT	85	1,469	1,040	751	699	172	0.41%	-6.99%	28.66%
	GRAPE FRUIT - TOTAL	85	1,469	1,040	751	699	172	0.41%	-6.99%	28.66%
HAZELNUT	IMPORT	26,433	25,469	22,527	20,580	20,128	3,890	-3.32%	-2.19%	34.19%
	HAZELNUT - TOTAL	26,433	25,469	22,527	20,580	20,128	3,890	-3.32%	-2.19%	34.19%
HERBAL	DOMESTIC	0	1,489	1,647	1,304	1,360	320	-1.69%	4.33%	9.15%
	IMPORT	328,992	393,498	342,738	327,830	311,852	78,367	-2.03%	-4.87%	46.50%
	HERBAL - TOTAL	328,992	394,987	344,385	329,134	313,212	78,686	-2.03%	-4.84%	46.34%
LEMON	IMPORT	16,060	20,044	18,284	20,311	23,820	7,028	3.23%	17.27%	15.49%
	LEMON - TOTAL	16,060	20,044	18,284	20,311	23,820	7,028	3.23%	17.27%	15.49%
LOGANBERRY	IMPORT	199	227	252	287	186	24	-60.00%	-35.19%	0.00%

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LOGANBERRY	LOGANBERRY - TOTAL	199	227	252	287	186	24	-60.00%	-35.19%	0.00%
MACADAMIA	IMPORT	0	0	1,708	3,757	3,532	645	8.45%	-5.97%	2.10%
	MACADAMIA - TOTAL	0	0	1,708	3,757	3,532	645	8.45%	-5.97%	2.10%
MELON	DOMESTIC	12,913	12,159	13,905	7,506	2,058	577	-64.59%	-72.58%	23.47%
	IMPORT	12,085	12,158	11,491	13,787	14,470	3,896	-6.65%	4.95%	57.56%
	MELON - TOTAL	24,997	24,318	25,396	21,293	16,528	4,473	-22.92%	-22.38%	53.32%
MINT	DOMESTIC	26,954	26,548	22,924	22,293	22,232	3,138	-7.41%	-0.28%	19.81%
	IMPORT	156	122	118	210	139	34	-35.14%	-33.82%	69.85%
	MINT - TOTAL	27,110	26,670	23,042	22,504	22,371	3,171	-7.83%	-0.59%	20.12%
ORANGE	DOMESTIC	114,914	116,863	113,482	107,861	104,033	30,820	-1.80%	-3.55%	24.16%
	IMPORT	174,393	176,066	168,566	160,333	153,782	34,937	-4.37%	-4.09%	29.28%
	ORANGE - TOTAL	289,307	292,929	282,048	268,194	257,815	65,758	-3.18%	-3.87%	27.21%
OTHER	DOMESTIC	7,959	6,955	3,852	1,084	1,081	432	109.09%	-0.23%	67.75%
	IMPORT	11,415	10,311	9,354	8,937	8,375	1,821	18.35%	-6.29%	20.71%
	OTHER - TOTAL	19,374	17,266	13,207	10,021	9,456	2,254	29.09%	-5.64%	26.09%
OTHER NUT	IMPORT	0	0	18	70	22	4	200.00%	-68.09%	0.00%
	OTHER NUT - TOTAL	0	0	18	70	22	4	200.00%	-68.09%	0.00%
PEACH	DOMESTIC	50,391	51,430	49,019	47,439	44,753	14,168	3.50%	-5.66%	50.09%
	IMPORT	4,005	4,243	3,551	2,666	1,619	438	-38.74%	-39.25%	93.59%
	PEACH - TOTAL	54,396	55,673	52,569	50,105	46,373	14,605	1.41%	-7.45%	51.61%
PEAR	DOMESTIC	1,000	46	60	41	7	3	-43.75%	-82.57%	0.00%
	IMPORT	4,859	4,652	4,357	3,708	3,371	690	-14.72%	-9.09%	20.16%
	PEAR - TOTAL	5,860	4,699	4,417	3,749	3,378	693	-14.94%	-9.89%	20.12%
PINEAPPLE	DOMESTIC	10,942	13,371	9,844	6,519	2,998	740	-54.46%	-54.00%	6.50%
	IMPORT	1,108	30	0	0	486	144	n/a	n/a	1.85%

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PINEAPPLE	PINEAPPLE - TOTAL	12,051	13,401	9,844	6,519	3,484	884	-45.59%	-46.55%	5.85%
PLUM	IMPORT	821	881	861	832	670	202	36.36%	-19.55%	1.34%
	PLUM - TOTAL	821	881	861	832	670	202	36.36%	-19.55%	1.34%
RASPBERRY	DOMESTIC	1,482	2,037	2,331	2,838	2,712	609	-11.53%	-4.46%	67.28%
	IMPORT	109,607	120,639	109,750	101,421	97,773	26,455	1.44%	-3.60%	43.11%
	RASPBERRY - TOTAL	111,089	122,676	112,082	104,260	100,484	27,065	1.11%	-3.62%	43.76%
SPICE	DOMESTIC	230,920	287,439	298,874	320,638	336,942	82,644	6.38%	5.08%	7.11%
	IMPORT	15,654	16,048	12,387	10,410	9,343	2,010	-5.35%	-10.24%	44.27%
	SPICE - TOTAL	246,574	303,487	311,261	331,048	346,285	84,655	6.07%	4.60%	8.11%
STRAWBERRY	DOMESTIC	99	22	4	0	6	6	n/a	n/a	0.00%
	IMPORT	4,471	3,760	1,990	952	843	409	23.61%	-11.44%	53.29%
	STRAWBERRY - TOTAL	4,570	3,782	1,994	952	849	415	25.54%	-10.77%	52.89%
TANGERINE	DOMESTIC	17	1	0	0	0	0	n/a	n/a	0.00%
	IMPORT	3,398	2,791	1,275	809	840	218	2.47%	3.80%	35.45%
	TANGERINE - TOTAL	3,416	2,792	1,275	809	840	218	2.47%	3.80%	35.45%
WALNUT	IMPORT	0	80	105	71	50	4	-75.00%	-29.41%	0.00%
	WALNUT - TOTAL	0	80	105	71	50	4	-75.00%	-29.41%	0.00%
WHISKY	DOMESTIC	11,376	11,185	12,151	12,160	7,234	1,577	-34.58%	-40.51%	3.21%
	IMPORT	164,434	154,255	136,191	130,397	117,668	26,832	-6.27%	-9.76%	9.85%
	WHISKY - TOTAL	175,810	165,440	148,342	142,558	124,903	28,409	-8.46%	-12.38%	9.47%
LIQUEURS - TOTAL		3,761,432	3,901,729	3,564,084	3,406,167	3,269,822	775,391	-2.79%	-4.00%	19.21%

SPIRITS MARKET - LIQUEURS
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ALMOND	DOMESTIC	\$537	\$582	\$456	\$377	\$304	\$71	-9.78%	-19.21%	63.45%
	IMPORT	\$3,015	\$3,204	\$3,075	\$3,041	\$3,036	\$628	-5.70%	-0.14%	12.41%
	ALMOND - TOTAL	\$3,553	\$3,786	\$3,531	\$3,417	\$3,341	\$698	-6.13%	-2.24%	17.06%
ANISE / LICORICE	DOMESTIC	\$138	\$116	\$59	\$40	\$33	\$7	-26.46%	-19.33%	70.94%
	IMPORT	\$4,490	\$4,492	\$4,307	\$4,148	\$3,971	\$978	-4.96%	-4.27%	18.66%
	ANISE / LICORICE - TOTAL	\$4,628	\$4,609	\$4,367	\$4,188	\$4,003	\$985	-5.17%	-4.41%	19.08%
APPLE	DOMESTIC	\$0	\$0	\$0	\$1	\$9	\$2	133.33%	916.67%	98.36%
	IMPORT	\$1,375	\$1,392	\$1,198	\$1,034	\$879	\$212	-11.84%	-14.92%	48.53%
	APPLE - TOTAL	\$1,375	\$1,392	\$1,198	\$1,035	\$888	\$214	-11.31%	-14.13%	49.03%
APRICOT	DOMESTIC	\$264	\$222	\$210	\$210	\$201	\$43	-3.40%	-3.98%	1.98%
	IMPORT	\$407	\$421	\$395	\$424	\$434	\$110	5.11%	2.49%	18.96%
	APRICOT - TOTAL	\$671	\$644	\$605	\$634	\$636	\$153	2.56%	0.35%	13.58%
BANANA	DOMESTIC	\$373	\$484	\$302	\$112	\$86	\$24	-30.87%	-23.53%	13.00%
	IMPORT	\$605	\$706	\$691	\$704	\$666	\$169	-4.95%	-5.38%	63.78%
	BANANA - TOTAL	\$979	\$1,190	\$994	\$816	\$751	\$193	-9.16%	-7.88%	57.99%
BERRY - OTHER	DOMESTIC	\$0	\$1	\$3	\$11	\$22	\$6	-1.72%	99.36%	3.21%
	IMPORT	\$34	\$48	\$42	\$28	\$21	\$6	-14.53%	-24.83%	33.20%
	BERRY - OTHER - TOTAL	\$34	\$49	\$45	\$39	\$43	\$12	-8.30%	9.88%	17.99%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$0	\$18	\$23	\$14	\$6	-32.15%	-39.36%	0.00%
	IMPORT	\$319	\$325	\$268	\$268	\$264	\$66	1.77%	-1.41%	35.98%
	BLACK CURRANT / CASSIS - TOTAL	\$319	\$325	\$287	\$291	\$278	\$72	-2.42%	-4.36%	34.21%
BLACKBERRY	DOMESTIC	\$0	\$1	\$5	\$4	\$2	\$0	-42.79%	-39.32%	1.46%
	IMPORT	\$97	\$110	\$100	\$102	\$85	\$22	-17.91%	-16.63%	25.87%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$111	\$106	\$105	\$87	\$23	-18.50%	-17.38%	25.28%
BUTTERSCOTCH	DOMESTIC	\$9	\$8	\$7	\$9	\$10	\$3	20.84%	10.99%	95.20%
	IMPORT	\$1,226	\$1,319	\$1,262	\$1,253	\$1,407	\$373	17.65%	12.27%	47.46%
	BUTTERSCOTCH - TOTAL	\$1,236	\$1,327	\$1,269	\$1,262	\$1,417	\$375	17.67%	12.26%	47.80%
CACAO / CHOCOLATE	DOMESTIC	\$143	\$168	\$147	\$152	\$146	\$29	-9.11%	-3.44%	22.50%
	IMPORT	\$133	\$46	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	\$276	\$214	\$147	\$152	\$146	\$29	-9.11%	-3.43%	22.50%
CACAO / WHITE	DOMESTIC	\$621	\$711	\$601	\$553	\$527	\$118	-4.83%	-4.69%	53.57%
	IMPORT	\$201	\$167	\$161	\$2	\$0	\$0	-66.67%	-95.41%	132.84%
	CACAO / WHITE - TOTAL	\$822	\$878	\$761	\$555	\$527	\$118	-4.85%	-5.01%	53.58%
CHERRY	DOMESTIC	\$57	\$54	\$4	\$12	\$18	\$4	-36.08%	44.43%	-1.39%
	IMPORT	\$255	\$252	\$238	\$235	\$236	\$56	-3.69%	0.64%	28.64%
	CHERRY - TOTAL	\$312	\$305	\$243	\$247	\$254	\$60	-7.07%	2.84%	26.52%
CHESTNUT	IMPORT	\$0	\$0	\$0	\$1	\$1	\$0	-90.76%	-39.71%	0.00%
	CHESTNUT - TOTAL	\$0	\$0	\$0	\$1	\$1	\$0	-90.76%	-39.71%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$56	\$42	\$1	\$0	\$0	\$0	n/a	100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	\$56	\$42	\$1	\$0	\$0	\$0	n/a	100.00%	0.00%
COCONUT	DOMESTIC	\$3,860	\$4,046	\$3,548	\$3,238	\$3,202	\$1,064	0.63%	-1.11%	13.14%
	IMPORT	\$419	\$447	\$378	\$380	\$337	\$97	-22.62%	-11.20%	21.11%
	COCONUT - TOTAL	\$4,278	\$4,493	\$3,925	\$3,617	\$3,539	\$1,161	-1.83%	-2.17%	13.89%
COFFEE	DOMESTIC	\$340	\$293	\$225	\$67	\$56	\$11	21.19%	-16.88%	37.24%
	IMPORT	\$11,675	\$11,207	\$10,188	\$9,156	\$8,524	\$1,919	-6.29%	-6.91%	12.79%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$12,015	\$11,500	\$10,413	\$9,223	\$8,579	\$1,930	-6.17%	-6.98%	12.95%
CRANBERRY	DOMESTIC	\$0	\$1	\$4	\$3	\$2	\$1	-24.18%	-16.74%	0.00%
	CRANBERRY - TOTAL	\$0	\$1	\$4	\$3	\$2	\$1	-24.18%	-16.74%	0.00%
CREAM	DOMESTIC	\$96	\$58	\$47	\$59	\$34	\$9	-15.86%	-41.21%	35.51%
	IMPORT	\$32,706	\$33,343	\$31,799	\$31,474	\$31,016	\$6,598	-4.42%	-1.45%	5.61%
	CREAM - TOTAL	\$32,801	\$33,401	\$31,846	\$31,532	\$31,051	\$6,606	-4.44%	-1.53%	5.64%
EGG	IMPORT	\$148	\$168	\$185	\$182	\$176	\$26	-13.73%	-3.30%	1.57%
	EGG - TOTAL	\$148	\$168	\$185	\$182	\$176	\$26	-13.73%	-3.30%	1.57%
FRUIT - OTHER	DOMESTIC	\$1,058	\$1,124	\$704	\$330	\$122	\$40	-54.19%	-62.95%	5.07%
	IMPORT	\$4,933	\$4,692	\$3,585	\$2,750	\$2,232	\$553	-16.74%	-18.85%	41.30%
	FRUIT - OTHER - TOTAL	\$5,991	\$5,816	\$4,289	\$3,081	\$2,354	\$593	-21.06%	-23.59%	39.42%
GRAPE	DOMESTIC	\$0	\$1	\$1	\$1	\$0	\$0	-100.00%	-82.89%	0.00%
	IMPORT	\$0	\$195	\$180	\$93	\$48	\$12	-46.87%	-48.72%	20.88%
	GRAPE - TOTAL	\$0	\$196	\$181	\$95	\$48	\$12	-47.36%	-49.17%	20.79%
GRAPE FRUIT	IMPORT	\$3	\$45	\$31	\$23	\$22	\$5	0.47%	-5.48%	28.72%
	GRAPE FRUIT - TOTAL	\$3	\$45	\$31	\$23	\$22	\$5	0.47%	-5.48%	28.72%
HAZELNUT	IMPORT	\$857	\$845	\$752	\$698	\$663	\$126	-10.19%	-5.01%	34.05%
	HAZELNUT - TOTAL	\$857	\$845	\$752	\$698	\$663	\$126	-10.19%	-5.01%	34.05%
HERBAL	DOMESTIC	\$0	\$142	\$158	\$125	\$134	\$31	-1.61%	6.44%	9.15%
	IMPORT	\$13,253	\$15,886	\$13,793	\$13,378	\$13,100	\$3,292	-1.04%	-2.08%	44.56%
	HERBAL - TOTAL	\$13,253	\$16,028	\$13,951	\$13,503	\$13,233	\$3,323	-1.04%	-2.00%	44.20%
LEMON	IMPORT	\$499	\$645	\$619	\$698	\$820	\$240	1.60%	17.43%	15.57%
	LEMON - TOTAL	\$499	\$645	\$619	\$698	\$820	\$240	1.60%	17.43%	15.57%
LOGANBERRY	IMPORT	\$6	\$7	\$7	\$8	\$6	\$1	-60.01%	-33.84%	0.00%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$6	\$7	\$7	\$8	\$6	\$1	-60.01%	-33.84%	0.00%
MACADAMIA	IMPORT	\$0	\$0	\$65	\$143	\$137	\$25	8.58%	-3.84%	2.11%
	MACADAMIA - TOTAL	\$0	\$0	\$65	\$143	\$137	\$25	8.58%	-3.84%	2.11%
MELON	DOMESTIC	\$292	\$283	\$347	\$192	\$52	\$14	-67.62%	-73.10%	20.21%
	IMPORT	\$285	\$283	\$271	\$323	\$348	\$94	-3.77%	7.88%	56.58%
	MELON - TOTAL	\$577	\$566	\$618	\$514	\$400	\$108	-23.29%	-22.30%	51.89%
MINT	DOMESTIC	\$677	\$675	\$576	\$562	\$574	\$81	-7.33%	2.08%	19.64%
	IMPORT	\$7	\$5	\$5	\$9	\$7	\$2	-30.96%	-27.39%	74.86%
	MINT - TOTAL	\$684	\$681	\$581	\$571	\$581	\$83	-8.00%	1.60%	20.28%
ORANGE	DOMESTIC	\$2,982	\$3,094	\$3,040	\$2,950	\$2,905	\$853	-1.38%	-1.52%	21.98%
	IMPORT	\$7,808	\$7,843	\$7,360	\$6,696	\$6,627	\$1,458	-3.28%	-1.03%	24.47%
	ORANGE - TOTAL	\$10,790	\$10,937	\$10,400	\$9,646	\$9,532	\$2,311	-2.59%	-1.18%	23.71%
OTHER	DOMESTIC	\$214	\$179	\$92	\$30	\$30	\$14	158.80%	-1.08%	52.62%
	IMPORT	\$630	\$548	\$408	\$367	\$390	\$97	43.82%	6.31%	22.54%
	OTHER - TOTAL	\$844	\$727	\$500	\$397	\$420	\$111	52.54%	5.75%	24.66%
OTHER NUT	IMPORT	\$0	\$0	\$1	\$3	\$1	\$0	202.65%	-67.24%	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$1	\$3	\$1	\$0	202.65%	-67.24%	0.00%
PEACH	DOMESTIC	\$1,156	\$1,189	\$1,133	\$1,108	\$1,069	\$335	2.81%	-3.58%	50.20%
	IMPORT	\$104	\$112	\$96	\$72	\$46	\$13	-31.81%	-35.30%	93.56%
	PEACH - TOTAL	\$1,260	\$1,301	\$1,229	\$1,180	\$1,115	\$348	0.92%	-5.50%	52.00%
PEAR	DOMESTIC	\$18	\$4	\$5	\$4	\$1	\$0	-43.04%	-82.16%	0.00%
	IMPORT	\$129	\$127	\$121	\$106	\$101	\$21	-13.62%	-4.74%	20.30%
	PEAR - TOTAL	\$147	\$131	\$126	\$110	\$102	\$21	-14.27%	-7.29%	20.17%
PINEAPPLE	DOMESTIC	\$288	\$364	\$271	\$180	\$80	\$18	-57.87%	-55.33%	6.69%
	IMPORT	\$27	\$1	\$0	\$0	\$14	\$4	n/a	n/a	1.85%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$314	\$365	\$271	\$180	\$94	\$23	-48.57%	-47.69%	5.98%
PLUM	IMPORT	\$22	\$24	\$24	\$24	\$20	\$6	36.45%	-17.78%	1.34%
	PLUM - TOTAL	\$22	\$24	\$24	\$24	\$20	\$6	36.45%	-17.78%	1.34%
RASPBERRY	DOMESTIC	\$31	\$43	\$67	\$86	\$96	\$25	3.96%	12.11%	44.21%
	IMPORT	\$2,797	\$3,086	\$2,860	\$2,701	\$2,632	\$718	1.92%	-2.55%	42.95%
	RASPBERRY - TOTAL	\$2,828	\$3,128	\$2,928	\$2,787	\$2,728	\$744	1.99%	-2.10%	42.99%
SPICE	DOMESTIC	\$6,334	\$7,966	\$8,699	\$9,455	\$10,127	\$2,477	6.39%	7.10%	6.47%
	IMPORT	\$522	\$530	\$426	\$355	\$331	\$72	-4.59%	-6.79%	44.12%
	SPICE - TOTAL	\$6,856	\$8,496	\$9,125	\$9,810	\$10,457	\$2,549	6.04%	6.60%	7.66%
STRAWBERRY	DOMESTIC	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$184	\$142	\$53	\$26	\$30	\$16	78.17%	15.05%	44.68%
	STRAWBERRY - TOTAL	\$186	\$142	\$54	\$26	\$30	\$17	82.30%	16.50%	44.12%
TANGERINE	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$81	\$67	\$31	\$20	\$21	\$6	2.70%	4.25%	35.45%
	TANGERINE - TOTAL	\$81	\$67	\$31	\$20	\$21	\$6	2.70%	4.25%	35.45%
WALNUT	IMPORT	\$0	\$4	\$5	\$4	\$3	\$0	-74.99%	-27.97%	0.00%
	WALNUT - TOTAL	\$0	\$4	\$5	\$4	\$3	\$0	-74.99%	-27.97%	0.00%
WHISKY	DOMESTIC	\$317	\$318	\$380	\$410	\$303	\$64	-25.23%	-26.01%	3.87%
	IMPORT	\$5,505	\$5,263	\$4,711	\$4,557	\$4,190	\$944	-6.70%	-8.06%	9.53%
	WHISKY - TOTAL	\$5,822	\$5,580	\$5,091	\$4,967	\$4,493	\$1,007	-8.13%	-9.54%	9.15%
LIQUEURS - TOTAL		\$114,616	\$120,166	\$110,806	\$105,786	\$103,000	\$24,314	-3.13%	-2.63%	19.11%

