



QUARTERLY MARKET REVIEW

DECEMBER 2011



BRITISH
COLUMBIA
The Best Place on Earth

**LIQUOR
DISTRIBUTION
BRANCH**



Table of Contents

Introduction	3
Highlights by Category	4
Charts - Overall Market	5
Charts - Overall Market (Domestic/Import)	6
Total Market (by Volume)	7
Total Market (by Retail Dollars)	8
Charts - Packaged vs Draft Beer	9
Charts - Domestic vs Import Beer	10
Charts - Import Beer Market	11
Domestic Beer Market (by Volume)	12
Domestic Beer Market (by Retail Dollars)	13
Import Beer Market (by Volume)	14
Import Beer Market (by Retail Dollars)	19
Charts - Coolers and Ciders	24
Cider Market (by Volume)	25
Cider Market (by Retail Dollars)	26
Cooler Market (by Volume)	27
Cooler Market (by Retail Dollars)	28
Charts - Spirits	29
Charts - Spirits Sales Breakdown	30
Spirits Market (by Volume)	31
Spirits Market (by Retail Dollars)	33
Spirits Market - Liqueurs (by Volume)	35
Spirits Market - Liqueurs (by Retail Dollars)	40
Spirits Market - Overall (by Volume)	45
Spirits Market - Overall (by Retail Dollars)	46
Charts - Wine (Domestic/Import)	47
Charts - Domestic Wine	48
Charts - Import Wine	49
Domestic Wine Market (by Volume)	50
Domestic Wine Market (by Retail Dollars)	53
Import Wine Market (by Volume)	56
Import Wine Market (by Retail Dollars)	69
Glossary and Explanatory Notes	82
Contact Information	83

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	1.52%
BREWERIES WITH ANNUAL PRODUCTION OVER 150,000HL - PACKAGED	3.94%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - DRAFT	21.86%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - PACKAGED	16.81%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-28.99%
MEXICO	-6.97%
NETHERLANDS	-0.65%
BELGIUM	2.15%
GERMANY	4.73%
IRELAND	3.48%

CIDER - DOMESTIC	% Change
CIDER	5.54%

CIDER - IMPORTED	% Change
CIDER	17.24%

COOLERS - DOMESTIC	% Change
WINE	-14.38%
SPIRIT	9.50%
BEER	100.00%

COOLERS - IMPORTED	% Change
WINE	-1.60%
SPIRIT	-15.84%
BEER	10.91%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-0.66%
VODKA	-0.12%
RUM	-3.24%
LIQUEURS	1.73%
GIN	-2.60%
BRANDY	-5.09%

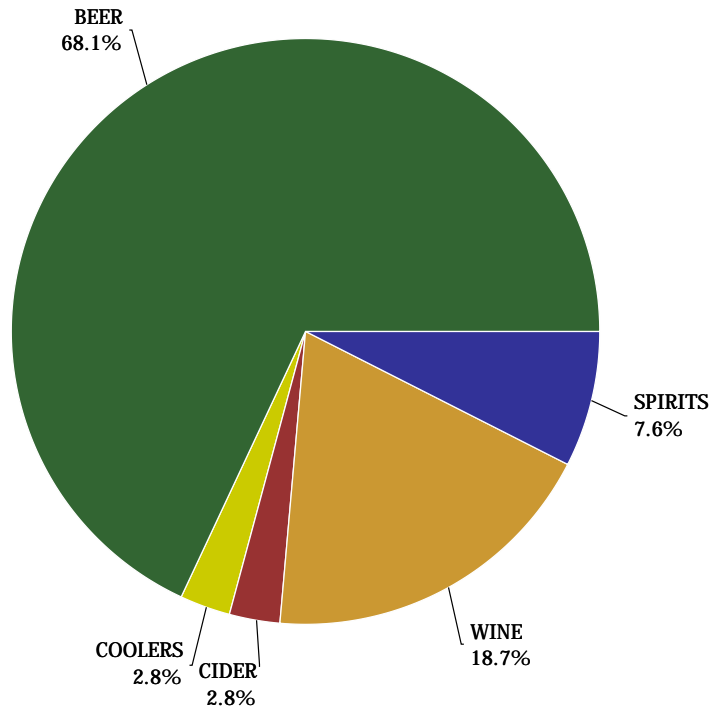
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	3.29%
VODKA	6.04%
RUM	10.40%
LIQUEURS	1.84%
GIN	7.85%
BRANDY	-1.61%

WINE - DOMESTIC	% Change
TABLE WINE RED	3.92%
TABLE WINE ROSE	7.05%
TABLE WINE WHITE	3.94%
SPARKLING WINE	-6.45%
APERITIF, DESSERT AND FORTIFIED WINE	5.90%

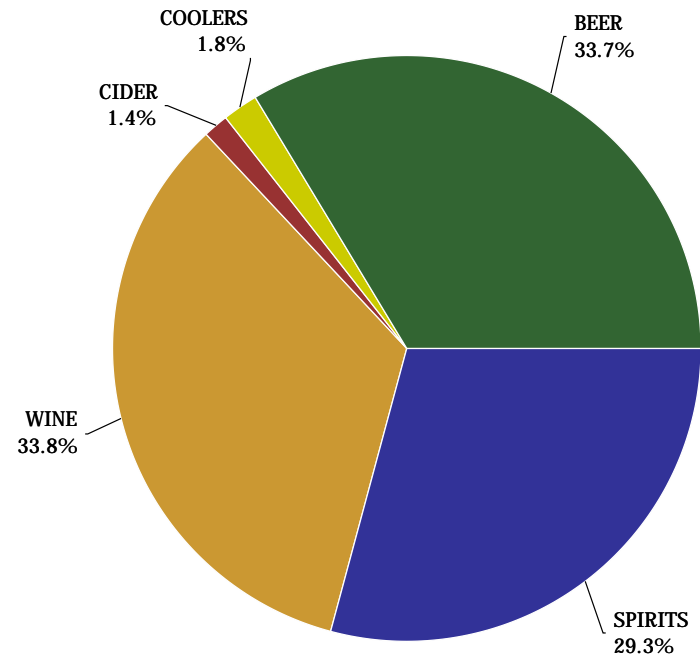
WINE - IMPORTED	% Change
TABLE WINE RED	10.58%
TABLE WINE ROSE	-0.32%
TABLE WINE WHITE	7.55%
SPARKLING WINE	-0.85%
APERITIF, DESSERT AND FORTIFIED WINE	-1.25%

Total Market Share

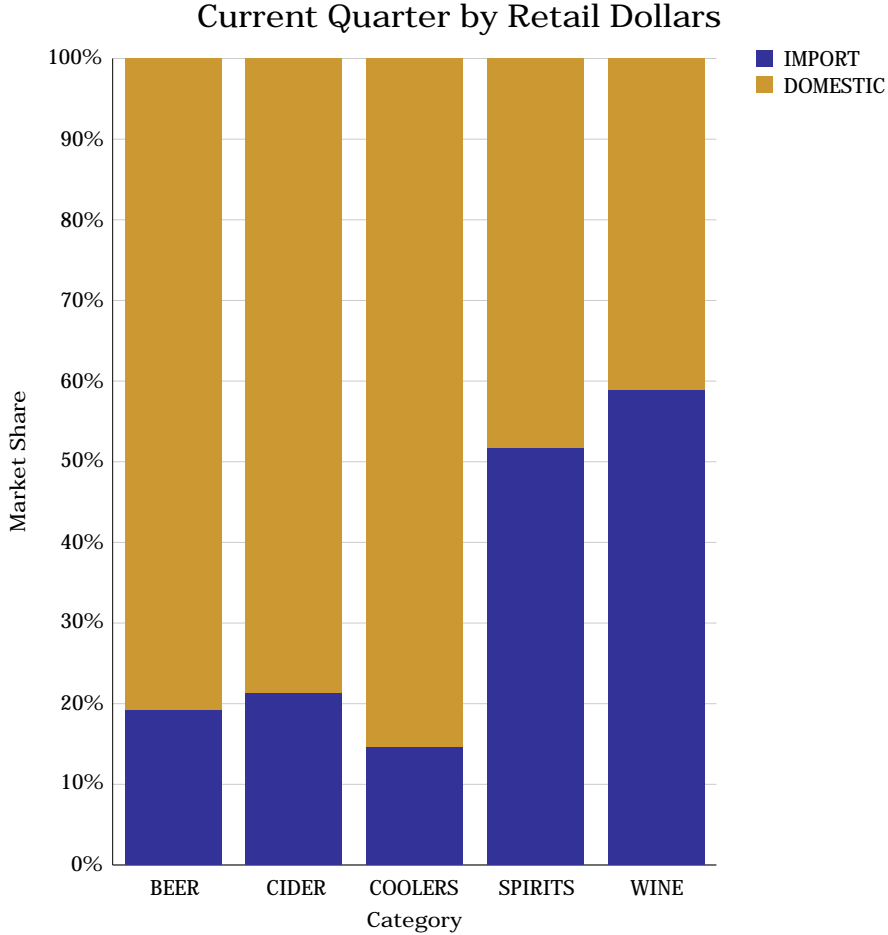
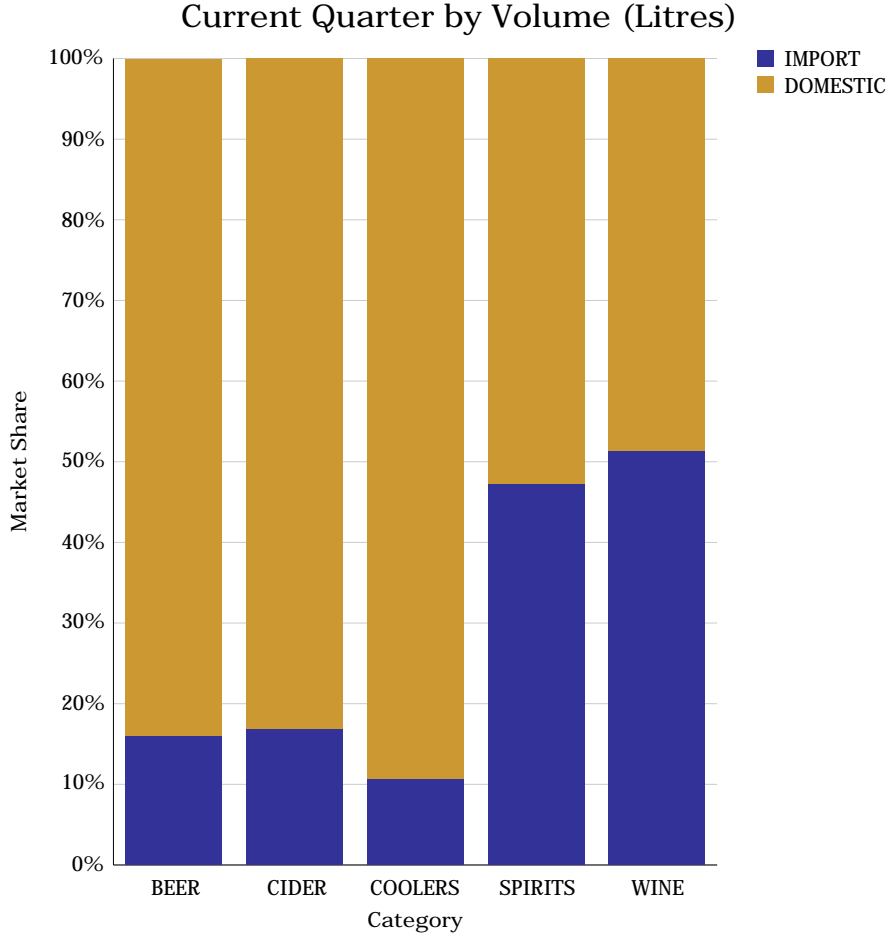
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



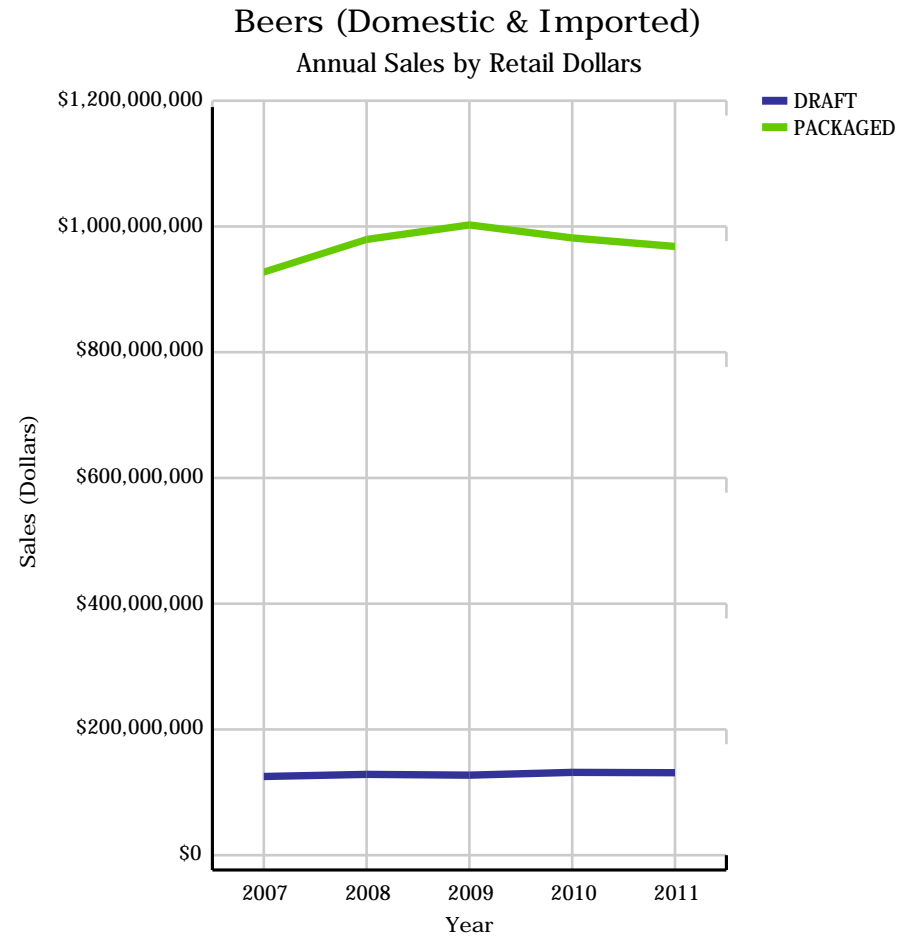
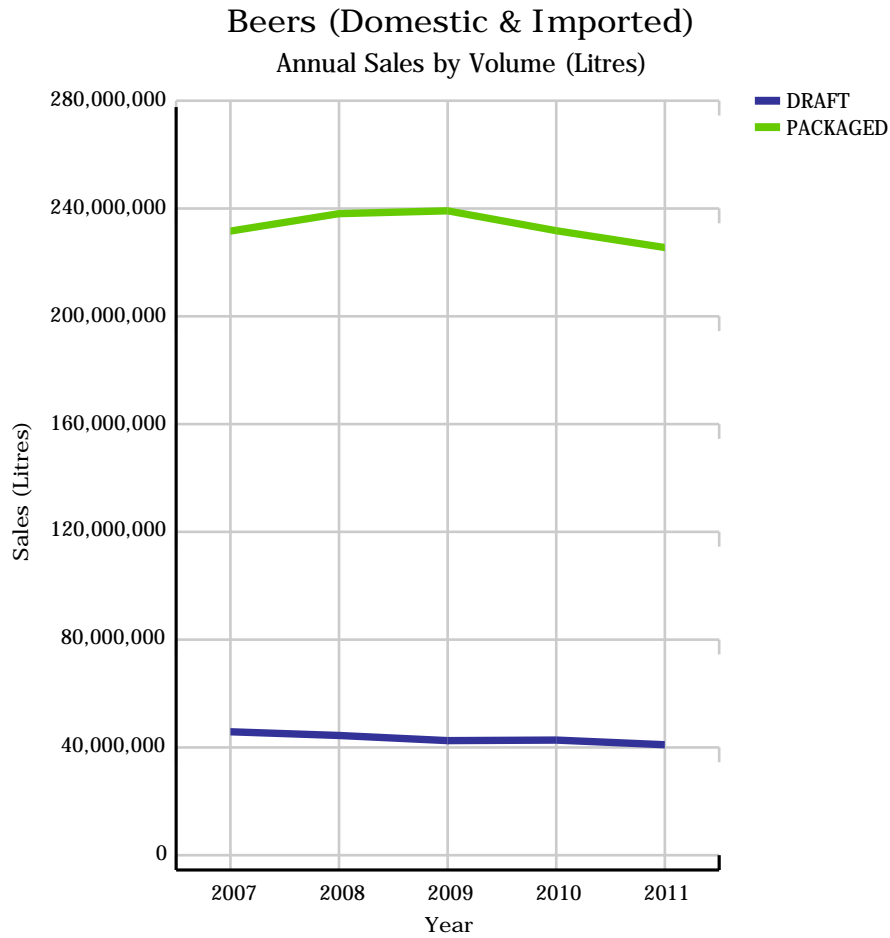
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BEER	DOMESTIC	240,166,149	240,717,607	239,420,072	228,920,999	226,784,364	56,958,707	6.28%	-0.93%	23.07%
	IMPORT	42,767,841	47,296,845	47,754,865	51,068,988	45,224,428	10,893,537	-14.91%	-11.44%	20.45%
	BEER	282,933,990	288,014,452	287,174,937	279,989,986	272,008,792	67,852,245	2.19%	-2.85%	22.64%
COOLERS AND CIDERS	DOMESTIC	18,741,840	19,460,184	21,640,092	22,423,160	22,162,084	4,822,616	5.39%	-1.16%	6.94%
	IMPORT	2,926,427	3,889,736	3,911,601	3,624,425	3,674,930	769,555	0.47%	1.39%	19.00%
	COOLERS AND CIDERS	21,668,267	23,349,920	25,551,692	26,047,585	25,837,014	5,592,171	4.68%	-0.81%	8.66%
SPIRITS	DOMESTIC	14,889,356	15,121,165	14,418,339	13,557,860	13,132,335	3,984,777	-0.58%	-3.14%	11.22%
	IMPORT	10,119,986	10,813,228	10,486,480	10,643,205	10,878,042	3,572,775	4.65%	2.21%	14.75%
	SPIRITS	25,009,341	25,934,393	24,904,818	24,201,065	24,010,377	7,557,553	1.83%	-0.79%	12.82%
WINE	DOMESTIC	26,026,100	27,590,553	28,215,265	30,116,774	30,661,350	9,045,095	1.77%	1.81%	14.37%
	IMPORT	28,760,686	30,293,767	29,918,106	30,050,811	30,429,842	9,549,698	4.07%	1.26%	12.20%
	WINE	54,786,786	57,884,320	58,133,371	60,167,585	61,091,191	18,594,793	2.94%	1.54%	13.29%
TOTAL LIQUOR MARKET		384,398,384	395,183,085	395,764,819	390,406,222	382,947,375	99,596,762	2.44%	-1.91%	19.59%

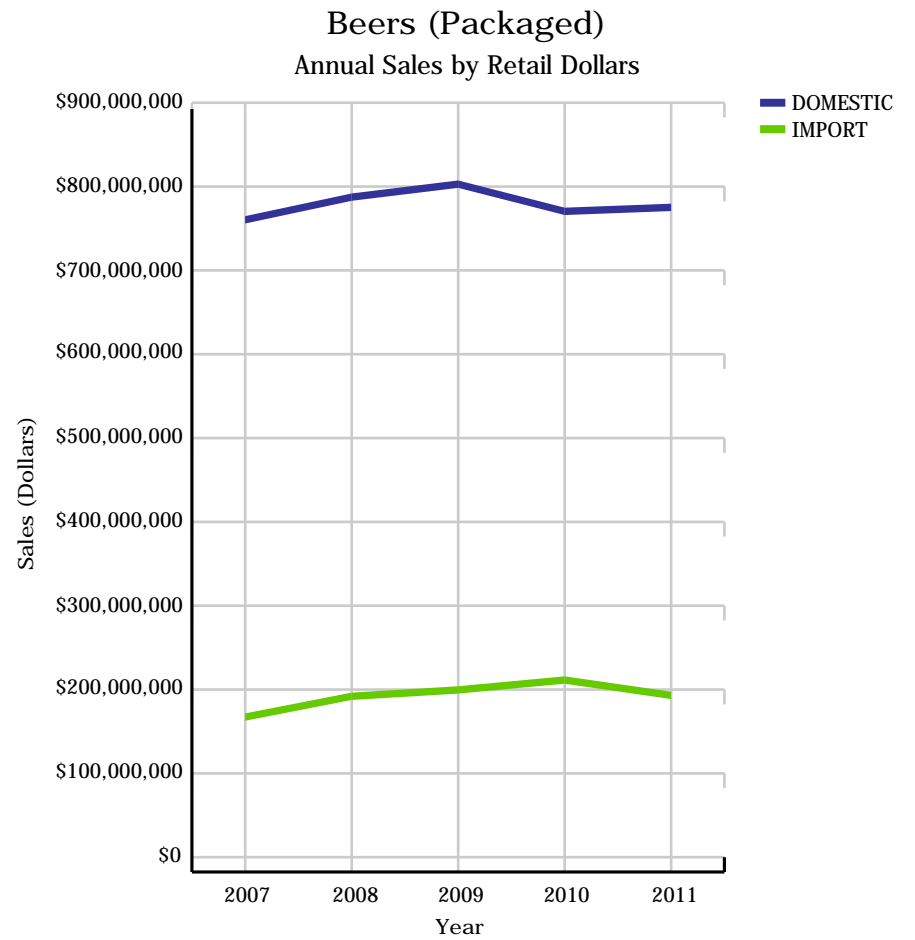
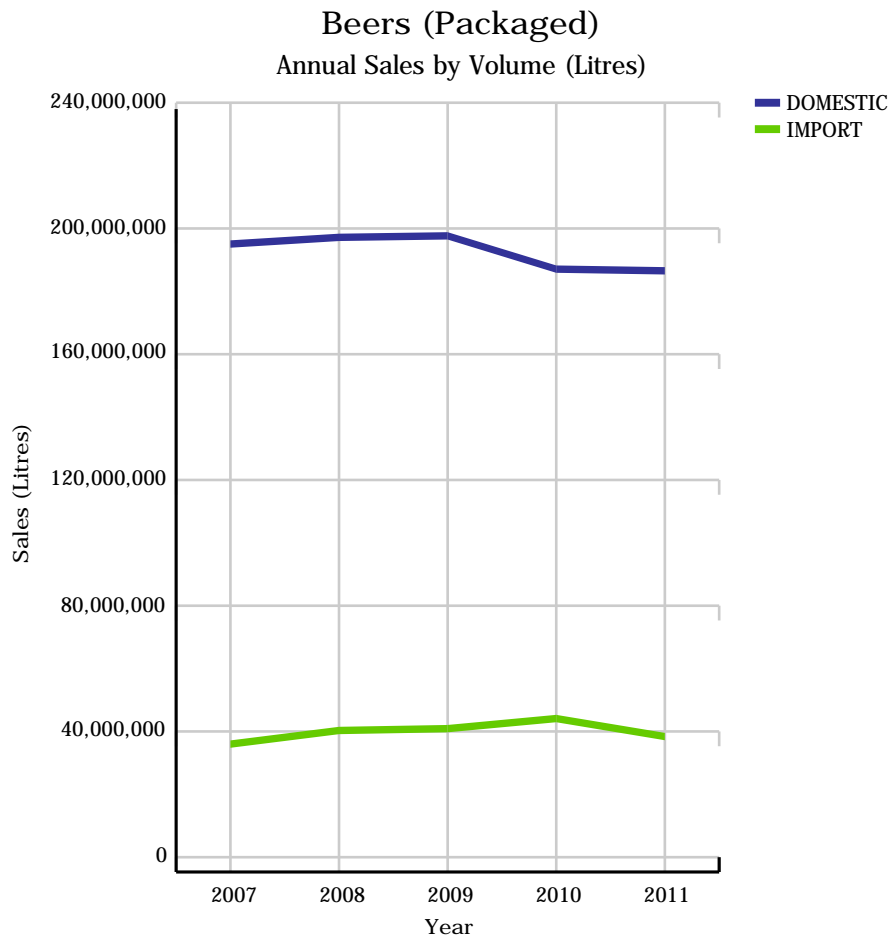
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000's)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BEER	DOMESTIC	\$882,394	\$911,632	\$926,063	\$897,013	\$901,409	\$227,291	5.66%	0.49%	20.15%
	IMPORT	\$193,860	\$219,832	\$227,290	\$240,058	\$221,593	\$53,920	-9.46%	-7.69%	20.98%
	BEER	\$1,076,254	\$1,131,464	\$1,153,353	\$1,137,071	\$1,123,003	\$281,211	2.38%	-1.24%	20.31%
COOLERS AND CIDERS	DOMESTIC	\$89,772	\$92,993	\$98,815	\$100,473	\$101,606	\$22,330	6.89%	1.13%	7.52%
	IMPORT	\$18,412	\$23,582	\$23,975	\$22,042	\$22,232	\$4,777	1.16%	0.86%	16.37%
	COOLERS AND CIDERS	\$108,184	\$116,575	\$122,790	\$122,515	\$123,838	\$27,107	5.84%	1.08%	9.11%
SPIRITS	DOMESTIC	\$385,240	\$407,876	\$400,042	\$391,607	\$386,809	\$117,911	-0.91%	-1.23%	10.84%
	IMPORT	\$323,448	\$355,839	\$349,951	\$364,098	\$380,678	\$126,272	5.46%	4.55%	15.07%
	SPIRITS	\$708,687	\$763,715	\$749,993	\$755,705	\$767,487	\$244,182	2.29%	1.56%	12.94%
WINE	DOMESTIC	\$317,816	\$343,132	\$352,101	\$381,634	\$394,080	\$115,902	3.60%	3.26%	15.14%
	IMPORT	\$447,765	\$486,225	\$467,407	\$481,977	\$505,512	\$166,240	8.29%	4.88%	14.79%
	WINE	\$765,580	\$829,357	\$819,508	\$863,611	\$899,592	\$282,142	6.31%	4.17%	14.94%
TOTAL LIQUOR MARKET		\$2,658,706	\$2,841,111	\$2,845,643	\$2,878,902	\$2,913,919	\$834,643	3.76%	1.22%	16.24%

Beer Market - Packaged vs Draft (Domestic & Imported)

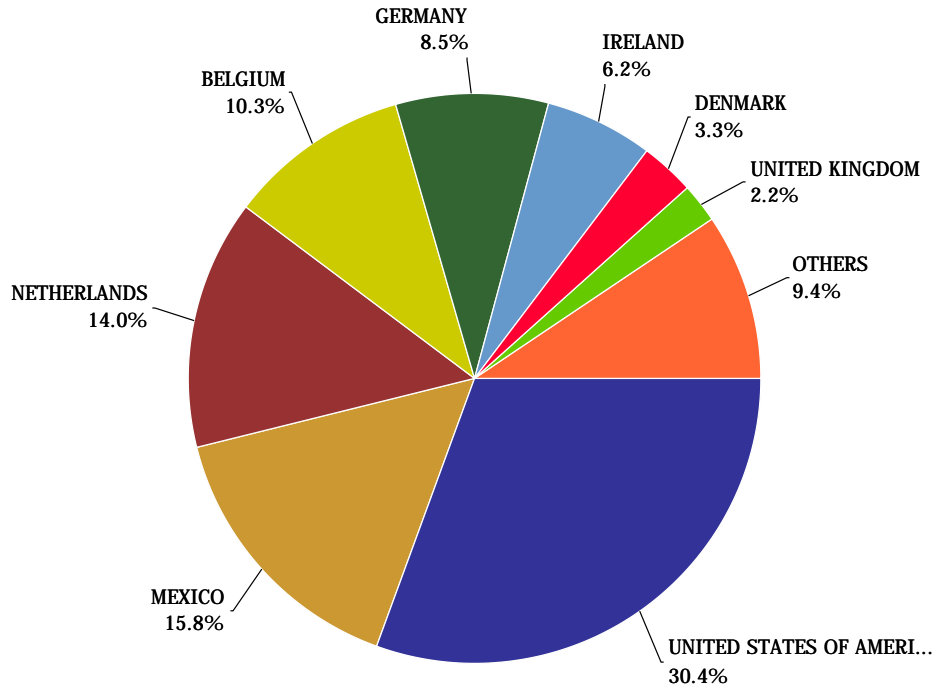


Beer Market - Domestic vs Import (Packaged)

