

Liquor Market Review

Fiscal 2020/21 Q1

June 2020



**LIQUOR
DISTRIBUTION
BRANCH**

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Introduction

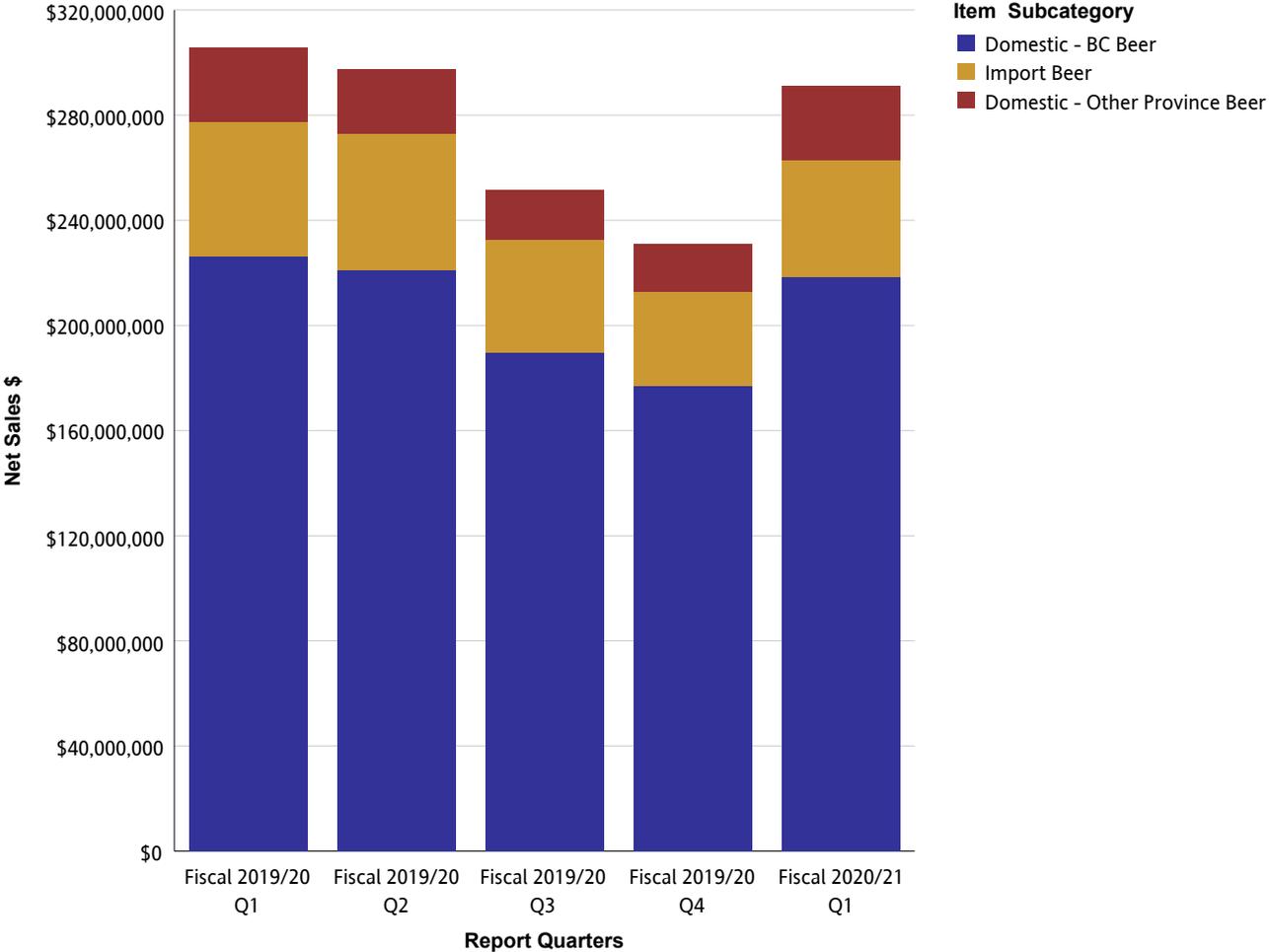
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period, the Liquor Market Review provides summarized sales data for the current quarter and previous four quarters.

The Liquor Distribution Branch fiscal calendar begins on April 1st and ends on March 31st and is comprised of 12 periods. A period can vary in length but roughly follows a calendar month. For example, Q1 reflects Periods 1 – 3 (April, May and June).

The Liquor Distribution Branch produces the Liquor Market Review four times per year for reporting periods ending in March, June, September and December.

While every effort has been made to ensure accuracy and completeness of 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.