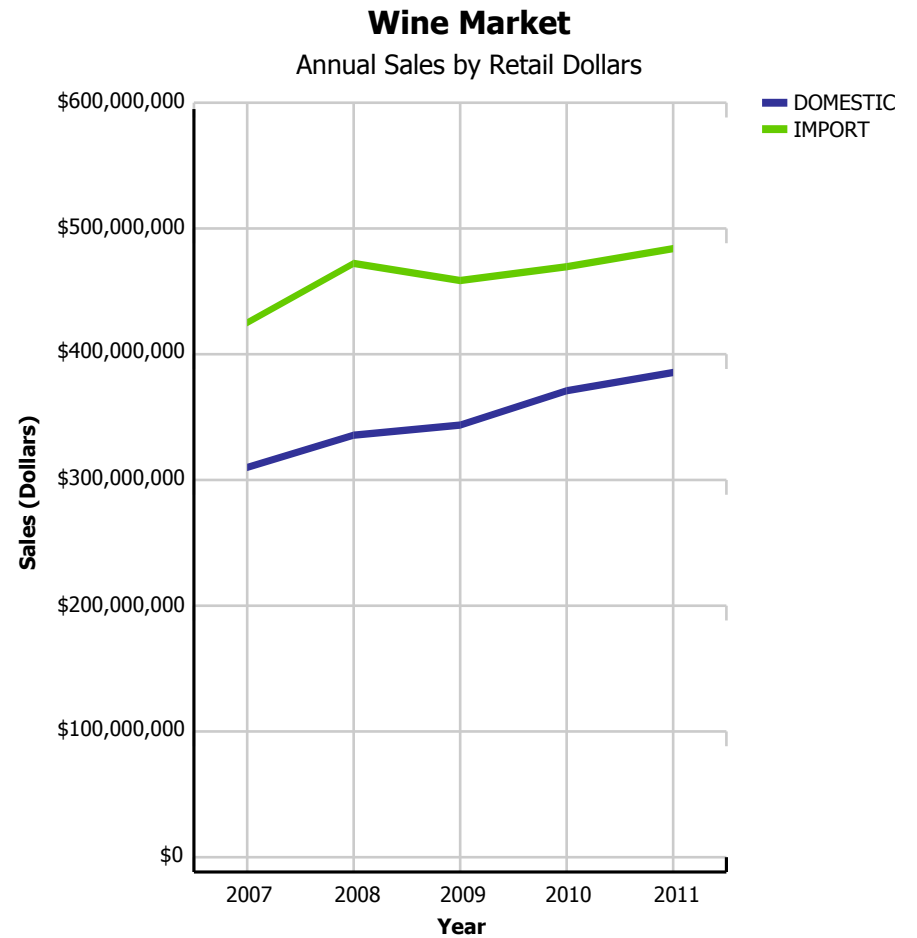
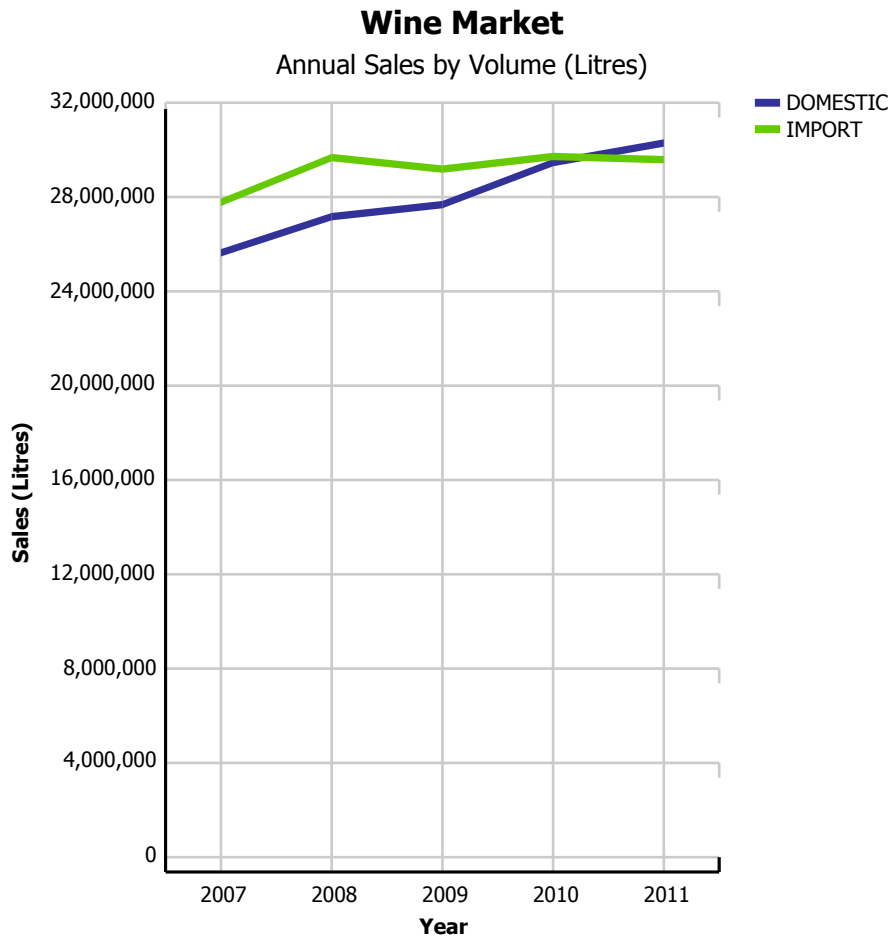
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER OF EACH LABELLED YEAR
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPIRITS DOMESTIC	14,764,970	15,232,907	14,675,193	13,822,000	13,184,923	3,372,023	-1.07%	-4.61%	11.09%
IMPORT	9,951,829	10,692,917	10,435,109	10,617,651	10,689,465	2,818,470	3.43%	0.68%	14.69%
SPIRITS	24,716,799	25,925,825	25,110,302	24,439,650	23,874,388	6,190,493	0.93%	-2.31%	12.70%

SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	\$381,791	\$405,903	\$404,093	\$393,337	\$389,157	\$99,503	-0.61%	-1.06%	10.69%
IMPORT	\$315,598	\$347,485	\$346,753	\$358,613	\$372,866	\$97,903	5.26%	3.97%	15.08%
SPIRITS	\$697,389	\$753,387	\$750,846	\$751,950	\$762,023	\$197,407	2.22%	1.34%	12.84%

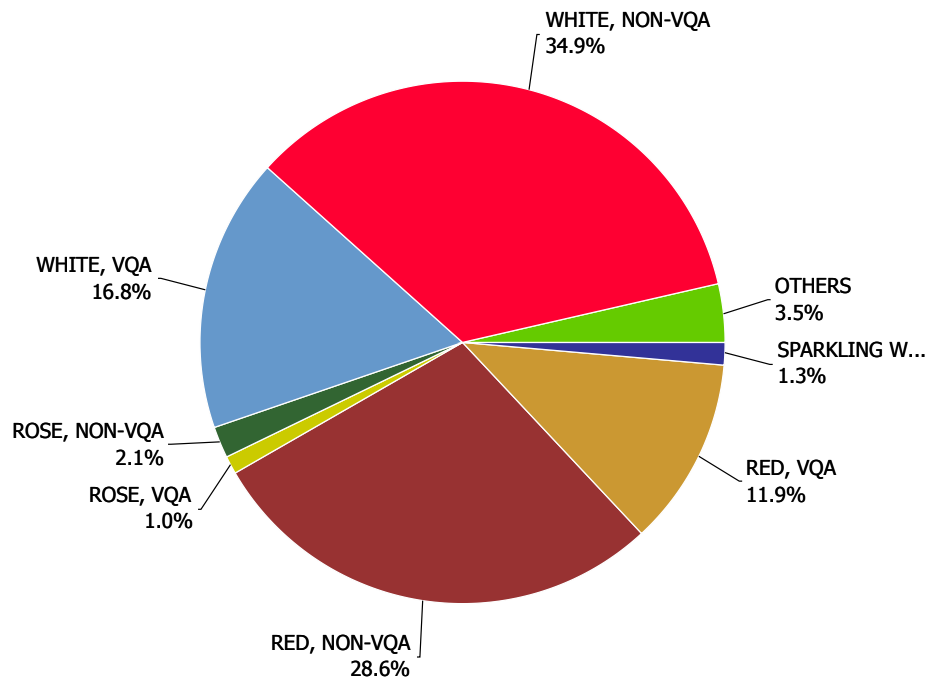
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

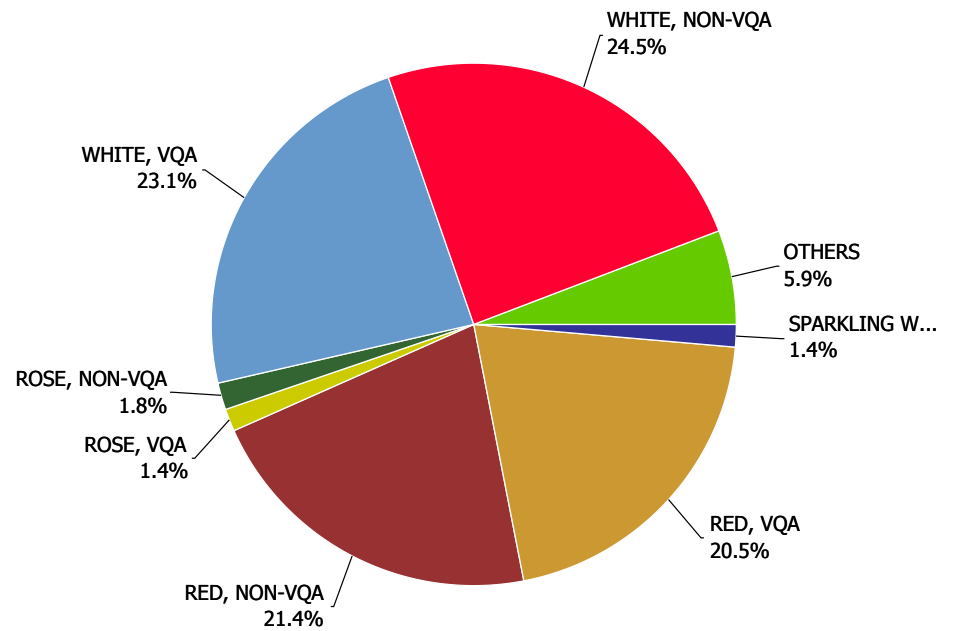
Domestic Wine Market Share

Current Quarter by Volume (Litres)