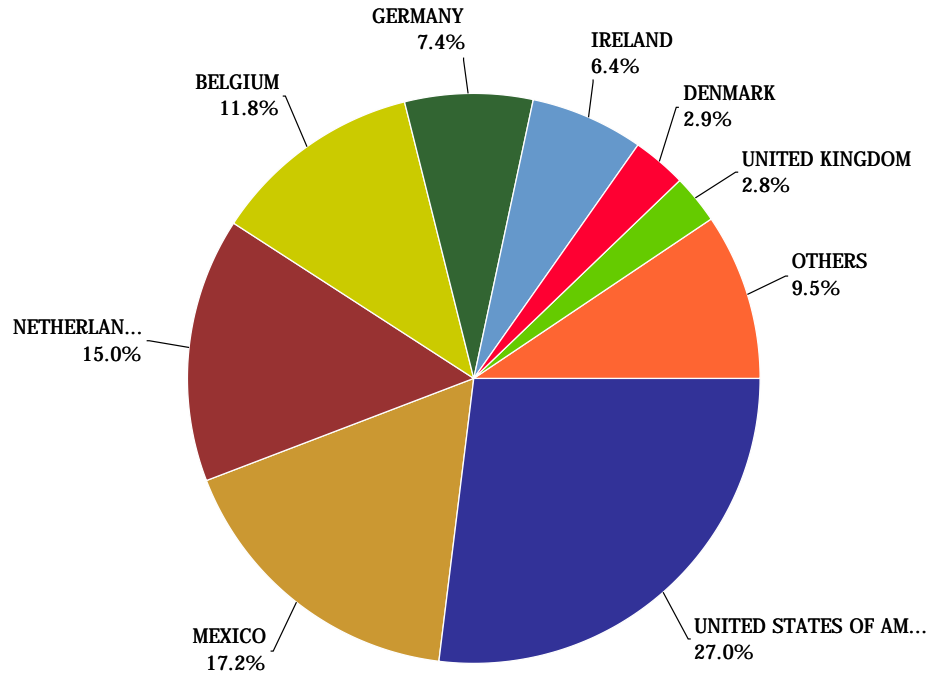


Beer Market - Import Beer

Import Beer Market Share
Current Quarter by Volume (Litres)



Import Beer Market Share
Current Quarter by Retail Dollars



DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
Breweries with Annual Production Over 150,000HL	DRAFT	36,785,487	35,215,570	33,163,036	32,366,998	29,621,976	7,479,742	-1.28%	-8.48%	98.65%
	PACKAGED	184,490,380	185,333,865	182,955,077	167,082,072	161,921,029	40,208,932	5.51%	-3.09%	8.36%
	TOTAL	221,275,868	220,549,435	216,118,112	199,449,070	191,543,005	47,688,674	4.38%	-3.96%	22.33%
Breweries with Annual Production up to 150,000HL	DRAFT	7,145,658	7,142,344	7,417,010	8,305,299	9,444,844	2,377,326	20.88%	13.72%	94.38%
	PACKAGED	11,741,777	13,017,147	15,834,944	21,027,682	25,556,884	6,820,689	15.68%	21.54%	2.31%
	TOTAL	18,887,435	20,159,491	23,251,953	29,332,981	35,001,728	9,198,015	16.98%	19.33%	27.16%
DOMESTIC DRAFT - TOTAL		43,931,146	42,357,914	40,580,046	40,672,297	39,066,820	9,857,068	3.29%	-3.95%	97.62%
DOMESTIC PACKAGED - TOTAL		196,235,003	198,359,694	198,840,026	188,248,702	187,717,544	47,101,639	6.93%	-0.28%	7.56%
DOMESTIC BEER - TOTAL		240,166,149	240,717,607	239,420,072	228,920,999	226,784,364	56,958,707	6.28%	-0.93%	23.07%

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
Breweries with Annual Production Over 150,000HL	DRAFT	\$98,235	\$98,686	\$96,342	\$96,532	\$92,000	\$23,417	1.52%	-4.70%	98.60%
	PACKAGED	\$722,009	\$742,519	\$746,742	\$692,922	\$678,134	\$168,856	3.94%	-2.13%	8.79%
	TOTAL	\$820,245	\$841,205	\$843,084	\$789,455	\$770,133	\$192,273	3.64%	-2.45%	19.52%
Breweries with Annual Production up to 150,000HL	DRAFT	\$19,421	\$21,139	\$22,410	\$25,639	\$29,802	\$7,502	20.77%	16.24%	94.18%
	PACKAGED	\$42,711	\$49,240	\$60,309	\$81,170	\$100,148	\$27,117	17.09%	23.38%	2.93%
	TOTAL	\$62,132	\$70,379	\$82,719	\$106,809	\$129,950	\$34,620	17.87%	21.67%	23.85%
DOMESTIC DRAFT - TOTAL		\$117,657	\$119,824	\$118,752	\$122,171	\$121,801	\$30,920	5.61%	-0.30%	97.52%
DOMESTIC PACKAGED - TOTAL		\$764,737	\$791,808	\$807,311	\$774,842	\$779,608	\$196,372	5.66%	0.62%	8.06%
DOMESTIC BEER - TOTAL		\$882,394	\$911,632	\$926,063	\$897,013	\$901,409	\$227,291	5.66%	0.49%	20.15%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ARGENTINA	PACKAGED	96,564	37,414	44	958	2,166	570	63.64%	126.03%	33.64%
	ARGENTINA - Total	96,564	37,414	44	958	2,166	570	63.64%	126.03%	33.64%
AUSTRALIA	PACKAGED	133,064	73,781	42,700	37,814	28,104	5,398	-19.76%	-25.68%	25.05%
	AUSTRALIA - Total	133,064	73,781	42,700	37,814	28,104	5,398	-19.76%	-25.68%	25.05%
AUSTRIA	DRAFT	0	0	350	8,150	10,725	4,025	78.89%	31.60%	98.14%
	PACKAGED	8,683	18,749	48,537	60,911	59,493	17,816	14.48%	-2.33%	37.37%
	AUSTRIA - Total	8,683	18,749	48,887	69,061	70,218	21,840	22.62%	1.67%	46.65%
BELGIUM	DRAFT	1,162,740	1,262,850	1,153,210	1,030,840	831,725	209,500	-7.79%	-19.32%	99.31%
	PACKAGED	4,051,113	4,627,225	4,086,425	3,483,551	3,426,896	913,431	3.20%	-1.63%	17.71%
	BELGIUM - Total	5,213,853	5,890,075	5,239,635	4,514,391	4,258,621	1,122,931	0.96%	-5.67%	33.65%
BRAZIL	PACKAGED	1,201,038	959,978	513,878	157,720	5,757	0	-100.00%	-96.35%	0.00%
	BRAZIL - Total	1,201,038	959,978	513,878	157,720	5,757	0	-100.00%	-96.35%	0.00%
CHILE	PACKAGED	0	0	480	887	438	0	-100.00%	-50.62%	0.00%
	CHILE - Total	0	0	480	887	438	0	-100.00%	-50.62%	0.00%
CHINA	PACKAGED	256,078	289,439	325,245	347,322	302,347	77,658	-0.57%	-12.95%	40.66%
	CHINA - Total	256,078	289,439	325,245	347,322	302,347	77,658	-0.57%	-12.95%	40.66%
CROATIA	PACKAGED	0	20,666	60,256	78,150	44,274	10,898	-25.22%	-43.35%	3.64%
	CROATIA - Total	0	20,666	60,256	78,150	44,274	10,898	-25.22%	-43.35%	3.64%
CZECH REPUBLIC	DRAFT	0	0	18,606	36,654	40,639	11,339	22.86%	10.87%	86.01%
	PACKAGED	739,127	704,025	713,587	778,580	800,145	219,543	5.64%	2.77%	5.07%
	CZECH REPUBLIC - Total	739,127	704,025	732,193	815,234	840,784	230,882	6.37%	3.13%	8.98%
DENMARK	DRAFT	0	5,050	36,350	59,850	66,400	23,850	68.55%	10.94%	98.19%
	PACKAGED	899,573	1,180,153	1,328,895	1,362,233	1,329,718	331,439	-9.66%	-2.39%	1.00%
	DENMARK - Total	899,573	1,185,203	1,365,245	1,422,083	1,396,118	355,289	-6.76%	-1.83%	5.62%
ESTONIA	PACKAGED	0	0	0	516	0	0	-100.00%	-100.00%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ESTONIA	ESTONIA - Total	0	0	0	516	0	0	-100.00%	-100.00%	0.00%
FIJI	PACKAGED	1	0	0	0	0	0	n/a	n/a	0.00%
	FIJI - Total	1	0	0	0	0	0	n/a	n/a	0.00%
FRANCE	DRAFT	56,750	59,950	58,340	89,170	163,980	40,980	45.27%	83.90%	99.79%
	PACKAGED	172,681	180,883	199,370	196,289	382,073	122,510	140.98%	94.65%	29.05%
	FRANCE - Total	229,431	240,833	257,710	285,459	546,053	163,490	106.82%	91.29%	50.29%
GERMANY	DRAFT	221,380	196,005	180,620	214,180	134,640	35,820	-2.02%	-37.14%	96.09%
	PACKAGED	2,947,848	3,366,663	3,485,427	3,306,955	3,308,476	888,565	8.85%	0.05%	3.33%
	GERMANY - Total	3,169,228	3,562,668	3,666,047	3,521,135	3,443,116	924,385	8.39%	-2.22%	6.96%
GREECE	PACKAGED	8,753	8,718	9,269	8,296	11,050	3,223	31.64%	33.20%	75.81%
	GREECE - Total	8,753	8,718	9,269	8,296	11,050	3,223	31.64%	33.20%	75.81%
INDIA	PACKAGED	61,998	62,892	51,386	48,452	22,887	880	-92.65%	-52.76%	80.66%
	INDIA - Total	61,998	62,892	51,386	48,452	22,887	880	-92.65%	-52.76%	80.66%
IRELAND	DRAFT	1,320,800	1,363,700	1,328,000	1,270,900	1,249,150	338,000	6.56%	-1.71%	99.68%
	PACKAGED	1,212,808	1,293,226	1,265,791	1,204,064	1,207,030	332,175	-0.28%	0.25%	13.09%
	IRELAND - Total	2,533,608	2,656,926	2,593,791	2,474,964	2,456,180	670,175	3.06%	-0.76%	57.13%
ITALY	DRAFT	0	0	0	0	10,380	9,870	n/a	n/a	99.71%
	PACKAGED	104,219	109,883	163,075	197,536	265,087	71,585	24.35%	34.20%	31.44%
	ITALY - Total	104,219	109,883	163,075	197,536	275,467	81,455	24.35%	34.20%	34.01%
JAMAICA	PACKAGED	173,046	199,502	222,117	225,004	231,385	53,936	9.56%	2.84%	21.18%
	JAMAICA - Total	173,046	199,502	222,117	225,004	231,385	53,936	9.56%	2.84%	21.18%
JAPAN	DRAFT	0	0	0	19,494	58,824	17,993	81.77%	201.75%	89.44%
	PACKAGED	413,896	467,007	512,219	519,225	477,503	119,146	-5.26%	-8.04%	63.50%
	JAPAN - Total	413,896	467,007	512,219	538,719	536,327	137,139	1.09%	-0.44%	66.34%
KENYA	PACKAGED	6,048	9,650	7,670	10,719	8,169	2,574	-17.94%	-23.79%	36.91%
	KENYA - Total	6,048	9,650	7,670	10,719	8,169	2,574	-17.94%	-23.79%	36.91%
KOREA - SOUTH	PACKAGED	16,140	12,366	10,215	12,299	21,270	6,359	134.47%	72.94%	50.49%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
KOREA - SOUTH	KOREA - SOUTH - Total	16,140	12,366	10,215	12,299	21,270	6,359	134.47%	72.94%	50.49%
LAOS	PACKAGED	0	0	0	48	552	378	695.83%	1,062.50%	0.00%
	LAOS - Total	0	0	0	48	552	378	695.83%	1,062.50%	0.00%
LATVIA	PACKAGED	0	0	180	0	0	0	n/a	n/a	0.00%
	LATVIA - Total	0	0	180	0	0	0	n/a	n/a	0.00%
LEBANON	PACKAGED	0	0	0	0	158	135	n/a	n/a	80.00%
	LEBANON - Total	0	0	0	0	158	135	n/a	n/a	80.00%
LITHUANIA	PACKAGED	0	0	60	0	30	0	n/a	n/a	0.00%
	LITHUANIA - Total	0	0	60	0	30	0	n/a	n/a	0.00%
MEXICO	PACKAGED	10,761,677	11,711,872	11,895,731	10,174,277	8,508,767	1,722,397	-11.65%	-16.37%	22.54%
	MEXICO - Total	10,761,677	11,711,872	11,895,731	10,174,277	8,508,767	1,722,397	-11.65%	-16.37%	22.54%
MONTENEGRO	PACKAGED	3,230	1,974	1,905	1,518	1,971	0	-100.00%	29.90%	0.00%
	MONTENEGRO - Total	3,230	1,974	1,905	1,518	1,971	0	-100.00%	29.90%	0.00%
NETHERLANDS	DRAFT	397,400	473,860	477,130	597,080	510,320	128,080	4.48%	-14.53%	99.42%
	PACKAGED	6,154,069	6,749,047	6,208,167	5,701,326	5,381,391	1,399,864	-2.87%	-5.61%	16.48%
	NETHERLANDS - Total	6,551,469	7,222,907	6,685,297	6,298,406	5,891,711	1,527,944	-2.29%	-6.46%	23.66%
NEW ZEALAND	PACKAGED	104,566	81,559	85,340	73,784	74,595	22,371	1.75%	1.10%	4.46%
	NEW ZEALAND - Total	104,566	81,559	85,340	73,784	74,595	22,371	1.75%	1.10%	4.46%
NORWAY	PACKAGED	0	0	0	636	1,390	2	-99.61%	118.47%	0.00%
	NORWAY - Total	0	0	0	636	1,390	2	-99.61%	118.47%	0.00%
PHILIPPINES	PACKAGED	22,332	22,582	33,458	64,254	75,117	19,693	5.08%	16.91%	3.88%
	PHILIPPINES - Total	22,332	22,582	33,458	64,254	75,117	19,693	5.08%	16.91%	3.88%
POLAND	PACKAGED	94,277	109,031	93,346	117,871	116,182	29,566	0.43%	-1.43%	5.02%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
POLAND	POLAND - Total	94,277	109,031	93,346	117,871	116,182	29,566	0.43%	-1.43%	5.02%
PORTUGAL	PACKAGED	17	0	0	0	8,041	3,980	n/a	n/a	19.33%
	PORTUGAL - Total	17	0	0	0	8,041	3,980	n/a	n/a	19.33%
RUSSIA (USSR)	PACKAGED	26,929	49,262	43,575	34,557	32,082	13,004	60.93%	-7.16%	5.85%
	RUSSIA (USSR) - Total	26,929	49,262	43,575	34,557	32,082	13,004	60.93%	-7.16%	5.85%
SERBIA	PACKAGED	0	0	0	0	1,876	780	n/a	n/a	2.53%
	SERBIA - Total	0	0	0	0	1,876	780	n/a	n/a	2.53%
SINGAPORE	PACKAGED	69,394	72,554	59,741	56,876	64,122	14,478	3.12%	12.74%	33.51%
	SINGAPORE - Total	69,394	72,554	59,741	56,876	64,122	14,478	3.12%	12.74%	33.51%
SLOVAK REPUBLIC	PACKAGED	7,178	0	3,280	4,038	2,048	450	-15.01%	-49.28%	1.46%
	SLOVAK REPUBLIC - Total	7,178	0	3,280	4,038	2,048	450	-15.01%	-49.28%	1.46%
SLOVENIA	PACKAGED	39,190	32,194	15,282	1,344	719	0	-100.09%	-46.50%	0.00%
	SLOVENIA - Total	39,190	32,194	15,282	1,344	719	0	-100.09%	-46.50%	0.00%
SOUTH AFRICA	PACKAGED	39,902	26,767	30,160	29,937	34,536	8,411	-4.95%	15.37%	3.69%
	SOUTH AFRICA - Total	39,902	26,767	30,160	29,937	34,536	8,411	-4.95%	15.37%	3.69%
SPAIN	PACKAGED	16,081	126,661	153,442	200,356	236,064	66,146	9.92%	17.82%	7.69%
	SPAIN - Total	16,081	126,661	153,442	200,356	236,064	66,146	9.92%	17.82%	7.69%
THAILAND	PACKAGED	103,224	87,831	77,310	81,381	90,071	23,264	13.22%	10.68%	55.50%
	THAILAND - Total	103,224	87,831	77,310	81,381	90,071	23,264	13.22%	10.68%	55.50%
TRINIDAD AND TOBAGO	PACKAGED	22,766	21,266	18,397	21,579	24,522	4,780	3.16%	13.64%	13.11%
	TRINIDAD AND TOBAGO - Total	22,766	21,266	18,397	21,579	24,522	4,780	3.16%	13.64%	13.11%
TURKEY	PACKAGED	45,331	48,900	34,459	33,155	46,406	15,974	95.50%	39.97%	18.31%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TURKEY	TURKEY - Total	45,331	48,900	34,459	33,155	46,406	15,974	95.50%	39.97%	18.31%
UKRAINE	PACKAGED	8,566	7,190	6,010	5,400	50	0	-100.00%	-99.07%	0.00%
	UKRAINE - Total	8,566	7,190	6,010	5,400	50	0	-100.00%	-99.07%	0.00%
UNITED KINGDOM	DRAFT	88,054	80,944	54,672	61,650	69,700	17,050	-2.57%	13.06%	99.14%
	PACKAGED	680,585	749,253	759,331	737,775	694,846	218,617	-0.99%	-5.82%	7.69%
	UNITED KINGDOM - Total	768,639	830,198	814,004	799,425	764,546	235,667	-1.11%	-4.36%	16.02%
UNITED STATES OF AMERICA	DRAFT	9,601	13,016	20,559	46,441	167,446	78,369	381.16%	260.56%	98.42%
	PACKAGED	8,802,743	10,319,910	11,860,706	18,256,639	14,579,229	3,236,087	-36.91%	-20.14%	9.04%
	UNITED STATES OF AMERICA - Total	8,812,343	10,332,927	11,881,265	18,303,080	14,746,676	3,314,456	-35.59%	-19.43%	10.06%
VIETNAM	PACKAGED	6,381	1,394	562	349	1,464	579	69.79%	319.11%	83.80%
	VIETNAM - Total	6,381	1,394	562	349	1,464	579	69.79%	319.11%	83.80%
IMPORT DRAFT - TOTAL		3,256,725	3,455,376	3,327,837	3,434,410	3,313,930	914,876	14.21%	-3.51%	98.95%
IMPORT PACKAGED - TOTAL		39,511,115	43,841,469	44,427,028	47,634,578	41,910,498	9,978,661	-16.85%	-12.02%	14.24%
IMPORT BEER - TOTAL		42,767,841	47,296,845	47,754,865	51,068,988	45,224,428	10,893,537	-14.91%	-11.44%	20.45%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ARGENTINA	PACKAGED	\$416	\$163	\$0	\$6	\$12	\$3	64.60%	106.52%	33.64%
	ARGENTINA - Total	\$416	\$163	\$0	\$6	\$12	\$3	64.60%	106.52%	33.64%
AUSTRALIA	PACKAGED	\$656	\$374	\$226	\$208	\$152	\$28	-23.41%	-27.18%	26.83%
	AUSTRALIA - Total	\$656	\$374	\$226	\$208	\$152	\$28	-23.41%	-27.18%	26.83%
AUSTRIA	DRAFT	\$0	\$0	\$2	\$43	\$57	\$21	78.89%	32.44%	98.14%
	PACKAGED	\$38	\$80	\$209	\$266	\$267	\$82	18.45%	0.46%	36.81%
	AUSTRIA - Total	\$38	\$80	\$211	\$309	\$324	\$103	27.37%	4.90%	47.57%
BELGIUM	DRAFT	\$4,837	\$5,422	\$5,079	\$4,736	\$4,006	\$1,029	-3.83%	-15.42%	99.27%
	PACKAGED	\$20,406	\$24,071	\$22,555	\$20,234	\$19,891	\$5,330	3.40%	-1.69%	18.02%
	BELGIUM - Total	\$25,244	\$29,493	\$27,635	\$24,970	\$23,897	\$6,359	2.15%	-4.30%	31.64%
BRAZIL	PACKAGED	\$5,322	\$4,366	\$2,568	\$788	\$31	\$0	-100.00%	-96.10%	0.00%
	BRAZIL - Total	\$5,322	\$4,366	\$2,568	\$788	\$31	\$0	-100.00%	-96.10%	0.00%
CHILE	PACKAGED	\$0	\$0	\$4	\$6	\$2	\$0	-100.00%	-73.73%	0.00%
	CHILE - Total	\$0	\$0	\$4	\$6	\$2	\$0	-100.00%	-73.73%	0.00%
CHINA	PACKAGED	\$1,209	\$1,356	\$1,508	\$1,598	\$1,444	\$374	3.03%	-9.60%	42.31%
	CHINA - Total	\$1,209	\$1,356	\$1,508	\$1,598	\$1,444	\$374	3.03%	-9.60%	42.31%
CROATIA	PACKAGED	\$0	\$84	\$225	\$315	\$196	\$48	-24.00%	-37.71%	3.64%
	CROATIA - Total	\$0	\$84	\$225	\$315	\$196	\$48	-24.00%	-37.71%	3.64%
CZECH REPUBLIC	DRAFT	\$0	\$0	\$75	\$150	\$168	\$47	22.86%	12.29%	86.01%
	PACKAGED	\$3,245	\$3,192	\$3,387	\$3,662	\$3,710	\$1,002	5.14%	1.30%	5.23%
	CZECH REPUBLIC - Total	\$3,245	\$3,192	\$3,462	\$3,812	\$3,878	\$1,049	5.82%	1.73%	8.74%
DENMARK	DRAFT	\$0	\$21	\$154	\$257	\$289	\$104	68.55%	12.60%	98.19%
	PACKAGED	\$3,416	\$4,651	\$5,475	\$5,780	\$5,735	\$1,476	-6.28%	-0.77%	1.19%
	DENMARK - Total	\$3,416	\$4,673	\$5,629	\$6,036	\$6,024	\$1,579	-3.46%	-0.20%	5.84%
ESTONIA	PACKAGED	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-100.00%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ESTONIA	ESTONIA - Total	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-100.00%	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	\$214	\$227	\$227	\$396	\$747	\$182	41.63%	88.95%	99.78%
	PACKAGED	\$879	\$955	\$1,078	\$1,102	\$2,168	\$692	140.13%	96.85%	28.40%
	FRANCE - Total	\$1,092	\$1,182	\$1,306	\$1,497	\$2,916	\$874	109.74%	94.76%	46.70%
GERMANY	DRAFT	\$842	\$761	\$731	\$988	\$603	\$164	-1.43%	-38.95%	96.19%
	PACKAGED	\$12,411	\$14,233	\$14,858	\$14,387	\$14,336	\$3,808	5.02%	-0.36%	4.04%
	GERMANY - Total	\$13,253	\$14,994	\$15,590	\$15,376	\$14,939	\$3,972	4.73%	-2.84%	7.76%
GREECE	PACKAGED	\$58	\$58	\$56	\$51	\$69	\$20	32.80%	33.99%	75.94%
	GREECE - Total	\$58	\$58	\$56	\$51	\$69	\$20	32.80%	33.99%	75.94%
INDIA	PACKAGED	\$364	\$392	\$332	\$318	\$153	\$6	-93.03%	-51.78%	80.60%
	INDIA - Total	\$364	\$392	\$332	\$318	\$153	\$6	-93.03%	-51.78%	80.60%
IRELAND	DRAFT	\$5,553	\$5,854	\$5,833	\$5,672	\$5,700	\$1,543	7.37%	0.50%	99.68%
	PACKAGED	\$6,380	\$6,952	\$6,921	\$6,708	\$6,863	\$1,904	0.53%	2.31%	13.01%
	IRELAND - Total	\$11,933	\$12,806	\$12,754	\$12,380	\$12,563	\$3,447	3.48%	1.48%	52.33%
ITALY	DRAFT	\$0	\$0	\$0	\$0	\$53	\$50	n/a	n/a	99.71%
	PACKAGED	\$539	\$591	\$926	\$1,144	\$1,551	\$426	28.57%	35.59%	32.45%
	ITALY - Total	\$539	\$591	\$926	\$1,144	\$1,604	\$476	28.57%	35.59%	34.65%
JAMAICA	PACKAGED	\$876	\$1,032	\$1,153	\$1,185	\$1,233	\$291	9.61%	4.10%	21.27%
	JAMAICA - Total	\$876	\$1,032	\$1,153	\$1,185	\$1,233	\$291	9.61%	4.10%	21.27%
JAPAN	DRAFT	\$0	\$0	\$0	\$102	\$311	\$95	81.77%	204.31%	89.44%
	PACKAGED	\$2,087	\$2,400	\$2,657	\$2,766	\$2,599	\$649	-5.32%	-6.01%	63.39%
	JAPAN - Total	\$2,087	\$2,400	\$2,657	\$2,868	\$2,910	\$744	0.86%	1.48%	66.17%
KENYA	PACKAGED	\$38	\$61	\$49	\$69	\$53	\$17	-17.71%	-22.78%	36.91%
	KENYA - Total	\$38	\$61	\$49	\$69	\$53	\$17	-17.71%	-22.78%	36.91%
KOREA - SOUTH	PACKAGED	\$73	\$57	\$48	\$58	\$105	\$31	140.94%	79.97%	50.37%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
KOREA - SOUTH	KOREA - SOUTH - Total	\$73	\$57	\$48	\$58	\$105	\$31	140.94%	79.97%	50.37%
LAOS	PACKAGED	\$0	\$0	\$0	\$0	\$3	\$2	699.87%	1,068.40%	0.00%
	LAOS - Total	\$0	\$0	\$0	\$0	\$3	\$2	699.87%	1,068.40%	0.00%
LATVIA	PACKAGED	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	LATVIA - Total	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
LEBANON	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	80.00%
	LEBANON - Total	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	80.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
MEXICO	PACKAGED	\$49,867	\$55,858	\$57,112	\$50,337	\$45,681	\$9,301	-6.97%	-9.25%	21.66%
	MEXICO - Total	\$49,867	\$55,858	\$57,112	\$50,337	\$45,681	\$9,301	-6.97%	-9.25%	21.66%
MONTENEGRO	PACKAGED	\$16	\$10	\$8	\$7	\$8	\$0	-100.00%	15.06%	0.00%
	MONTENEGRO - Total	\$16	\$10	\$8	\$7	\$8	\$0	-100.00%	15.06%	0.00%
NETHERLANDS	DRAFT	\$1,623	\$1,996	\$2,061	\$2,643	\$2,351	\$597	6.78%	-11.03%	99.41%
	PACKAGED	\$29,784	\$33,862	\$32,001	\$29,803	\$28,563	\$7,467	-1.20%	-4.16%	17.37%
	NETHERLANDS - Total	\$31,407	\$35,858	\$34,062	\$32,445	\$30,915	\$8,064	-0.65%	-4.72%	23.61%
NEW ZEALAND	PACKAGED	\$468	\$378	\$406	\$372	\$417	\$123	1.54%	11.90%	4.38%
	NEW ZEALAND - Total	\$468	\$378	\$406	\$372	\$417	\$123	1.54%	11.90%	4.38%
NORWAY	PACKAGED	\$0	\$0	\$0	\$8	\$16	\$0	-99.68%	93.93%	0.00%
	NORWAY - Total	\$0	\$0	\$0	\$8	\$16	\$0	-99.68%	93.93%	0.00%
PHILIPPINES	PACKAGED	\$107	\$112	\$164	\$296	\$357	\$94	7.29%	20.64%	4.21%
	PHILIPPINES - Total	\$107	\$112	\$164	\$296	\$357	\$94	7.29%	20.64%	4.21%
POLAND	PACKAGED	\$438	\$508	\$446	\$549	\$547	\$139	-0.19%	-0.35%	5.15%
	POLAND - Total	\$438	\$508	\$446	\$549	\$547	\$139	-0.19%	-0.35%	5.15%