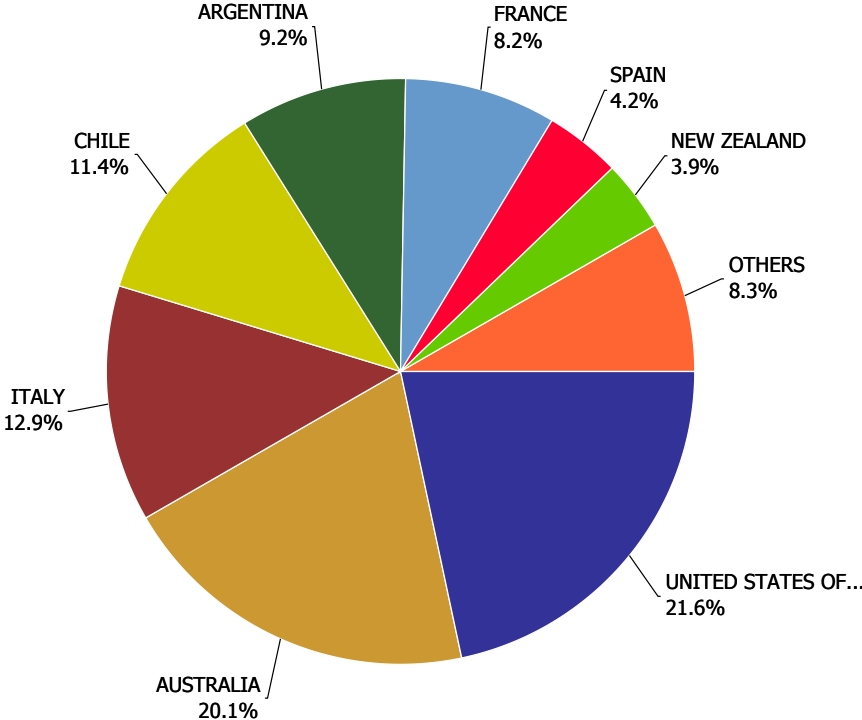
Domestic Wine Market Share

Current Quarter by Retail Dollars

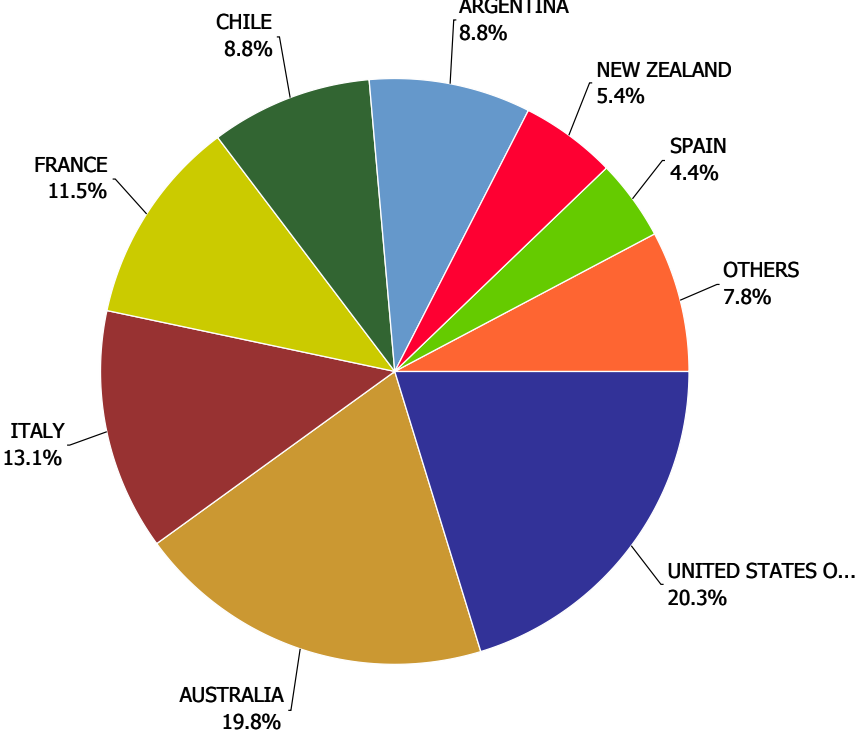


Wine Market - Import Wine

Import Wine Market Share
Current Quarter by Volume (Litres)



Import Wine Market Share
Current Quarter by Retail Dollars



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

			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	5,368	6,179	6,329	6,131	6,722	1,250	10.33%	9.64%	0.48%
		BC NON-VQA	840	801	894	668	785	357	34.04%	17.51%	15.48%
		FLAVOURED	6,209	6,980	7,223	6,799	7,507	1,607	14.85%	10.41%	2.05%
FRUIT	OTHER NON-VQA	OTHER NON-VQA	937	944	890	2,160	3,044	706	44.77%	40.93%	1.85%
		BC NON-VQA	154,942	129,654	136,164	154,254	144,399	62,298	-4.23%	-6.39%	1.10%
		FRUIT	155,880	130,599	137,053	156,414	147,444	63,003	-3.86%	-5.73%	1.12%
OTHER	BC	NON-VQA	2,798	4,871	5,245	5,635	11,686	4,856	133.23%	107.39%	4.25%
		VQA	0	0	0	0	39	9	n/a	n/a	0.00%
		OTHER	2,798	4,871	5,245	5,635	11,725	4,865	133.65%	108.09%	4.24%
OTHER FORTIFIED	OTHER NON-VQA	OTHER NON-VQA	3,034	1,800	1,215	835	625	100	-18.29%	-25.15%	0.06%
		BC NON-VQA	6,708	10,812	10,617	7,842	7,684	4,058	3.86%	-2.02%	2.65%
		OTHER FORTIFIED	17,117	13,250	11,866	9,238	8,798	4,383	2.35%	-4.77%	2.42%
PORT	OTHER NON-VQA	OTHER NON-VQA	5,356	4,340	2,156	2	0	0	n/a	-100.00%	0.00%
		BC NON-VQA	57,736	60,320	62,290	63,246	64,347	16,734	-5.71%	1.74%	9.21%
		PORT	68,522	69,620	68,458	69,422	72,048	19,594	-3.80%	3.78%	8.51%
SAKE	BC NON-VQA	4,111	6,947	8,782	11,323	8,290	1,631	-44.10%	-26.79%	31.69%	
		SAKE	4,111	6,947	8,782	11,323	8,290	1,631	-44.10%	-26.79%	31.69%
SHERRY	BC NON-VQA	817,403	818,424	785,420	776,665	760,320	179,002	-0.28%	-2.10%	0.64%	
		SHERRY	817,403	818,424	785,420	776,665	760,320	179,002	-0.28%	-2.10%	0.64%
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			1,072,041	1,050,689	1,024,047	1,035,496	1,016,132	274,085	-0.72%	-1.87%	1.59%
SPARKLING WINE	SPARKLING ICE WINE	OTHER VQA	0	0	0	9	0	0	n/a	-100.00%	0.00%
		BC VQA	125	48	106	47	16	3	-42.86%	-64.80%	0.00%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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		125	49	106	56	16	3	-42.86%	-70.47%	0.00%
	RED	BC	NON-VQA	47,792	50,430	51,768	48,867	52,480	11,010	12.37%	7.39%	1.57%
			VQA	4,808	3,982	1,978	98	1	0	100.00%	-99.24%	0.00%
		SPARKLING WINE RED		52,599	54,412	53,746	48,965	52,480	11,010	12.38%	7.18%	1.57%
	ROSE	OTHER	VQA	0	0	0	0	18	0	n/a	n/a	0.00%
		BC	NON-VQA	2,977	1,923	2,994	2,350	5,721	2,563	398.83%	143.40%	23.10%
			VQA	4,726	3,693	3,350	5,787	5,893	2,628	2.01%	1.83%	8.11%
		SPARKLING WINE ROSE		7,702	5,616	6,344	8,138	11,632	5,191	67.99%	42.94%	15.47%
	WHITE	OTHER	NON-VQA	24,124	17,764	18,512	15,383	11,322	1,373	-66.19%	-26.40%	34.33%
			VQA	253	268	90	136	126	22	-43.40%	-7.69%	50.00%
		BC	NON-VQA	310,812	323,086	306,334	295,144	297,398	65,103	8.02%	0.76%	15.46%
			VQA	74,786	74,877	71,647	83,397	89,982	23,201	0.75%	7.90%	29.41%
		SPARKLING WINE WHITE		409,976	415,996	396,583	394,061	398,829	89,699	2.63%	1.21%	19.15%
	SPARKLING WINE			470,402	476,072	456,779	451,220	462,957	105,903	5.60%	2.60%	17.07%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	0	0	0	7	26	0	-100.00%	273.91%	0.00%
			VQA	477	506	339	400	120	26	-84.71%	-69.98%	0.31%
		BC	NON-VQA	221	243	237	272	88	19	-85.11%	-67.54%	0.00%
			VQA	5,344	4,864	4,324	5,297	7,448	3,933	154.41%	40.60%	0.64%
		ICE WINE RED		6,043	5,613	4,901	5,977	7,682	3,979	114.80%	28.54%	0.62%
	ICE WINE ROSE	BC	VQA	535	151	36	2	1	0	n/a	-40.00%	0.00%
		ICE WINE ROSE		535	151	36	2	1	0	n/a	-40.00%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	252	9	104	165	20	0	-98.51%	-87.98%	0.00%
			VQA	11,776	12,844	9,000	13,610	12,895	3,746	56.47%	-5.25%	0.46%
		BC	NON-VQA	156	108	793	1,403	830	357	-49.50%	-40.82%	7.59%
			VQA	29,039	31,406	29,208	30,021	30,297	9,932	-6.10%	0.92%	4.80%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	41,223	44,367	39,105	45,199	44,043	14,035	2.42%	-2.56%	3.58%
	RED	OTHER NON-VQA	20,768	23,855	2,241	2,290	2,226	784	72.88%	-2.78%	32.95%
		VQA	9,167	14,144	16,496	18,384	13,973	3,556	-8.03%	-23.99%	20.63%
	BC	NON-VQA	7,938,947	8,636,223	8,831,335	9,219,590	9,753,033	2,422,575	2.67%	5.79%	11.81%
		VQA	2,957,378	2,898,072	2,930,264	3,456,285	3,458,958	999,745	0.04%	0.08%	23.97%
		TABLE WINE RED	10,926,259	11,572,293	11,780,335	12,696,548	13,228,190	3,426,659	1.89%	4.19%	15.00%
	ROSE	OTHER VQA	0	0	306	0	0	0	n/a	n/a	0.00%
	BC	NON-VQA	384,587	465,084	509,667	538,031	550,620	173,777	10.61%	2.34%	4.45%
		VQA	106,450	131,305	162,183	183,149	192,845	85,761	-0.17%	5.29%	7.40%
		TABLE WINE ROSE	491,037	596,389	672,156	721,181	743,465	259,538	6.80%	3.09%	5.22%
	WHITE	OTHER NON-VQA	20,222	24,074	1,984	2,665	3,251	1,364	121.29%	21.98%	20.13%
		VQA	7,504	9,285	10,632	11,412	8,954	2,264	-6.18%	-21.55%	5.50%
	BC	NON-VQA	9,204,403	9,869,133	9,886,016	10,024,391	10,558,991	2,949,180	5.75%	5.33%	11.91%
		VQA	3,537,638	3,650,538	3,942,621	4,573,529	4,323,741	1,422,256	-5.54%	-5.46%	23.03%
		TABLE WINE WHITE	12,769,766	13,553,030	13,841,252	14,611,998	14,894,937	4,375,064	1.80%	1.94%	15.14%
	TABLE WINE		24,234,863	25,771,844	26,337,786	28,080,904	28,918,318	8,079,274	2.02%	2.98%	14.80%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER NON-VQA	986	2,394	2,184	5,229	5,726	2,966	43.90%	9.50%	0.00%
		VQA	2,928	6,865	9	5	1,008	0	n/a	20,900.00%	0.00%
	BC	NON-VQA	51	6,738	8	0	0	0	n/a	n/a	0.00%
		VQA	11,150	9,647	15,019	46,147	44,457	436	-87.45%	-3.66%	0.18%
		WINE - GIFT PACKS ALL	15,114	25,644	17,220	51,381	51,191	3,402	-38.55%	-0.37%	0.16%
	WINE - GIFT PACKS		15,114	25,644	17,220	51,381	51,191	3,402	-38.55%	-0.37%	0.16%
DOMESTIC WINE - TOTAL			25,792,421	27,324,249	27,835,832	29,619,000	30,448,598	8,462,665	1.94%	2.80%	14.37%

DOMESTIC 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	FLAVOURED	OTHER	NON-VQA	\$79	\$93	\$95	\$93	\$104	\$19	10.48%	12.05%	0.48%
		BC	NON-VQA	\$31	\$25	\$39	\$20	\$25	\$11	41.71%	23.94%	14.39%
FLAVOURED				\$110	\$118	\$134	\$113	\$129	\$31	20.23%	14.18%	3.18%
FRUIT	FRUIT	OTHER	NON-VQA	\$44	\$53	\$46	\$80	\$129	\$23	49.62%	61.46%	2.12%
		BC	NON-VQA	\$4,073	\$3,481	\$3,685	\$4,121	\$3,906	\$1,707	-3.14%	-5.21%	1.37%
		FRUIT		\$4,116	\$3,534	\$3,731	\$4,200	\$4,034	\$1,730	-2.69%	-3.95%	1.39%
OTHER	OTHER	BC	NON-VQA	\$83	\$126	\$146	\$172	\$346	\$149	128.45%	100.67%	4.48%
			VQA	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		OTHER		\$83	\$126	\$146	\$172	\$347	\$149	128.87%	101.40%	4.46%
OTHER FORTIFIED	OTHER FORTIFIED	OTHER	NON-VQA	\$139	\$83	\$56	\$39	\$30	\$5	-18.14%	-23.42%	0.06%
		BC	NON-VQA	\$327	\$548	\$550	\$437	\$412	\$205	-2.61%	-5.82%	3.02%
			VQA	\$208	\$35	\$2	\$43	\$38	\$17	-10.68%	-11.24%	1.69%
		OTHER FORTIFIED		\$674	\$666	\$609	\$519	\$479	\$227	-3.66%	-7.59%	2.73%
PORT	PORT	OTHER	NON-VQA	\$68	\$55	\$27	\$0	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$612	\$724	\$791	\$859	\$851	\$277	-14.73%	-0.95%	7.90%
			VQA	\$239	\$216	\$195	\$288	\$359	\$133	7.38%	24.77%	2.70%
		PORT		\$920	\$995	\$1,013	\$1,147	\$1,210	\$410	-8.62%	5.50%	6.36%
SAKE	SAKE	BC	NON-VQA	\$108	\$191	\$211	\$247	\$246	\$66	-6.24%	-0.12%	9.91%
		SAKE		\$108	\$191	\$211	\$247	\$246	\$66	-6.24%	-0.12%	9.91%
SHERRY	SHERRY	BC	NON-VQA	\$6,007	\$5,944	\$5,703	\$5,649	\$5,598	\$1,314	-0.63%	-0.92%	0.64%
		SHERRY		\$6,007	\$5,944	\$5,703	\$5,649	\$5,598	\$1,314	-0.63%	-0.92%	0.64%
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				\$12,018	\$11,574	\$11,547	\$12,047	\$12,043	\$3,927	-0.48%	-0.03%	1.88%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		BC	VQA	\$17	\$7	\$15	\$7	\$2	\$0	-42.86%	-63.97%	0.00%
		SPARKLING ICE WINE		\$17	\$7	\$15	\$8	\$2	\$0	-42.86%	-68.92%	0.00%

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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	\$386	\$411	\$417	\$400	\$454	\$107	26.16%	13.55%	1.93%
			VQA	\$145	\$119	\$60	\$3	\$0	\$0	100.00%	-99.23%	0.00%
SPARKLING WINE RED			\$531	\$530	\$477	\$403	\$454	\$107	26.19%	12.74%	1.93%	
ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		BC	NON-VQA	\$72	\$66	\$93	\$82	\$169	\$56	227.57%	107.28%	29.62%
			VQA	\$143	\$118	\$109	\$183	\$172	\$74	-7.11%	-6.06%	7.42%
SPARKLING WINE ROSE			\$216	\$184	\$202	\$265	\$342	\$130	34.23%	29.21%	18.41%	
WHITE	OTHER	NON-VQA	\$253	\$188	\$198	\$170	\$130	\$16	-65.89%	-23.82%	33.95%	
			VQA	\$8	\$9	\$3	\$5	\$4	\$1	-41.76%	-5.27%	50.84%
	BC	NON-VQA	\$2,697	\$2,789	\$2,689	\$2,687	\$2,863	\$714	14.12%	6.57%	20.94%	
			VQA	\$2,109	\$2,196	\$2,164	\$2,527	\$2,659	\$702	-0.89%	5.21%	26.19%
	SPARKLING WINE WHITE			\$5,067	\$5,183	\$5,054	\$5,389	\$5,656	\$1,432	3.69%	4.96%	23.73%
SPARKLING WINE			\$5,831	\$5,904	\$5,747	\$6,064	\$6,455	\$1,670	6.78%	6.44%	21.91%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$0	\$0	\$1	\$4	\$0	-100.00%	263.63%	0.00%
				VQA	\$97	\$110	\$59	\$58	\$14	\$4	-83.78%	-75.10%
		BC	NON-VQA	\$35	\$33	\$36	\$36	\$12	\$3	-84.61%	-68.19%	0.00%
				VQA	\$803	\$707	\$651	\$790	\$1,416	\$825	208.67%	79.25%
	ICE WINE RED			\$935	\$850	\$746	\$885	\$1,446	\$832	168.01%	63.37%	0.45%
	ICE WINE ROSE	BC	VQA	\$49	\$14	\$3	\$0	\$0	\$0	n/a	-38.37%	0.00%
		ICE WINE ROSE			\$49	\$14	\$3	\$0	\$0	\$0	n/a	-38.37%
	ICE WINE WHITE	OTHER	NON-VQA	\$36	\$1	\$11	\$14	\$2	\$0	-98.51%	-87.99%	0.00%
				VQA	\$1,579	\$1,769	\$1,118	\$1,368	\$1,385	\$411	55.70%	1.31%
		BC	NON-VQA	\$24	\$18	\$73	\$128	\$114	\$51	-25.98%	-10.97%	5.18%
			VQA	\$3,732	\$3,903	\$3,745	\$4,008	\$4,061	\$1,330	-9.01%	1.30%	4.28%
ICE WINE WHITE			\$5,371	\$5,691	\$4,948	\$5,518	\$5,561	\$1,792	-0.28%	0.79%	3.35%	
RED	OTHER	NON-VQA	\$203	\$239	\$31	\$55	\$84	\$45	481.17%	51.17%	11.70%	

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TABLE WINE	RED	OTHER	VQA	\$168	\$299	\$322	\$351	\$273	\$72	-2.28%	-22.30%	22.26%	
		BC	NON-VQA	\$75,018	\$83,368	\$86,309	\$88,719	\$95,113	\$24,985	5.05%	7.21%	11.66%	
			VQA	\$64,312	\$66,635	\$67,592	\$78,850	\$80,630	\$23,964	-0.54%	2.26%	20.66%	
		TABLE WINE RED			\$139,700	\$150,542	\$154,254	\$167,976	\$176,100	\$49,066	2.31%	4.84%	15.79%
	ROSE	OTHER	VQA	\$0	\$0	\$4	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	NON-VQA	\$3,596	\$4,486	\$5,035	\$5,376	\$5,846	\$2,077	20.01%	8.75%	6.22%	
			VQA	\$1,762	\$2,355	\$2,843	\$3,307	\$3,529	\$1,611	2.76%	6.72%	8.08%	
		TABLE WINE ROSE			\$5,358	\$6,841	\$7,882	\$8,683	\$9,375	\$3,689	11.81%	7.98%	6.92%
	WHITE	OTHER	NON-VQA	\$199	\$240	\$26	\$140	\$242	\$142	482.50%	73.32%	3.60%	
			VQA	\$135	\$200	\$230	\$257	\$241	\$48	-11.01%	-6.15%	4.38%	
BC		NON-VQA	\$80,172	\$87,595	\$89,512	\$90,561	\$96,683	\$28,560	7.21%	6.76%	11.90%		
		VQA	\$62,391	\$67,654	\$71,144	\$80,251	\$78,669	\$26,983	-1.06%	-1.97%	21.72%		
TABLE WINE WHITE			\$142,897	\$155,689	\$160,913	\$171,209	\$175,836	\$55,734	3.23%	2.70%	16.27%		
TABLE WINE			\$294,311	\$319,626	\$328,746	\$354,271	\$368,319	\$111,112	3.50%	3.97%	15.55%		
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$66	\$101	\$221	\$487	\$554	\$288	43.36%	13.85%	0.00%	
			VQA	\$457	\$1,073	\$1	\$1	\$162	\$0	n/a	21,464.06%	0.00%	
		BC	NON-VQA	\$1	\$105	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			VQA	\$257	\$186	\$330	\$1,037	\$894	\$12	-94.22%	-13.81%	0.18%	
		WINE - GIFT PACKS ALL			\$781	\$1,464	\$553	\$1,525	\$1,610	\$301	-27.59%	5.61%	0.10%
		WINE - GIFT PACKS			\$781	\$1,464	\$553	\$1,525	\$1,610	\$301	-27.59%	5.61%	0.10%
DOMESTIC WINE - TOTAL				\$312,941	\$338,569	\$346,592	\$373,906	\$388,426	\$117,009	3.29%	3.88%	15.16%	

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	FLAVOURED	AUSTRALIA	2,719	2,830	2,795	2,592	2,642	432	-14.54%	1.91%	0.91%
		CHINA	0	0	0	649	2,700	488	1.88%	316.18%	1.64%
		ITALY	52	22	78	2	12,153	3,644	n/a	540,016.67%	6.05%
		UNITED STATES OF AMERICA	14	5,550	9,771	3,454	3,426	970	-14.98%	-0.83%	0.00%
		FLAVOURED	2,784	8,403	12,644	6,698	20,920	5,534	-11.08%	212.36%	4.59%
FRUIT	ARMENIA	49	62	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	1,347	0	0	0	0	0	0	n/a	n/a	0.00%
	FRANCE	0	0	0	5	20	9	9	71.43%	285.71%	0.00%
	JAPAN	8,696	9,750	10,680	10,920	10,338	2,511	2,511	3.66%	-5.33%	24.49%
	KOREA - SOUTH	0	396	144	154	190	53	53	30.37%	22.91%	20.06%
	TURKEY	0	0	0	24	0	0	0	-100.00%	-100.00%	0.00%
	UNITED STATES OF AMERICA	1,842	2,128	1,957	2,766	3,843	1,031	1,031	14.20%	38.95%	52.95%
FRUIT	11,935	12,335	12,781	13,870	14,392	3,604	3,604	6.82%	3.76%	32.08%	
MADEIRA	PORTUGAL	5,595	5,938	5,022	5,400	5,086	782	782	-13.34%	-5.82%	17.82%
	MADEIRA	5,595	5,938	5,022	5,400	5,086	782	782	-13.34%	-5.82%	17.82%
MONTILLA	SPAIN	10,775	11,615	10,729	9,531	10,401	1,855	1,855	9.05%	9.13%	3.63%
	MONTILLA	10,775	11,615	10,729	9,531	10,401	1,855	1,855	9.05%	9.13%	3.63%
OTHER	AUSTRALIA	4	4	0	8	-1	-1	-1	n/a	-108.33%	100.00%
	CHINA	0	0	0	126	570	96	96	-23.81%	351.98%	11.24%
	OTHER	4	4	0	134	569	95	95	-23.81%	323.21%	11.13%
OTHER FORTIFIED	ARGENTINA	0	0	0	0	9	0	0	n/a	n/a	0.00%
	AUSTRALIA	996	670	470	502	526	71	71	-40.19%	4.93%	23.86%
	CHINA	5,489	7,176	6,233	6,194	6,386	1,319	1,319	-1.96%	3.09%	20.90%
	FRANCE	39,258	37,230	35,053	33,390	32,660	7,698	7,698	2.45%	-2.19%	7.74%
	GREECE	234	905	76	104	50	1	1	-98.61%	-52.17%	0.00%

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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	14,495	15,986	15,354	15,028	14,525	3,191	-2.70%	-3.35%	32.80%
		JAPAN	0	0	58	221	734	331	306.25%	232.62%	90.49%
		KOREA - SOUTH	8,370	6,746	4,845	4,224	10,778	2,760	225.15%	155.20%	58.05%
		PORTUGAL	2	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	2,593	2,406	1,935	1,758	1,642	364	-5.91%	-6.61%	24.81%
		URUGUAY	0	9	4	14	0	0	-100.00%	-100.00%	0.00%
		OTHER FORTIFIED	71,437	71,126	64,029	61,478	67,310	15,734	15.38%	9.47%	23.91%
PORT	AUSTRALIA	34,797	33,237	26,884	21,081	18,472	3,892	-8.13%	-12.37%	7.98%	
	PORTUGAL	89,591	93,279	85,089	86,632	83,317	14,705	-6.95%	-3.83%	10.33%	
	SOUTH AFRICA	24,354	22,871	20,254	17,066	20,060	4,074	11.47%	17.54%	11.82%	
	UNITED STATES OF AMERICA	63	72	32	50	18	0	-100.00%	-63.64%	0.00%	
	PORT	148,805	149,459	132,259	124,829	121,867	22,672	-4.38%	-2.37%	10.22%	
SAKE	JAPAN	59,963	66,428	66,183	70,320	72,587	18,066	5.64%	3.22%	34.54%	
	KOREA - SOUTH	4,063	3,403	2,344	2,138	2,104	621	186.05%	-1.60%	44.07%	
	UNITED STATES OF AMERICA	308,239	322,278	309,044	321,298	310,489	73,460	3.09%	-3.36%	64.71%	
	SAKE	372,265	392,109	377,570	393,756	385,180	92,147	4.03%	-2.18%	58.91%	
SHERRY	AUSTRALIA	30,598	30,076	27,919	29,894	35,140	7,033	3.96%	17.55%	0.90%	
	NEW ZEALAND	31,418	29,351	25,418	17,004	166	-1	-100.07%	-99.03%	0.00%	
	SOUTH AFRICA	29,731	31,198	27,362	22,257	25,658	4,806	-9.05%	15.28%	1.59%	
	SPAIN	82,830	78,790	71,380	66,945	65,544	10,632	-3.67%	-2.09%	2.36%	
	SHERRY	174,576	169,415	152,079	136,100	126,508	22,470	-6.81%	-7.05%	1.79%	
VERMOUTH	FRANCE	24,454	24,917	21,087	20,691	18,490	4,774	-6.17%	-10.64%	10.23%	
	ITALY	234,640	226,266	213,812	206,068	193,778	46,138	-7.83%	-5.96%	5.30%	
	UNITED STATES OF AMERICA	70	76	184	202	251	68	16.88%	24.07%	55.52%	
	VERMOUTH	259,163	251,260	235,083	226,962	212,519	50,979	-7.65%	-6.36%	5.79%	

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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	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,057,339	1,071,665	1,002,196	978,758	964,751	215,872	1.13%	-1.43%	28.69%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	1	0	0	0	0	n/a	n/a	0.00%	
			IMPORT BOTTLED	965,232	1,446,783	1,939,044	2,367,275	2,518,869	591,298	8.13%	6.40%	11.41%
			RED - TOTAL	965,233	1,446,783	1,939,044	2,367,275	2,518,869	591,298	8.13%	6.40%	11.41%
		ROSE	IMPORT BOTTLED	180	9	3,545	6,256	7,440	3,944	-3.10%	18.93%	4.45%
		ROSE - TOTAL	180	9	3,545	6,256	7,440	3,944	-3.10%	18.93%	4.45%	
		WHITE	IMPORT BOTTLED	156,161	184,438	289,092	331,654	343,246	92,497	-0.44%	3.50%	8.64%
		WHITE - TOTAL	156,161	184,438	289,092	331,654	343,246	92,497	-0.44%	3.50%	8.64%	
		TOTAL	1,121,574	1,631,230	2,231,681	2,705,184	2,869,555	687,739	6.83%	6.08%	11.06%	
	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	46	25	40	14	4	4	n/a	-66.67%	0.00%
			WHITE - TOTAL	46	25	40	14	4	4	n/a	-66.67%	0.00%
	TOTAL	46	26	40	14	4	4	n/a	-66.67%	0.00%		
AUSTRALIA	RED	CANADA BOTTLED	72,082	22,794	10,003	11,084	2,556	11	-99.42%	-76.97%	15.04%	
		IMPORT BOTTLED	5,927,705	5,653,951	4,823,146	4,447,877	4,112,392	931,695	-4.00%	-7.54%	11.53%	
		RED - TOTAL	5,999,788	5,676,745	4,833,149	4,458,961	4,114,948	931,706	-4.19%	-7.72%	11.53%	
	ROSE	IMPORT BOTTLED	27,340	19,934	20,054	18,705	13,369	4,385	-20.97%	-28.53%	5.57%	
		ROSE - TOTAL	27,340	19,934	20,054	18,705	13,369	4,385	-20.97%	-28.53%	5.57%	
	WHITE	CANADA BOTTLED	108,089	25,330	9,423	6,033	528	0	-100.00%	-91.25%	0.00%	
		IMPORT BOTTLED	2,237,052	2,367,539	2,178,496	2,032,427	1,888,693	512,438	-0.32%	-7.07%	8.89%	
		WHITE - TOTAL	2,345,141	2,392,869	2,187,919	2,038,460	1,889,221	512,438	-0.56%	-7.32%	8.89%	
		TOTAL	8,372,269	8,089,547	7,041,122	6,516,126	6,017,538	1,448,529	-3.00%	-7.65%	10.69%	
	AUSTRIA	RED	IMPORT BOTTLED	1,244	1,292	1,174	797	714	237	69.89%	-10.44%	17.44%
		RED - TOTAL	1,244	1,292	1,174	797	714	237	69.89%	-10.44%	17.44%	
ROSE		IMPORT BOTTLED	333	304	377	243	0	0	n/a	-100.00%	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	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	333	304	377	243	0	0	n/a	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	8,722	8,307	6,066	11,210	9,890	2,524	-39.89%	-11.78%	28.01%
			WHITE - TOTAL	8,722	8,307	6,066	11,210	9,890	2,524	-39.89%	-11.78%	28.01%
		TOTAL	10,299	9,902	7,618	12,250	10,604	2,762	-36.36%	-13.44%	27.30%	
BULGARIA	RED	IMPORT BOTTLED	37,814	19,735	372	4	359	153	n/a	9,480.00%	5.01%	
		RED - TOTAL	37,814	19,735	372	4	359	153	n/a	9,480.00%	5.01%	
	WHITE	IMPORT BOTTLED	0	0	0	0	585	243	n/a	n/a	7.69%	
		WHITE - TOTAL	0	0	0	0	585	243	n/a	n/a	7.69%	
TOTAL	37,814	19,735	372	4	944	396	n/a	9,480.00%	6.67%			
CHILE	RED	CANADA BOTTLED	331,095	308,380	266,362	221,264	158,001	35,170	-23.60%	-28.59%	21.85%	
		IMPORT BOTTLED	1,711,211	1,984,444	2,091,897	2,193,094	2,211,514	498,625	-1.27%	0.84%	6.32%	
		RED - TOTAL	2,042,306	2,292,825	2,358,259	2,414,358	2,369,515	533,795	-3.13%	-1.86%	7.35%	
	ROSE	IMPORT BOTTLED	2,663	7,280	8,475	7,369	6,386	3,164	8.10%	-13.33%	4.04%	
		ROSE - TOTAL	2,663	7,280	8,475	7,369	6,386	3,164	8.10%	-13.33%	4.04%	
	WHITE	CANADA BOTTLED	237,330	231,232	216,044	168,211	114,660	28,151	-29.83%	-31.84%	22.19%	
IMPORT BOTTLED		655,362	746,558	864,860	949,104	996,054	276,133	4.88%	4.95%	9.37%		
WHITE - TOTAL	892,692	977,790	1,080,903	1,117,314	1,110,714	304,284	0.29%	-0.59%	10.69%			
TOTAL	2,937,662	3,277,894	3,447,637	3,539,041	3,486,616	841,243	-1.88%	-1.48%	8.41%			
CHINA	RED	IMPORT BOTTLED	984	4,255	4,366	2,698	2,357	313	-42.24%	-12.62%	4.07%	
		RED - TOTAL	984	4,255	4,366	2,698	2,357	313	-42.24%	-12.62%	4.07%	
	WHITE	IMPORT BOTTLED	183	404	294	142	510	179	431.11%	257.89%	4.12%	
		WHITE - TOTAL	183	404	294	142	510	179	431.11%	257.89%	4.12%	
TOTAL	1,167	4,658	4,660	2,840	2,867	492	-14.47%	0.95%	4.08%			
CROATIA	RED	IMPORT BOTTLED	5,095	5,062	4,278	3,472	2,835	509	-8.24%	-18.36%	1.14%	
		RED - TOTAL	5,095	5,062	4,278	3,472	2,835	509	-8.24%	-18.36%	1.14%	
	WHITE	IMPORT BOTTLED	332	36	9	180	99	0	-100.00%	-45.00%	0.00%	