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

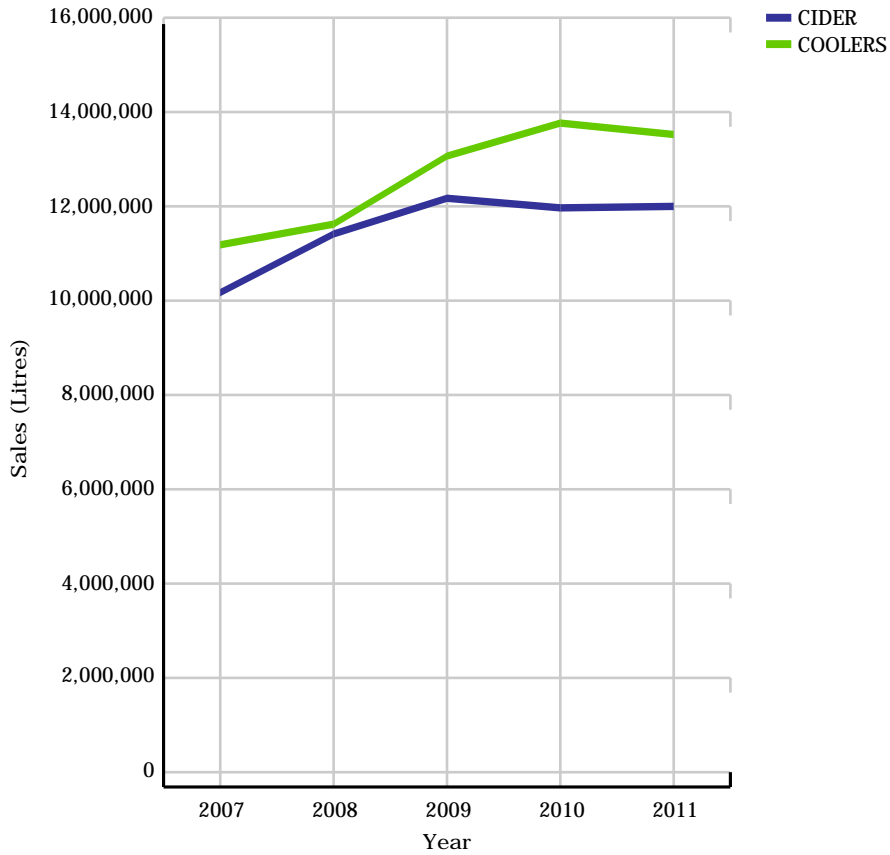
		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
PORTUGAL	PACKAGED	\$0	\$0	\$0	\$0	\$48	\$23	n/a	n/a	19.55%
	PORTUGAL - Total	\$0	\$0	\$0	\$0	\$48	\$23	n/a	n/a	19.55%
RUSSIA (USSR)	PACKAGED	\$107	\$198	\$178	\$153	\$143	\$57	62.29%	-6.49%	5.96%
	RUSSIA (USSR) - Total	\$107	\$198	\$178	\$153	\$143	\$57	62.29%	-6.49%	5.96%
SERBIA	PACKAGED	\$0	\$0	\$0	\$0	\$7	\$3	n/a	n/a	2.68%
	SERBIA - Total	\$0	\$0	\$0	\$0	\$7	\$3	n/a	n/a	2.68%
SINGAPORE	PACKAGED	\$323	\$346	\$291	\$272	\$309	\$72	5.06%	13.71%	35.60%
	SINGAPORE - Total	\$323	\$346	\$291	\$272	\$309	\$72	5.06%	13.71%	35.60%
SLOVAK REPUBLIC	PACKAGED	\$29	\$0	\$17	\$20	\$12	\$3	-14.75%	-40.51%	1.47%
	SLOVAK REPUBLIC - Total	\$29	\$0	\$17	\$20	\$12	\$3	-14.75%	-40.51%	1.47%
SLOVENIA	PACKAGED	\$151	\$125	\$61	\$6	\$3	\$0	-100.09%	-46.18%	0.00%
	SLOVENIA - Total	\$151	\$125	\$61	\$6	\$3	\$0	-100.09%	-46.18%	0.00%
SOUTH AFRICA	PACKAGED	\$151	\$105	\$119	\$119	\$140	\$34	-4.95%	17.87%	3.69%
	SOUTH AFRICA - Total	\$151	\$105	\$119	\$119	\$140	\$34	-4.95%	17.87%	3.69%
SPAIN	PACKAGED	\$77	\$474	\$598	\$841	\$1,052	\$289	12.72%	25.11%	10.09%
	SPAIN - Total	\$77	\$474	\$598	\$841	\$1,052	\$289	12.72%	25.11%	10.09%
THAILAND	PACKAGED	\$518	\$450	\$409	\$430	\$464	\$121	14.85%	7.97%	55.90%
	THAILAND - Total	\$518	\$450	\$409	\$430	\$464	\$121	14.85%	7.97%	55.90%
TRINIDAD AND TOBAGO	PACKAGED	\$111	\$103	\$93	\$113	\$128	\$26	3.51%	13.16%	13.26%
	TRINIDAD AND TOBAGO - Total	\$111	\$103	\$93	\$113	\$128	\$26	3.51%	13.16%	13.26%
TURKEY	PACKAGED	\$201	\$216	\$164	\$160	\$227	\$79	98.95%	41.81%	19.48%
	TURKEY - Total	\$201	\$216	\$164	\$160	\$227	\$79	98.95%	41.81%	19.48%

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

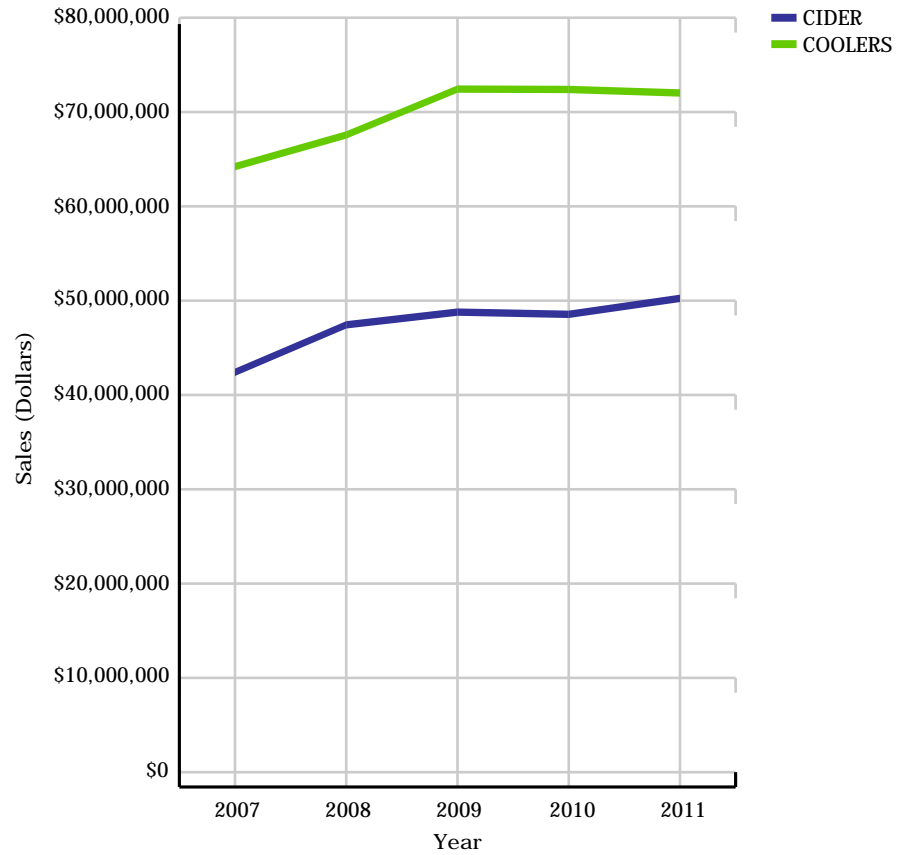
		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
UKRAINE	PACKAGED	\$39	\$33	\$28	\$25	\$0	\$0	-100.00%	-99.07%	0.00%
	UKRAINE - Total	\$39	\$33	\$28	\$25	\$0	\$0	-100.00%	-99.07%	0.00%
UNITED KINGDOM	DRAFT	\$362	\$340	\$230	\$265	\$313	\$77	-0.15%	18.40%	99.15%
	PACKAGED	\$3,831	\$4,323	\$4,558	\$4,445	\$4,396	\$1,427	4.17%	-1.10%	7.92%
	UNITED KINGDOM - Total	\$4,193	\$4,664	\$4,788	\$4,710	\$4,710	\$1,504	3.94%	-0.01%	13.99%
UNITED STATES OF AMERICA	DRAFT	\$37	\$53	\$100	\$234	\$726	\$308	286.40%	210.67%	98.36%
	PACKAGED	\$35,731	\$42,979	\$51,906	\$75,962	\$63,167	\$14,252	-30.22%	-16.84%	9.72%
	UNITED STATES OF AMERICA - Total	\$35,768	\$43,031	\$52,006	\$76,196	\$63,892	\$14,561	-28.99%	-16.15%	10.73%
VIETNAM	PACKAGED	\$30	\$7	\$3	\$2	\$7	\$3	70.82%	321.62%	83.77%
	VIETNAM - Total	\$30	\$7	\$3	\$2	\$7	\$3	70.82%	321.62%	83.77%
IMPORT DRAFT - TOTAL		\$13,468	\$14,674	\$14,493	\$15,485	\$15,325	\$4,217	14.54%	-1.03%	98.93%
IMPORT PACKAGED - TOTAL		\$180,392	\$205,158	\$212,796	\$224,573	\$206,268	\$49,703	-11.04%	-8.15%	15.19%
IMPORT BEER - TOTAL		\$193,860	\$219,832	\$227,290	\$240,058	\$221,593	\$53,920	-9.46%	-7.69%	20.98%

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 DECEMBER 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 2012
DOMESTIC DRAFT	33,296	42,644	67,032	91,502	102,490	21,492	3.04%	12.01%	94.52%
PACKAGED	9,160,931	9,744,959	10,253,462	9,979,440	9,808,188	2,293,362	3.21%	-1.72%	5.94%
PACKAGED - OTHER	26,258	42,763	9,048	30,507	32,900	9,909	10.34%	7.84%	6.19%
DOMESTIC - TOTAL	9,220,485	9,830,366	10,329,543	10,101,449	9,943,578	2,324,763	3.23%	-1.56%	6.85%
IMPORT DRAFT	374,900	422,550	400,650	380,150	373,200	92,400	9.22%	-1.83%	99.33%
PACKAGED	653,784	1,239,868	1,520,279	1,565,175	1,761,108	379,318	10.70%	12.52%	14.57%
IMPORT - TOTAL	1,028,684	1,662,418	1,920,929	1,945,325	2,134,308	471,718	10.41%	9.71%	29.39%
CIDER - TOTAL	10,249,169	11,492,784	12,250,472	12,046,774	12,077,886	2,796,481	4.38%	0.26%	10.83%

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
DOMESTIC DRAFT	\$115	\$162	\$258	\$354	\$399	\$83	0.18%	12.48%	94.75%
PACKAGED	\$36,830	\$38,589	\$38,580	\$38,015	\$38,415	\$9,190	5.72%	1.05%	6.18%
PACKAGED - OTHER	\$542	\$819	\$317	\$590	\$555	\$167	-0.96%	-5.92%	6.47%
DOMESTIC - TOTAL	\$37,487	\$39,570	\$39,155	\$38,960	\$39,369	\$9,440	5.54%	1.05%	7.08%
IMPORT DRAFT	\$1,669	\$1,886	\$1,906	\$1,765	\$1,701	\$421	9.17%	-3.65%	99.31%
PACKAGED	\$3,640	\$6,373	\$8,120	\$8,220	\$9,569	\$2,140	18.97%	16.41%	15.54%
IMPORT - TOTAL	\$5,309	\$8,259	\$10,026	\$9,985	\$11,270	\$2,561	17.24%	12.86%	28.18%
CIDER - TOTAL	\$42,796	\$47,829	\$49,182	\$48,945	\$50,638	\$12,001	7.84%	3.46%	11.77%

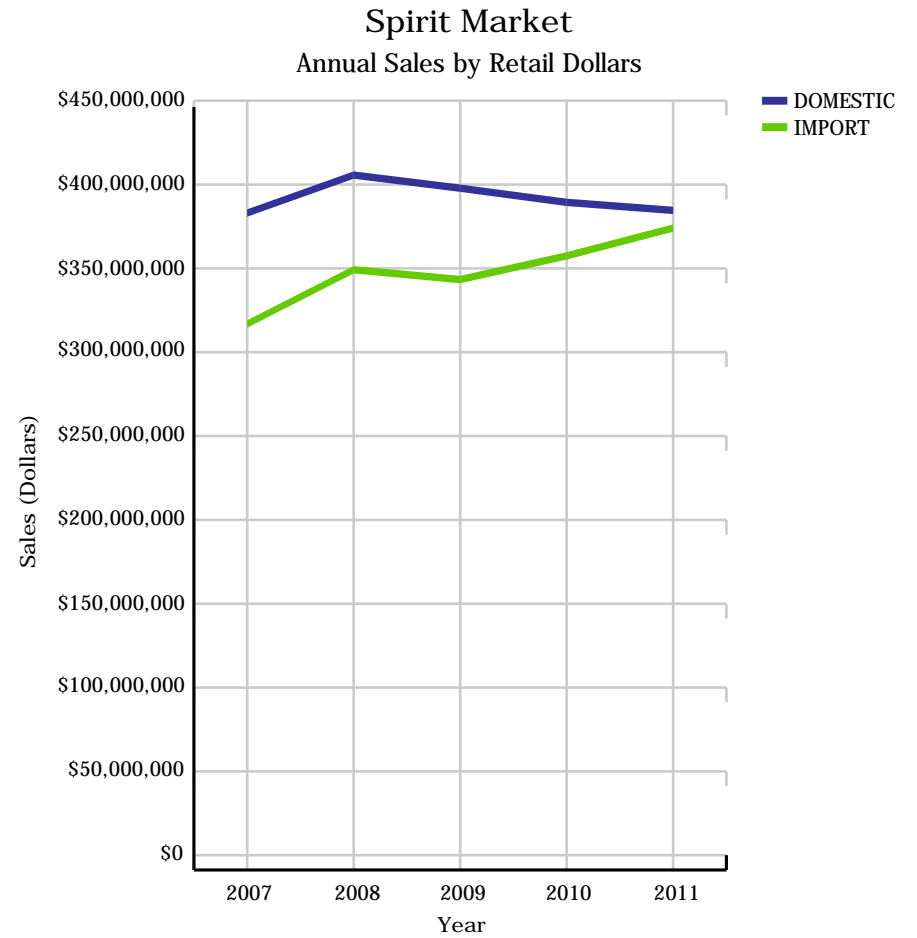
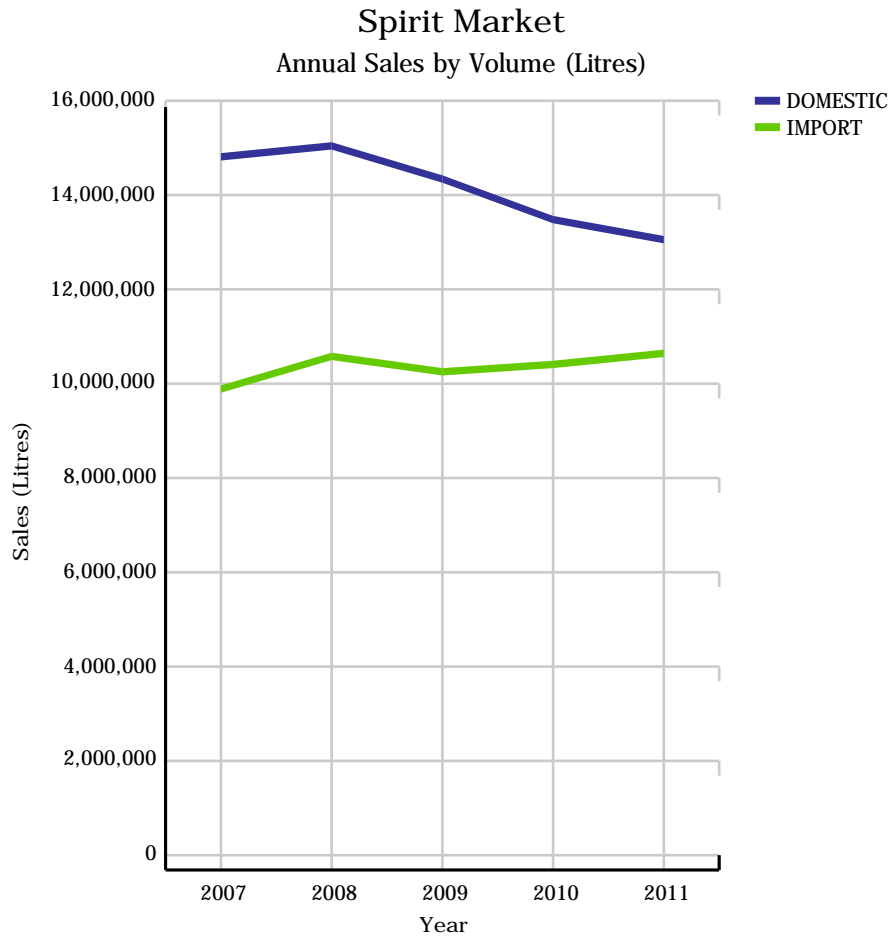
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC	BEER	6,511	1,518	427	-2	-3	0	100.00%	-50.00%	0.00%
	OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
	SPIRIT	8,619,197	8,734,818	10,267,954	11,444,150	11,521,867	2,333,739	8.84%	0.68%	7.30%
	WINE	895,648	893,482	1,042,168	877,562	696,642	164,113	-8.83%	-20.62%	2.37%
	DOMESTIC - TOTAL	9,521,355	9,629,818	11,310,549	12,321,711	12,218,507	2,497,853	7.47%	-0.84%	7.02%
IMPORT	BEER	5,355	1,082	739	1,163	3,794	628	32.59%	226.05%	0.95%
	OTHER	0	0	0	0	-153	-153	n/a	n/a	29.37%
	SPIRIT	1,519,844	1,807,111	1,562,688	1,339,976	1,247,813	224,151	-15.63%	-6.88%	4.30%
	WINE	372,544	419,125	427,244	337,961	289,168	73,210	0.97%	-14.44%	5.98%
	IMPORT - TOTAL	1,897,742	2,227,318	1,990,672	1,679,100	1,540,622	297,837	-12.05%	-8.25%	4.60%
COOLERS - TOTAL		11,419,097	11,857,136	13,301,220	14,000,811	13,759,128	2,795,690	4.99%	-1.73%	6.75%

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

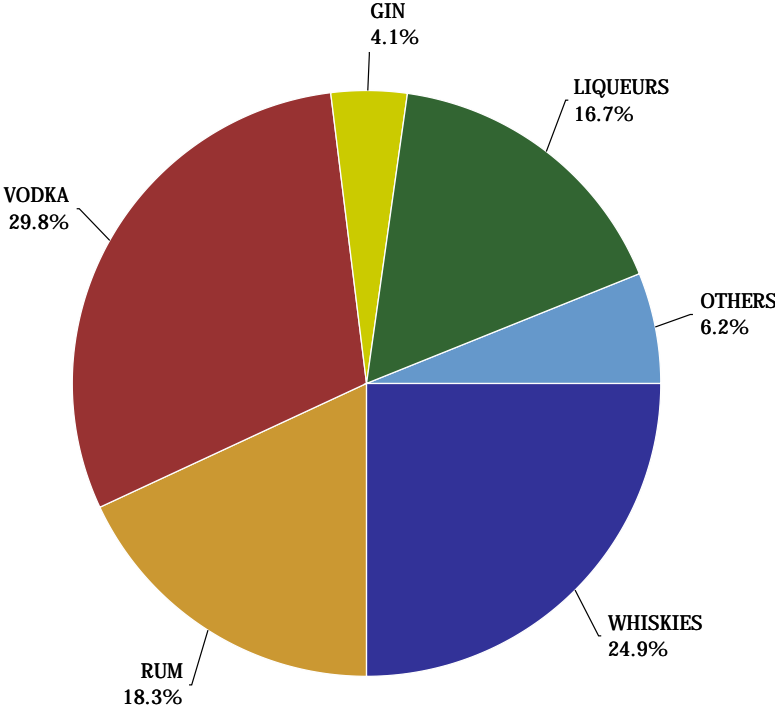
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC BEER	\$54	\$13	\$4	\$0	\$0	\$0	100.00%	-50.03%	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$48,661	\$49,817	\$54,968	\$57,510	\$59,208	\$12,205	9.50%	2.95%	8.06%
WINE	\$3,570	\$3,593	\$4,688	\$4,004	\$3,030	\$685	-14.38%	-24.33%	2.77%
DOMESTIC - TOTAL	\$52,285	\$53,423	\$59,660	\$61,513	\$62,237	\$12,890	7.90%	1.18%	7.80%
IMPORT BEER	\$26	\$5	\$3	\$7	\$21	\$3	10.91%	221.45%	0.78%
OTHER	\$0	\$0	\$0	\$0	(\$1)	(\$1)	n/a	n/a	29.37%
SPIRIT	\$10,472	\$12,448	\$11,029	\$9,607	\$8,833	\$1,658	-15.84%	-8.06%	3.96%
WINE	\$2,606	\$2,870	\$2,916	\$2,443	\$2,110	\$556	-1.60%	-13.65%	5.35%
IMPORT - TOTAL	\$13,103	\$15,322	\$13,948	\$12,057	\$10,962	\$2,216	-12.68%	-9.08%	4.22%
COOLERS - TOTAL	\$65,388	\$68,745	\$73,608	\$73,570	\$73,200	\$15,106	4.30%	-0.50%	7.27%