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SALES IN LITRES

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TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	332	36	9	180	99	0	-100.00%	-45.00%	0.00%
		TOTAL	5,427	5,098	4,287	3,652	2,934	509	-17.60%	-19.67%	1.14%	
CZECH REPUBLIC	RED	IMPORT BOTTLED	2,113	1,134	1,129	108	2	1	n/a	-97.92%	0.00%	
		RED - TOTAL	2,113	1,134	1,129	108	2	1	n/a	-97.92%	0.00%	
	WHITE	IMPORT BOTTLED	1,084	1,442	1,418	93	9	0	n/a	-90.32%	0.00%	
		WHITE - TOTAL	1,084	1,442	1,418	93	9	0	n/a	-90.32%	0.00%	
TOTAL	3,196	2,576	2,547	201	11	1	n/a	-94.40%	0.00%			
FRANCE	RED	CANADA BOTTLED	121,828	130,508	162,332	176,864	155,075	40,804	7.29%	-12.66%	1.56%	
		IMPORT BOTTLED	1,416,022	1,490,097	1,416,777	1,423,817	1,387,140	308,538	-1.20%	-2.58%	8.79%	
		RED - TOTAL	1,537,850	1,620,605	1,579,109	1,600,681	1,542,215	349,342	-0.26%	-3.65%	8.06%	
	ROSE	IMPORT BOTTLED	35,021	43,791	59,740	65,938	63,088	30,282	6.48%	-4.32%	8.92%	
		ROSE - TOTAL	35,021	43,791	59,740	65,938	63,088	30,282	6.48%	-4.32%	8.92%	
	WHITE	CANADA BOTTLED	53,640	59,598	70,892	66,848	50,476	15,740	67.30%	-24.49%	1.46%	
		IMPORT BOTTLED	697,541	725,185	651,892	611,270	577,612	150,403	-8.54%	-5.51%	13.19%	
		WHITE - TOTAL	751,181	784,782	722,784	678,118	628,088	166,143	-4.44%	-7.38%	12.25%	
	TOTAL	2,324,052	2,449,178	2,361,634	2,344,737	2,233,390	545,767	-1.23%	-4.75%	9.26%		
	GEORGIA	RED	IMPORT BOTTLED	0	0	0	2,012	8,131	2,196	39.49%	304.21%	2.41%
RED - TOTAL			0	0	0	2,012	8,131	2,196	39.49%	304.21%	2.41%	
WHITE		IMPORT BOTTLED	0	0	0	108	199	146	130.95%	84.03%	5.28%	
		WHITE - TOTAL	0	0	0	108	199	146	130.95%	84.03%	5.28%	
TOTAL	0	0	0	2,120	8,330	2,342	43.01%	292.99%	2.48%			
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	12	3	0	0	0	0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	12	3	0	0	0	0	n/a	n/a	0.00%	
	RED	IMPORT BOTTLED	6,804	14,186	20,044	16,644	17,678	3,008	-13.13%	6.21%	2.11%	
		RED - TOTAL	6,804	14,186	20,044	16,644	17,678	3,008	-13.13%	6.21%	2.11%	
WHITE	IMPORT BOTTLED	465,129	476,117	485,189	475,974	475,197	114,505	-1.81%	-0.16%	5.88%		

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TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	465,129	476,117	485,189	475,974	475,197	114,505	-1.81%	-0.16%	5.88%
		TOTAL	471,945	490,306	505,233	492,618	492,875	117,513	-2.14%	0.05%	5.74%	
GREECE	RED	IMPORT BOTTLED	105,132	91,660	66,233	60,842	50,824	11,880	-16.83%	-16.46%	67.93%	
		RED - TOTAL	105,132	91,660	66,233	60,842	50,824	11,880	-16.83%	-16.46%	67.93%	
	ROSE	IMPORT BOTTLED	0	9	58	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	0	9	58	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	85,078	74,018	59,023	56,700	51,791	14,908	-9.72%	-8.66%	58.43%	
		WHITE - TOTAL	85,078	74,018	59,023	56,700	51,791	14,908	-9.72%	-8.66%	58.43%	
TOTAL	190,210	165,687	125,314	117,541	102,615	26,788	-13.02%	-12.70%	63.14%			
HUNGARY	RED	IMPORT BOTTLED	42,375	39,572	25,249	24,506	22,126	5,374	-13.90%	-9.71%	1.02%	
		RED - TOTAL	42,375	39,572	25,249	24,506	22,126	5,374	-13.90%	-9.71%	1.02%	
	WHITE	IMPORT BOTTLED	103,462	98,007	76,071	87,662	84,351	24,222	5.63%	-3.78%	5.95%	
		WHITE - TOTAL	103,462	98,007	76,071	87,662	84,351	24,222	5.63%	-3.78%	5.95%	
TOTAL	145,838	137,579	101,320	112,167	106,477	29,596	1.45%	-5.07%	4.93%			
INDIA	RED	IMPORT BOTTLED	376	18	-1	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	376	18	-1	0	0	0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	187	397	149	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	187	397	149	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	435	31	2	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	435	31	2	0	0	0	n/a	n/a	0.00%	
TOTAL	998	446	151	0	0	0	n/a	n/a	0.00%			
ISRAEL	RED	IMPORT BOTTLED	233	8,452	9,556	6,976	6,536	1,017	-24.12%	-6.30%	7.68%	
		RED - TOTAL	233	8,452	9,556	6,976	6,536	1,017	-24.12%	-6.30%	7.68%	
	ROSE	IMPORT BOTTLED	0	0	0	18	457	262	1,354.17%	2,437.50%	27.75%	
		ROSE - TOTAL	0	0	0	18	457	262	1,354.17%	2,437.50%	27.75%	
WHITE	IMPORT BOTTLED	19	3,508	3,735	3,401	3,598	755	-23.54%	5.78%	5.54%		

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TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	19	3,508	3,735	3,401	3,598	755	-23.54%	5.78%	5.54%
		TOTAL	252	11,960	13,291	10,395	10,591	2,034	-13.30%	1.88%	7.82%	
ITALY	RED	IMPORT BOTTLED	2,174,874	2,270,329	2,150,908	2,148,270	2,145,163	495,370	5.10%	-0.14%	15.71%	
		RED - TOTAL	2,174,874	2,270,329	2,150,908	2,148,270	2,145,163	495,370	5.10%	-0.14%	15.71%	
	ROSE	IMPORT BOTTLED	3,622	2,370	4,880	21,976	38,821	16,129	51.86%	76.65%	3.46%	
		ROSE - TOTAL	3,622	2,370	4,880	21,976	38,821	16,129	51.86%	76.65%	3.46%	
	WHITE	IMPORT BOTTLED	1,053,055	1,129,083	1,137,806	1,164,640	1,194,888	343,172	1.70%	2.60%	20.37%	
		WHITE - TOTAL	1,053,055	1,129,083	1,137,806	1,164,640	1,194,888	343,172	1.70%	2.60%	20.37%	
TOTAL	3,231,551	3,401,782	3,293,594	3,334,887	3,378,872	854,671	4.30%	1.32%	17.22%			
LEBANON	RED	IMPORT BOTTLED	1,177	1,028	486	400	412	95	24.51%	3.00%	19.64%	
		RED - TOTAL	1,177	1,028	486	400	412	95	24.51%	3.00%	19.64%	
	ROSE	IMPORT BOTTLED	58	187	8	94	124	68	30.43%	30.95%	78.18%	
		ROSE - TOTAL	58	187	8	94	124	68	30.43%	30.95%	78.18%	
	WHITE	IMPORT BOTTLED	89	233	144	159	175	50	13.79%	9.91%	29.18%	
		WHITE - TOTAL	89	233	144	159	175	50	13.79%	9.91%	29.18%	
TOTAL	1,324	1,448	638	654	711	212	23.58%	8.72%	32.17%			
MEXICO	RED	IMPORT BOTTLED	556	1,274	1,099	959	829	217	-35.35%	-13.60%	13.94%	
		RED - TOTAL	556	1,274	1,099	959	829	217	-35.35%	-13.60%	13.94%	
	WHITE	IMPORT BOTTLED	0	63	176	338	153	45	-73.68%	-54.67%	11.76%	
		WHITE - TOTAL	0	63	176	338	153	45	-73.68%	-54.67%	11.76%	
TOTAL	556	1,337	1,274	1,297	982	262	-48.30%	-24.29%	13.60%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	214	131	36	9	0	0	n/a	-100.00%	0.00%	
		RED - TOTAL	214	131	36	9	0	0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED	88	18	0	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	88	18	0	0	0	0	n/a	n/a	0.00%	
TOTAL	303	149	36	9	0	0	n/a	-100.00%	0.00%			

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TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	4,341	4,637	3,561	3,614	4,166	702	-15.60%	15.30%	2.45%
			RED - TOTAL	4,341	4,637	3,561	3,614	4,166	702	-15.60%	15.30%	2.45%
			TOTAL	4,341	4,637	3,561	3,614	4,166	702	-15.60%	15.30%	2.45%
MOROCCO	RED	IMPORT BOTTLED	646	476	36	3	0	0	-100.00%	-100.00%	0.00%	
			RED - TOTAL	646	476	36	3	0	0	-100.00%	-100.00%	0.00%
			TOTAL	646	476	36	3	0	0	-100.00%	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	50,986	65,276	61,585	79,963	89,254	22,558	18.12%	11.62%	16.93%	
			RED - TOTAL	50,986	65,276	61,585	79,963	89,254	22,558	18.12%	11.62%	16.93%
	ROSE	IMPORT BOTTLED	916	3,140	1,197	1,156	1,250	302	-38.44%	8.18%	9.72%	
			ROSE - TOTAL	916	3,140	1,197	1,156	1,250	302	-38.44%	8.18%	9.72%
	WHITE	IMPORT BOTTLED	435,404	518,612	555,061	723,105	861,825	266,891	18.33%	19.18%	21.95%	
			WHITE - TOTAL	435,404	518,612	555,061	723,105	861,825	266,891	18.33%	19.18%	21.95%
	TOTAL	487,306	587,028	617,842	804,224	952,330	289,751	18.20%	18.42%	21.46%		
PORTUGAL	RED	IMPORT BOTTLED	87,952	102,397	107,304	116,692	143,063	34,342	15.84%	22.60%	5.28%	
			RED - TOTAL	87,952	102,397	107,304	116,692	143,063	34,342	15.84%	22.60%	5.28%
	ROSE	IMPORT BOTTLED	62,792	65,686	62,979	72,183	71,109	19,018	-20.09%	-1.49%	2.32%	
			ROSE - TOTAL	62,792	65,686	62,979	72,183	71,109	19,018	-20.09%	-1.49%	2.32%
	WHITE	IMPORT BOTTLED	59,847	75,262	91,580	102,440	104,027	35,342	10.17%	1.55%	2.45%	
			WHITE - TOTAL	59,847	75,262	91,580	102,440	104,027	35,342	10.17%	1.55%	2.45%
	TOTAL	210,591	243,344	261,863	291,316	318,199	88,703	3.72%	9.23%	3.69%		
ROMANIA	RED	IMPORT BOTTLED	846	8	0	0	0	0	n/a	n/a	0.00%	
			RED - TOTAL	846	8	0	0	0	0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED	36	0	0	0	0	0	n/a	n/a	0.00%	
			ROSE - TOTAL	36	0	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	261	4	0	0	0	0	n/a	n/a	0.00%	
			WHITE - TOTAL	261	4	0	0	0	0	n/a	n/a	0.00%

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TABLE WINE	ROMANIA	TOTAL	1,143	12	0	0	0	0	n/a	n/a	0.00%	
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	707	9	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	707	9	0	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	2	0	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	2	0	0	0	0	0	n/a	n/a	0.00%	
	TOTAL	710	9	0	0	0	0	n/a	n/a	0.00%		
	SLOVENIA	RED	IMPORT BOTTLED	0	0	0	0	58	0	n/a	n/a	0.00%
		RED - TOTAL	0	0	0	0	58	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	0	18	500	44	40	0	n/a	-8.47%	0.00%
		WHITE - TOTAL	0	18	500	44	40	0	n/a	-8.47%	0.00%	
	TOTAL	0	18	500	44	99	0	n/a	-8.47%	0.00%		
	SOUTH AFRICA	RED	CANADA BOTTLED	84	864	611	576	0	0	-100.00%	-100.00%	0.00%
			IMPORT BOTTLED	659,884	690,053	694,326	615,982	586,033	138,772	-2.86%	-4.86%	5.63%
			RED - TOTAL	659,968	690,917	694,937	616,558	586,033	138,772	-2.92%	-4.95%	5.63%
		ROSE	IMPORT BOTTLED	1,850	1,784	1,300	661	2,104	0	-100.00%	218.39%	0.00%
ROSE - TOTAL			1,850	1,784	1,300	661	2,104	0	-100.00%	218.39%	0.00%	
WHITE		CANADA BOTTLED	60	731	588	360	0	0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	369,254	384,162	386,062	376,376	411,363	115,437	2.53%	9.30%	7.87%	
		WHITE - TOTAL	369,314	384,893	386,650	376,736	411,363	115,437	2.44%	9.19%	7.87%	
TOTAL	1,031,132	1,077,594	1,082,887	993,956	999,500	254,209	-0.63%	0.56%	6.56%			
SPAIN	RED	IMPORT BOTTLED	643,302	757,102	700,115	753,672	908,066	219,804	25.63%	20.49%	6.84%	
		RED - TOTAL	643,302	757,102	700,115	753,672	908,066	219,804	25.63%	20.49%	6.84%	
	ROSE	IMPORT BOTTLED	7,594	10,996	12,468	14,014	11,334	4,177	-37.08%	-19.12%	10.65%	
		ROSE - TOTAL	7,594	10,996	12,468	14,014	11,334	4,177	-37.08%	-19.12%	10.65%	
	WHITE	IMPORT BOTTLED	30,965	44,614	48,549	50,822	70,285	21,713	33.86%	38.29%	14.65%	
WHITE - TOTAL	30,965	44,614	48,549	50,822	70,285	21,713	33.86%	38.29%	14.65%			