Spirit Sales

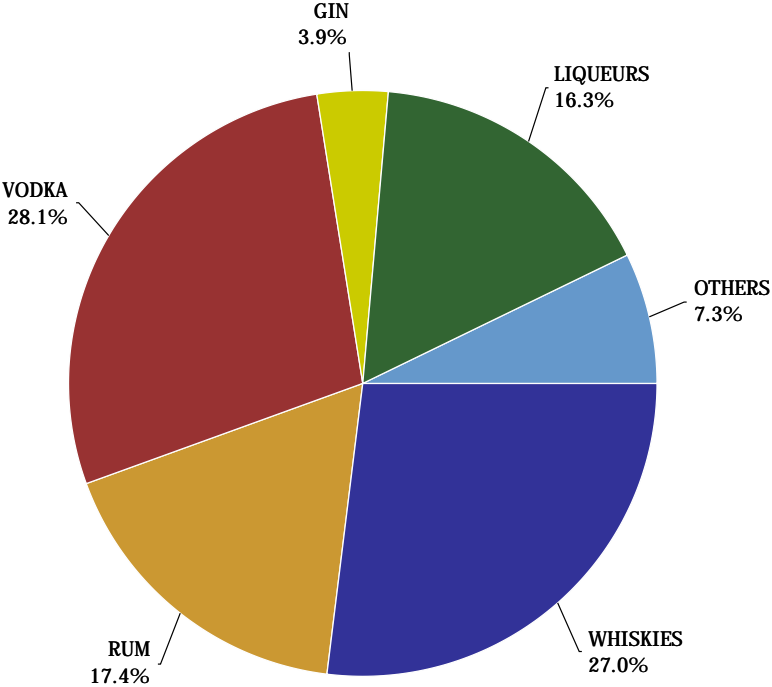


Spirit Market

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 DECEMBER 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 2012
ARMAGNAC			1,141	1,317	1,467	1,268	1,893	814	36.62%	49.26%	9.63%
ASIAN SPIRITS			133,611	137,488	133,528	133,005	136,835	36,636	-2.49%	2.88%	41.70%
BRANDY	DOMESTIC		97,750	93,798	84,761	75,766	68,912	22,722	-4.73%	-9.05%	7.43%
	IMPORT		441,485	435,657	410,969	392,470	382,063	131,991	-2.02%	-2.65%	3.88%
BRANDY			539,235	529,455	495,730	468,236	450,975	154,713	-2.43%	-3.69%	4.42%
CACHACA			3,824	4,649	4,626	4,603	4,147	897	-0.37%	-9.92%	42.81%
COGNAC			46,049	43,979	40,151	40,557	45,433	17,191	9.27%	12.02%	14.08%
EAUX DE VIE	DOMESTIC		1,316	1,021	790	720	664	222	-10.05%	-7.71%	13.33%
	IMPORT		11,454	13,214	16,971	16,117	15,161	5,580	-8.79%	-5.93%	8.78%
EAUX DE VIE			12,770	14,235	17,761	16,836	15,825	5,801	-8.84%	-6.00%	8.97%
GIN	DOMESTIC		396,052	371,451	379,263	328,804	304,762	77,936	-4.00%	-7.31%	18.41%
	IMPORT		830,308	882,343	834,056	827,865	842,322	228,702	7.59%	1.75%	14.88%
GIN			1,226,360	1,253,794	1,213,318	1,156,669	1,147,085	306,638	4.39%	-0.83%	15.82%
RUM	AMBER	DOMESTIC	1,066,351	1,160,034	1,140,273	1,165,784	1,146,745	408,571	-5.49%	-1.63%	6.89%
		IMPORT	558,825	600,136	652,779	702,369	736,887	273,072	8.01%	4.91%	6.50%
	AMBER	1,625,176	1,760,171	1,793,053	1,868,153	1,883,632	681,644	-0.51%	0.83%	6.74%	
DARK	DOMESTIC		517,150	504,915	480,530	429,784	396,427	138,187	-5.44%	-7.76%	8.87%
	IMPORT		203,045	209,134	187,988	187,676	196,308	73,416	13.81%	4.60%	4.36%
	DARK		720,194	714,049	668,518	617,460	592,735	211,603	0.46%	-4.00%	7.38%
WHITE	DOMESTIC		1,884,643	1,899,773	1,817,925	1,656,737	1,546,901	459,859	-1.97%	-6.63%	11.64%
	IMPORT		127,298	123,036	114,336	105,683	107,411	27,770	5.37%	1.64%	16.84%
	WHITE		2,011,940	2,022,808	1,932,260	1,762,419	1,654,312	487,629	-1.58%	-6.13%	11.98%
RUM	DOMESTIC		3,468,143	3,564,722	3,438,728	3,252,304	3,090,073	1,006,617	-3.91%	-4.99%	9.52%
	IMPORT		889,167	932,306	955,103	995,729	1,040,606	374,258	8.89%	4.51%	7.16%
RUM			4,357,311	4,497,028	4,393,832	4,248,033	4,130,679	1,380,876	-0.74%	-2.76%	8.93%
TEQUILA	IMPORT		453,971	497,762	508,074	515,921	541,536	143,993	14.34%	4.96%	36.44%
TEQUILA			453,971	497,762	508,074	515,921	541,536	143,993	14.34%	4.96%	36.44%
VODKA	DOMESTIC		5,190,616	5,396,227	5,255,717	4,896,678	4,722,604	1,335,570	0.16%	-3.55%	13.55%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
VODKA	IMPORT	2,240,693	2,614,401	2,790,619	3,040,742	3,167,115	920,151	5.52%	4.16%	13.29%
VODKA		7,431,309	8,010,628	8,046,336	7,937,420	7,889,719	2,255,721	2.28%	-0.60%	13.45%
WHISKY	AMERICAN WHISKY	302,218	326,428	319,783	346,273	389,155	123,627	17.21%	12.38%	25.15%
	CANADIAN WHISKY	4,741,903	4,672,024	4,319,128	4,098,261	4,045,531	1,269,541	0.70%	-1.29%	6.80%
	IRISH WHISKY	89,103	100,268	106,724	121,141	138,124	46,367	14.31%	14.02%	19.50%
	JAPANESE WHISKY	118	57	560	501	758	381	240.75%	51.30%	11.23%
	SCOTCH - BLEND	1,186,064	1,140,236	1,050,063	1,036,889	1,031,482	315,523	0.05%	-0.52%	3.09%
	SCOTCH - MALT	316,706	331,940	319,675	323,566	338,709	126,653	5.42%	4.68%	7.79%
	OTHER WHISKY	617	485	1,121	2,037	7,673	1,443	79.09%	276.59%	0.82%
WHISKY		6,636,729	6,571,438	6,117,054	5,928,668	5,951,432	1,883,535	2.18%	0.38%	7.66%
OTHER SPIRITS	MISC.	29	0	0	0	0	0	n/a	n/a	0.00%
	RESTRICTED	1,205	1,258	1,424	1,444	1,328	350	2.19%	-7.97%	0.04%
	APERITIF	11,382	11,953	13,272	12,642	14,777	4,106	19.57%	16.89%	20.83%
	FLAVOURED	984	1,037	2,581	3,072	8,832	5,478	734.95%	187.52%	1.40%
	READY TO MIX COCKTAILS	176,829	174,488	163,945	156,761	149,743	34,644	1.34%	-4.48%	54.73%
	READY TO SERVE COCKTAILS	103,709	250,010	230,971	169,605	176,982	38,614	15.58%	4.35%	2.30%
SCHNAPPS		7,003	7,200	6,524	6,474	5,725	2,151	-14.66%	-11.58%	3.39%
OTHER SPIRITS		301,142	445,946	418,717	349,997	357,387	85,342	14.48%	2.11%	25.02%
SPIRIT - GIFT PACKS	DOMESTIC	16,608	13,729	12,610	10,035	25,852	11,868	36.13%	157.63%	1.42%
	IMPORT	47,333	27,138	22,723	18,648	17,432	9,198	-43.34%	-6.52%	0.54%
SPIRIT - GIFT PACKS		63,941	40,867	35,333	28,683	43,285	21,066	-15.57%	50.91%	1.06%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ARMAGNAC			\$131	\$160	\$189	\$142	\$198	\$90	32.22%	40.05%	13.08%
ASIAN SPIRITS			\$3,333	\$3,514	\$3,506	\$4,450	\$6,765	\$1,666	12.29%	52.03%	24.82%
BRANDY	DOMESTIC		\$2,405	\$2,401	\$2,249	\$2,117	\$1,972	\$650	-5.09%	-6.87%	7.42%
	IMPORT		\$11,461	\$11,581	\$11,274	\$11,273	\$11,216	\$3,893	-1.61%	-0.50%	4.21%
BRANDY			\$13,866	\$13,982	\$13,523	\$13,390	\$13,188	\$4,543	-2.12%	-1.51%	4.69%
CACHACA			\$140	\$176	\$173	\$186	\$174	\$38	-2.55%	-6.58%	42.44%
COGNAC			\$4,406	\$4,328	\$4,065	\$4,248	\$5,444	\$2,080	25.50%	28.16%	12.21%
EAUX DE VIE	DOMESTIC		\$115	\$99	\$84	\$77	\$70	\$22	-17.37%	-7.94%	13.45%
	IMPORT		\$549	\$607	\$842	\$792	\$734	\$266	-13.88%	-7.36%	10.63%
EAUX DE VIE			\$664	\$706	\$926	\$868	\$804	\$289	-14.16%	-7.41%	10.88%
GIN	DOMESTIC		\$10,092	\$9,887	\$10,404	\$9,393	\$8,997	\$2,312	-2.60%	-4.22%	18.05%
	IMPORT		\$23,648	\$25,952	\$24,996	\$25,249	\$26,094	\$7,112	7.85%	3.35%	14.88%
GIN			\$33,740	\$35,839	\$35,400	\$34,642	\$35,091	\$9,424	5.09%	1.30%	15.70%
RUM	AMBER	DOMESTIC	\$28,635	\$32,938	\$33,132	\$35,286	\$35,720	\$12,809	-3.43%	1.23%	6.94%
		IMPORT	\$15,689	\$17,590	\$20,154	\$22,920	\$24,571	\$9,060	8.40%	7.20%	6.84%
	AMBER		\$44,324	\$50,528	\$53,286	\$58,206	\$60,292	\$21,869	1.14%	3.58%	6.90%
DARK	DOMESTIC		\$12,795	\$13,014	\$12,860	\$12,313	\$11,618	\$4,041	-6.49%	-5.64%	8.80%
		IMPORT	\$5,469	\$5,831	\$5,436	\$5,696	\$6,387	\$2,442	19.69%	12.12%	4.55%
	DARK		\$18,264	\$18,845	\$18,295	\$18,009	\$18,005	\$6,483	1.91%	-0.03%	7.29%
WHITE	DOMESTIC		\$47,181	\$49,258	\$48,847	\$46,599	\$44,513	\$13,285	-2.01%	-4.48%	11.50%
		IMPORT	\$3,428	\$3,425	\$3,261	\$3,085	\$3,229	\$847	7.56%	4.67%	17.10%
	WHITE		\$50,609	\$52,683	\$52,108	\$49,684	\$47,743	\$14,131	-1.49%	-3.91%	11.88%
RUM	DOMESTIC		\$88,611	\$95,210	\$94,839	\$94,198	\$91,852	\$30,136	-3.24%	-2.49%	9.38%
	IMPORT		\$24,587	\$26,846	\$28,851	\$31,701	\$34,187	\$12,348	10.40%	7.84%	7.38%
RUM			\$113,197	\$122,056	\$123,690	\$125,899	\$126,039	\$42,484	0.37%	0.11%	8.84%
TEQUILA	IMPORT		\$19,217	\$22,165	\$22,349	\$21,976	\$22,242	\$5,957	7.52%	1.21%	34.95%
TEQUILA			\$19,217	\$22,165	\$22,349	\$21,976	\$22,242	\$5,957	7.52%	1.21%	34.95%
VODKA	DOMESTIC		\$130,381	\$140,674	\$141,957	\$138,235	\$136,231	\$38,544	-0.12%	-1.45%	13.41%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
VODKA	IMPORT	\$65,211	\$79,500	\$87,156	\$97,396	\$103,071	\$30,182	6.04%	5.83%	14.54%
VODKA		\$195,592	\$220,174	\$229,112	\$235,631	\$239,302	\$68,726	2.49%	1.56%	13.90%
WHISKY	AMERICAN WHISKY	\$10,059	\$11,132	\$11,318	\$12,537	\$14,431	\$4,633	18.76%	15.11%	24.90%
	CANADIAN WHISKY	\$128,234	\$132,473	\$125,067	\$122,563	\$122,832	\$38,568	-0.14%	0.22%	6.74%
	IRISH WHISKY	\$3,307	\$3,794	\$4,132	\$4,801	\$5,556	\$1,879	13.58%	15.74%	18.79%
	JAPANESE WHISKY	\$16	\$8	\$58	\$65	\$97	\$48	185.25%	47.96%	11.71%
	SCOTCH - BLEND	\$37,342	\$38,050	\$35,230	\$35,325	\$35,422	\$10,949	-0.25%	0.28%	3.82%
	SCOTCH - MALT	\$20,276	\$22,521	\$22,388	\$23,543	\$25,352	\$9,622	7.62%	7.69%	8.63%
	OTHER WHISKY	\$64	\$57	\$114	\$208	\$404	\$111	42.50%	93.94%	1.62%
WHISKY		\$199,298	\$208,035	\$198,307	\$199,042	\$204,094	\$65,810	2.52%	2.54%	8.03%
OTHER SPIRITS	MISC.	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RESTRICTED	\$52	\$56	\$66	\$66	\$61	\$16	2.23%	-7.93%	0.04%
	APERITIF	\$353	\$374	\$412	\$399	\$465	\$129	17.72%	16.54%	20.76%
	FLAVOURED	\$35	\$39	\$98	\$107	\$213	\$116	347.48%	98.74%	3.16%
	READY TO MIX COCKTAILS	\$4,080	\$4,026	\$3,807	\$3,709	\$3,594	\$830	0.88%	-3.12%	54.04%
	READY TO SERVE COCKTAILS	\$1,708	\$5,332	\$5,048	\$3,904	\$3,984	\$942	7.60%	2.04%	2.21%
	SCHNAPPS	\$225	\$265	\$245	\$248	\$223	\$84	-14.24%	-10.26%	3.38%
OTHER SPIRITS		\$6,453	\$10,093	\$9,676	\$8,435	\$8,540	\$2,117	8.71%	1.25%	25.07%
SPIRIT - GIFT PACKS	DOMESTIC	\$675	\$587	\$506	\$490	\$908	\$499	10.61%	85.20%	1.21%
	IMPORT	\$2,032	\$1,143	\$997	\$929	\$893	\$546	-33.35%	-3.90%	0.59%
SPIRIT - GIFT PACKS		\$2,707	\$1,730	\$1,503	\$1,419	\$1,801	\$1,045	-17.73%	26.88%	0.90%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ALMOND	DOMESTIC	25,501	23,882	18,244	14,287	12,070	3,800	-6.69%	-15.51%	64.97%
	IMPORT	116,917	116,918	110,157	106,407	103,157	42,436	-3.37%	-3.05%	13.56%
	ALMOND - TOTAL	142,418	140,800	128,402	120,694	115,227	46,236	-3.65%	-4.53%	18.94%
ANISE / LICORICE	DOMESTIC	5,757	4,210	2,202	1,570	1,220	277	-30.77%	-22.30%	67.06%
	IMPORT	165,067	164,220	147,494	141,697	134,651	43,810	-1.83%	-4.97%	19.76%
	ANISE / LICORICE - TOTAL	170,824	168,431	149,696	143,268	135,871	44,087	-2.08%	-5.16%	20.19%
APPLE	DOMESTIC	0	0	0	103	451	96	55.56%	340.00%	98.48%
	IMPORT	62,976	63,578	51,741	44,147	38,521	11,651	-7.08%	-12.74%	45.84%
	APPLE - TOTAL	62,976	63,578	51,741	44,250	38,973	11,746	-6.77%	-11.93%	46.45%
APRICOT	DOMESTIC	10,487	9,373	8,591	8,604	8,012	3,358	-2.78%	-6.88%	2.96%
	IMPORT	19,900	19,655	18,964	20,046	19,953	6,945	-3.54%	-0.46%	18.81%
	APRICOT - TOTAL	30,387	29,028	27,555	28,650	27,965	10,303	-3.29%	-2.39%	14.27%
BANANA	DOMESTIC	18,630	18,439	9,269	4,045	3,298	808	-12.61%	-18.46%	17.73%
	IMPORT	31,393	34,460	33,627	33,154	31,504	9,132	1.99%	-4.98%	63.89%
	BANANA - TOTAL	50,023	52,900	42,896	37,199	34,802	9,940	0.62%	-6.44%	59.52%
BERRY - OTHER	DOMESTIC	9	70	135	402	734	375	80.18%	82.39%	0.97%
	IMPORT	1,399	1,700	1,317	841	627	157	-25.58%	-25.45%	35.39%
	BERRY - OTHER - TOTAL	1,408	1,770	1,452	1,243	1,361	532	26.92%	9.44%	16.83%
BLACK CURRANT / CASSIS	DOMESTIC	0	25	384	280	173	22	-51.64%	-38.29%	0.00%
	IMPORT	9,257	8,240	7,415	6,988	6,548	2,131	-11.34%	-6.30%	36.42%
	BLACK CURRANT / CASSIS - TOTAL	9,257	8,265	7,799	7,268	6,721	2,153	-12.10%	-7.53%	35.49%
BLACKBERRY	DOMESTIC	1	33	74	30	21	7	-38.71%	-32.10%	0.00%
	IMPORT	3,038	3,293	2,901	3,140	2,551	1,009	5.29%	-18.76%	25.69%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
BLACKBERRY	BLACKBERRY - TOTAL	3,039	3,326	2,974	3,170	2,571	1,016	4.76%	-18.89%	25.49%
BUTTERSCOTCH	DOMESTIC	440	388	343	474	564	198	81.25%	18.99%	97.17%
	IMPORT	50,360	54,586	49,118	51,029	57,227	18,926	11.68%	12.15%	50.78%
	BUTTERSCOTCH - TOTAL	50,800	54,973	49,461	51,503	57,791	19,124	12.13%	12.21%	51.23%
CACAO / CHOCOLATE	DOMESTIC	7,154	6,838	6,110	6,162	5,572	2,084	-12.14%	-9.57%	23.84%
	IMPORT	2,624	828	-2	0	1	1	n/a	n/a	0.00%
	CACAO / CHOCOLATE - TOTAL	9,777	7,666	6,108	6,162	5,573	2,085	-12.11%	-9.55%	23.83%
CACAO / WHITE	DOMESTIC	31,681	30,829	24,871	24,032	23,059	8,118	2.87%	-4.05%	53.55%
	IMPORT	4,581	4,814	2,752	11	6	1	200.00%	-45.21%	112.50%
	CACAO / WHITE - TOTAL	36,261	35,643	27,622	24,043	23,065	8,119	2.89%	-4.07%	53.57%
CHERRY	DOMESTIC	2,545	1,570	50	252	181	78	-27.27%	-28.12%	-0.21%
	IMPORT	10,079	9,707	9,108	8,572	8,660	3,212	6.34%	1.03%	25.95%
	CHERRY - TOTAL	12,624	11,277	9,158	8,824	8,842	3,290	5.19%	0.20%	25.42%
CHESTNUT	IMPORT	0	0	4	34	8	1	-92.31%	-75.51%	58.33%
	CHESTNUT - TOTAL	0	0	4	34	8	1	-92.31%	-75.51%	58.33%
CITRUS OTHER THAN ORANGE	IMPORT	955	497	21	0	486	486	n/a	n/a	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	955	497	21	0	486	486	n/a	n/a	0.00%
COCONUT	DOMESTIC	147,135	145,519	123,889	119,922	118,773	28,655	-9.02%	-0.96%	13.27%
	IMPORT	18,320	18,943	15,291	14,956	13,311	3,268	-4.20%	-11.00%	21.15%
	COCONUT - TOTAL	165,455	164,462	139,181	134,877	132,084	31,923	-8.55%	-2.07%	14.07%
COFFEE	DOMESTIC	14,373	12,497	7,946	2,390	1,946	308	-59.20%	-18.55%	39.00%
	IMPORT	377,562	370,297	323,129	302,326	288,424	118,939	-0.98%	-4.60%	13.08%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
COFFEE	COFFEE - TOTAL	391,934	382,794	331,075	304,716	290,370	119,247	-1.35%	-4.71%	13.25%
CRANBERRY	DOMESTIC	0	30	36	30	31	15	53.85%	3.80%	0.00%
	CRANBERRY - TOTAL	0	30	36	30	31	15	53.85%	3.80%	0.00%
CREAM	DOMESTIC	3,544	2,023	2,615	1,886	1,381	535	2.97%	-26.81%	29.75%
	IMPORT	1,102,126	1,115,224	1,031,591	1,040,329	1,022,392	495,212	1.55%	-1.72%	5.46%
	CREAM - TOTAL	1,105,670	1,117,247	1,034,205	1,042,215	1,023,773	495,746	1.55%	-1.77%	5.49%
EGG	IMPORT	5,133	5,914	5,975	5,736	5,264	2,962	-6.99%	-8.24%	1.64%
	EGG - TOTAL	5,133	5,914	5,975	5,736	5,264	2,962	-6.99%	-8.24%	1.64%
FRUIT - OTHER	DOMESTIC	38,537	35,550	19,920	8,628	3,914	422	-61.35%	-54.63%	4.10%
	IMPORT	125,129	110,516	89,402	71,266	59,854	17,505	-9.89%	-16.01%	39.64%
	FRUIT - OTHER - TOTAL	163,666	146,066	109,322	79,893	63,768	17,927	-12.63%	-20.18%	37.46%
GRAPE	DOMESTIC	35	27	46	45	9	0	n/a	-80.00%	0.00%
	IMPORT	0	10,383	6,238	3,048	2,005	688	17.26%	-34.23%	22.37%
	GRAPE - TOTAL	35	10,410	6,284	3,093	2,014	688	17.26%	-34.89%	22.27%
GRAPE FRUIT	IMPORT	500	1,385	926	724	668	161	-16.06%	-7.83%	29.04%
	GRAPE FRUIT - TOTAL	500	1,385	926	724	668	161	-16.06%	-7.83%	29.04%
HAZELNUT	IMPORT	25,917	25,128	20,799	20,803	19,164	8,022	-10.73%	-7.88%	35.77%
	HAZELNUT - TOTAL	25,917	25,128	20,799	20,803	19,164	8,022	-10.73%	-7.88%	35.77%
HERBAL	DOMESTIC	147	1,910	1,556	1,317	1,264	394	-19.57%	-4.02%	9.89%
	IMPORT	354,087	390,761	331,878	323,875	311,402	92,673	-0.48%	-3.85%	46.88%
	HERBAL - TOTAL	354,234	392,671	333,435	325,192	312,666	93,068	-0.58%	-3.85%	46.73%
LEMON	IMPORT	17,887	19,014	18,723	21,834	23,502	6,820	-4.46%	7.64%	15.57%
	LEMON - TOTAL	17,887	19,014	18,723	21,834	23,502	6,820	-4.46%	7.64%	15.57%
LOGANBERRY	IMPORT	206	204	300	275	198	72	20.00%	-28.00%	0.00%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
LOGANBERRY	LOGANBERRY - TOTAL	206	204	300	275	198	72	20.00%	-28.00%	0.00%
MACADAMIA	IMPORT	0	32	3,509	3,592	3,469	1,604	-3.82%	-3.44%	2.49%
	MACADAMIA - TOTAL	0	32	3,509	3,592	3,469	1,604	-3.82%	-3.44%	2.49%
MELON	DOMESTIC	12,810	11,513	14,216	4,987	1,797	333	-43.99%	-63.97%	22.23%
	IMPORT	12,143	12,179	11,046	14,726	14,664	3,977	5.11%	-0.42%	56.97%
	MELON - TOTAL	24,953	23,692	25,262	19,713	16,461	4,310	-1.55%	-16.50%	53.17%
MINT	DOMESTIC	26,853	24,969	23,812	23,048	22,036	11,853	-1.62%	-4.39%	20.10%
	IMPORT	131	129	112	197	176	69	113.04%	-10.70%	67.33%
	MINT - TOTAL	26,983	25,099	23,925	23,245	22,212	11,921	-1.32%	-4.44%	20.48%
ORANGE	DOMESTIC	113,749	116,996	111,253	106,563	103,935	30,091	-0.33%	-2.47%	23.92%
	IMPORT	174,920	179,607	160,964	159,235	155,954	61,311	3.67%	-2.06%	28.99%
	ORANGE - TOTAL	288,669	296,603	272,216	265,798	259,889	91,402	2.32%	-2.22%	26.96%
OTHER	DOMESTIC	7,442	6,835	2,200	946	1,185	303	51.95%	25.23%	67.70%
	IMPORT	9,515	10,175	8,331	6,742	6,702	2,206	-12.13%	-0.59%	23.46%
	OTHER - TOTAL	16,958	17,010	10,531	7,688	7,887	2,509	-7.42%	2.58%	30.10%
OTHER NUT	IMPORT	0	0	90	12	14	4	-66.67%	12.50%	0.00%
	OTHER NUT - TOTAL	0	0	90	12	14	4	-66.67%	12.50%	0.00%
PEACH	DOMESTIC	50,462	51,538	47,989	46,268	45,639	12,214	7.82%	-1.36%	50.55%
	IMPORT	4,020	4,197	3,352	2,276	1,382	135	-63.77%	-39.29%	93.63%
	PEACH - TOTAL	54,482	55,735	51,340	48,544	47,020	12,349	5.53%	-3.14%	51.81%
PEAR	DOMESTIC	290	78	41	9	12	6	400.00%	24.00%	0.00%
	IMPORT	4,851	4,586	4,203	3,546	3,163	1,104	-15.81%	-10.78%	20.71%
	PEAR - TOTAL	5,141	4,665	4,244	3,555	3,175	1,109	-15.45%	-10.69%	20.64%
PINEAPPLE	DOMESTIC	11,631	12,822	9,439	5,695	2,455	476	-53.31%	-56.89%	4.52%
	IMPORT	298	20	0	0	495	9	n/a	n/a	1.82%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
PINEAPPLE	PINEAPPLE - TOTAL	11,929	12,842	9,439	5,695	2,950	485	-52.43%	-48.20%	4.07%
PLUM	IMPORT	868	871	811	775	688	257	7.52%	-11.23%	1.42%
	PLUM - TOTAL	868	871	811	775	688	257	7.52%	-11.23%	1.42%
RASPBERRY	DOMESTIC	1,777	2,013	2,493	2,912	2,782	908	8.41%	-4.45%	68.91%
	IMPORT	114,249	120,342	106,528	100,052	97,916	27,814	0.51%	-2.14%	43.90%
	RASPBERRY - TOTAL	116,027	122,355	109,021	102,964	100,698	28,722	0.75%	-2.20%	44.59%
SPICE	DOMESTIC	247,860	298,660	300,839	325,506	345,934	112,029	8.73%	6.28%	7.00%
	IMPORT	17,765	16,201	12,086	11,905	9,844	2,949	-22.82%	-17.31%	43.33%
	SPICE - TOTAL	265,625	314,860	312,925	337,411	355,778	114,978	7.60%	5.44%	8.01%
STRAWBERRY	DOMESTIC	72	15	4	0	7	0	n/a	n/a	0.00%
	IMPORT	4,316	3,208	1,593	885	1,849	1,154	675.84%	108.95%	23.58%
	STRAWBERRY - TOTAL	4,389	3,223	1,598	885	1,855	1,155	676.09%	109.71%	23.49%
TANGERINE	DOMESTIC	16	0	0	0	0	0	n/a	n/a	0.00%
	IMPORT	3,401	2,282	1,118	821	789	184	-21.66%	-3.93%	29.56%
	TANGERINE - TOTAL	3,417	2,282	1,118	821	789	184	-21.66%	-3.93%	29.56%
WALNUT	IMPORT	0	139	84	63	34	13	-57.14%	-46.67%	0.00%
	WALNUT - TOTAL	0	139	84	63	34	13	-57.14%	-46.67%	0.00%
WHISKY	DOMESTIC	11,225	11,691	12,305	10,785	7,549	3,011	11.67%	-30.01%	3.07%
	IMPORT	159,860	151,225	135,321	123,907	130,922	54,546	32.09%	5.66%	9.88%
	WHISKY - TOTAL	171,085	162,916	147,626	134,693	138,471	57,558	30.84%	2.80%	9.51%
LIQUEURS - TOTAL		3,801,913	3,885,802	3,478,891	3,371,152	3,294,146	1,264,331	1.72%	-2.28%	19.24%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
ALMOND	DOMESTIC	\$563	\$555	\$430	\$345	\$298	\$94	-6.79%	-13.85%	64.60%
	IMPORT	\$3,105	\$3,217	\$3,074	\$3,020	\$3,013	\$1,231	-1.84%	-0.23%	12.74%
	ALMOND - TOTAL	\$3,668	\$3,772	\$3,504	\$3,366	\$3,311	\$1,325	-2.21%	-1.63%	17.40%
ANISE / LICORICE	DOMESTIC	\$132	\$98	\$52	\$37	\$30	\$7	-28.23%	-19.50%	65.81%
	IMPORT	\$4,404	\$4,515	\$4,199	\$4,116	\$3,939	\$1,276	-2.42%	-4.29%	18.92%
	ANISE / LICORICE - TOTAL	\$4,536	\$4,613	\$4,251	\$4,153	\$3,969	\$1,283	-2.61%	-4.43%	19.27%
APPLE	DOMESTIC	\$0	\$0	\$0	\$2	\$10	\$2	55.56%	340.00%	98.48%
	IMPORT	\$1,464	\$1,485	\$1,228	\$1,070	\$947	\$285	-7.13%	-11.48%	45.20%
	APPLE - TOTAL	\$1,464	\$1,485	\$1,228	\$1,072	\$957	\$287	-6.87%	-10.76%	45.74%
APRICOT	DOMESTIC	\$242	\$225	\$207	\$211	\$199	\$83	-3.11%	-5.68%	2.60%
	IMPORT	\$418	\$412	\$397	\$426	\$431	\$147	-1.99%	1.13%	19.65%
	APRICOT - TOTAL	\$660	\$637	\$605	\$637	\$630	\$231	-2.40%	-1.12%	14.27%
BANANA	DOMESTIC	\$450	\$466	\$242	\$106	\$81	\$20	-18.60%	-23.35%	14.84%
	IMPORT	\$636	\$712	\$694	\$695	\$669	\$191	1.83%	-3.67%	63.82%
	BANANA - TOTAL	\$1,086	\$1,178	\$936	\$800	\$750	\$211	-0.56%	-6.27%	58.53%
BERRY - OTHER	DOMESTIC	\$0	\$3	\$4	\$16	\$25	\$11	41.02%	51.40%	2.04%
	IMPORT	\$43	\$48	\$37	\$25	\$20	\$5	-22.95%	-22.31%	36.72%
	BERRY - OTHER - TOTAL	\$43	\$51	\$41	\$42	\$45	\$16	12.40%	6.85%	17.28%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$2	\$24	\$18	\$12	\$2	-47.48%	-34.31%	0.00%
	IMPORT	\$320	\$304	\$280	\$270	\$254	\$82	-11.18%	-5.77%	37.08%
	BLACK CURRANT / CASSIS - TOTAL	\$320	\$306	\$304	\$288	\$266	\$84	-12.52%	-7.58%	35.41%
BLACKBERRY	DOMESTIC	\$0	\$3	\$6	\$3	\$2	\$1	-38.71%	-29.84%	0.00%
	IMPORT	\$99	\$109	\$97	\$102	\$87	\$33	6.58%	-14.58%	26.58%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
BLACKBERRY	BLACKBERRY - TOTAL	\$99	\$112	\$103	\$104	\$89	\$34	5.21%	-14.94%	26.05%
BUTTERSCOTCH	DOMESTIC	\$9	\$8	\$7	\$10	\$12	\$4	81.25%	20.92%	97.17%
	IMPORT	\$1,226	\$1,343	\$1,239	\$1,279	\$1,480	\$489	17.45%	15.70%	50.15%
	BUTTERSCOTCH - TOTAL	\$1,235	\$1,351	\$1,246	\$1,289	\$1,491	\$493	17.80%	15.74%	50.52%
CACAO / CHOCOLATE	DOMESTIC	\$164	\$164	\$149	\$152	\$139	\$52	-12.14%	-8.57%	23.84%
	IMPORT	\$82	\$20	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CACAO / CHOCOLATE - TOTAL	\$245	\$185	\$148	\$152	\$139	\$52	-12.12%	-8.57%	23.83%
CACAO / WHITE	DOMESTIC	\$698	\$695	\$563	\$551	\$532	\$188	2.86%	-3.31%	53.53%
	IMPORT	\$155	\$170	\$84	\$0	\$0	\$0	146.53%	-51.47%	123.80%
	CACAO / WHITE - TOTAL	\$853	\$865	\$647	\$551	\$532	\$188	2.88%	-3.33%	53.54%
CHERRY	DOMESTIC	\$59	\$36	\$2	\$21	\$14	\$6	-38.27%	-30.40%	-0.44%
	IMPORT	\$255	\$249	\$238	\$233	\$242	\$88	6.36%	3.68%	29.36%
	CHERRY - TOTAL	\$314	\$285	\$240	\$254	\$256	\$94	1.86%	0.90%	27.68%
CHESTNUT	IMPORT	\$0	\$0	\$0	\$1	\$0	\$0	-91.69%	-74.70%	58.22%
	CHESTNUT - TOTAL	\$0	\$0	\$0	\$1	\$0	\$0	-91.69%	-74.70%	58.22%
CITRUS OTHER THAN ORANGE	IMPORT	\$54	\$29	\$1	\$0	\$14	\$14	n/a	n/a	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	\$54	\$29	\$1	\$0	\$14	\$14	n/a	n/a	0.00%
COCONUT	DOMESTIC	\$3,863	\$4,004	\$3,418	\$3,320	\$3,095	\$763	-12.29%	-6.78%	13.46%
	IMPORT	\$421	\$448	\$371	\$369	\$334	\$82	-4.11%	-9.62%	21.09%
	COCONUT - TOTAL	\$4,284	\$4,452	\$3,789	\$3,689	\$3,428	\$844	-11.56%	-7.06%	14.20%
COFFEE	DOMESTIC	\$313	\$278	\$178	\$55	\$44	\$6	-64.26%	-19.04%	39.11%
	IMPORT	\$11,326	\$11,074	\$9,590	\$8,954	\$8,445	\$3,528	-2.17%	-5.68%	12.88%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
COFFEE	COFFEE - TOTAL	\$11,639	\$11,353	\$9,768	\$9,009	\$8,490	\$3,534	-2.47%	-5.76%	13.02%
CRANBERRY	DOMESTIC	\$0	\$2	\$3	\$2	\$3	\$1	53.85%	4.52%	0.00%
	CRANBERRY - TOTAL	\$0	\$2	\$3	\$2	\$3	\$1	53.85%	4.52%	0.00%
CREAM	DOMESTIC	\$86	\$49	\$62	\$45	\$38	\$16	28.18%	-15.44%	25.49%
	IMPORT	\$32,674	\$33,963	\$31,158	\$31,575	\$31,255	\$15,029	1.61%	-1.01%	5.51%
	CREAM - TOTAL	\$32,760	\$34,011	\$31,220	\$31,620	\$31,293	\$15,046	1.64%	-1.03%	5.54%
EGG	IMPORT	\$154	\$185	\$187	\$183	\$169	\$95	-6.96%	-7.53%	1.64%
	EGG - TOTAL	\$154	\$185	\$187	\$183	\$169	\$95	-6.96%	-7.53%	1.64%
FRUIT - OTHER	DOMESTIC	\$1,098	\$1,057	\$609	\$246	\$102	\$11	-64.32%	-58.54%	4.51%
	IMPORT	\$4,966	\$4,467	\$3,274	\$2,579	\$2,163	\$624	-9.85%	-16.12%	41.34%
	FRUIT - OTHER - TOTAL	\$6,064	\$5,523	\$3,883	\$2,825	\$2,265	\$635	-12.23%	-19.81%	39.68%
GRAPE	DOMESTIC	\$1	\$1	\$1	\$1	\$0	\$0	n/a	-79.46%	0.00%
	IMPORT	\$0	\$252	\$155	\$77	\$50	\$17	14.38%	-34.80%	22.38%
	GRAPE - TOTAL	\$1	\$252	\$156	\$78	\$50	\$17	14.38%	-35.40%	22.28%
GRAPE FRUIT	IMPORT	\$15	\$43	\$28	\$23	\$21	\$5	-10.94%	-5.54%	29.03%
	GRAPE FRUIT - TOTAL	\$15	\$43	\$28	\$23	\$21	\$5	-10.94%	-5.54%	29.03%
HAZELNUT	IMPORT	\$853	\$833	\$702	\$707	\$616	\$255	-15.57%	-12.88%	35.57%
	HAZELNUT - TOTAL	\$853	\$833	\$702	\$707	\$616	\$255	-15.57%	-12.88%	35.57%
HERBAL	DOMESTIC	\$14	\$183	\$149	\$128	\$124	\$39	-19.57%	-3.04%	9.89%
	IMPORT	\$14,257	\$15,776	\$13,375	\$13,346	\$13,107	\$3,918	0.21%	-1.79%	44.93%
	HERBAL - TOTAL	\$14,271	\$15,959	\$13,524	\$13,474	\$13,231	\$3,957	-0.04%	-1.80%	44.60%
LEMON	IMPORT	\$572	\$621	\$636	\$751	\$812	\$236	-3.27%	8.07%	15.63%
	LEMON - TOTAL	\$572	\$621	\$636	\$751	\$812	\$236	-3.27%	8.07%	15.63%
LOGANBERRY	IMPORT	\$6	\$6	\$9	\$8	\$6	\$2	19.96%	-26.95%	0.00%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
LOGANBERRY	LOGANBERRY - TOTAL	\$6	\$6	\$9	\$8	\$6	\$2	19.96%	-26.95%	0.00%
MACADAMIA	IMPORT	\$0	\$1	\$133	\$138	\$135	\$62	-3.76%	-2.43%	2.50%
	MACADAMIA - TOTAL	\$0	\$1	\$133	\$138	\$135	\$62	-3.76%	-2.43%	2.50%
MELON	DOMESTIC	\$290	\$272	\$358	\$129	\$45	\$8	-45.58%	-65.55%	19.21%
	IMPORT	\$284	\$285	\$260	\$346	\$355	\$95	7.31%	2.51%	55.99%
	MELON - TOTAL	\$574	\$557	\$618	\$475	\$399	\$103	-0.59%	-16.00%	51.89%
MINT	DOMESTIC	\$676	\$633	\$598	\$590	\$568	\$306	-1.77%	-3.60%	19.94%
	IMPORT	\$6	\$6	\$4	\$9	\$9	\$3	133.83%	-4.03%	70.63%
	MINT - TOTAL	\$682	\$639	\$602	\$599	\$577	\$309	-1.13%	-3.61%	20.71%
ORANGE	DOMESTIC	\$2,953	\$3,126	\$2,995	\$2,933	\$2,896	\$845	-1.11%	-1.29%	21.76%
	IMPORT	\$7,786	\$8,039	\$6,772	\$6,739	\$6,694	\$2,736	2.50%	-0.67%	24.14%
	ORANGE - TOTAL	\$10,739	\$11,166	\$9,767	\$9,672	\$9,589	\$3,581	1.62%	-0.86%	23.42%
OTHER	DOMESTIC	\$200	\$168	\$57	\$24	\$34	\$9	83.90%	43.68%	50.15%
	IMPORT	\$523	\$510	\$348	\$282	\$337	\$114	4.62%	19.20%	25.20%
	OTHER - TOTAL	\$723	\$678	\$404	\$306	\$370	\$123	8.10%	21.09%	27.48%
OTHER NUT	IMPORT	\$0	\$0	\$4	\$1	\$1	\$0	-66.66%	12.17%	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$4	\$1	\$1	\$0	-66.66%	12.17%	0.00%
PEACH	DOMESTIC	\$1,159	\$1,190	\$1,114	\$1,089	\$1,090	\$293	7.75%	0.08%	50.66%
	IMPORT	\$105	\$111	\$90	\$61	\$40	\$4	-62.80%	-35.42%	93.58%
	PEACH - TOTAL	\$1,264	\$1,302	\$1,205	\$1,150	\$1,129	\$297	5.12%	-1.82%	52.16%
PEAR	DOMESTIC	\$8	\$7	\$4	\$1	\$1	\$1	400.13%	25.74%	0.00%
	IMPORT	\$129	\$127	\$116	\$104	\$95	\$33	-14.48%	-8.15%	20.96%
	PEAR - TOTAL	\$138	\$134	\$120	\$105	\$96	\$34	-13.40%	-7.88%	20.73%
PINEAPPLE	DOMESTIC	\$307	\$352	\$261	\$158	\$64	\$13	-55.41%	-59.28%	4.64%
	IMPORT	\$7	\$0	\$0	\$0	\$14	\$0	n/a	n/a	1.82%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
PINEAPPLE	PINEAPPLE - TOTAL	\$314	\$353	\$261	\$158	\$78	\$13	-54.53%	-50.41%	4.13%
PLUM	IMPORT	\$23	\$24	\$23	\$23	\$20	\$8	7.52%	-10.05%	1.42%
	PLUM - TOTAL	\$23	\$24	\$23	\$23	\$20	\$8	7.52%	-10.05%	1.42%
RASPBERRY	DOMESTIC	\$37	\$45	\$76	\$93	\$98	\$32	5.53%	5.67%	45.71%
	IMPORT	\$2,924	\$3,086	\$2,800	\$2,678	\$2,629	\$750	-0.43%	-1.82%	43.90%
	RASPBERRY - TOTAL	\$2,961	\$3,131	\$2,876	\$2,770	\$2,727	\$782	-0.20%	-1.57%	43.97%
SPICE	DOMESTIC	\$6,793	\$8,387	\$8,836	\$9,675	\$10,387	\$3,361	8.42%	7.37%	6.38%
	IMPORT	\$591	\$563	\$418	\$425	\$363	\$112	-19.26%	-14.51%	42.42%
	SPICE - TOTAL	\$7,385	\$8,949	\$9,254	\$10,100	\$10,751	\$3,472	7.23%	6.45%	7.60%
STRAWBERRY	DOMESTIC	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$173	\$109	\$43	\$25	\$78	\$53	1,023.84%	212.71%	17.83%
	STRAWBERRY - TOTAL	\$174	\$109	\$43	\$25	\$78	\$53	1,024.31%	214.31%	17.74%
TANGERINE	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$81	\$56	\$28	\$21	\$20	\$5	-23.15%	-4.77%	29.45%
	TANGERINE - TOTAL	\$82	\$56	\$28	\$21	\$20	\$5	-23.15%	-4.77%	29.45%
WALNUT	IMPORT	\$0	\$7	\$4	\$3	\$2	\$1	-57.14%	-46.29%	0.00%
	WALNUT - TOTAL	\$0	\$7	\$4	\$3	\$2	\$1	-57.14%	-46.29%	0.00%
WHISKY	DOMESTIC	\$313	\$347	\$392	\$393	\$323	\$140	16.39%	-17.88%	3.74%
	IMPORT	\$5,372	\$5,198	\$4,679	\$4,361	\$4,673	\$1,994	31.99%	7.15%	9.55%
	WHISKY - TOTAL	\$5,685	\$5,545	\$5,071	\$4,755	\$4,996	\$2,134	30.84%	5.08%	9.17%
LIQUEURS - TOTAL		\$115,942	\$120,758	\$107,573	\$105,377	\$103,805	\$39,915	1.82%	-1.49%	19.12%