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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	681,862	812,713	761,132	818,508	989,685	245,694	24.20%	20.91%	7.44%	
	SWITZERLAND	RED	IMPORT BOTTLED	0	72	18	0	0	n/a	n/a	0.00%	
		RED - TOTAL	0	72	18	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	0	63	27	112	205	0	-100.00%	82.00%	0.00%
		WHITE - TOTAL	0	63	27	112	205	0	-100.00%	82.00%	0.00%	
	TOTAL		0	135	45	112	205	0	-100.00%	82.00%	0.00%	
	TURKEY	RED	IMPORT BOTTLED	0	0	0	180	370	39	n/a	105.42%	0.00%
		RED - TOTAL	0	0	0	180	370	39	n/a	105.42%	0.00%	
		TOTAL	0	0	0	180	370	39	n/a	105.42%	0.00%	
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	453,255	473,172	502,450	485,233	412,480	95,804	-11.75%	-14.99%	1.72%
			IMPORT BOTTLED	2,269,873	2,661,822	2,708,030	2,885,244	3,007,410	731,518	6.28%	4.23%	14.95%
		RED - TOTAL		2,723,128	3,134,993	3,210,480	3,370,476	3,419,891	827,323	3.82%	1.47%	13.35%
ROSE		CANADA BOTTLED	13,096	11,679	11,140	8,872	1,242	324	-67.66%	-86.00%	0.12%	
		IMPORT BOTTLED	521,496	529,068	505,237	488,352	468,634	128,000	-2.20%	-4.04%	5.76%	
ROSE - TOTAL		534,592	540,747	516,378	497,224	469,876	128,324	-2.70%	-5.50%	5.74%		
WHITE		CANADA BOTTLED	271,583	260,656	268,946	246,216	213,789	53,766	-6.99%	-13.17%	2.38%	
		IMPORT BOTTLED	1,329,030	1,526,824	1,626,598	1,716,839	1,725,931	497,482	3.09%	0.53%	11.93%	
WHITE - TOTAL		1,600,614	1,787,481	1,895,544	1,963,055	1,939,721	551,248	2.01%	-1.19%	10.88%		
TOTAL		4,858,333	5,463,221	5,622,403	5,830,755	5,829,487	1,506,895	2.57%	-0.02%	11.92%		
URUGUAY	RED	IMPORT BOTTLED	628	919	596	2,354	1,863	254	-60.44%	-20.84%	2.50%	
		RED - TOTAL	628	919	596	2,354	1,863	254	-60.44%	-20.84%	2.50%	
	WHITE	IMPORT BOTTLED	0	0	0	36	52	52	94.44%	45.83%	0.00%	
		WHITE - TOTAL	0	0	0	36	52	52	94.44%	45.83%	0.00%	
TOTAL		628	919	596	2,390	1,916	307	-54.20%	-19.84%	2.50%		
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	1,662,143	1,524,944	1,518,792	1,391,560	1,108,808	269,770	-11.33%	-20.32%	6.85%	
		IMPORT BOTTLED	24,471,031	26,365,702	25,974,523	26,549,278	26,713,064	6,677,388	2.61%	0.62%	11.68%	

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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			26,133,174	27,890,646	27,493,315	27,940,838	27,821,872	6,947,159	1.99%	-0.43%	11.49%
SPARKLING WINE	ARGENTINA	RED	0	0	0	0	54	9	n/a	n/a	0.00%
		ROSE	0	0	0	126	166	140	210.00%	32.14%	18.92%
		WHITE	310	1,169	1,830	3,224	1,549	295	-56.27%	-51.94%	9.43%
		TOTAL	310	1,169	1,830	3,350	1,770	444	-39.65%	-48.78%	10.35%
AUSTRALIA	RED	15,334	15,754	13,455	11,134	10,088	2,350	2,350	6.17%	-9.40%	0.96%
	ROSE	22,622	38,410	69,991	79,415	75,524	16,060	16,060	-13.22%	-4.90%	6.48%
	WHITE	87,339	114,865	124,640	107,890	89,452	19,102	19,102	-18.31%	-17.09%	6.74%
		TOTAL	125,295	169,030	208,086	198,439	175,064	37,511	-14.95%	-11.78%	6.29%
CHILE	RED	1	0	0	0	0	0	0	n/a	n/a	0.00%
	ROSE	0	7,465	13,611	15,282	17,815	4,056	4,056	2.21%	16.57%	1.10%
	WHITE	1,851	1,054	486	90	598	597	597	598.25%	564.17%	0.13%
		TOTAL	1,852	8,519	14,097	15,372	18,412	4,653	14.78%	19.78%	1.07%
CHINA	WHITE	0	0	0	0	82	38	38	n/a	n/a	6.42%
		TOTAL	0	0	0	0	82	38	n/a	n/a	6.42%
CZECH REPUBLIC	WHITE	242	1,044	710	4	0	0	0	n/a	-100.00%	0.00%
		TOTAL	242	1,044	710	4	0	0	n/a	-100.00%	0.00%
FRANCE	RED	0	0	0	0	1,976	1,976	1,976	n/a	n/a	0.00%
	ROSE	17,093	29,357	30,612	33,492	40,756	10,044	10,044	16.29%	21.69%	12.81%
	ROSE TABLE WINE	0	0	0	448	2,110	580	580	87.41%	371.19%	9.38%
	WHITE	194,322	202,645	175,404	173,882	172,185	37,630	37,630	5.27%	-0.98%	26.13%
	WHITE TABLE WINE	1,492	4,156	4,668	5,717	6,495	1,290	1,290	-17.98%	13.60%	11.29%
	TOTAL	212,907	236,158	210,684	213,538	223,521	51,521	51,521	7.09%	3.75%	23.09%
GERMANY	ROSE	0	27	692	17,023	15,694	2,678	2,678	12.05%	-7.80%	3.01%
	WHITE	139,837	149,081	147,262	157,237	165,326	31,773	31,773	8.35%	5.14%	10.90%
		TOTAL	139,837	149,108	147,955	174,260	181,020	34,450	8.62%	3.88%	10.21%

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SPARKLING WINE	HUNGARY	WHITE	13,033	14,280	18,863	20,016	18,709	3,964	-4.98%	-6.53%	1.94%
		TOTAL	13,033	14,280	18,863	20,016	18,709	3,964	-4.98%	-6.53%	1.94%
	INDIA	WHITE	19	2	0	0	0	0	n/a	n/a	0.00%
		TOTAL	19	2	0	0	0	0	n/a	n/a	0.00%
	ISRAEL	WHITE	0	90	0	0	0	0	n/a	n/a	0.00%
		TOTAL	0	90	0	0	0	0	n/a	n/a	0.00%
	ITALY	RED	0	0	11	29	0	0	n/a	-100.00%	0.00%
		ROSE	1,115	4,117	5,584	12,875	11,339	2,882	-10.80%	-11.93%	10.19%
		WHITE	109,019	135,386	153,432	177,119	200,950	52,304	23.82%	13.45%	22.38%
		TOTAL	110,134	139,502	159,027	190,024	212,288	55,186	21.36%	11.72%	21.73%
	NEW ZEALAND	ROSE	0	0	207	27	260	98	445.83%	863.89%	0.00%
		WHITE	2,279	5,284	4,737	2,177	11,316	3,062	3,750.94%	419.74%	8.16%
		TOTAL	2,279	5,284	4,944	2,204	11,576	3,160	3,140.77%	425.18%	8.16%
	PORTUGAL	ROSE	0	0	666	452	413	0	-100.00%	-8.47%	0.00%
		WHITE	90	0	315	270	430	45	25.00%	59.17%	0.00%
		TOTAL	90	0	981	722	843	45	-54.89%	16.84%	0.00%
	SOUTH AFRICA	ROSE	0	0	255	14	117	27	n/a	721.05%	0.00%
		WHITE	1,642	1,697	7,360	18,752	17,984	3,576	-20.49%	-4.10%	5.63%
		TOTAL	1,642	1,697	7,616	18,766	18,100	3,603	-20.49%	-3.55%	5.63%
	SPAIN	RED	0	22	0	18	32	9	n/a	75.00%	0.00%
		ROSE	16,461	15,028	12,566	18,692	19,868	3,725	-9.66%	6.30%	9.61%
		WHITE	256,651	261,793	239,996	266,055	265,385	53,468	-2.91%	-0.25%	15.13%
		TOTAL	273,112	276,843	252,562	284,764	285,285	57,202	-3.38%	0.18%	14.74%
	UNITED STATES OF AMERICA	ROSE	944	1,664	10,928	17,850	6,116	1,194	-62.69%	-65.74%	1.50%
		WHITE	130,873	134,584	108,918	112,933	109,752	25,666	6.96%	-2.82%	11.38%
		TOTAL	131,817	136,248	119,845	130,783	115,868	26,860	-1.24%	-11.40%	10.86%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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
IMPORT SPARKLING WINE - TOTAL	1,012,569	1,138,974	1,147,199	1,252,242	1,262,539	278,637	4.13%	0.82%	14.60%
WINE - GIFT PACKS									
AUSTRALIA	34,292	41,309	8,841	7,088	3,926	3	-73.33%	-44.62%	0.00%
CHILE	3	0	0	0	0	0	n/a	n/a	0.00%
FRANCE	1,992	859	401	892	1,930	174	2,477.78%	116.22%	0.93%
ITALY	4,224	1,983	3,115	0	0	0	n/a	n/a	0.00%
PORTUGAL	0	0	45	15	0	0	n/a	-100.00%	0.00%
SOUTH AFRICA	0	0	0	8,682	0	0	-100.00%	-100.00%	0.00%
SPAIN	0	0	0	2,065	1,012	0	n/a	-51.00%	0.00%
UNITED STATES OF AMERICA	2,090	30	0	0	14	14	n/a	n/a	100.00%
IMPORT WINE - GIFT PACKS - TOTAL	42,600	44,181	12,402	18,742	6,880	190	876.92%	-63.29%	0.48%
IMPORT WINE - TOTAL	28,245,682	30,145,466	29,655,113	30,190,581	30,056,043	7,441,858	2.04%	-0.45%	12.17%

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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	\$69	\$72	\$71	\$66	\$69	\$11	-14.45%	4.12%	0.91%
		CHINA	\$0	\$0	\$0	\$9	\$39	\$7	11.34%	339.11%	1.63%
		ITALY	\$3	\$1	\$4	\$0	\$260	\$80	n/a	184,139.08%	7.27%
		UNITED STATES OF AMERICA	\$1	\$41	\$68	\$24	\$24	\$7	-14.86%	0.99%	0.00%
		FLAVOURED	\$73	\$114	\$143	\$100	\$392	\$106	-8.52%	293.50%	5.48%
FRUIT	ARMENIA	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	CHINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	DENMARK	\$30	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	FRANCE	\$0	\$0	\$0	\$0	\$1	\$0	20.72%	235.01%	0.00%	
	JAPAN	\$212	\$243	\$272	\$287	\$286	\$71	5.01%	-0.51%	30.46%	
	KOREA - SOUTH	\$0	\$8	\$3	\$3	\$4	\$1	30.56%	26.24%	20.07%	
	TURKEY	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
	UNITED STATES OF AMERICA	\$35	\$34	\$32	\$46	\$67	\$18	15.55%	44.64%	52.34%	
FRUIT	\$278	\$287	\$308	\$337	\$357	\$90	7.09%	5.81%	34.51%		
MADEIRA	PORTUGAL	\$178	\$196	\$166	\$181	\$174	\$26	-13.69%	-4.13%	17.19%	
	MADEIRA	\$178	\$196	\$166	\$181	\$174	\$26	-13.69%	-4.13%	17.19%	
MONTILLA	SPAIN	\$188	\$205	\$197	\$175	\$192	\$34	10.56%	10.09%	4.07%	
	MONTILLA	\$188	\$205	\$197	\$175	\$192	\$34	10.56%	10.09%	4.07%	
OTHER	AUSTRALIA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-106.41%	100.00%	
	CHINA	\$0	\$0	\$0	\$3	\$13	\$2	-23.81%	351.98%	11.24%	
	OTHER	\$0	\$0	\$0	\$3	\$13	\$2	-23.81%	294.65%	11.06%	
OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$54	\$34	\$24	\$23	\$23	\$4	-32.10%	-0.93%	22.93%	
	CHINA	\$107	\$145	\$140	\$139	\$150	\$30	-3.03%	7.58%	20.40%	
	FRANCE	\$624	\$589	\$566	\$557	\$555	\$132	3.25%	-0.33%	9.51%	
	GREECE	\$4	\$14	\$1	\$2	\$1	\$0	-98.61%	-51.37%	0.00%	

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APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	\$264	\$303	\$319	\$321	\$317	\$70	-2.83%	-1.31%	32.85%
		JAPAN	\$0	\$0	\$3	\$13	\$45	\$20	313.22%	239.64%	89.52%
		KOREA - SOUTH	\$199	\$162	\$113	\$98	\$138	\$34	71.11%	41.08%	49.46%
		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	\$92	\$88	\$73	\$66	\$63	\$14	-5.69%	-4.77%	24.72%
		URUGUAY	\$0	\$1	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
		OTHER FORTIFIED	\$1,344	\$1,336	\$1,240	\$1,223	\$1,292	\$304	9.59%	5.66%	24.54%
PORT	AUSTRALIA	\$647	\$642	\$484	\$395	\$337	\$67	-13.87%	-14.72%	11.78%	
	PORTUGAL	\$3,347	\$3,498	\$3,137	\$3,334	\$3,263	\$561	-8.54%	-2.14%	11.69%	
	SOUTH AFRICA	\$355	\$338	\$301	\$258	\$306	\$63	11.63%	18.67%	11.89%	
	UNITED STATES OF AMERICA	\$1	\$2	\$1	\$2	\$1	\$0	-100.00%	-50.18%	0.00%	
	PORT	\$4,351	\$4,479	\$3,922	\$3,989	\$3,906	\$691	-7.68%	-2.07%	11.71%	
SAKE	JAPAN	\$1,502	\$1,645	\$1,623	\$1,793	\$1,938	\$506	9.16%	8.11%	49.98%	
	KOREA - SOUTH	\$73	\$61	\$40	\$36	\$36	\$11	186.78%	0.73%	44.07%	
	UNITED STATES OF AMERICA	\$3,134	\$3,311	\$3,130	\$3,213	\$3,165	\$744	1.80%	-1.50%	56.73%	
	SAKE	\$4,709	\$5,017	\$4,793	\$5,042	\$5,140	\$1,261	5.23%	1.94%	54.10%	
SHERRY	AUSTRALIA	\$390	\$399	\$372	\$404	\$485	\$97	4.08%	20.00%	0.90%	
	NEW ZEALAND	\$422	\$420	\$383	\$263	\$3	\$0	-100.07%	-98.99%	0.00%	
	SOUTH AFRICA	\$375	\$396	\$349	\$285	\$336	\$63	-8.92%	17.66%	1.59%	
	SPAIN	\$1,688	\$1,616	\$1,492	\$1,425	\$1,436	\$236	-4.11%	0.75%	2.88%	
	SHERRY	\$2,874	\$2,831	\$2,595	\$2,378	\$2,259	\$396	-6.80%	-5.00%	2.26%	
VERMOUTH	FRANCE	\$270	\$276	\$232	\$226	\$223	\$58	5.49%	-1.28%	10.27%	
	ITALY	\$2,542	\$2,492	\$2,396	\$2,315	\$2,232	\$539	-3.95%	-3.59%	5.79%	
	UNITED STATES OF AMERICA	\$2	\$3	\$6	\$7	\$9	\$2	16.92%	26.67%	55.52%	
	VERMOUTH	\$2,814	\$2,771	\$2,634	\$2,548	\$2,464	\$599	-3.05%	-3.31%	6.38%	