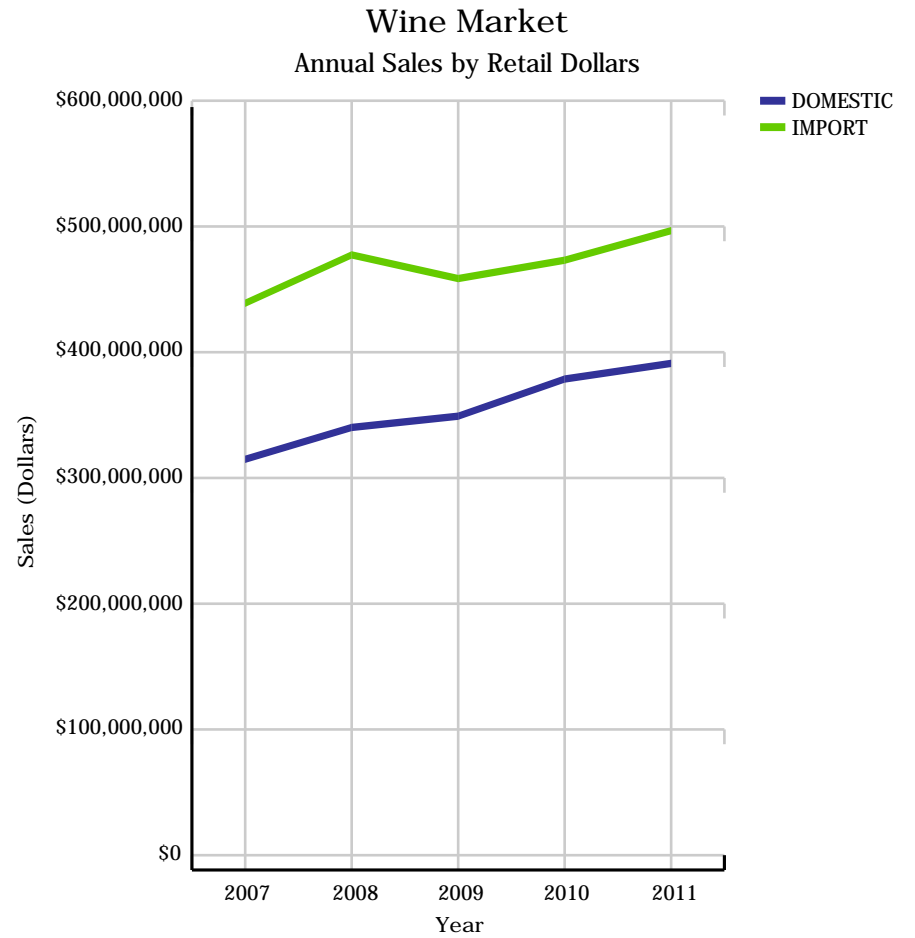
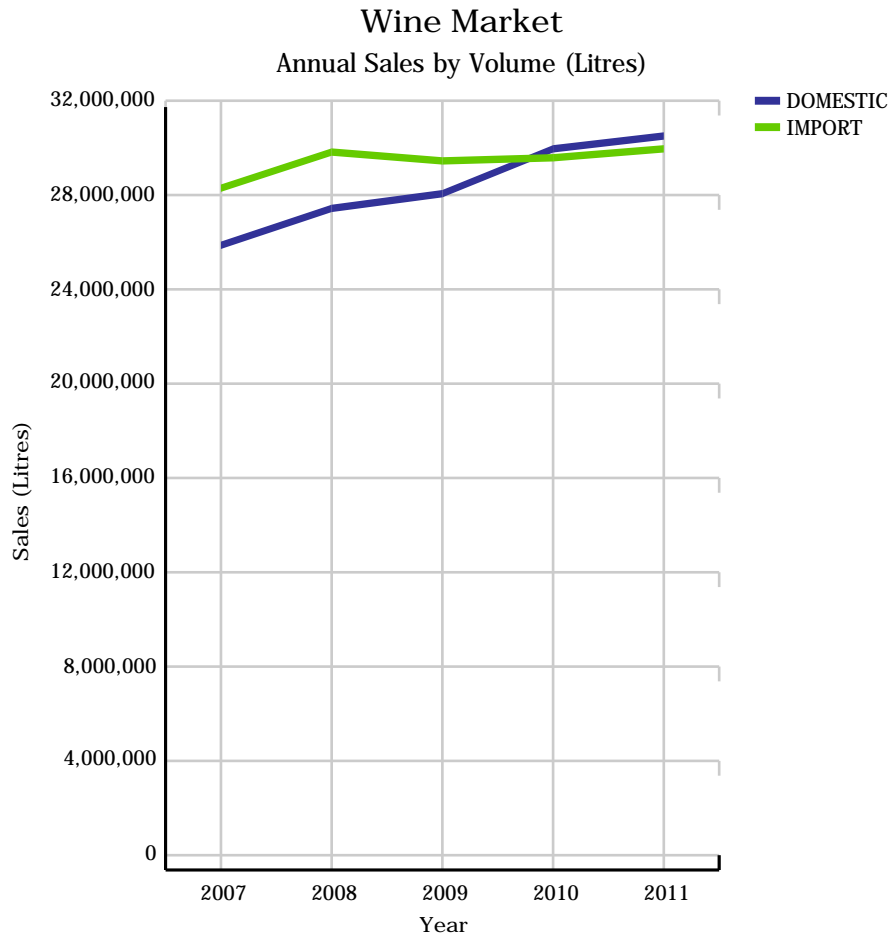
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPIRITS DOMESTIC	14,889,356	15,121,165	14,418,339	13,557,860	13,132,335	3,984,777	-0.58%	-3.14%	11.22%
IMPORT	10,119,986	10,813,228	10,486,480	10,643,205	10,878,042	3,572,775	4.65%	2.21%	14.75%
SPIRITS	25,009,341	25,934,393	24,904,818	24,201,065	24,010,377	7,557,553	1.83%	-0.79%	12.82%

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

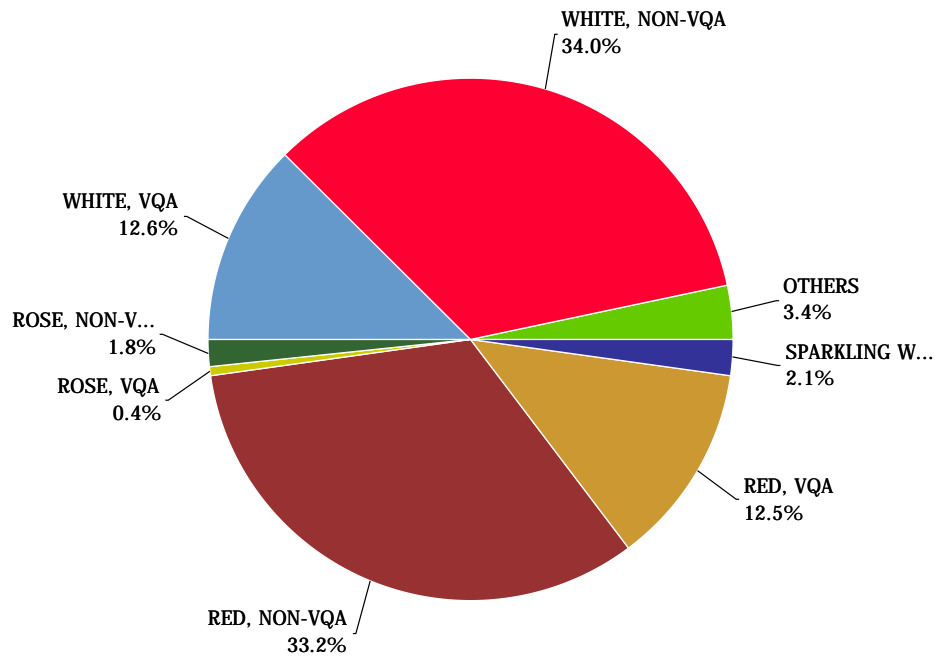
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPIRITS DOMESTIC	\$385,240	\$407,876	\$400,042	\$391,607	\$386,809	\$117,911	-0.91%	-1.23%	10.84%
IMPORT	\$323,448	\$355,839	\$349,951	\$364,098	\$380,678	\$126,272	5.46%	4.55%	15.07%
SPIRITS	\$708,687	\$763,715	\$749,993	\$755,705	\$767,487	\$244,182	2.29%	1.56%	12.94%

Wine Market (Domestic & Imported)

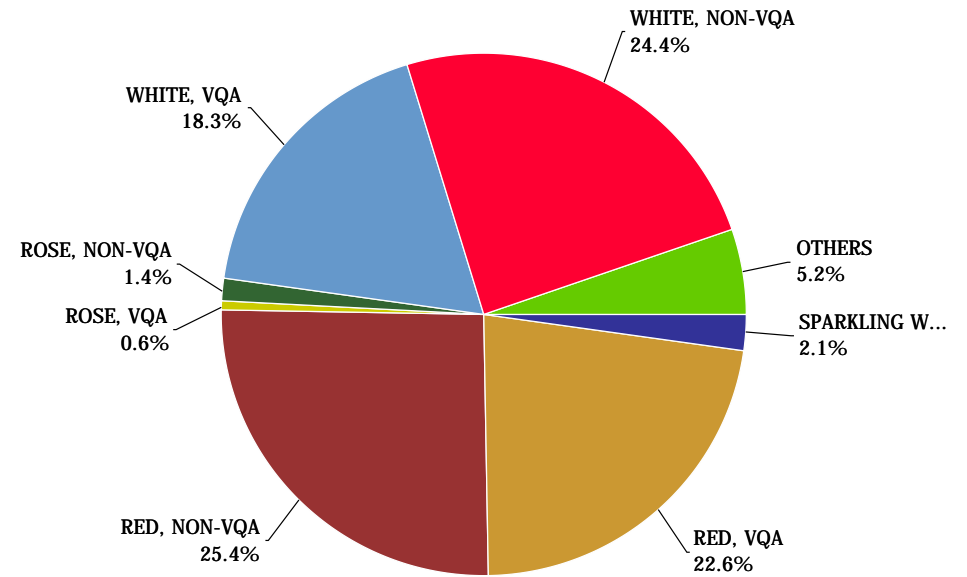


Wine Market - Domestic Wine

Domestic Wine Market Share
Current Quarter by Volume (Litres)