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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	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,809	\$17,236	\$15,998	\$15,976	\$16,189	\$3,510	1.93%	1.34%	24.37%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			IMPORT BOTTLED	\$12,876	\$20,096	\$27,863	\$35,115	\$39,477	\$9,314	11.68%	12.42%	12.96%
			RED - TOTAL	\$12,876	\$20,096	\$27,863	\$35,115	\$39,477	\$9,314	11.68%	12.42%	12.96%
		ROSE	IMPORT BOTTLED	\$3	\$0	\$60	\$104	\$113	\$61	-7.26%	9.06%	5.15%
			ROSE - TOTAL	\$3	\$0	\$60	\$104	\$113	\$61	-7.26%	9.06%	5.15%
		WHITE	IMPORT BOTTLED	\$1,826	\$2,236	\$3,529	\$4,126	\$4,533	\$1,257	5.50%	9.85%	8.93%
			WHITE - TOTAL	\$1,826	\$2,236	\$3,529	\$4,126	\$4,533	\$1,257	5.50%	9.85%	8.93%
		TOTAL		\$14,704	\$22,332	\$31,452	\$39,345	\$44,123	\$10,632	10.78%	12.14%	12.52%
	ARMENIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
				RED - TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	-82.21%	0.00%
				WHITE - TOTAL	\$1	\$1	\$1	\$0	\$0	\$0	n/a	-82.21%
	TOTAL		\$1	\$1	\$1	\$0	\$0	\$0	n/a	-82.21%	0.00%	
AUSTRALIA	RED	CANADA BOTTLED	\$614	\$223	\$113	\$113	\$30	\$0	-99.42%	-73.84%	15.04%	
			IMPORT BOTTLED	\$97,813	\$96,561	\$81,673	\$75,127	\$71,090	\$16,059	-4.68%	-5.37%	12.29%
			RED - TOTAL	\$98,427	\$96,785	\$81,786	\$75,240	\$71,119	\$16,059	-4.80%	-5.48%	12.29%
	ROSE	IMPORT BOTTLED	\$371	\$280	\$299	\$286	\$222	\$68	-19.64%	-22.58%	6.96%	
			ROSE - TOTAL	\$371	\$280	\$299	\$286	\$222	\$68	-19.64%	-22.58%	6.96%
	WHITE	CANADA BOTTLED	\$949	\$242	\$100	\$62	\$6	\$0	-100.00%	-90.19%	0.00%	
			IMPORT BOTTLED	\$30,703	\$33,056	\$30,223	\$28,086	\$26,440	\$7,160	-2.22%	-5.86%	9.32%
			WHITE - TOTAL	\$31,652	\$33,298	\$30,322	\$28,149	\$26,447	\$7,160	-2.42%	-6.05%	9.33%
		TOTAL		\$130,450	\$130,363	\$112,408	\$103,675	\$97,788	\$23,288	-4.14%	-5.68%	11.48%
	AUSTRIA	RED	IMPORT BOTTLED	\$31	\$35	\$31	\$22	\$18	\$5	26.78%	-16.98%	17.62%
			RED - TOTAL	\$31	\$35	\$31	\$22	\$18	\$5	26.78%	-16.98%	17.62%
ROSE		IMPORT BOTTLED	\$7	\$7	\$7	\$4	\$0	\$0	n/a	-100.00%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	AUSTRIA	ROSE	ROSE - TOTAL	\$7	\$7	\$7	\$4	\$0	\$0	n/a	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	\$206	\$218	\$157	\$266	\$254	\$64	-33.52%	-4.44%	30.81%
			WHITE - TOTAL	\$206	\$218	\$157	\$266	\$254	\$64	-33.52%	-4.44%	30.81%
			TOTAL	\$244	\$259	\$195	\$292	\$273	\$70	-31.02%	-6.59%	29.92%
BULGARIA	RED	IMPORT BOTTLED	\$335	\$185	\$3	\$0	\$7	\$3	n/a	18,990.08%	5.01%	
		RED - TOTAL	\$335	\$185	\$3	\$0	\$7	\$3	n/a	18,990.08%	5.01%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$10	\$4	n/a	n/a	7.66%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$10	\$4	n/a	n/a	7.66%	
	TOTAL	\$335	\$185	\$3	\$0	\$17	\$7	n/a	18,990.08%	6.59%		
CHILE	RED	CANADA BOTTLED	\$2,957	\$2,728	\$2,354	\$1,962	\$1,448	\$316	-25.48%	-26.18%	19.76%	
		IMPORT BOTTLED	\$21,981	\$26,445	\$27,457	\$28,583	\$29,075	\$6,558	-1.05%	1.72%	7.18%	
		RED - TOTAL	\$24,938	\$29,172	\$29,810	\$30,545	\$30,523	\$6,874	-2.52%	-0.07%	7.78%	
	ROSE	IMPORT BOTTLED	\$41	\$109	\$134	\$118	\$103	\$51	4.89%	-12.95%	4.07%	
		ROSE - TOTAL	\$41	\$109	\$134	\$118	\$103	\$51	4.89%	-12.95%	4.07%	
	WHITE	CANADA BOTTLED	\$2,093	\$2,034	\$1,904	\$1,486	\$1,048	\$253	-31.21%	-29.48%	20.35%	
		IMPORT BOTTLED	\$8,053	\$9,539	\$10,965	\$11,858	\$12,462	\$3,458	3.98%	5.09%	10.14%	
		WHITE - TOTAL	\$10,146	\$11,574	\$12,870	\$13,344	\$13,510	\$3,711	0.48%	1.24%	10.93%	
	TOTAL	\$35,125	\$40,855	\$42,814	\$44,007	\$44,136	\$10,636	-1.46%	0.29%	8.73%		
CHINA	RED	IMPORT BOTTLED	\$15	\$68	\$80	\$52	\$38	\$6	-44.95%	-26.54%	4.50%	
		RED - TOTAL	\$15	\$68	\$80	\$52	\$38	\$6	-44.95%	-26.54%	4.50%	
	WHITE	IMPORT BOTTLED	\$3	\$7	\$5	\$3	\$8	\$3	346.50%	227.30%	4.63%	
		WHITE - TOTAL	\$3	\$7	\$5	\$3	\$8	\$3	346.50%	227.30%	4.63%	
	TOTAL	\$18	\$74	\$86	\$54	\$46	\$9	-23.82%	-14.80%	4.52%		
CROATIA	RED	IMPORT BOTTLED	\$70	\$69	\$59	\$47	\$37	\$7	-8.11%	-21.17%	1.07%	
		RED - TOTAL	\$70	\$69	\$59	\$47	\$37	\$7	-8.11%	-21.17%	1.07%	
	WHITE	IMPORT BOTTLED	\$6	\$1	\$0	\$2	\$1	\$0	-100.00%	-43.57%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	CROATIA	WHITE	WHITE - TOTAL	\$6	\$1	\$0	\$2	\$1	\$0	-100.00%	-43.57%	0.00%
		TOTAL	\$76	\$70	\$59	\$50	\$39	\$7	-17.87%	-22.29%	1.07%	
CZECH REPUBLIC	RED	IMPORT BOTTLED		\$29	\$16	\$15	\$1	\$0	\$0	n/a	-97.86%	0.00%
		RED - TOTAL	\$29	\$16	\$15	\$1	\$0	\$0	n/a	-97.86%	0.00%	
	WHITE	IMPORT BOTTLED		\$16	\$21	\$20	\$1	\$0	\$0	n/a	-89.19%	0.00%
		WHITE - TOTAL	\$16	\$21	\$20	\$1	\$0	\$0	n/a	-89.19%	0.00%	
TOTAL	\$45	\$36	\$35	\$3	\$0	\$0	n/a	-93.81%	0.00%			
FRANCE	RED	CANADA BOTTLED		\$875	\$946	\$1,186	\$1,307	\$1,214	\$319	7.46%	-7.72%	1.56%
		IMPORT BOTTLED		\$28,614	\$32,094	\$33,589	\$31,793	\$31,161	\$7,049	-5.63%	-1.99%	10.31%
		RED - TOTAL	\$29,488	\$33,040	\$34,775	\$33,100	\$32,375	\$7,368	-5.12%	-2.19%	9.99%	
	ROSE	IMPORT BOTTLED		\$587	\$748	\$1,047	\$1,135	\$1,134	\$553	11.12%	-0.08%	9.76%
		ROSE - TOTAL	\$587	\$748	\$1,047	\$1,135	\$1,134	\$553	11.12%	-0.08%	9.76%	
	WHITE	CANADA BOTTLED		\$385	\$432	\$517	\$492	\$394	\$123	67.74%	-19.83%	1.46%
		IMPORT BOTTLED		\$11,972	\$13,089	\$11,954	\$11,631	\$11,394	\$3,004	-5.62%	-2.04%	17.06%
		WHITE - TOTAL	\$12,357	\$13,521	\$12,471	\$12,122	\$11,788	\$3,127	-3.96%	-2.76%	16.54%	
	TOTAL	\$42,432	\$47,309	\$48,294	\$46,357	\$45,297	\$11,048	-4.09%	-2.29%	11.69%		
	GEORGIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$47	\$187	\$45	22.43%	295.44%
RED - TOTAL			\$0	\$0	\$0	\$47	\$187	\$45	22.43%	295.44%	2.48%	
WHITE		IMPORT BOTTLED		\$0	\$0	\$0	\$2	\$4	\$3	173.29%	106.63%	4.72%
		WHITE - TOTAL	\$0	\$0	\$0	\$2	\$4	\$3	173.29%	106.63%	4.72%	
TOTAL	\$0	\$0	\$0	\$49	\$191	\$48	26.56%	288.15%	2.52%			
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	RED	IMPORT BOTTLED		\$103	\$192	\$261	\$225	\$251	\$46	-4.25%	11.62%	3.52%
		RED - TOTAL	\$103	\$192	\$261	\$225	\$251	\$46	-4.25%	11.62%	3.52%	
WHITE	IMPORT BOTTLED		\$6,284	\$6,875	\$7,208	\$7,013	\$7,217	\$1,763	-1.41%	2.90%	7.78%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN SEPTEMBER 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	GERMANY	WHITE	WHITE - TOTAL	\$6,284	\$6,875	\$7,208	\$7,013	\$7,217	\$1,763	-1.41%	2.90%	7.78%
		TOTAL		\$6,388	\$7,067	\$7,469	\$7,239	\$7,468	\$1,809	-1.48%	3.17%	7.64%
GREECE	RED	IMPORT BOTTLED		\$1,064	\$1,022	\$829	\$773	\$673	\$157	-16.04%	-13.01%	66.11%
		RED - TOTAL		\$1,064	\$1,022	\$829	\$773	\$673	\$157	-16.04%	-13.01%	66.11%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE - TOTAL		\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		\$809	\$748	\$670	\$680	\$629	\$180	-11.09%	-7.41%	56.75%
		WHITE - TOTAL		\$809	\$748	\$670	\$680	\$629	\$180	-11.09%	-7.41%	56.75%
TOTAL			\$1,873	\$1,770	\$1,501	\$1,453	\$1,302	\$337	-13.47%	-10.39%	61.58%	
HUNGARY	RED	IMPORT BOTTLED		\$418	\$403	\$276	\$268	\$248	\$59	-13.60%	-7.57%	1.02%
		RED - TOTAL		\$418	\$403	\$276	\$268	\$248	\$59	-13.60%	-7.57%	1.02%
	WHITE	IMPORT BOTTLED		\$1,106	\$1,141	\$946	\$1,090	\$1,071	\$307	5.97%	-1.71%	6.09%
		WHITE - TOTAL		\$1,106	\$1,141	\$946	\$1,090	\$1,071	\$307	5.97%	-1.71%	6.09%
TOTAL			\$1,523	\$1,544	\$1,222	\$1,358	\$1,319	\$367	2.23%	-2.87%	5.13%	
INDIA	RED	IMPORT BOTTLED		\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL		\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED		\$3	\$4	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE - TOTAL		\$3	\$4	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		\$7	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL		\$7	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
TOTAL			\$16	\$5	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
ISRAEL	RED	IMPORT BOTTLED		\$5	\$191	\$225	\$162	\$156	\$24	-24.82%	-3.78%	7.62%
		RED - TOTAL		\$5	\$191	\$225	\$162	\$156	\$24	-24.82%	-3.78%	7.62%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$9	\$5	1,290.69%	2,372.31%	27.34%
		ROSE - TOTAL		\$0	\$0	\$0	\$0	\$9	\$5	1,290.69%	2,372.31%	27.34%
	WHITE	IMPORT BOTTLED		\$0	\$74	\$81	\$72	\$75	\$16	-24.43%	4.08%	5.27%

IMPORT WINE MARKET
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TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	\$0	\$74	\$81	\$72	\$75	\$16	-24.43%	4.08%	5.27%
		TOTAL	\$5	\$265	\$306	\$234	\$240	\$46	-15.40%	2.51%	7.66%	
ITALY	RED	IMPORT BOTTLED		\$34,752	\$38,755	\$35,622	\$36,395	\$37,271	\$8,443	4.29%	2.41%	21.76%
		RED - TOTAL	\$34,752	\$38,755	\$35,622	\$36,395	\$37,271	\$8,443	4.29%	2.41%	21.76%	
	ROSE	IMPORT BOTTLED		\$60	\$39	\$94	\$402	\$742	\$311	55.86%	84.50%	3.58%
		ROSE - TOTAL	\$60	\$39	\$94	\$402	\$742	\$311	55.86%	84.50%	3.58%	
	WHITE	IMPORT BOTTLED		\$13,946	\$16,067	\$16,411	\$17,162	\$18,451	\$5,381	5.11%	7.51%	23.01%
		WHITE - TOTAL	\$13,946	\$16,067	\$16,411	\$17,162	\$18,451	\$5,381	5.11%	7.51%	23.01%	
TOTAL	\$48,758	\$54,862	\$52,126	\$53,959	\$56,464	\$14,134	5.37%	4.64%	21.93%			
LEBANON	RED	IMPORT BOTTLED		\$69	\$64	\$26	\$26	\$26	\$5	-0.86%	-2.10%	21.43%
		RED - TOTAL	\$69	\$64	\$26	\$26	\$26	\$5	-0.86%	-2.10%	21.43%	
	ROSE	IMPORT BOTTLED		\$2	\$6	\$0	\$3	\$4	\$2	30.93%	32.78%	78.18%
		ROSE - TOTAL	\$2	\$6	\$0	\$3	\$4	\$2	30.93%	32.78%	78.18%	
	WHITE	IMPORT BOTTLED		\$4	\$14	\$6	\$7	\$7	\$2	-11.45%	1.42%	28.75%
		WHITE - TOTAL	\$4	\$14	\$6	\$7	\$7	\$2	-11.45%	1.42%	28.75%	
TOTAL	\$74	\$84	\$32	\$36	\$36	\$9	2.50%	1.27%	28.59%			
MEXICO	RED	IMPORT BOTTLED		\$9	\$22	\$19	\$21	\$16	\$4	-45.06%	-20.98%	16.77%
		RED - TOTAL	\$9	\$22	\$19	\$21	\$16	\$4	-45.06%	-20.98%	16.77%	
	WHITE	IMPORT BOTTLED		\$0	\$1	\$3	\$7	\$3	\$1	-75.53%	-55.59%	12.50%
		WHITE - TOTAL	\$0	\$1	\$3	\$7	\$3	\$1	-75.53%	-55.59%	12.50%	
TOTAL	\$9	\$23	\$22	\$28	\$20	\$5	-55.36%	-30.02%	16.06%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		\$4	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		RED - TOTAL	\$4	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED		\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL	\$6	\$3	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%			