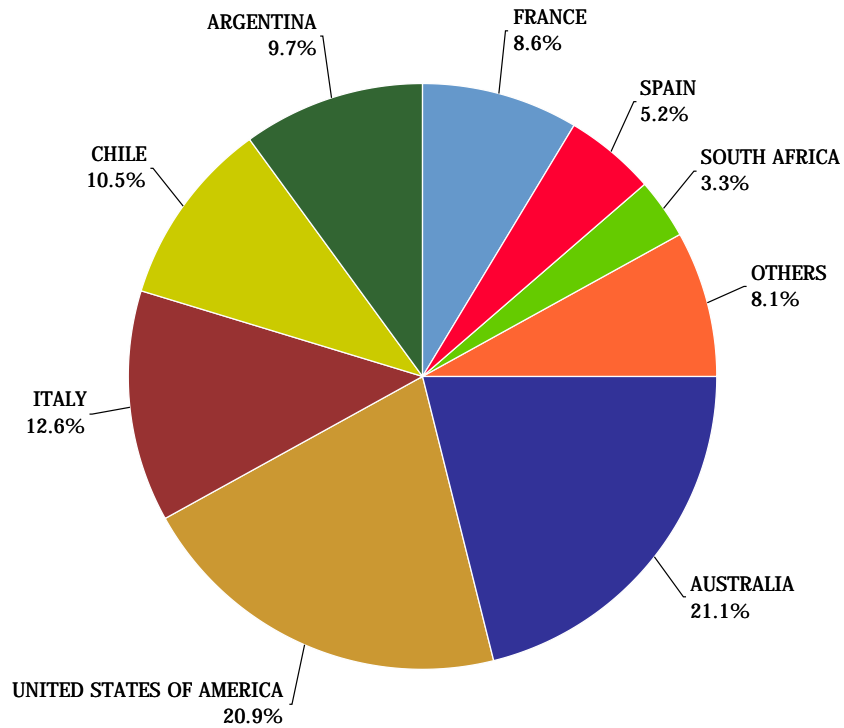


Domestic Wine Market Share
Current Quarter by Retail Dollars

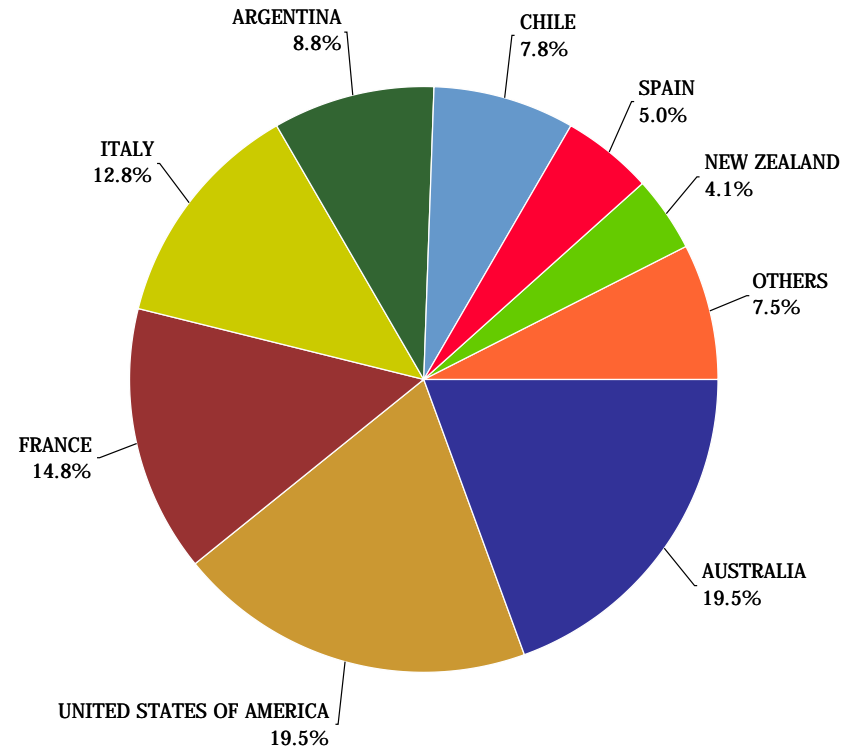


Wine Market - Import Wine

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 DECEMBER 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 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER NON-VQA	5,478	6,390	6,290	6,224	6,816	2,840	3.41%	9.51%	0.56%
		BC NON-VQA	677	919	825	680	824	198	10.02%	21.17%	11.19%
		FLAVOURED	6,155	7,309	7,115	6,904	7,640	3,037	3.82%	10.66%	1.71%
FRUIT	OTHER NON-VQA	OTHER NON-VQA	1,094	766	1,284	2,389	3,926	1,777	98.37%	64.35%	1.09%
		BC NON-VQA	157,692	128,259	146,411	147,001	145,189	38,770	-0.13%	-1.23%	1.14%
		FRUIT	158,786	129,026	147,695	149,390	149,115	40,547	2.09%	-0.18%	1.14%
OTHER	BC NON-VQA	BC NON-VQA	3,038	5,587	5,329	6,549	13,425	4,182	66.50%	104.99%	3.04%
		VQA	0	0	0	9	33	4	-60.00%	256.00%	0.00%
		OTHER	3,038	5,587	5,329	6,558	13,458	4,186	66.03%	105.21%	3.03%
OTHER FORTIFIED	OTHER NON-VQA	OTHER NON-VQA	2,380	1,468	992	765	567	230	-20.21%	-25.92%	-0.07%
		BC NON-VQA	7,692	11,078	10,141	7,606	8,364	2,463	20.34%	9.96%	3.92%
		VQA	5,312	376	167	554	465	118	-16.84%	-15.99%	1.45%
		OTHER FORTIFIED	15,384	12,921	11,300	8,925	9,396	2,811	13.49%	5.27%	3.55%
PORT	OTHER NON-VQA	OTHER NON-VQA	5,300	4,336	428	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	57,845	61,382	62,220	63,786	65,910	20,491	5.82%	3.33%	9.50%
		VQA	4,271	4,514	5,131	6,867	7,874	2,793	6.57%	14.66%	2.80%
		PORT	67,416	70,232	67,779	70,653	73,784	23,283	5.91%	4.43%	8.79%
SAKE	BC NON-VQA	5,487	7,698	9,363	10,765	9,898	2,262	-3.06%	-8.05%	41.78%	
	SAKE	5,487	7,698	9,363	10,765	9,898	2,262	-3.06%	-8.05%	41.78%	
SHERRY	BC NON-VQA	816,904	804,288	789,977	767,470	744,538	202,846	-7.22%	-2.99%	0.63%	
	SHERRY	816,904	804,288	789,977	767,470	744,538	202,846	-7.22%	-2.99%	0.63%	
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			1,073,173	1,037,060	1,038,558	1,020,666	1,007,829	278,974	-4.00%	-1.26%	1.78%
SPARKLING WINE	SPARKLING ICE WINE	OTHER VQA	0	0	0	9	0	0	n/a	-100.00%	0.00%
		BC VQA	110	62	96	32	11	3	-63.64%	-64.71%	0.00%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	110	62	96	41	11	3	-63.64%	-72.48%	0.00%	
	RED	BC	NON-VQA	47,180	54,098	50,582	50,770	51,671	22,381	-3.50%	1.77%	1.51%
			VQA	4,430	3,328	1,351	3	0	0	-100.00%	-100.00%	0.00%
		SPARKLING WINE RED		51,609	57,426	51,932	50,774	51,671	22,381	-3.50%	1.77%	1.51%
	ROSE	OTHER	VQA	0	0	0	0	18	0	n/a	n/a	0.00%
		BC	NON-VQA	1,698	2,580	2,546	3,488	8,006	4,497	96.08%	129.55%	15.05%
			VQA	4,030	3,418	3,580	6,158	5,851	1,570	-2.61%	-4.99%	7.96%
		SPARKLING WINE ROSE		5,728	5,998	6,125	9,646	13,874	6,067	55.35%	43.84%	12.04%
	WHITE	OTHER	NON-VQA	19,920	18,748	16,420	14,134	7,648	1,150	-76.16%	-45.88%	33.46%
			VQA	402	128	140	153	81	31	-59.41%	-47.06%	55.56%
		BC	NON-VQA	305,165	335,597	301,606	293,641	293,462	128,248	-2.67%	-0.06%	16.20%
			VQA	75,695	73,288	73,183	93,916	89,204	34,760	-6.13%	-5.02%	28.43%
		SPARKLING WINE WHITE		401,182	427,762	391,349	401,844	390,395	164,188	-5.47%	-2.85%	19.34%
	SPARKLING WINE			458,628	491,248	449,503	462,304	455,952	192,639	-4.06%	-1.37%	17.10%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	0	0	0	26	7	0	-100.00%	-71.76%	0.00%
			VQA	516	557	322	320	57	5	-92.89%	-82.03%	0.00%
		BC	NON-VQA	228	255	277	219	54	20	-62.72%	-75.31%	0.00%
			VQA	5,185	4,544	4,178	4,631	7,579	2,414	67.53%	63.68%	0.58%
		ICE WINE RED		5,929	5,356	4,777	5,195	7,698	2,439	54.21%	48.18%	0.57%
	ICE WINE ROSE	BC	VQA	443	66	25	0	1	0	n/a	n/a	0.00%
		ICE WINE ROSE		443	66	25	0	1	0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	252	20	160	116	2	0	-97.92%	-98.05%	0.00%
			VQA	14,030	11,956	8,325	14,078	16,236	6,425	108.34%	15.34%	0.41%
		BC	NON-VQA	125	116	1,089	1,238	743	74	-53.90%	-39.99%	9.49%
			VQA	29,052	31,082	28,245	29,646	27,771	8,387	-7.70%	-6.33%	4.94%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	ICE WINE WHITE	ICE WINE WHITE	43,459	43,173	37,819	45,078	44,753	14,887	20.54%	-0.72%	3.37%	
	RED	OTHER	NON-VQA	27,516	16,466	2,393	2,209	2,802	1,189	93.80%	26.82%	38.89%
			VQA	10,161	14,779	16,858	18,555	12,082	3,002	-38.65%	-34.88%	19.27%
		BC	NON-VQA	8,081,034	8,814,287	8,861,546	9,439,034	9,820,646	3,005,391	2.27%	4.04%	11.62%
			VQA	2,924,557	2,888,149	3,044,827	3,538,132	3,517,144	1,126,693	3.30%	-0.59%	24.12%
		TABLE WINE RED		11,043,268	11,733,681	11,925,624	12,997,930	13,352,674	4,136,275	2.52%	2.73%	14.92%
	ROSE	OTHER	VQA	0	306	0	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	399,815	483,524	518,450	537,196	562,039	161,287	6.85%	4.62%	4.58%
			VQA	110,828	131,074	167,457	191,314	189,734	35,246	-10.79%	-0.83%	7.87%
		TABLE WINE ROSE		510,642	614,904	685,906	728,510	751,773	196,533	3.19%	3.19%	5.41%
	WHITE	OTHER	NON-VQA	26,483	17,161	2,689	2,330	3,858	1,336	83.18%	65.59%	25.20%
			VQA	7,734	9,900	10,260	11,433	7,986	1,178	-53.62%	-30.15%	9.15%
		BC	NON-VQA	9,324,583	9,947,656	9,895,360	10,162,576	10,730,398	3,073,662	5.50%	5.59%	11.77%
			VQA	3,509,802	3,669,912	4,130,541	4,620,293	4,272,450	1,135,537	-5.65%	-7.53%	23.63%
		TABLE WINE WHITE		12,868,602	13,644,630	14,038,849	14,796,631	15,014,692	4,211,713	2.22%	1.47%	15.15%
	TABLE WINE			24,472,343	26,041,811	26,693,001	28,573,344	29,171,592	8,561,846	2.42%	2.09%	14.77%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	2,352	164	3,384	6,389	3,604	238	-89.93%	-43.59%	0.00%
			VQA	3,619	6,178	5	5	1,008	0	n/a	20,900.00%	0.00%
		BC	NON-VQA	5,853	940	3	0	0	0	n/a	n/a	0.00%
			VQA	10,132	13,152	30,811	54,067	21,366	11,398	-67.46%	-60.48%	0.22%
		WINE - GIFT PACKS ALL		21,956	20,434	34,203	60,460	25,978	11,636	-68.88%	-57.03%	0.18%
	WINE - GIFT PACKS			21,956	20,434	34,203	60,460	25,978	11,636	-68.88%	-57.03%	0.18%
DOMESTIC WINE - TOTAL				26,026,100	27,590,553	28,215,265	30,116,774	30,661,350	9,045,095	1.77%	1.81%	14.37%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$82	\$96	\$95	\$95	\$105	\$44	3.41%	10.62%	0.56%	
		BC	NON-VQA	\$27	\$29	\$34	\$21	\$26	\$6	9.81%	25.46%	9.70%	
FLAVOURED				\$109	\$126	\$129	\$116	\$132	\$50	4.16%	13.31%	2.39%	
FRUIT	OTHER	NON-VQA		\$56	\$46	\$50	\$89	\$231	\$135	311.57%	160.70%	1.00%	
			BC	NON-VQA	\$4,160	\$3,472	\$3,922	\$3,957	\$4,039	\$1,144	10.80%	2.08%	1.37%
			FRUIT		\$4,216	\$3,518	\$3,972	\$4,046	\$4,270	\$1,280	20.08%	5.55%	1.35%
OTHER	BC	NON-VQA		\$89	\$147	\$151	\$196	\$397	\$119	69.95%	102.66%	3.25%	
		VQA		\$0	\$0	\$0	\$0	\$1	\$0	-59.97%	256.21%	0.00%	
		OTHER		\$89	\$147	\$151	\$196	\$398	\$119	69.39%	102.89%	3.24%	
OTHER FORTIFIED	OTHER	NON-VQA		\$109	\$68	\$46	\$36	\$27	\$11	-20.21%	-24.99%	-0.07%	
		BC	NON-VQA	\$401	\$553	\$536	\$424	\$443	\$136	14.60%	4.62%	4.07%	
		VQA		\$150	\$28	\$13	\$42	\$36	\$9	-16.97%	-15.29%	1.45%	
		OTHER FORTIFIED		\$660	\$649	\$595	\$502	\$506	\$156	8.85%	0.82%	3.67%	
PORT	OTHER	NON-VQA		\$67	\$55	\$5	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	NON-VQA	\$643	\$730	\$804	\$873	\$899	\$268	11.57%	2.97%	8.07%	
		VQA		\$190	\$203	\$244	\$320	\$368	\$132	7.24%	14.79%	2.78%	
		PORT		\$900	\$987	\$1,053	\$1,193	\$1,266	\$400	10.10%	6.14%	6.53%	
SAKE	BC	NON-VQA		\$154	\$202	\$214	\$255	\$261	\$74	5.82%	2.54%	13.20%	
		SAKE		\$154	\$202	\$214	\$255	\$261	\$74	5.82%	2.54%	13.20%	
SHERRY	BC	NON-VQA		\$5,938	\$5,852	\$5,729	\$5,609	\$5,479	\$1,497	-7.36%	-2.32%	0.64%	
		SHERRY		\$5,938	\$5,852	\$5,729	\$5,609	\$5,479	\$1,497	-7.36%	-2.32%	0.64%	
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				\$12,066	\$11,481	\$11,844	\$11,917	\$12,313	\$3,575	5.90%	3.32%	1.99%	
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%	
		BC	VQA	\$15	\$9	\$13	\$4	\$2	\$0	-63.64%	-64.17%	0.00%	
		SPARKLING ICE WINE		\$15	\$9	\$13	\$6	\$2	\$0	-63.64%	-70.93%	0.00%	