IMPORT WINE MARKET
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TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	\$57	\$62	\$51	\$53	\$61	\$10	-15.46%	16.72%	2.46%
			RED - TOTAL	\$57	\$62	\$51	\$53	\$61	\$10	-15.46%	16.72%	2.46%
			TOTAL	\$57	\$62	\$51	\$53	\$61	\$10	-15.46%	16.72%	2.46%
	MOROCCO	RED	IMPORT BOTTLED	\$26	\$18	\$1	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
			RED - TOTAL	\$26	\$18	\$1	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
			TOTAL	\$26	\$18	\$1	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,340	\$1,823	\$1,627	\$2,103	\$2,322	\$585	12.92%	10.40%	17.75%	
		RED - TOTAL	\$1,340	\$1,823	\$1,627	\$2,103	\$2,322	\$585	12.92%	10.40%	17.75%	
	ROSE	IMPORT BOTTLED	\$18	\$62	\$22	\$22	\$22	\$5	-46.59%	-1.52%	11.38%	
		ROSE - TOTAL	\$18	\$62	\$22	\$22	\$22	\$5	-46.59%	-1.52%	11.38%	
	WHITE	IMPORT BOTTLED	\$9,607	\$11,810	\$12,501	\$15,868	\$18,902	\$5,838	17.74%	19.12%	22.84%	
		WHITE - TOTAL	\$9,607	\$11,810	\$12,501	\$15,868	\$18,902	\$5,838	17.74%	19.12%	22.84%	
	TOTAL	\$10,965	\$13,695	\$14,150	\$17,993	\$21,246	\$6,428	17.17%	18.08%	22.27%		
PORTUGAL	RED	IMPORT BOTTLED	\$1,359	\$1,581	\$1,671	\$1,800	\$2,148	\$511	9.42%	19.36%	6.98%	
		RED - TOTAL	\$1,359	\$1,581	\$1,671	\$1,800	\$2,148	\$511	9.42%	19.36%	6.98%	
	ROSE	IMPORT BOTTLED	\$666	\$702	\$688	\$822	\$810	\$218	-22.04%	-1.41%	2.40%	
		ROSE - TOTAL	\$666	\$702	\$688	\$822	\$810	\$218	-22.04%	-1.41%	2.40%	
	WHITE	IMPORT BOTTLED	\$746	\$972	\$1,188	\$1,321	\$1,387	\$474	10.20%	4.96%	2.56%	
		WHITE - TOTAL	\$746	\$972	\$1,188	\$1,321	\$1,387	\$474	10.20%	4.96%	2.56%	
	TOTAL	\$2,771	\$3,255	\$3,548	\$3,943	\$4,345	\$1,202	2.24%	10.21%	4.72%		
ROMANIA	RED	IMPORT BOTTLED	\$17	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$17	\$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	\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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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	
TABLE WINE	ROMANIA	TOTAL	\$22	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	\$8	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$8	\$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	\$8	\$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	\$1	\$19	\$2	\$1	\$0	n/a	-47.17%	0.00%
			WHITE - TOTAL	\$0	\$1	\$19	\$2	\$1	\$0	n/a	-47.17%	0.00%
		TOTAL	\$0	\$1	\$19	\$2	\$2	\$0	n/a	-47.17%	0.00%	
	SOUTH AFRICA	RED	CANADA BOTTLED	\$1	\$12	\$8	\$8	\$0	\$0	-100.00%	-100.00%	0.00%
IMPORT BOTTLED			\$9,041	\$9,613	\$9,659	\$8,701	\$8,299	\$1,983	-2.09%	-4.62%	5.52%	
RED - TOTAL			\$9,043	\$9,625	\$9,667	\$8,709	\$8,299	\$1,983	-2.16%	-4.71%	5.52%	
ROSE		IMPORT BOTTLED	\$23	\$22	\$16	\$11	\$24	\$0	-100.00%	118.90%	0.00%	
		ROSE - TOTAL	\$23	\$22	\$16	\$11	\$24	\$0	-100.00%	118.90%	0.00%	
WHITE		CANADA BOTTLED	\$1	\$10	\$8	\$5	\$0	\$0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	\$4,411	\$4,676	\$4,685	\$4,594	\$5,083	\$1,449	4.91%	10.65%	7.99%	
		WHITE - TOTAL	\$4,411	\$4,686	\$4,693	\$4,599	\$5,083	\$1,449	4.80%	10.53%	7.99%	
	TOTAL	\$13,477	\$14,334	\$14,377	\$13,319	\$13,406	\$3,431	0.58%	0.65%	6.46%		
SPAIN	RED	IMPORT BOTTLED	\$10,209	\$12,254	\$11,449	\$12,422	\$15,102	\$3,630	24.70%	21.58%	8.24%	
		RED - TOTAL	\$10,209	\$12,254	\$11,449	\$12,422	\$15,102	\$3,630	24.70%	21.58%	8.24%	
	ROSE	IMPORT BOTTLED	\$121	\$191	\$199	\$231	\$192	\$76	-31.15%	-16.74%	11.23%	
		ROSE - TOTAL	\$121	\$191	\$199	\$231	\$192	\$76	-31.15%	-16.74%	11.23%	
	WHITE	IMPORT BOTTLED	\$506	\$701	\$733	\$773	\$1,041	\$312	26.62%	34.70%	17.78%	
	WHITE - TOTAL	\$506	\$701	\$733	\$773	\$1,041	\$312	26.62%	34.70%	17.78%		

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	\$10,836	\$13,146	\$12,380	\$13,425	\$16,335	\$4,018	22.97%	21.67%	8.88%	
	SWITZERLAND	RED	IMPORT BOTTLED	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$0	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	\$0	\$2	\$1	\$3	\$6	-100.00%	82.00%	0.00%	
		WHITE - TOTAL	\$0	\$2	\$1	\$3	\$6	\$0	-100.00%	82.00%	0.00%	
		TOTAL	\$0	\$4	\$1	\$3	\$6	\$0	-100.00%	82.00%	0.00%	
	TURKEY	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$3	\$5	\$1	n/a	92.64%	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$3	\$5	\$1	n/a	92.64%	0.00%	
		TOTAL	\$0	\$0	\$0	\$3	\$5	\$1	n/a	92.64%	0.00%	
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	\$3,226	\$3,592	\$3,738	\$3,633	\$3,189	\$741	-12.27%	-12.21%	1.80%
			IMPORT BOTTLED	\$42,161	\$50,826	\$48,545	\$52,340	\$57,693	\$14,016	11.13%	10.23%	21.11%
		RED - TOTAL	\$45,387	\$54,418	\$52,283	\$55,973	\$60,882	\$14,757	9.67%	8.77%	20.10%	
		ROSE	CANADA BOTTLED	\$97	\$87	\$84	\$66	\$10	\$3	-67.56%	-85.47%	0.12%
			IMPORT BOTTLED	\$4,568	\$4,743	\$4,506	\$4,334	\$4,243	\$1,148	-2.80%	-2.11%	6.85%
		ROSE - TOTAL	\$4,665	\$4,830	\$4,590	\$4,400	\$4,252	\$1,151	-3.22%	-3.36%	6.84%	
		WHITE	CANADA BOTTLED	\$1,988	\$1,968	\$1,999	\$1,836	\$1,642	\$413	-7.92%	-10.58%	2.35%
			IMPORT BOTTLED	\$18,836	\$21,579	\$21,909	\$23,264	\$24,684	\$7,077	6.04%	6.10%	16.85%
		WHITE - TOTAL	\$20,824	\$23,547	\$23,908	\$25,100	\$26,326	\$7,491	5.16%	4.88%	15.95%	
		TOTAL	\$70,876	\$82,794	\$80,781	\$85,473	\$91,460	\$23,399	7.49%	7.01%	18.29%	
	URUGUAY	RED	IMPORT BOTTLED	\$14	\$21	\$14	\$48	\$37	\$5	-60.82%	-23.83%	2.75%
		RED - TOTAL	\$14	\$21	\$14	\$48	\$37	\$5	-60.82%	-23.83%	2.75%	
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$1	\$1	\$1	58.51%	19.40%	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$1	\$1	\$1	58.51%	19.40%	0.00%	
		TOTAL	\$14	\$21	\$14	\$49	\$38	\$6	-55.88%	-23.16%	2.75%	
	IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED	\$13,186	\$12,273	\$12,011	\$10,970	\$8,981	\$2,168	-13.33%	-18.13%	6.98%	
		IMPORT BOTTLED	\$377,947	\$422,166	\$411,339	\$421,433	\$436,683	\$108,780	3.53%	3.62%	14.47%	

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			\$391,134	\$434,439	\$423,350	\$432,402	\$445,663	\$110,947	3.14%	3.07%	14.32%
SPARKLING WINE	ARGENTINA	RED	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%
		ROSE	\$0	\$0	\$0	\$2	\$3	\$3	134.96%	27.44%	18.64%
		WHITE	\$5	\$22	\$39	\$65	\$32	\$6	-56.04%	-50.61%	9.76%
		TOTAL	\$5	\$22	\$39	\$68	\$37	\$9	-41.73%	-47.75%	10.55%
AUSTRALIA	RED	ROSE	\$309	\$343	\$262	\$205	\$179	\$43	4.34%	-12.63%	0.93%
		ROSE	\$347	\$611	\$1,101	\$1,284	\$1,220	\$261	-15.04%	-4.96%	6.50%
		WHITE	\$1,464	\$1,948	\$2,063	\$1,831	\$1,532	\$327	-19.77%	-16.32%	7.07%
		TOTAL	\$2,119	\$2,903	\$3,426	\$3,319	\$2,931	\$631	-16.54%	-11.70%	6.46%
CHILE	RED	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$0	\$157	\$293	\$287	\$340	\$78	3.20%	18.57%	1.12%
		WHITE	\$30	\$17	\$8	\$2	\$11	\$11	516.05%	486.62%	0.13%
		TOTAL	\$30	\$174	\$300	\$289	\$351	\$89	14.64%	21.51%	1.09%
CHINA	WHITE	WHITE	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	6.42%
		TOTAL	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	6.42%
CZECH REPUBLIC	WHITE	WHITE	\$4	\$16	\$11	\$0	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL	\$4	\$16	\$11	\$0	\$0	\$0	n/a	-100.00%	0.00%
FRANCE	RED	ROSE	\$0	\$0	\$0	\$0	\$21	\$21	n/a	n/a	0.00%
		ROSE	\$800	\$1,121	\$1,147	\$1,255	\$1,464	\$334	9.57%	16.61%	19.86%
		ROSE TABLE WINE	\$0	\$0	\$0	\$14	\$63	\$17	81.93%	357.37%	9.40%
		WHITE	\$10,735	\$11,531	\$9,917	\$9,873	\$10,080	\$2,338	14.50%	2.10%	27.63%
		WHITE TABLE WINE	\$40	\$117	\$140	\$167	\$197	\$39	-14.10%	18.43%	11.77%
TOTAL	\$11,575	\$12,768	\$11,203	\$11,308	\$11,825	\$2,749	13.60%	4.38%	26.30%		
GERMANY	ROSE	WHITE	\$0	\$0	\$12	\$285	\$262	\$47	12.39%	-8.28%	3.06%
		WHITE	\$2,350	\$2,534	\$2,515	\$2,680	\$2,896	\$561	6.16%	8.05%	11.32%
		TOTAL	\$2,350	\$2,534	\$2,526	\$2,965	\$3,158	\$608	6.61%	6.48%	10.64%

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SPARKLING WINE	HUNGARY	WHITE	\$205	\$230	\$299	\$319	\$304	\$66	-3.12%	-4.53%	1.93%
		TOTAL	\$205	\$230	\$299	\$319	\$304	\$66	-3.12%	-4.53%	1.93%
	INDIA	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	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	n/a	-100.00%	0.00%
		ROSE	\$31	\$113	\$145	\$255	\$222	\$58	-10.25%	-12.93%	13.89%
		WHITE	\$2,025	\$2,591	\$2,982	\$3,568	\$4,073	\$1,068	21.32%	14.16%	22.77%
		TOTAL	\$2,055	\$2,704	\$3,126	\$3,824	\$4,296	\$1,126	19.15%	12.34%	22.31%
	NEW ZEALAND	ROSE	\$0	\$0	\$4	\$1	\$4	\$2	414.00%	612.77%	0.00%
		WHITE	\$43	\$104	\$96	\$42	\$308	\$82	3,405.06%	633.48%	7.10%
		TOTAL	\$43	\$104	\$100	\$43	\$313	\$84	2,972.85%	633.20%	7.10%
	PORTUGAL	ROSE	\$0	\$0	\$15	\$11	\$7	\$0	-100.00%	-36.57%	0.00%
		WHITE	\$2	\$0	\$7	\$6	\$7	\$1	22.94%	6.18%	0.00%
		TOTAL	\$2	\$0	\$22	\$17	\$13	\$1	-57.96%	-21.12%	0.00%
	SOUTH AFRICA	ROSE	\$0	\$0	\$9	\$0	\$3	\$1	n/a	602.50%	0.00%
		WHITE	\$43	\$48	\$131	\$305	\$290	\$58	-23.38%	-4.93%	5.97%
		TOTAL	\$43	\$48	\$140	\$305	\$293	\$59	-23.38%	-3.94%	5.97%
	SPAIN	RED	\$0	\$1	\$0	\$1	\$1	\$0	n/a	94.07%	0.00%
		ROSE	\$312	\$301	\$261	\$338	\$358	\$72	-3.78%	6.00%	10.13%
		WHITE	\$4,449	\$4,767	\$4,434	\$4,748	\$4,807	\$1,010	-0.76%	1.25%	15.32%
		TOTAL	\$4,761	\$5,068	\$4,696	\$5,086	\$5,166	\$1,082	-0.97%	1.58%	14.96%
	UNITED STATES OF AMERICA	ROSE	\$17	\$30	\$142	\$222	\$71	\$14	-65.89%	-67.96%	2.77%
		WHITE	\$2,051	\$2,126	\$1,778	\$1,893	\$1,915	\$432	4.26%	1.16%	12.36%
		TOTAL	\$2,068	\$2,156	\$1,921	\$2,116	\$1,987	\$446	-1.87%	-6.11%	12.01%

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IMPORT SPARKLING WINE - TOTAL	\$25,261	\$28,730	\$27,811	\$29,658	\$30,675	\$6,951	7.59%	3.43%	18.44%
WINE - GIFT PACKS									
AUSTRALIA	\$373	\$496	\$128	\$127	\$61	\$0	-76.87%	-52.20%	0.00%
CHILE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	\$172	\$99	\$55	\$79	\$174	\$14	1,327.35%	118.84%	1.08%
ITALY	\$85	\$42	\$84	\$0	\$0	\$0	n/a	n/a	0.00%
PORTUGAL	\$0	\$0	\$8	\$3	\$0	\$0	n/a	-100.00%	0.00%
SOUTH AFRICA	\$0	\$0	\$0	\$101	\$0	\$0	-100.00%	-100.00%	0.00%
SPAIN	\$0	\$0	\$0	\$48	\$24	\$0	n/a	-49.60%	0.00%
UNITED STATES OF AMERICA	\$53	\$1	\$0	\$0	\$2	\$2	n/a	n/a	100.00%
IMPORT WINE - GIFT PACKS - TOTAL	\$684	\$637	\$275	\$357	\$261	\$17	1,266.11%	-27.04%	1.62%
IMPORT WINE - TOTAL	\$433,887	\$481,042	\$467,434	\$478,394	\$492,788	\$121,425	3.36%	3.01%	14.90%

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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