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
SPARKLING WINE	RED	BC	NON-VQA	\$384	\$441	\$408	\$409	\$470	\$197	8.60%	14.88%	1.79%
			VQA	\$138	\$98	\$40	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
	SPARKLING WINE RED			\$522	\$539	\$448	\$409	\$470	\$197	8.59%	14.85%	1.79%
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
			BC	NON-VQA	\$53	\$89	\$78	\$127	\$204	\$119	36.36%	60.81%
			VQA	\$128	\$110	\$117	\$192	\$170	\$49	-2.79%	-11.27%	7.39%
		SPARKLING WINE ROSE			\$181	\$199	\$195	\$319	\$375	\$168	22.01%	17.66%
	WHITE	OTHER	NON-VQA	\$209	\$199	\$178	\$159	\$88	\$14	-75.34%	-44.54%	32.81%
			VQA	\$13	\$4	\$4	\$5	\$3	\$1	-61.50%	-46.51%	56.82%
		BC	NON-VQA	\$2,626	\$2,932	\$2,649	\$2,743	\$2,799	\$1,127	-4.09%	2.02%	21.69%
VQA			\$2,158	\$2,186	\$2,226	\$2,812	\$2,582	\$971	-11.40%	-8.18%	25.80%	
SPARKLING WINE WHITE			\$5,006	\$5,321	\$5,057	\$5,719	\$5,471	\$2,113	-9.27%	-4.34%	23.83%	
SPARKLING WINE			\$5,724	\$6,067	\$5,714	\$6,453	\$6,318	\$2,479	-6.45%	-2.09%	21.70%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$0	\$0	\$4	\$1	\$0	-100.00%	-69.23%	0.00%
			VQA	\$110	\$121	\$46	\$44	\$7	\$1	-90.84%	-84.01%	0.00%
		BC	NON-VQA	\$34	\$36	\$40	\$29	\$7	\$3	-63.84%	-75.74%	0.00%
			VQA	\$750	\$681	\$605	\$695	\$1,430	\$432	85.49%	105.56%	0.46%
	ICE WINE RED			\$893	\$838	\$691	\$773	\$1,445	\$435	73.45%	86.92%	0.46%
	ICE WINE ROSE	BC	VQA	\$41	\$6	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE ROSE			\$41	\$6	\$2	\$0	\$0	\$0	n/a	n/a
	ICE WINE WHITE	OTHER	NON-VQA	\$36	\$2	\$16	\$10	\$0	\$0	-97.92%	-97.95%	0.00%
			VQA	\$1,929	\$1,640	\$962	\$1,421	\$1,694	\$646	91.47%	19.16%	0.41%
		BC	NON-VQA	\$19	\$18	\$94	\$118	\$103	\$11	-36.90%	-12.74%	8.17%
			VQA	\$3,712	\$3,891	\$3,637	\$3,965	\$3,788	\$1,184	-1.43%	-4.47%	4.38%
		ICE WINE WHITE			\$5,696	\$5,552	\$4,709	\$5,515	\$5,586	\$1,841	18.20%	1.28%
	RED	OTHER	NON-VQA	\$269	\$167	\$37	\$68	\$79	\$21	-19.02%	15.39%	18.45%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TABLE WINE	RED	OTHER	VQA	\$196	\$316	\$317	\$359	\$235	\$56	-40.32%	-34.50%	21.29%
		BC	NON-VQA	\$76,619	\$85,559	\$86,517	\$90,796	\$96,417	\$29,444	4.44%	6.19%	11.44%
			VQA	\$64,871	\$67,226	\$69,199	\$81,600	\$82,449	\$26,116	3.52%	1.04%	20.64%
		TABLE WINE RED		\$141,954	\$153,269	\$156,070	\$172,823	\$179,180	\$55,637	3.92%	3.68%	15.69%
	ROSE	OTHER	VQA	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$3,719	\$4,642	\$5,212	\$5,382	\$6,052	\$1,606	12.71%	12.44%	6.33%
			VQA	\$1,887	\$2,373	\$2,936	\$3,448	\$3,522	\$669	-4.45%	2.14%	8.56%
		TABLE WINE ROSE		\$5,606	\$7,018	\$8,148	\$8,830	\$9,574	\$2,276	7.05%	8.42%	7.15%
	WHITE	OTHER	NON-VQA	\$258	\$173	\$106	\$89	\$276	\$67	97.98%	208.46%	4.71%
			VQA	\$150	\$220	\$216	\$257	\$219	\$27	-52.47%	-14.96%	6.82%
BC		NON-VQA	\$81,481	\$88,982	\$89,774	\$91,912	\$99,162	\$28,175	8.26%	7.89%	11.79%	
		VQA	\$62,964	\$68,298	\$73,943	\$81,253	\$78,976	\$21,170	-1.30%	-2.80%	21.96%	
TABLE WINE WHITE		\$144,854	\$157,673	\$164,038	\$173,513	\$178,632	\$49,439	3.94%	2.95%	16.27%		
TABLE WINE		\$299,044	\$324,356	\$333,659	\$361,454	\$374,416	\$109,628	4.37%	3.59%	15.50%		
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$100	\$7	\$329	\$606	\$352	\$25	-88.82%	-41.88%	0.00%
			VQA	\$565	\$965	\$1	\$1	\$162	\$0	n/a	21,464.06%	0.00%
		BC	NON-VQA	\$91	\$14	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			VQA	\$225	\$241	\$555	\$1,203	\$519	\$195	-66.70%	-56.85%	0.14%
	WINE - GIFT PACKS ALL		\$982	\$1,227	\$884	\$1,810	\$1,033	\$220	-72.88%	-42.90%	0.07%	
	WINE - GIFT PACKS		\$982	\$1,227	\$884	\$1,810	\$1,033	\$220	-72.88%	-42.90%	0.07%	
DOMESTIC WINE - TOTAL				\$317,816	\$343,132	\$352,101	\$381,634	\$394,080	\$115,902	3.60%	3.26%	15.14%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,702	2,984	2,570	2,668	2,349	928	-23.97%	-11.95%	0.89%
		CHINA	0	0	0	1,391	2,491	533	-28.18%	79.03%	1.57%
		ITALY	25	70	24	2,490	15,932	6,269	151.82%	539.85%	6.30%
		UNITED STATES OF AMERICA	32	9,927	6,276	3,526	3,392	938	-3.55%	-3.83%	0.00%
		FLAVOURED	2,758	12,981	8,871	10,076	24,164	8,668	59.79%	139.82%	5.12%
FRUIT	ARMENIA	80	10	0	0	0	0	n/a	n/a	0.00%	
	CHINA	0	0	0	0	0	0	n/a	n/a	0.00%	
	DENMARK	288	1	0	0	0	0	n/a	n/a	0.00%	
	FRANCE	0	0	0	16	9	0	-100.00%	-45.45%	0.00%	
	JAPAN	9,021	9,789	11,195	10,597	10,408	3,140	2.27%	-1.79%	25.23%	
	KOREA - SOUTH	0	439	134	186	188	62	-3.30%	1.13%	22.04%	
	TURKEY	0	0	21	3	0	0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	1,786	2,184	2,042	3,227	3,800	1,039	-4.02%	17.74%	53.94%	
FRUIT	11,174	12,423	13,392	14,030	14,405	4,240	0.31%	2.67%	32.77%		
MADEIRA	PORTUGAL	5,881	5,626	5,161	5,393	5,121	2,235	1.60%	-5.05%	15.80%	
	MADEIRA	5,881	5,626	5,161	5,393	5,121	2,235	1.60%	-5.05%	15.80%	
MONTILLA	SPAIN	10,907	11,519	10,244	9,432	11,136	4,399	20.05%	18.06%	3.77%	
	MONTILLA	10,907	11,519	10,244	9,432	11,136	4,399	20.05%	18.06%	3.77%	
OTHER	AUSTRALIA	4	0	8	0	107	108	n/a	n/a	-0.65%	
	CHINA	0	0	0	306	532	142	-21.05%	73.41%	10.35%	
	OTHER	4	0	8	306	639	250	-21.05%	73.41%	8.50%	
OTHER FORTIFIED	ARGENTINA	0	0	0	0	12	4	n/a	n/a	0.00%	
	AUSTRALIA	984	499	490	588	423	153	-40.44%	-28.08%	17.75%	
	CHINA	5,812	7,173	6,185	6,312	6,271	1,887	-5.73%	-0.64%	21.51%	
	FRANCE	38,120	36,708	34,152	32,910	32,903	11,216	2.21%	-0.02%	8.18%	
	GREECE	245	827	63	104	49	0	-100.00%	-53.24%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	14,827	15,909	15,359	14,724	14,855	4,959	7.11%	0.89%	32.42%
		JAPAN	0	4	94	287	814	187	75.46%	184.09%	88.99%
		KOREA - SOUTH	7,908	6,066	4,734	5,024	11,343	2,747	25.84%	125.77%	55.47%
		SPAIN	0	0	39	5	0	0	n/a	-100.00%	0.00%
		UNITED STATES OF AMERICA	2,664	2,214	1,865	1,720	1,605	538	-6.39%	-6.67%	25.37%
		URUGUAY	9	4	0	14	0	0	n/a	-100.00%	0.00%
		OTHER FORTIFIED	70,569	69,406	62,981	61,687	68,275	21,691	4.64%	10.66%	23.98%
PORT	AUSTRALIA	33,210	31,719	24,840	19,950	17,923	5,956	-8.45%	-10.16%	8.29%	
	PORTUGAL	89,710	93,821	84,964	85,632	81,473	35,380	-4.95%	-4.86%	10.47%	
	SOUTH AFRICA	24,092	21,288	17,618	19,117	20,176	7,106	1.67%	5.54%	10.92%	
	UNITED STATES OF AMERICA	68	72	36	54	9	4	-66.67%	-83.33%	0.00%	
	PORT	147,079	146,900	127,458	124,754	119,581	48,446	-4.51%	-4.15%	10.22%	
SAKE	JAPAN	63,435	66,776	66,565	71,950	73,019	21,571	2.04%	1.49%	35.26%	
	KOREA - SOUTH	3,661	3,230	2,318	1,983	2,062	567	-6.94%	3.99%	43.10%	
	UNITED STATES OF AMERICA	311,675	320,160	314,636	314,140	313,778	90,023	3.79%	-0.12%	64.88%	
	SAKE	378,771	390,166	383,519	388,072	388,859	112,162	3.39%	0.20%	59.20%	
SHERRY	AUSTRALIA	29,913	29,989	28,489	31,887	36,330	13,535	9.63%	13.93%	0.83%	
	NEW ZEALAND	30,692	28,314	24,372	8,775	8	8	-95.05%	-99.91%	-10.00%	
	SOUTH AFRICA	30,104	30,546	23,852	25,098	21,469	4,618	-47.56%	-14.46%	1.42%	
	SPAIN	81,085	76,737	69,576	66,299	63,815	27,954	-5.83%	-3.75%	2.32%	
	SHERRY	171,794	165,586	146,288	132,059	121,621	46,115	-9.58%	-7.90%	1.71%	
VERMOUTH	FRANCE	24,714	24,290	20,465	20,356	18,075	5,000	-7.66%	-11.21%	10.63%	
	ITALY	230,330	223,073	212,876	202,110	191,944	58,878	-3.02%	-5.03%	5.54%	
	UNITED STATES OF AMERICA	60	42	226	211	281	81	58.82%	33.45%	59.73%	
	VERMOUTH	255,104	247,405	233,567	222,676	210,300	63,960	-3.35%	-5.56%	6.05%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,054,042	1,062,012	991,490	968,485	964,099	312,165	-0.21%	-0.45%	29.11%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	-1	0	0	0	0	n/a	n/a	0.00%	
			IMPORT BOTTLED	1,047,922	1,616,434	2,134,001	2,433,241	2,560,869	818,545	5.40%	5.25%	12.06%
			RED - TOTAL	1,047,921	1,616,434	2,134,001	2,433,241	2,560,869	818,545	5.40%	5.25%	12.06%
		ROSE	IMPORT BOTTLED	180	76	3,605	7,620	8,257	2,308	54.75%	8.36%	3.70%
			ROSE - TOTAL	180	76	3,605	7,620	8,257	2,308	54.75%	8.36%	3.70%
		WHITE	IMPORT BOTTLED	156,625	201,603	324,835	335,233	352,956	107,572	9.90%	5.29%	8.77%
			WHITE - TOTAL	156,625	201,603	324,835	335,233	352,956	107,572	9.90%	5.29%	8.77%
		TOTAL		1,204,726	1,818,114	2,462,441	2,776,093	2,922,082	928,426	5.99%	5.26%	11.64%
	ARMENIA	RED	IMPORT BOTTLED	1	0	0	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	1	0	0	0	0	0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	54	38	22	0	14	9	n/a	n/a	0.00%	
		WHITE - TOTAL	54	38	22	0	14	9	n/a	n/a	0.00%	
		TOTAL		55	38	22	0	14	9	n/a	n/a	0.00%
AUSTRALIA	RED	CANADA BOTTLED	64,435	12,380	8,921	10,737	479	0	-100.00%	-95.54%	0.00%	
		IMPORT BOTTLED	5,887,761	5,440,864	4,725,794	4,287,148	4,110,860	1,342,272	-0.11%	-4.11%	11.32%	
		RED - TOTAL	5,952,196	5,453,244	4,734,715	4,297,886	4,111,340	1,342,272	-0.27%	-4.34%	11.32%	
	ROSE	IMPORT BOTTLED	24,994	18,926	20,579	17,062	12,718	2,617	-19.91%	-25.46%	4.92%	
		ROSE - TOTAL	24,994	18,926	20,579	17,062	12,718	2,617	-19.91%	-25.46%	4.92%	
	WHITE	CANADA BOTTLED	94,999	9,833	8,338	5,208	0	0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	2,300,281	2,332,725	2,155,698	1,978,499	1,911,286	578,374	4.06%	-3.40%	8.58%	
		WHITE - TOTAL	2,395,280	2,342,558	2,164,036	1,983,707	1,911,286	578,374	3.97%	-3.65%	8.58%	
		TOTAL		8,372,470	7,814,728	6,919,330	6,298,655	6,035,344	1,923,264	0.93%	-4.18%	10.44%
AUSTRIA	RED	IMPORT BOTTLED	1,128	1,196	1,290	655	964	438	132.67%	47.19%	14.16%	
		RED - TOTAL	1,128	1,196	1,290	655	964	438	132.67%	47.19%	14.16%	
	ROSE	IMPORT BOTTLED	404	251	476	126	0	0	n/a	-100.00%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	404	251	476	126	0	n/a	-100.00%	0.00%	
		WHITE	IMPORT BOTTLED	8,170	7,641	6,226	12,585	8,956	2,083	-30.94%	-28.83%	27.94%
			WHITE - TOTAL	8,170	7,641	6,226	12,585	8,956	2,083	-30.94%	-28.83%	27.94%
		TOTAL	9,701	9,088	7,993	13,366	9,920	2,521	-21.32%	-25.78%	26.60%	
BULGARIA	RED	IMPORT BOTTLED	30,318	12,496	163	-2	575	216	n/a	38,450.00%	6.26%	
		RED - TOTAL	30,318	12,496	163	-2	575	216	n/a	38,450.00%	6.26%	
	WHITE	IMPORT BOTTLED	0	0	0	0	900	315	n/a	n/a	6.00%	
		WHITE - TOTAL	0	0	0	0	900	315	n/a	n/a	6.00%	
	TOTAL	30,318	12,496	163	-2	1,475	531	n/a	38,450.00%	6.10%		
CHILE	RED	CANADA BOTTLED	320,982	303,025	254,744	197,168	145,808	38,159	-24.22%	-26.05%	23.28%	
		IMPORT BOTTLED	1,817,309	2,027,682	2,116,845	2,218,521	2,190,273	667,892	-3.08%	-1.27%	6.24%	
		RED - TOTAL	2,138,291	2,330,708	2,371,588	2,415,689	2,336,081	706,051	-4.52%	-3.30%	7.30%	
	ROSE	IMPORT BOTTLED	3,130	8,318	7,952	7,612	6,405	1,362	1.40%	-15.86%	4.86%	
		ROSE - TOTAL	3,130	8,318	7,952	7,612	6,405	1,362	1.40%	-15.86%	4.86%	
	WHITE	CANADA BOTTLED	232,900	232,728	203,352	150,237	107,002	26,650	-22.30%	-28.78%	23.56%	
		IMPORT BOTTLED	680,504	779,160	894,759	975,792	978,959	261,219	-6.14%	0.32%	9.61%	
		WHITE - TOTAL	913,404	1,011,888	1,098,111	1,126,028	1,085,961	287,870	-7.91%	-3.56%	10.99%	
TOTAL	3,054,826	3,350,913	3,477,651	3,549,330	3,428,447	995,283	-5.52%	-3.41%	8.47%			
CHINA	RED	IMPORT BOTTLED	1,990	4,771	3,818	2,942	1,574	435	-64.29%	-46.48%	5.10%	
		RED - TOTAL	1,990	4,771	3,818	2,942	1,574	435	-64.29%	-46.48%	5.10%	
	WHITE	IMPORT BOTTLED	284	378	264	187	608	188	108.33%	225.30%	3.58%	
		WHITE - TOTAL	284	378	264	187	608	188	108.33%	225.30%	3.58%	
	TOTAL	2,275	5,149	4,082	3,128	2,182	622	-52.41%	-30.26%	4.68%		
CROATIA	RED	IMPORT BOTTLED	4,786	4,900	4,372	2,866	2,024	294	-73.41%	-29.41%	0.48%	
		RED - TOTAL	4,786	4,900	4,372	2,866	2,024	294	-73.41%	-29.41%	0.48%	
	WHITE	IMPORT BOTTLED	208	7	45	198	45	0	-100.00%	-77.27%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	208	7	45	198	45	0	-100.00%	-77.27%	0.00%
		TOTAL		4,994	4,907	4,417	3,064	2,068	294	-74.64%	-32.50%	0.48%
CZECH REPUBLIC	RED	IMPORT BOTTLED		1,772	1,090	836	28	1	0	-100.00%	-97.30%	0.00%
		RED - TOTAL		1,772	1,090	836	28	1	0	-100.00%	-97.30%	0.00%
	WHITE	IMPORT BOTTLED		1,084	1,526	973	6	9	0	n/a	50.00%	0.00%
		WHITE - TOTAL		1,084	1,526	973	6	9	0	n/a	50.00%	0.00%
	TOTAL		2,855	2,617	1,808	34	10	0	-100.00%	-71.11%	0.00%	
FRANCE	RED	CANADA BOTTLED		123,508	136,960	174,800	162,248	160,799	47,064	13.85%	-0.89%	1.58%
		IMPORT BOTTLED		1,420,246	1,522,704	1,393,200	1,410,036	1,405,352	480,494	3.03%	-0.33%	8.92%
		RED - TOTAL		1,543,754	1,659,664	1,568,000	1,572,284	1,566,152	527,558	3.91%	-0.39%	8.16%
	ROSE	IMPORT BOTTLED		36,602	43,703	64,340	64,164	64,443	10,866	14.26%	0.44%	8.71%
		ROSE - TOTAL		36,602	43,703	64,340	64,164	64,443	10,866	14.26%	0.44%	8.71%
	WHITE	CANADA BOTTLED		54,580	61,618	74,864	56,816	53,600	14,868	26.60%	-5.66%	1.54%
		IMPORT BOTTLED		695,292	712,818	636,056	615,786	559,862	160,132	-10.02%	-9.08%	13.65%
		WHITE - TOTAL		749,872	774,436	710,920	672,602	613,462	175,000	-7.75%	-8.79%	12.60%
TOTAL		2,330,229	2,477,803	2,343,259	2,309,049	2,244,057	713,425	0.92%	-2.81%	9.39%		
GEORGIA	RED	IMPORT BOTTLED		0	0	0	4,241	9,216	3,315	48.67%	117.29%	2.31%
		RED - TOTAL		0	0	0	4,241	9,216	3,315	48.67%	117.29%	2.31%
	WHITE	IMPORT BOTTLED		0	0	0	126	430	250	1,287.50%	241.67%	2.44%
		WHITE - TOTAL		0	0	0	126	430	250	1,287.50%	241.67%	2.44%
	TOTAL		0	0	0	4,367	9,646	3,565	58.59%	120.88%	2.32%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		9	2	0	0	0	0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL		9	2	0	0	0	0	n/a	n/a	0.00%
	RED	IMPORT BOTTLED		7,722	17,342	19,418	17,724	13,580	3,064	-57.22%	-23.38%	3.23%
		RED - TOTAL		7,722	17,342	19,418	17,724	13,580	3,064	-57.22%	-23.38%	3.23%
	WHITE	IMPORT BOTTLED		467,778	479,672	481,349	478,300	473,404	151,754	-1.17%	-1.02%	5.92%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	467,778	479,672	481,349	478,300	473,404	151,754	-1.17%	-1.02%	5.92%
		TOTAL		475,509	497,016	500,767	496,024	486,983	154,818	-3.67%	-1.82%	5.84%
GREECE	RED	IMPORT BOTTLED		101,287	83,058	63,572	58,036	50,984	14,928	1.08%	-12.15%	68.08%
		RED - TOTAL		101,287	83,058	63,572	58,036	50,984	14,928	1.08%	-12.15%	68.08%
	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		81,844	69,273	57,096	55,767	51,247	12,588	-4.14%	-8.11%	58.30%
		WHITE - TOTAL		81,844	69,273	57,096	55,767	51,247	12,588	-4.14%	-8.11%	58.30%
TOTAL			183,131	152,340	120,726	113,804	102,230	27,516	-1.38%	-10.17%	63.18%	
HUNGARY	RED	IMPORT BOTTLED		42,563	33,717	24,756	24,177	21,881	6,798	-3.49%	-9.50%	1.08%
		RED - TOTAL		42,563	33,717	24,756	24,177	21,881	6,798	-3.49%	-9.50%	1.08%
	WHITE	IMPORT BOTTLED		100,463	93,240	77,302	86,016	88,997	26,311	21.44%	3.47%	5.69%
		WHITE - TOTAL		100,463	93,240	77,302	86,016	88,997	26,311	21.44%	3.47%	5.69%
	TOTAL			143,026	126,956	102,059	110,193	110,878	33,109	15.33%	0.62%	4.78%
INDIA	RED	IMPORT BOTTLED		194	16	-1	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		194	16	-1	0	0	0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED		266	326	140	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL		266	326	140	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		316	15	2	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL		316	15	2	0	0	0	n/a	n/a	0.00%
TOTAL			776	357	142	0	0	0	n/a	n/a	0.00%	
ISRAEL	RED	IMPORT BOTTLED		654	10,507	8,880	6,760	6,614	1,760	4.59%	-2.16%	7.27%
		RED - TOTAL		654	10,507	8,880	6,760	6,614	1,760	4.59%	-2.16%	7.27%
	ROSE	IMPORT BOTTLED		0	0	0	45	591	161	497.22%	1,213.33%	27.03%
		ROSE - TOTAL		0	0	0	45	591	161	497.22%	1,213.33%	27.03%
	WHITE	IMPORT BOTTLED		217	4,380	3,406	3,583	3,497	835	-10.76%	-2.40%	4.48%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	217	4,380	3,406	3,583	3,497	835	-10.76%	-2.40%	4.48%
		TOTAL		871	14,886	12,286	10,388	10,702	2,757	4.19%	3.02%	7.45%
ITALY	RED	IMPORT BOTTLED		2,177,817	2,278,857	2,135,468	2,149,058	2,151,878	673,787	1.64%	0.13%	16.03%
		RED - TOTAL		2,177,817	2,278,857	2,135,468	2,149,058	2,151,878	673,787	1.64%	0.13%	16.03%
	ROSE	IMPORT BOTTLED		3,866	2,598	5,073	27,286	41,919	9,524	48.21%	53.63%	3.67%
		ROSE - TOTAL		3,866	2,598	5,073	27,286	41,919	9,524	48.21%	53.63%	3.67%
	WHITE	IMPORT BOTTLED		1,074,318	1,136,628	1,139,193	1,182,972	1,227,374	361,668	9.87%	3.75%	20.33%
		WHITE - TOTAL		1,074,318	1,136,628	1,139,193	1,182,972	1,227,374	361,668	9.87%	3.75%	20.33%
TOTAL			3,256,001	3,418,083	3,279,734	3,359,316	3,421,172	1,044,980	4.65%	1.84%	17.42%	
LEBANON	RED	IMPORT BOTTLED		1,129	914	428	363	440	115	30.77%	21.07%	14.68%
		RED - TOTAL		1,129	914	428	363	440	115	30.77%	21.07%	14.68%
	ROSE	IMPORT BOTTLED		68	178	8	92	146	18	580.00%	59.02%	0.00%
		ROSE - TOTAL		68	178	8	92	146	18	580.00%	59.02%	0.00%
	WHITE	IMPORT BOTTLED		107	278	124	183	160	53	-21.11%	-12.30%	35.51%
		WHITE - TOTAL		107	278	124	183	160	53	-21.11%	-12.30%	35.51%
TOTAL			1,304	1,370	560	638	746	186	22.77%	16.94%	32.19%	
MEXICO	RED	IMPORT BOTTLED		704	1,291	916	1,083	797	196	-13.82%	-26.39%	11.67%
		RED - TOTAL		704	1,291	916	1,083	797	196	-13.82%	-26.39%	11.67%
	WHITE	IMPORT BOTTLED		0	90	171	351	135	18	-50.00%	-61.54%	0.00%
		WHITE - TOTAL		0	90	171	351	135	18	-50.00%	-61.54%	0.00%
TOTAL			704	1,381	1,088	1,434	932	214	-18.75%	-34.99%	12.87%	
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		126	131	18	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		126	131	18	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		63	9	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL		63	9	0	0	0	0	n/a	n/a	0.00%
	TOTAL			189	140	18	0	0	0	n/a	n/a	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	4,608	4,236	3,383	4,185	3,835	1,386	-19.30%	-8.37%	2.62%
			RED - TOTAL	4,608	4,236	3,383	4,185	3,835	1,386	-19.30%	-8.37%	2.62%
			TOTAL	4,608	4,236	3,383	4,185	3,835	1,386	-19.30%	-8.37%	2.62%
MOROCCO	RED	IMPORT BOTTLED	608	289	14	3	0	0	n/a	-100.00%	0.00%	
			RED - TOTAL	608	289	14	3	0	0	n/a	-100.00%	0.00%
			TOTAL	608	289	14	3	0	0	n/a	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	58,222	62,577	65,350	85,820	93,318	31,068	15.06%	8.74%	17.40%	
			RED - TOTAL	58,222	62,577	65,350	85,820	93,318	31,068	15.06%	8.74%	17.40%
	ROSE	IMPORT BOTTLED	1,273	3,267	768	1,430	922	27	-92.41%	-35.52%	10.74%	
			ROSE - TOTAL	1,273	3,267	768	1,430	922	27	-92.41%	-35.52%	10.74%
	WHITE	IMPORT BOTTLED	465,871	522,968	587,415	764,108	922,082	268,533	28.93%	20.67%	21.41%	
			WHITE - TOTAL	465,871	522,968	587,415	764,108	922,082	268,533	28.93%	20.67%	21.41%
	TOTAL	525,365	588,812	653,534	851,357	1,016,322	299,628	27.16%	19.38%	21.03%		
PORTUGAL	RED	IMPORT BOTTLED	91,084	102,784	111,923	118,162	139,497	32,980	-9.76%	18.06%	5.38%	
			RED - TOTAL	91,084	102,784	111,923	118,162	139,497	32,980	-9.76%	18.06%	5.38%
	ROSE	IMPORT BOTTLED	62,801	65,893	61,575	75,577	69,962	20,715	-5.25%	-7.43%	2.33%	
			ROSE - TOTAL	62,801	65,893	61,575	75,577	69,962	20,715	-5.25%	-7.43%	2.33%
	WHITE	IMPORT BOTTLED	63,638	79,989	91,292	103,318	106,393	23,613	11.13%	2.98%	2.49%	
			WHITE - TOTAL	63,638	79,989	91,292	103,318	106,393	23,613	11.13%	2.98%	2.49%
	TOTAL	217,523	248,666	264,790	297,057	315,852	77,308	-2.95%	6.33%	3.73%		
ROMANIA	RED	IMPORT BOTTLED	98	-2	0	0	0	0	n/a	n/a	0.00%	
			RED - TOTAL	98	-2	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	111	2	0	0	1	1	n/a	n/a	0.00%	
			WHITE - TOTAL	111	2	0	0	1	1	n/a	n/a	0.00%
		TOTAL	208	0	0	0	1	1	n/a	n/a	0.00%	
SLOVAK REPUBLIC	RED	IMPORT BOTTLED	368	0	0	0	0	0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TABLE WINE	SLOVAK REPUBLIC	RED	RED - TOTAL	368	0	0	0	0	0	n/a	n/a	0.00%
		TOTAL		368	0	0	0	0	0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED		0	0	0	18	40	0	-100.00%	125.00%	0.00%
		RED - TOTAL		0	0	0	18	40	0	-100.00%	125.00%	0.00%
	WHITE	IMPORT BOTTLED		0	189	351	26	36	0	-100.00%	37.14%	0.00%
		WHITE - TOTAL		0	189	351	26	36	0	-100.00%	37.14%	0.00%
	TOTAL			0	189	351	44	76	0	-100.00%	72.88%	0.00%
SOUTH AFRICA	RED	CANADA BOTTLED		480	576	743	336	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		684,434	680,769	665,804	608,014	582,840	177,682	-1.77%	-4.14%	5.84%
		RED - TOTAL		684,914	681,345	666,547	608,350	582,840	177,682	-1.77%	-4.19%	5.84%
	ROSE	IMPORT BOTTLED		1,589	2,314	206	1,204	1,548	0	-100.00%	28.60%	0.00%
		ROSE - TOTAL		1,589	2,314	206	1,204	1,548	0	-100.00%	28.60%	0.00%
	WHITE	CANADA BOTTLED		299	564	648	228	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		376,772	376,226	385,456	380,623	424,597	115,889	12.79%	11.55%	7.93%
		WHITE - TOTAL		377,071	376,790	386,104	380,851	424,597	115,889	12.79%	11.49%	7.93%
	TOTAL			1,063,574	1,060,449	1,052,858	990,405	1,008,985	293,572	3.31%	1.88%	6.72%
	SPAIN	RED	IMPORT BOTTLED		688,604	754,479	715,103	785,566	970,370	325,016	23.72%	23.53%
RED - TOTAL				688,604	754,479	715,103	785,566	970,370	325,016	23.72%	23.53%	6.47%
ROSE		IMPORT BOTTLED		7,864	11,530	12,194	14,114	10,976	1,599	-18.28%	-22.23%	10.84%
		ROSE - TOTAL		7,864	11,530	12,194	14,114	10,976	1,599	-18.28%	-22.23%	10.84%
WHITE		IMPORT BOTTLED		32,829	47,463	48,102	53,381	72,225	16,269	13.55%	35.30%	14.92%
		WHITE - TOTAL		32,829	47,463	48,102	53,381	72,225	16,269	13.55%	35.30%	14.92%
TOTAL			729,298	813,473	775,399	853,060	1,053,572	342,883	22.90%	23.50%	7.10%	
SWITZERLAND	RED	IMPORT BOTTLED		0	90	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		0	90	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		0	90	0	240	78	1	-99.41%	-67.50%	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	0	90	0	240	78	1	-99.41%	-67.50%	0.00%
		TOTAL		0	180	0	240	78	1	-99.41%	-67.50%	0.00%
TURKEY	RED	IMPORT BOTTLED		0	0	180	0	514	144	n/a	n/a	22.77%
		RED - TOTAL		0	0	180	0	514	144	n/a	n/a	22.77%
		TOTAL		0	0	180	0	514	144	n/a	n/a	22.77%
UNITED STATES OF AMERICA	RED	CANADA BOTTLED		466,158	482,844	508,886	469,360	388,272	105,455	-18.67%	-17.28%	1.63%
		IMPORT BOTTLED		2,365,195	2,755,513	2,757,507	2,880,763	3,181,216	1,064,467	19.61%	10.43%	14.54%
		RED - TOTAL		2,831,353	3,238,357	3,266,393	3,350,124	3,569,488	1,169,922	14.74%	6.55%	13.14%
	ROSE	CANADA BOTTLED		12,612	11,298	11,259	6,080	1,126	252	-31.43%	-81.47%	0.00%
		IMPORT BOTTLED		518,197	522,106	501,071	484,678	464,169	129,530	-3.33%	-4.23%	5.59%
		ROSE - TOTAL		530,809	533,404	512,330	490,758	465,296	129,782	-3.41%	-5.19%	5.58%
	WHITE	CANADA BOTTLED		270,170	260,738	271,292	233,754	199,102	46,170	-24.13%	-14.82%	2.42%
		IMPORT BOTTLED		1,378,419	1,578,897	1,660,950	1,696,437	1,783,816	513,794	12.54%	5.15%	11.56%
		WHITE - TOTAL		1,648,589	1,839,635	1,932,242	1,930,192	1,982,918	559,964	8.23%	2.73%	10.64%
TOTAL		5,010,751	5,611,396	5,710,965	5,771,073	6,017,702	1,859,669	11.27%	4.27%	11.73%		
URUGUAY	RED	IMPORT BOTTLED		776	956	829	2,911	1,147	290	-71.16%	-60.60%	2.09%
		RED - TOTAL		776	956	829	2,911	1,147	290	-71.16%	-60.60%	2.09%
	WHITE	IMPORT BOTTLED		0	0	0	36	52	-1	n/a	43.75%	0.00%
		WHITE - TOTAL		0	0	0	36	52	-1	n/a	43.75%	0.00%
	TOTAL		776	956	829	2,947	1,198	290	-71.16%	-59.33%	2.09%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED		1,641,123	1,512,564	1,517,847	1,292,172	1,056,190	278,619	-15.88%	-18.26%	6.98%
		IMPORT BOTTLED		24,985,917	26,524,463	26,183,002	26,527,080	27,150,833	8,427,780	5.48%	2.35%	11.68%
IMPORT TABLE WINE - TOTAL				26,627,040	28,037,027	27,700,849	27,819,253	28,207,022	8,706,399	4.63%	1.39%	11.50%
SPARKLING WINE	ARGENTINA	RED		0	0	0	36	54	36	0.00%	50.00%	0.00%
		ROSE		0	0	0	126	202	36	n/a	60.71%	0.00%
		WHITE		738	1,487	1,947	2,871	2,538	1,571	169.93%	-11.59%	12.66%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
SPARKLING WINE	ARGENTINA	TOTAL	738	1,487	1,947	3,033	2,795	1,643	160.03%	-7.86%	14.23%
	AUSTRALIA	RED	15,746	15,359	12,568	10,616	10,053	3,993	-0.86%	-5.31%	0.69%
		ROSE	27,693	47,053	79,077	79,482	72,549	27,295	-9.83%	-8.72%	6.19%
		WHITE	99,163	124,334	120,399	98,974	91,954	41,356	6.44%	-7.09%	6.14%
		TOTAL	142,603	186,746	212,044	189,072	174,556	72,644	-0.69%	-7.68%	5.85%
	CHILE	RED	1	0	0	0	0	0	n/a	n/a	0.00%
		ROSE	2,119	9,469	14,797	15,107	19,535	6,258	21.87%	29.31%	1.00%
		WHITE	1,221	873	153	91	122	122	16,100.00%	33.88%	0.00%
		TOTAL	3,341	10,342	14,950	15,198	19,656	6,379	24.22%	29.34%	1.00%
	CHINA	WHITE	0	0	0	0	115	33	n/a	n/a	4.58%
		TOTAL	0	0	0	0	115	33	n/a	n/a	4.58%
	CZECH REPUBLIC	WHITE	215	1,438	226	4	0	0	n/a	-100.00%	0.00%
		TOTAL	215	1,438	226	4	0	0	n/a	-100.00%	0.00%
	FRANCE	RED	0	0	0	0	1,979	4	n/a	n/a	0.00%
		ROSE	19,194	33,139	30,573	35,496	42,652	16,307	13.15%	20.16%	11.83%
		ROSE TABLE WINE	0	0	0	1,395	2,708	1,545	63.10%	94.09%	7.23%
		WHITE	196,328	200,205	173,874	172,865	169,189	72,316	-3.98%	-2.13%	26.97%
		WHITE TABLE WINE	2,558	4,628	4,408	6,529	5,975	1,935	-21.17%	-8.48%	11.37%
		TOTAL	218,080	237,971	208,856	216,285	222,502	92,107	-1.10%	1.96%	23.38%
	GERMANY	ROSE	0	27	8,927	16,600	17,498	9,615	23.08%	5.41%	3.16%
		WHITE	138,129	156,538	154,013	164,922	159,707	76,028	-6.88%	-3.16%	10.60%
	TOTAL	138,129	156,565	162,940	181,522	177,204	85,643	-4.27%	-2.38%	9.86%	
HUNGARY	WHITE	12,649	17,046	19,700	19,924	17,342	6,810	-16.72%	-12.96%	2.11%	
	TOTAL	12,649	17,046	19,700	19,924	17,342	6,810	-16.72%	-12.96%	2.11%	
INDIA	WHITE	6	0	0	0	0	0	n/a	n/a	0.00%	
	TOTAL	6	0	0	0	0	0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
SPARKLING WINE	ISRAEL	WHITE	0	90	0	0	0	n/a	n/a	0.00%	
		TOTAL	0	90	0	0	0	n/a	n/a	0.00%	
	ITALY	RED	0	0	36	4	4	n/a	0.00%	100.00%	
		ROSE	1,433	5,092	8,890	12,454	11,744	4,857	9.11%	-5.70%	10.65%
		WHITE	113,119	144,441	165,279	181,034	209,804	83,616	11.84%	15.89%	23.14%
		TOTAL	114,553	149,533	174,206	193,493	221,553	88,477	11.69%	14.50%	22.48%
NEW ZEALAND	ROSE	0	171	36	54	1,876	1,642	5,983.33%	3,373.61%	5.36%	
	WHITE	3,516	5,660	3,744	4,458	13,173	5,373	52.82%	195.49%	9.47%	
	TOTAL	3,516	5,830	3,780	4,512	15,049	7,016	98.01%	233.53%	8.96%	
PORTUGAL	ROSE	0	189	717	590	35	0	-100.00%	-94.02%	0.00%	
	WHITE	90	230	230	501	109	54	-85.60%	-78.29%	16.55%	
	TOTAL	90	418	946	1,090	144	54	-92.83%	-86.80%	16.55%	
SOUTH AFRICA	ROSE	0	0	269	0	135	18	n/a	n/a	0.00%	
	WHITE	1,496	1,580	12,626	19,480	17,308	5,882	-10.29%	-11.15%	5.43%	
	TOTAL	1,496	1,580	12,895	19,480	17,444	5,900	-10.29%	-11.15%	5.43%	
SPAIN	RED	0	22	0	18	32	0	n/a	75.00%	0.00%	
	ROSE	15,688	16,194	13,376	20,432	16,827	5,630	-35.07%	-17.64%	12.23%	
	WHITE	250,608	267,188	253,051	268,652	256,477	111,956	-7.37%	-4.53%	16.27%	
	TOTAL	266,297	283,403	266,426	289,102	273,336	117,585	-9.22%	-5.45%	16.02%	
UNITED STATES OF AMERICA	ROSE	1,150	1,512	17,570	13,182	4,586	840	-64.57%	-65.21%	0.98%	
	WHITE	127,763	128,476	111,193	109,020	105,416	39,508	-9.89%	-3.31%	11.37%	
	TOTAL	128,913	129,988	128,763	122,202	110,002	40,348	-12.69%	-9.98%	10.94%	
IMPORT SPARKLING WINE - TOTAL		1,030,625	1,182,439	1,207,680	1,254,917	1,251,697	524,640	-2.02%	-0.26%	15.03%	
WINE - GIFT PACKS	AUSTRALIA	43,687	8,773	6,442	4,876	139	0	-100.00%	-97.15%	0.00%	
	CHILE	0	0	0	0	801	801	n/a	n/a	0.00%	
	FRANCE	1,369	653	946	1,667	1,936	1,561	0.43%	16.15%	1.36%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
WINE - GIFT PACKS	ITALY	2,988	2,831	514	0	1,462	1,462	n/a	n/a	0.00%
	PORTUGAL	0	21	38	1	0	0	n/a	-100.00%	0.00%
	SOUTH AFRICA	0	0	8,094	588	0	0	n/a	-100.00%	0.00%
	SPAIN	0	0	2,051	1,024	2	0	-100.00%	-99.85%	0.00%
	UNITED STATES OF AMERICA	934	10	0	0	2,684	2,670	n/a	n/a	1.01%
IMPORT WINE - GIFT PACKS - TOTAL		48,979	12,289	18,087	8,156	7,024	6,494	2.25%	-13.89%	0.76%
IMPORT WINE - TOTAL		28,760,686	30,293,767	29,918,106	30,050,811	30,429,842	9,549,698	4.07%	1.26%	12.20%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$68	\$76	\$65	\$69	\$61	\$24	-23.97%	-11.11%	0.89%
		CHINA	\$0	\$0	\$0	\$19	\$36	\$8	-21.14%	89.35%	1.56%
		ITALY	\$2	\$3	\$1	\$52	\$341	\$134	157.69%	556.94%	7.54%
		UNITED STATES OF AMERICA	\$3	\$70	\$44	\$25	\$26	\$8	21.92%	4.33%	0.00%
		FLAVOURED	\$72	\$149	\$111	\$165	\$465	\$175	72.64%	181.53%	6.11%
FRUIT	ARMENIA	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	CHINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	DENMARK	\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	FRANCE	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-61.59%	0.00%	
	JAPAN	\$223	\$245	\$285	\$284	\$293	\$89	8.54%	3.09%	31.56%	
	KOREA - SOUTH	\$0	\$9	\$3	\$4	\$4	\$1	-3.16%	2.82%	22.04%	
	TURKEY	\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	\$32	\$35	\$34	\$54	\$66	\$18	-2.97%	22.01%	53.27%	
FRUIT	\$263	\$289	\$322	\$343	\$363	\$108	5.86%	5.94%	35.43%		
MADEIRA	PORTUGAL	\$192	\$181	\$173	\$181	\$175	\$75	2.06%	-3.17%	15.16%	
	MADEIRA	\$192	\$181	\$173	\$181	\$175	\$75	2.06%	-3.17%	15.16%	
MONTILLA	SPAIN	\$192	\$207	\$189	\$174	\$205	\$80	18.62%	17.59%	4.31%	
	MONTILLA	\$192	\$207	\$189	\$174	\$205	\$80	18.62%	17.59%	4.31%	
OTHER	AUSTRALIA	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	-1.02%	
	CHINA	\$0	\$0	\$0	\$7	\$12	\$3	-21.05%	73.41%	10.35%	
	OTHER	\$0	\$0	\$0	\$7	\$15	\$6	-21.05%	73.41%	8.35%	
OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$52	\$24	\$25	\$25	\$21	\$8	-21.18%	-15.20%	17.22%	
	CHINA	\$119	\$150	\$140	\$143	\$145	\$42	-9.84%	1.58%	21.53%	
	FRANCE	\$607	\$586	\$564	\$550	\$560	\$192	2.58%	1.77%	9.92%	
	GREECE	\$5	\$13	\$1	\$2	\$1	\$0	-100.00%	-52.46%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	\$273	\$309	\$325	\$318	\$325	\$110	8.02%	2.41%	32.53%
		JAPAN	\$0	\$0	\$5	\$17	\$49	\$11	72.13%	186.31%	88.10%
		KOREA - SOUTH	\$189	\$145	\$109	\$100	\$141	\$36	8.25%	41.78%	47.41%
		SPAIN	\$0	\$0	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%
		UNITED STATES OF AMERICA	\$95	\$81	\$71	\$65	\$61	\$21	-6.39%	-5.69%	25.29%
		URUGUAY	\$1	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		OTHER FORTIFIED	\$1,340	\$1,308	\$1,243	\$1,220	\$1,305	\$419	2.99%	6.86%	24.71%
PORT	AUSTRALIA	\$631	\$597	\$447	\$372	\$325	\$113	-9.84%	-12.73%	12.40%	
	PORTUGAL	\$3,337	\$3,478	\$3,188	\$3,350	\$3,126	\$1,328	-9.31%	-6.69%	12.13%	
	SOUTH AFRICA	\$355	\$316	\$263	\$289	\$308	\$106	1.90%	6.60%	11.01%	
	UNITED STATES OF AMERICA	\$2	\$2	\$1	\$2	\$1	\$0	-61.11%	-73.87%	0.00%	
	PORT	\$4,325	\$4,393	\$3,900	\$4,013	\$3,759	\$1,547	-8.68%	-6.33%	12.06%	
SAKE	JAPAN	\$1,555	\$1,668	\$1,644	\$1,852	\$1,966	\$565	5.09%	6.14%	50.63%	
	KOREA - SOUTH	\$66	\$58	\$39	\$34	\$36	\$11	0.67%	8.00%	43.08%	
	UNITED STATES OF AMERICA	\$3,181	\$3,302	\$3,150	\$3,168	\$3,187	\$918	2.46%	0.60%	57.12%	
	SAKE	\$4,801	\$5,028	\$4,833	\$5,054	\$5,189	\$1,494	3.42%	2.68%	54.56%	
SHERRY	AUSTRALIA	\$387	\$399	\$381	\$435	\$501	\$187	9.63%	15.17%	0.83%	
	NEW ZEALAND	\$416	\$413	\$372	\$137	\$0	\$0	-95.04%	-99.91%	-10.00%	
	SOUTH AFRICA	\$380	\$389	\$304	\$325	\$281	\$60	-47.56%	-13.44%	1.42%	
	SPAIN	\$1,658	\$1,587	\$1,456	\$1,437	\$1,395	\$602	-6.27%	-2.92%	2.86%	
	SHERRY	\$2,841	\$2,788	\$2,513	\$2,334	\$2,178	\$849	-8.73%	-6.70%	2.21%	
VERMOUTH	FRANCE	\$272	\$270	\$224	\$227	\$221	\$62	-2.37%	-2.47%	10.68%	
	ITALY	\$2,522	\$2,474	\$2,373	\$2,290	\$2,234	\$688	0.26%	-2.45%	6.26%	
	UNITED STATES OF AMERICA	\$2	\$1	\$8	\$7	\$10	\$3	58.83%	35.19%	59.73%	
	VERMOUTH	\$2,796	\$2,745	\$2,605	\$2,525	\$2,465	\$754	0.18%	-2.34%	6.87%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,823	\$17,090	\$15,888	\$16,016	\$16,119	\$5,505	-1.25%	0.64%	24.92%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			IMPORT BOTTLED	\$14,086	\$22,755	\$30,894	\$36,858	\$40,574	\$13,195	9.04%	10.08%	13.46%
			RED - TOTAL	\$14,086	\$22,755	\$30,894	\$36,858	\$40,574	\$13,195	9.04%	10.08%	13.46%
		ROSE	IMPORT BOTTLED	\$3	\$2	\$61	\$125	\$122	\$33	40.68%	-1.68%	4.30%
			ROSE - TOTAL	\$3	\$2	\$61	\$125	\$122	\$33	40.68%	-1.68%	4.30%
		WHITE	IMPORT BOTTLED	\$1,854	\$2,448	\$3,947	\$4,256	\$4,676	\$1,399	11.35%	9.86%	9.02%
			WHITE - TOTAL	\$1,854	\$2,448	\$3,947	\$4,256	\$4,676	\$1,399	11.35%	9.86%	9.02%
			TOTAL	\$15,943	\$25,205	\$34,903	\$41,239	\$45,372	\$14,627	9.31%	10.02%	12.98%
	ARMENIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	\$2	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$2	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$2	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
AUSTRALIA	RED	CANADA BOTTLED	\$542	\$154	\$97	\$110	\$6	\$0	-100.00%	-94.94%	0.00%	
		IMPORT BOTTLED	\$97,905	\$93,113	\$79,549	\$73,080	\$70,891	\$23,066	-0.86%	-3.00%	12.10%	
		RED - TOTAL	\$98,447	\$93,267	\$79,645	\$73,190	\$70,896	\$23,066	-0.96%	-3.13%	12.10%	
	ROSE	IMPORT BOTTLED	\$342	\$267	\$311	\$271	\$205	\$41	-29.22%	-24.47%	5.70%	
		ROSE - TOTAL	\$342	\$267	\$311	\$271	\$205	\$41	-29.22%	-24.47%	5.70%	
	WHITE	CANADA BOTTLED	\$825	\$121	\$84	\$53	\$0	\$0	-100.00%	-100.00%	0.00%	
		IMPORT BOTTLED	\$31,599	\$32,669	\$29,701	\$27,493	\$26,598	\$7,896	2.03%	-3.26%	8.99%	
		WHITE - TOTAL	\$32,424	\$32,790	\$29,785	\$27,547	\$26,598	\$7,896	1.95%	-3.44%	8.99%	
		TOTAL	\$131,213	\$126,324	\$109,742	\$101,007	\$97,698	\$31,003	-0.29%	-3.28%	11.24%	
	AUSTRIA	RED	IMPORT BOTTLED	\$30	\$32	\$34	\$18	\$23	\$10	84.78%	23.27%	14.79%
		RED - TOTAL	\$30	\$32	\$34	\$18	\$23	\$10	84.78%	23.27%	14.79%	
ROSE		IMPORT BOTTLED	\$8	\$6	\$9	\$2	\$0	\$0	n/a	-100.00%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	\$8	\$6	\$9	\$2	\$0	\$0	n/a	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	\$198	\$205	\$161	\$299	\$231	\$52	-31.07%	-22.76%	30.70%
			WHITE - TOTAL	\$198	\$205	\$161	\$299	\$231	\$52	-31.07%	-22.76%	30.70%
		TOTAL	\$236	\$242	\$203	\$319	\$254	\$62	-23.63%	-20.56%	29.28%	
BULGARIA	RED	IMPORT BOTTLED	\$284	\$114	\$2	\$0	\$11	\$4	n/a	87,021.13%	6.26%	
		RED - TOTAL	\$284	\$114	\$2	\$0	\$11	\$4	n/a	87,021.13%	6.26%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$15	\$5	n/a	n/a	6.03%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$15	\$5	n/a	n/a	6.03%	
	TOTAL	\$284	\$114	\$2	\$0	\$26	\$9	n/a	87,021.13%	6.13%		
CHILE	RED	CANADA BOTTLED	\$2,860	\$2,681	\$2,251	\$1,779	\$1,319	\$339	-27.51%	-25.83%	21.06%	
		IMPORT BOTTLED	\$23,695	\$26,989	\$27,747	\$28,906	\$28,865	\$8,900	-2.29%	-0.14%	7.10%	
		RED - TOTAL	\$26,555	\$29,669	\$29,998	\$30,684	\$30,185	\$9,239	-3.52%	-1.63%	7.71%	
	ROSE	IMPORT BOTTLED	\$48	\$124	\$127	\$122	\$102	\$21	-3.61%	-16.81%	4.91%	
		ROSE - TOTAL	\$48	\$124	\$127	\$122	\$102	\$21	-3.61%	-16.81%	4.91%	
	WHITE	CANADA BOTTLED	\$2,052	\$2,050	\$1,793	\$1,349	\$968	\$238	-25.12%	-28.23%	21.60%	
		IMPORT BOTTLED	\$8,440	\$9,991	\$11,282	\$12,177	\$12,325	\$3,347	-3.92%	1.22%	10.43%	
		WHITE - TOTAL	\$10,492	\$12,042	\$13,075	\$13,526	\$13,293	\$3,585	-5.69%	-1.72%	11.25%	
TOTAL	\$37,095	\$41,836	\$43,200	\$44,332	\$43,579	\$12,846	-4.14%	-1.70%	8.78%			
CHINA	RED	IMPORT BOTTLED	\$30	\$79	\$73	\$51	\$29	\$9	-51.89%	-44.31%	5.51%	
		RED - TOTAL	\$30	\$79	\$73	\$51	\$29	\$9	-51.89%	-44.31%	5.51%	
	WHITE	IMPORT BOTTLED	\$4	\$6	\$5	\$3	\$10	\$3	93.75%	200.37%	4.03%	
		WHITE - TOTAL	\$4	\$6	\$5	\$3	\$10	\$3	93.75%	200.37%	4.03%	
	TOTAL	\$35	\$85	\$78	\$55	\$38	\$12	-40.60%	-29.91%	5.14%		
CROATIA	RED	IMPORT BOTTLED	\$65	\$68	\$60	\$38	\$27	\$4	-72.71%	-29.54%	0.48%	
		RED - TOTAL	\$65	\$68	\$60	\$38	\$27	\$4	-72.71%	-29.54%	0.48%	
	WHITE	IMPORT BOTTLED	\$4	\$0	\$1	\$3	\$1	\$0	-100.00%	-76.85%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	\$4	\$0	\$1	\$3	\$1	\$0	-100.00%	-76.85%	0.00%
		TOTAL		\$68	\$68	\$61	\$41	\$27	\$4	-74.10%	-32.75%	0.48%
CZECH REPUBLIC	RED	IMPORT BOTTLED		\$24	\$15	\$11	\$0	\$0	\$0	-100.00%	-97.22%	0.00%
		RED - TOTAL		\$24	\$15	\$11	\$0	\$0	\$0	-100.00%	-97.22%	0.00%
	WHITE	IMPORT BOTTLED		\$16	\$22	\$13	\$0	\$0	\$0	n/a	69.17%	0.00%
		WHITE - TOTAL		\$16	\$22	\$13	\$0	\$0	\$0	n/a	69.17%	0.00%
	TOTAL		\$40	\$37	\$25	\$0	\$0	\$0	\$0	-100.00%	-67.51%	0.00%
FRANCE	RED	CANADA BOTTLED		\$883	\$996	\$1,274	\$1,235	\$1,257	\$368	13.16%	1.80%	1.58%
		IMPORT BOTTLED		\$29,267	\$36,021	\$29,838	\$31,141	\$35,874	\$15,213	43.56%	15.20%	9.43%
		RED - TOTAL		\$30,151	\$37,017	\$31,112	\$32,376	\$37,131	\$15,581	42.66%	14.69%	9.16%
	ROSE	IMPORT BOTTLED		\$616	\$754	\$1,127	\$1,113	\$1,154	\$195	11.03%	3.67%	9.26%
		ROSE - TOTAL		\$616	\$754	\$1,127	\$1,113	\$1,154	\$195	11.03%	3.67%	9.26%
	WHITE	CANADA BOTTLED		\$390	\$448	\$546	\$429	\$419	\$116	26.60%	-2.34%	1.54%
		IMPORT BOTTLED		\$12,218	\$13,000	\$11,687	\$11,817	\$11,387	\$3,479	-0.25%	-3.64%	17.30%
		WHITE - TOTAL		\$12,608	\$13,448	\$12,233	\$12,245	\$11,805	\$3,595	0.44%	-3.59%	16.74%
	TOTAL		\$43,375	\$51,219	\$44,473	\$45,734	\$50,090	\$19,372	31.98%	9.52%	10.95%	
GEORGIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$100	\$202	\$68	29.23%	102.17%	2.43%
		RED - TOTAL		\$0	\$0	\$0	\$100	\$202	\$68	29.23%	102.17%	2.43%
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$2	\$8	\$4	1,353.99%	262.86%	2.32%
		WHITE - TOTAL		\$0	\$0	\$0	\$2	\$8	\$4	1,353.99%	262.86%	2.32%
TOTAL		\$0	\$0	\$0	\$102	\$210	\$73	36.70%	105.62%	2.43%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RED	IMPORT BOTTLED		\$115	\$228	\$256	\$240	\$205	\$49	-48.34%	-14.28%	5.27%
		RED - TOTAL		\$115	\$228	\$256	\$240	\$205	\$49	-48.34%	-14.28%	5.27%
	WHITE	IMPORT BOTTLED		\$6,507	\$7,017	\$7,138	\$7,118	\$7,255	\$2,340	1.66%	1.93%	7.82%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	\$6,507	\$7,017	\$7,138	\$7,118	\$7,255	\$2,340	1.66%	1.93%	7.82%
		TOTAL		\$6,623	\$7,245	\$7,394	\$7,358	\$7,461	\$2,389	-0.32%	1.40%	7.75%
GREECE	RED	IMPORT BOTTLED		\$1,035	\$978	\$795	\$748	\$675	\$199	1.39%	-9.76%	65.81%
		RED - TOTAL		\$1,035	\$978	\$795	\$748	\$675	\$199	1.39%	-9.76%	65.81%
	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		\$785	\$725	\$657	\$677	\$620	\$153	-5.53%	-8.34%	56.88%
		WHITE - TOTAL		\$785	\$725	\$657	\$677	\$620	\$153	-5.53%	-8.34%	56.88%
TOTAL			\$1,821	\$1,704	\$1,453	\$1,425	\$1,296	\$351	-1.74%	-9.09%	61.53%	
HUNGARY	RED	IMPORT BOTTLED		\$418	\$358	\$271	\$267	\$246	\$77	-2.53%	-7.85%	1.09%
		RED - TOTAL		\$418	\$358	\$271	\$267	\$246	\$77	-2.53%	-7.85%	1.09%
	WHITE	IMPORT BOTTLED		\$1,082	\$1,120	\$963	\$1,077	\$1,121	\$335	17.66%	4.11%	5.77%
		WHITE - TOTAL		\$1,082	\$1,120	\$963	\$1,077	\$1,121	\$335	17.66%	4.11%	5.77%
	TOTAL			\$1,500	\$1,477	\$1,234	\$1,344	\$1,367	\$412	13.25%	1.73%	4.93%
INDIA	RED	IMPORT BOTTLED		\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL		\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	IMPORT BOTTLED		\$4	\$3	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE - TOTAL		\$4	\$3	\$1	\$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%
	TOTAL			\$12	\$4	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
ISRAEL	RED	IMPORT BOTTLED		\$15	\$237	\$211	\$157	\$158	\$43	7.23%	0.83%	7.22%
		RED - TOTAL		\$15	\$237	\$211	\$157	\$158	\$43	7.23%	0.83%	7.22%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$12	\$3	463.71%	1,160.84%	26.80%
		ROSE - TOTAL		\$0	\$0	\$0	\$1	\$12	\$3	463.71%	1,160.84%	26.80%
	WHITE	IMPORT BOTTLED		\$5	\$93	\$74	\$75	\$74	\$18	-6.54%	-1.70%	4.14%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	\$5	\$93	\$74	\$75	\$74	\$18	-6.54%	-1.70%	4.14%
		TOTAL		\$20	\$330	\$285	\$233	\$244	\$64	7.16%	4.79%	7.26%
ITALY	RED	IMPORT BOTTLED		\$36,126	\$38,394	\$35,545	\$36,813	\$37,941	\$12,692	6.44%	3.06%	22.14%
		RED - TOTAL		\$36,126	\$38,394	\$35,545	\$36,813	\$37,941	\$12,692	6.44%	3.06%	22.14%
	ROSE	IMPORT BOTTLED		\$63	\$44	\$100	\$506	\$803	\$188	48.85%	58.75%	3.70%
		ROSE - TOTAL		\$63	\$44	\$100	\$506	\$803	\$188	48.85%	58.75%	3.70%
	WHITE	IMPORT BOTTLED		\$14,517	\$16,320	\$16,558	\$17,670	\$19,068	\$5,716	12.09%	7.91%	22.82%
		WHITE - TOTAL		\$14,517	\$16,320	\$16,558	\$17,670	\$19,068	\$5,716	12.09%	7.91%	22.82%
TOTAL			\$50,706	\$54,758	\$52,203	\$54,989	\$57,812	\$18,595	8.44%	5.13%	22.10%	
LEBANON	RED	IMPORT BOTTLED		\$64	\$57	\$24	\$25	\$27	\$7	19.56%	9.04%	15.45%
		RED - TOTAL		\$64	\$57	\$24	\$25	\$27	\$7	19.56%	9.04%	15.45%
	ROSE	IMPORT BOTTLED		\$2	\$6	\$0	\$3	\$4	\$1	579.62%	61.35%	0.00%
		ROSE - TOTAL		\$2	\$6	\$0	\$3	\$4	\$1	579.62%	61.35%	0.00%
	WHITE	IMPORT BOTTLED		\$5	\$15	\$5	\$8	\$6	\$2	-37.38%	-26.55%	30.45%
		WHITE - TOTAL		\$5	\$15	\$5	\$8	\$6	\$2	-37.38%	-26.55%	30.45%
TOTAL			\$71	\$78	\$29	\$35	\$37	\$10	8.72%	5.17%	25.51%	
MEXICO	RED	IMPORT BOTTLED		\$11	\$22	\$16	\$23	\$16	\$4	-13.73%	-32.87%	13.73%
		RED - TOTAL		\$11	\$22	\$16	\$23	\$16	\$4	-13.73%	-32.87%	13.73%
	WHITE	IMPORT BOTTLED		\$0	\$1	\$3	\$8	\$3	\$0	-63.16%	-64.76%	0.00%
		WHITE - TOTAL		\$0	\$1	\$3	\$8	\$3	\$0	-63.16%	-64.76%	0.00%
TOTAL			\$11	\$24	\$19	\$31	\$19	\$4	-21.27%	-40.81%	14.70%	
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		\$2	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL		\$2	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
TOTAL			\$4	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	\$61	\$58	\$49	\$61	\$57	\$21	-17.59%	-6.59%	2.62%
			RED - TOTAL	\$61	\$58	\$49	\$61	\$57	\$21	-17.59%	-6.59%	2.62%
			TOTAL	\$61	\$58	\$49	\$61	\$57	\$21	-17.59%	-6.59%	2.62%
MOROCCO	RED	IMPORT BOTTLED	\$23	\$11	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%	
			RED - TOTAL	\$23	\$11	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
			TOTAL	\$23	\$11	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,568	\$1,732	\$1,709	\$2,250	\$2,408	\$781	12.46%	7.03%	18.27%	
			RED - TOTAL	\$1,568	\$1,732	\$1,709	\$2,250	\$2,408	\$781	12.46%	7.03%	18.27%
	ROSE	IMPORT BOTTLED	\$25	\$64	\$14	\$26	\$16	\$0	-91.38%	-36.79%	12.08%	
			ROSE - TOTAL	\$25	\$64	\$14	\$26	\$16	\$0	-91.38%	-36.79%	12.08%
	WHITE	IMPORT BOTTLED	\$10,333	\$11,979	\$13,152	\$16,757	\$20,160	\$5,869	27.26%	20.31%	22.23%	
			WHITE - TOTAL	\$10,333	\$11,979	\$13,152	\$16,757	\$20,160	\$5,869	27.26%	20.31%	22.23%
	TOTAL	\$11,925	\$13,775	\$14,875	\$19,033	\$22,584	\$6,650	25.20%	18.66%	21.80%		
PORTUGAL	RED	IMPORT BOTTLED	\$1,418	\$1,608	\$1,728	\$1,836	\$2,092	\$518	-9.85%	13.93%	7.00%	
			RED - TOTAL	\$1,418	\$1,608	\$1,728	\$1,836	\$2,092	\$518	-9.85%	13.93%	7.00%
	ROSE	IMPORT BOTTLED	\$665	\$706	\$682	\$862	\$798	\$235	-4.74%	-7.41%	2.41%	
			ROSE - TOTAL	\$665	\$706	\$682	\$862	\$798	\$235	-4.74%	-7.41%	2.41%
	WHITE	IMPORT BOTTLED	\$792	\$1,042	\$1,182	\$1,342	\$1,415	\$314	9.90%	5.48%	2.68%	
			WHITE - TOTAL	\$792	\$1,042	\$1,182	\$1,342	\$1,415	\$314	9.90%	5.48%	2.68%
	TOTAL	\$2,876	\$3,356	\$3,592	\$4,040	\$4,305	\$1,068	-3.61%	6.57%	4.73%		
ROMANIA	RED	IMPORT BOTTLED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			RED - TOTAL	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	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	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
SLOVAK REPUBLIC	RED	IMPORT BOTTLED	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
TABLE WINE	SLOVAK REPUBLIC	RED	RED - TOTAL	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL		\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED	RED - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	-100.00%	72.50%	0.00%
		TOTAL		\$0	\$0	\$0	\$0	\$1	\$0	-100.00%	72.50%	0.00%
	WHITE	IMPORT BOTTLED	WHITE - TOTAL	\$0	\$7	\$13	\$1	\$1	\$0	-100.00%	-31.40%	0.00%
		TOTAL		\$0	\$7	\$13	\$1	\$1	\$0	-100.00%	-31.40%	0.00%
	TOTAL		\$0	\$7	\$13	\$2	\$1	\$0	-100.00%	-9.90%	0.00%	
SOUTH AFRICA	RED	CANADA BOTTLED	IMPORT BOTTLED	\$7	\$8	\$10	\$5	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL		\$9,329	\$9,552	\$9,347	\$8,587	\$8,308	\$2,545	0.35%	-3.25%	5.64%
		RED - TOTAL		\$9,335	\$9,560	\$9,358	\$8,591	\$8,308	\$2,545	0.35%	-3.30%	5.64%
	ROSE	IMPORT BOTTLED	ROSE - TOTAL	\$19	\$29	\$2	\$19	\$15	\$0	-100.00%	-21.36%	0.00%
		TOTAL		\$19	\$29	\$2	\$19	\$15	\$0	-100.00%	-21.36%	0.00%
	WHITE	CANADA BOTTLED	IMPORT BOTTLED	\$4	\$8	\$9	\$3	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL		\$4,526	\$4,623	\$4,659	\$4,658	\$5,242	\$1,409	12.28%	12.54%	8.10%
		WHITE - TOTAL		\$4,530	\$4,630	\$4,668	\$4,661	\$5,242	\$1,409	12.28%	12.46%	8.10%
	TOTAL		\$13,884	\$14,219	\$14,028	\$13,271	\$13,565	\$3,955	4.06%	2.21%	6.59%	
	SPAIN	RED	IMPORT BOTTLED	RED - TOTAL	\$10,926	\$12,310	\$11,717	\$12,958	\$16,020	\$5,260	21.16%	23.63%
TOTAL			\$10,926	\$12,310	\$11,717	\$12,958	\$16,020	\$5,260	21.16%	23.63%	7.93%	
ROSE		IMPORT BOTTLED	ROSE - TOTAL	\$125	\$202	\$195	\$233	\$188	\$29	-12.74%	-19.24%	11.36%
		TOTAL		\$125	\$202	\$195	\$233	\$188	\$29	-12.74%	-19.24%	11.36%
WHITE		IMPORT BOTTLED	WHITE - TOTAL	\$540	\$729	\$718	\$816	\$1,075	\$252	15.75%	31.85%	17.83%
		TOTAL		\$540	\$729	\$718	\$816	\$1,075	\$252	15.75%	31.85%	17.83%
TOTAL		\$11,592	\$13,240	\$12,631	\$14,007	\$17,283	\$5,541	20.65%	23.39%	8.58%		
SWITZERLAND	RED	IMPORT BOTTLED	RED - TOTAL	\$0	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL		\$0	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$0	\$2	\$0	\$7	\$2	\$0	-99.41%	-67.50%	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012	
TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	\$0	\$2	\$0	\$7	\$2	\$0	-99.41%	-67.50%	0.00%
		TOTAL		\$0	\$5	\$0	\$7	\$2	\$0	-99.41%	-67.50%	0.00%
TURKEY	RED	IMPORT BOTTLED		\$0	\$0	\$3	\$0	\$7	\$2	n/a	n/a	23.70%
		RED - TOTAL		\$0	\$0	\$3	\$0	\$7	\$2	n/a	n/a	23.70%
		TOTAL		\$0	\$0	\$3	\$0	\$7	\$2	n/a	n/a	23.70%
UNITED STATES OF AMERICA	RED	CANADA BOTTLED		\$3,602	\$3,633	\$3,774	\$3,566	\$3,008	\$817	-18.14%	-15.64%	1.69%
		IMPORT BOTTLED		\$44,648	\$51,628	\$49,418	\$53,663	\$61,054	\$21,082	19.14%	13.77%	20.48%
		RED - TOTAL		\$48,251	\$55,262	\$53,192	\$57,229	\$64,062	\$21,899	17.15%	11.94%	19.60%
	ROSE	CANADA BOTTLED		\$93	\$84	\$84	\$46	\$9	\$2	-31.43%	-81.08%	0.00%
		IMPORT BOTTLED		\$4,588	\$4,702	\$4,465	\$4,334	\$4,191	\$1,177	-4.20%	-3.30%	6.68%
		ROSE - TOTAL		\$4,681	\$4,786	\$4,549	\$4,380	\$4,200	\$1,179	-4.27%	-4.12%	6.66%
	WHITE	CANADA BOTTLED		\$1,997	\$1,959	\$2,007	\$1,768	\$1,535	\$356	-23.09%	-13.21%	2.37%
		IMPORT BOTTLED		\$19,615	\$22,042	\$22,193	\$23,557	\$25,424	\$7,321	10.86%	7.92%	16.31%
		WHITE - TOTAL		\$21,613	\$24,001	\$24,200	\$25,325	\$26,958	\$7,678	8.63%	6.45%	15.52%
TOTAL		\$74,544	\$84,049	\$81,941	\$86,935	\$95,220	\$30,757	13.94%	9.53%	17.87%		
URUGUAY	RED	IMPORT BOTTLED		\$17	\$22	\$19	\$58	\$24	\$6	-68.97%	-58.85%	2.21%
		RED - TOTAL		\$17	\$22	\$19	\$58	\$24	\$6	-68.97%	-58.85%	2.21%
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$1	\$0	n/a	17.92%	0.00%
		WHITE - TOTAL		\$0	\$0	\$0	\$1	\$1	\$0	n/a	17.92%	0.00%
	TOTAL		\$17	\$22	\$19	\$59	\$25	\$6	-68.97%	-57.85%	2.21%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED		\$13,256	\$12,142	\$11,928	\$10,342	\$8,520	\$2,237	-17.07%	-17.62%	7.06%
		IMPORT BOTTLED		\$390,733	\$427,354	\$410,527	\$425,318	\$450,061	\$145,595	10.12%	5.82%	14.32%
IMPORT TABLE WINE - TOTAL				\$403,988	\$439,497	\$422,455	\$435,660	\$458,581	\$147,831	9.57%	5.26%	14.18%
SPARKLING WINE	ARGENTINA	RED		\$0	\$0	\$0	\$1	\$1	\$1	-16.67%	33.33%	0.00%
		ROSE		\$0	\$0	\$0	\$2	\$4	\$1	n/a	51.63%	0.00%
		WHITE		\$13	\$29	\$43	\$56	\$47	\$27	122.96%	-16.45%	14.17%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
SPARKLING WINE	ARGENTINA	TOTAL	\$13	\$29	\$43	\$60	\$52	\$28	111.92%	-12.76%	15.72%
	AUSTRALIA	RED	\$321	\$332	\$232	\$193	\$177	\$67	-2.63%	-8.13%	0.69%
		ROSE	\$424	\$736	\$1,273	\$1,280	\$1,169	\$432	-10.54%	-8.69%	6.15%
		WHITE	\$1,667	\$2,097	\$2,008	\$1,696	\$1,526	\$658	-0.86%	-10.00%	6.46%
		TOTAL	\$2,412	\$3,165	\$3,514	\$3,169	\$2,872	\$1,157	-4.81%	-9.36%	5.98%
CHILE		RED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$44	\$200	\$306	\$280	\$373	\$116	23.40%	33.15%	1.03%
		WHITE	\$20	\$14	\$2	\$2	\$2	\$2	19,610.91%	18.55%	0.00%
		TOTAL	\$64	\$214	\$309	\$282	\$375	\$118	25.70%	33.05%	1.03%
CHINA		WHITE	\$0	\$0	\$0	\$0	\$3	\$1	n/a	n/a	4.58%
		TOTAL	\$0	\$0	\$0	\$0	\$3	\$1	n/a	n/a	4.58%
CZECH REPUBLIC		WHITE	\$3	\$23	\$4	\$0	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL	\$3	\$23	\$4	\$0	\$0	\$0	n/a	-100.00%	0.00%
FRANCE		RED	\$0	\$0	\$0	\$0	\$21	\$0	n/a	n/a	0.00%
		ROSE	\$880	\$1,213	\$1,158	\$1,339	\$1,515	\$617	9.06%	13.14%	18.63%
		ROSE TABLE WINE	\$0	\$0	\$0	\$41	\$80	\$45	62.11%	92.97%	7.32%
		WHITE	\$11,175	\$11,234	\$9,810	\$9,897	\$9,982	\$4,180	-2.29%	0.86%	27.96%
		WHITE TABLE WINE	\$68	\$135	\$132	\$192	\$181	\$58	-21.33%	-5.33%	11.80%
		TOTAL	\$12,124	\$12,582	\$11,100	\$11,469	\$11,779	\$4,901	-0.92%	2.52%	26.37%
GERMANY		ROSE	\$0	\$0	\$150	\$274	\$302	\$168	31.59%	10.04%	3.18%
		WHITE	\$2,333	\$2,667	\$2,614	\$2,859	\$2,842	\$1,352	-3.85%	-0.60%	10.90%
		TOTAL	\$2,333	\$2,667	\$2,764	\$3,133	\$3,144	\$1,519	-0.90%	0.33%	10.16%
HUNGARY		WHITE	\$201	\$272	\$313	\$317	\$288	\$113	-12.94%	-9.34%	2.10%
		TOTAL	\$201	\$272	\$313	\$317	\$288	\$113	-12.94%	-9.34%	2.10%
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%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
SPARKLING WINE	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	\$1	\$0	\$0	\$0	n/a	79.73%	100.00%
		ROSE	\$43	\$135	\$194	\$246	\$230	\$89	9.04%	-6.63%	14.34%
		WHITE	\$2,126	\$2,756	\$3,252	\$3,685	\$4,243	\$1,653	11.47%	15.15%	23.51%
		TOTAL	\$2,169	\$2,891	\$3,447	\$3,931	\$4,473	\$1,742	11.34%	13.79%	23.04%
NEW ZEALAND	ROSE	\$0	\$4	\$1	\$1	\$49	\$46	11,405.67%	4,912.62%	5.60%	
	WHITE	\$65	\$114	\$76	\$114	\$355	\$143	48.03%	212.35%	8.13%	
	TOTAL	\$65	\$118	\$77	\$115	\$404	\$189	94.40%	252.74%	7.82%	
PORTUGAL	ROSE	\$0	\$4	\$17	\$12	\$0	\$0	-100.00%	-95.68%	0.00%	
	WHITE	\$2	\$5	\$5	\$8	\$2	\$1	-78.61%	-72.02%	16.70%	
	TOTAL	\$2	\$10	\$22	\$20	\$3	\$1	-90.22%	-85.81%	16.70%	
SOUTH AFRICA	ROSE	\$0	\$0	\$9	\$0	\$4	\$1	n/a	n/a	0.00%	
	WHITE	\$42	\$46	\$211	\$314	\$275	\$90	-14.30%	-12.44%	5.68%	
	TOTAL	\$42	\$46	\$220	\$314	\$279	\$91	-14.30%	-12.44%	5.68%	
SPAIN	RED	\$0	\$1	\$0	\$1	\$1	\$0	n/a	94.07%	0.00%	
	ROSE	\$302	\$328	\$267	\$359	\$311	\$104	-30.82%	-13.27%	12.71%	
	WHITE	\$4,445	\$4,920	\$4,573	\$4,802	\$4,705	\$2,032	-4.77%	-2.01%	16.43%	
	TOTAL	\$4,747	\$5,248	\$4,840	\$5,161	\$5,018	\$2,137	-6.49%	-2.78%	16.20%	
UNITED STATES OF AMERICA	ROSE	\$20	\$28	\$223	\$162	\$54	\$10	-63.61%	-66.99%	1.51%	
	WHITE	\$2,031	\$2,055	\$1,824	\$1,905	\$1,823	\$689	-11.79%	-4.29%	12.09%	
	TOTAL	\$2,051	\$2,083	\$2,047	\$2,067	\$1,877	\$699	-13.58%	-9.21%	11.79%	
IMPORT SPARKLING WINE - TOTAL			\$26,226	\$29,351	\$28,700	\$30,037	\$30,566	\$12,695	-0.85%	1.76%	18.72%
WINE - GIFT PACKS	AUSTRALIA	\$525	\$126	\$115	\$78	\$2	\$0	-100.00%	-97.23%	0.00%	
	CHILE	\$0	\$0	\$0	\$0	\$16	\$16	n/a	n/a	0.00%	
	FRANCE	\$123	\$82	\$89	\$155	\$162	\$130	-8.35%	4.66%	1.49%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER 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 2012
WINE - GIFT PACKS	ITALY	\$58	\$76	\$13	\$0	\$26	\$26	n/a	n/a	0.00%
	PORTUGAL	\$0	\$4	\$6	\$0	\$0	\$0	n/a	-100.00%	0.00%
	SOUTH AFRICA	\$0	\$0	\$94	\$7	\$0	\$0	n/a	-100.00%	0.00%
	SPAIN	\$0	\$0	\$48	\$24	\$0	\$0	-100.00%	-99.85%	0.00%
	UNITED STATES OF AMERICA	\$20	\$0	\$0	\$0	\$40	\$37	n/a	n/a	6.37%
IMPORT WINE - GIFT PACKS - TOTAL		\$726	\$288	\$364	\$263	\$245	\$208	-7.08%	-7.01%	2.01%
IMPORT WINE - TOTAL		\$447,765	\$486,225	\$467,407	\$481,977	\$505,512	\$166,240	8.29%	4.88%	14.79%

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:

Via phone: 604-252-3010

Via e-mail: salesinfo@bcliquorstores.com