Beer Sales (Net \$)

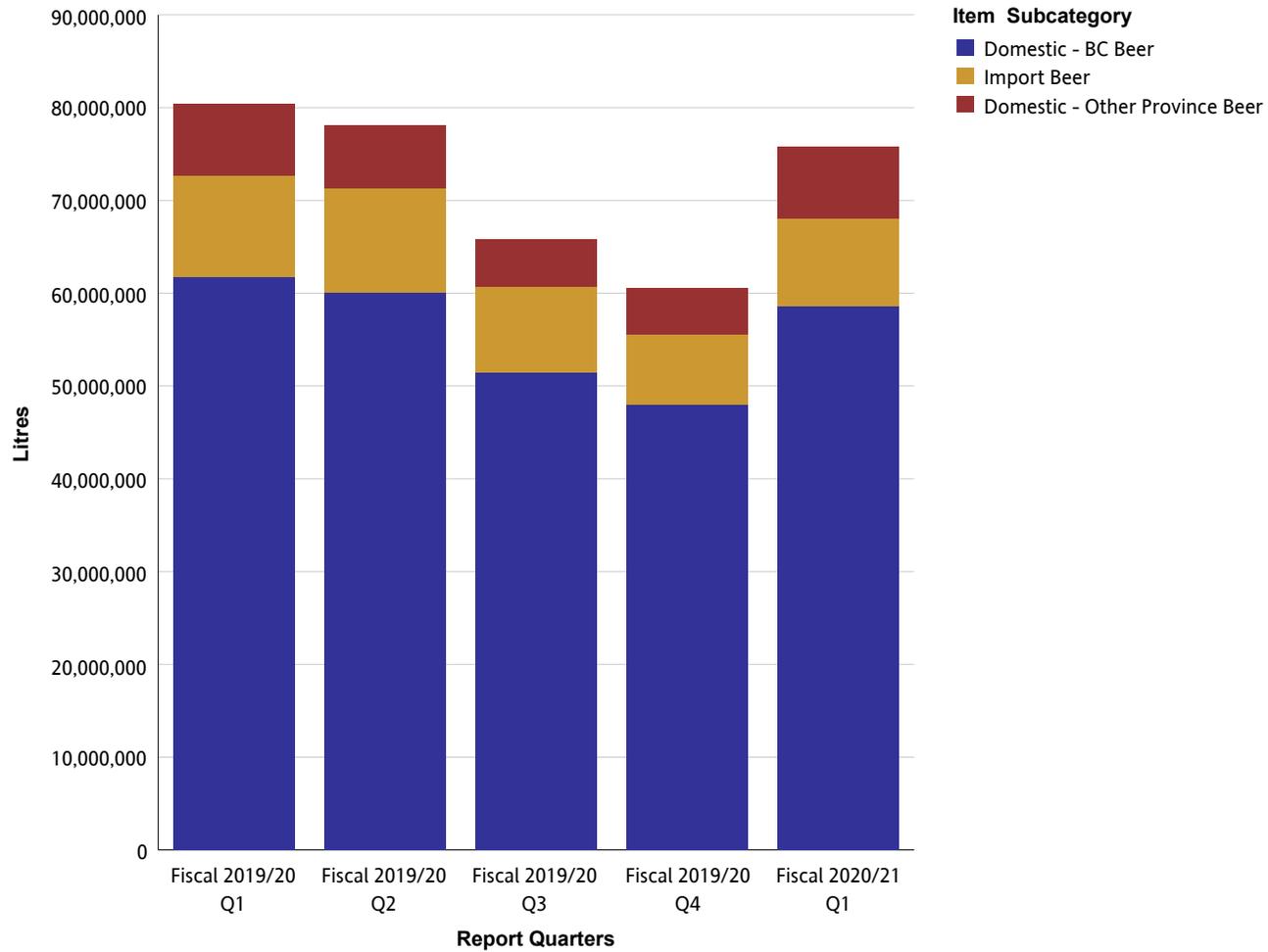


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	\$141,646,021	\$134,200,944	\$116,204,070	\$106,914,666	\$136,291,576
	Domestic - BC Micro Brew Beer	\$35,505,118	\$37,183,312	\$31,239,142	\$30,654,703	\$36,189,244
	Domestic - BC Regional Beer	\$49,178,170	\$49,601,605	\$42,323,120	\$39,555,938	\$46,083,810
	Summary	\$226,329,309	\$220,985,861	\$189,766,331	\$177,125,308	\$218,564,630
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$26,379,742	\$22,769,249	\$17,355,666	\$17,014,195	\$27,049,163
	Domestic - Other Province Micro Brew Beer	\$145,914	\$186,851	\$102,552	\$111,092	\$105,921
	Domestic - Other Province Regional Beer	\$1,605,849	\$1,569,430	\$1,350,500	\$1,123,212	\$920,552
	Summary	\$28,131,505	\$24,525,530	\$18,808,718	\$18,248,499	\$28,075,635
Import Beer	Asia And South Pacific Beer	\$1,650,275	\$1,841,561	\$1,592,319	\$1,452,004	\$1,060,086
	Europe Beer	\$27,842,630	\$27,818,395	\$26,668,626	\$22,640,413	\$25,285,817
	Mexico And Caribbean Beer	\$14,956,690	\$15,501,341	\$9,559,267	\$9,194,751	\$15,514,283
	Other Country Beer	\$102,492	\$115,957	\$80,217	\$72,405	\$54,429
	USA Beer	\$6,702,343	\$6,753,548	\$5,069,596	\$2,347,766	\$2,364,899
	Summary	\$51,254,431	\$52,030,802	\$42,970,025	\$35,707,340	\$44,279,513
Summary		\$305,715,244	\$297,542,192	\$251,545,074	\$231,081,147	\$290,919,779

Beer Sales (Litres)

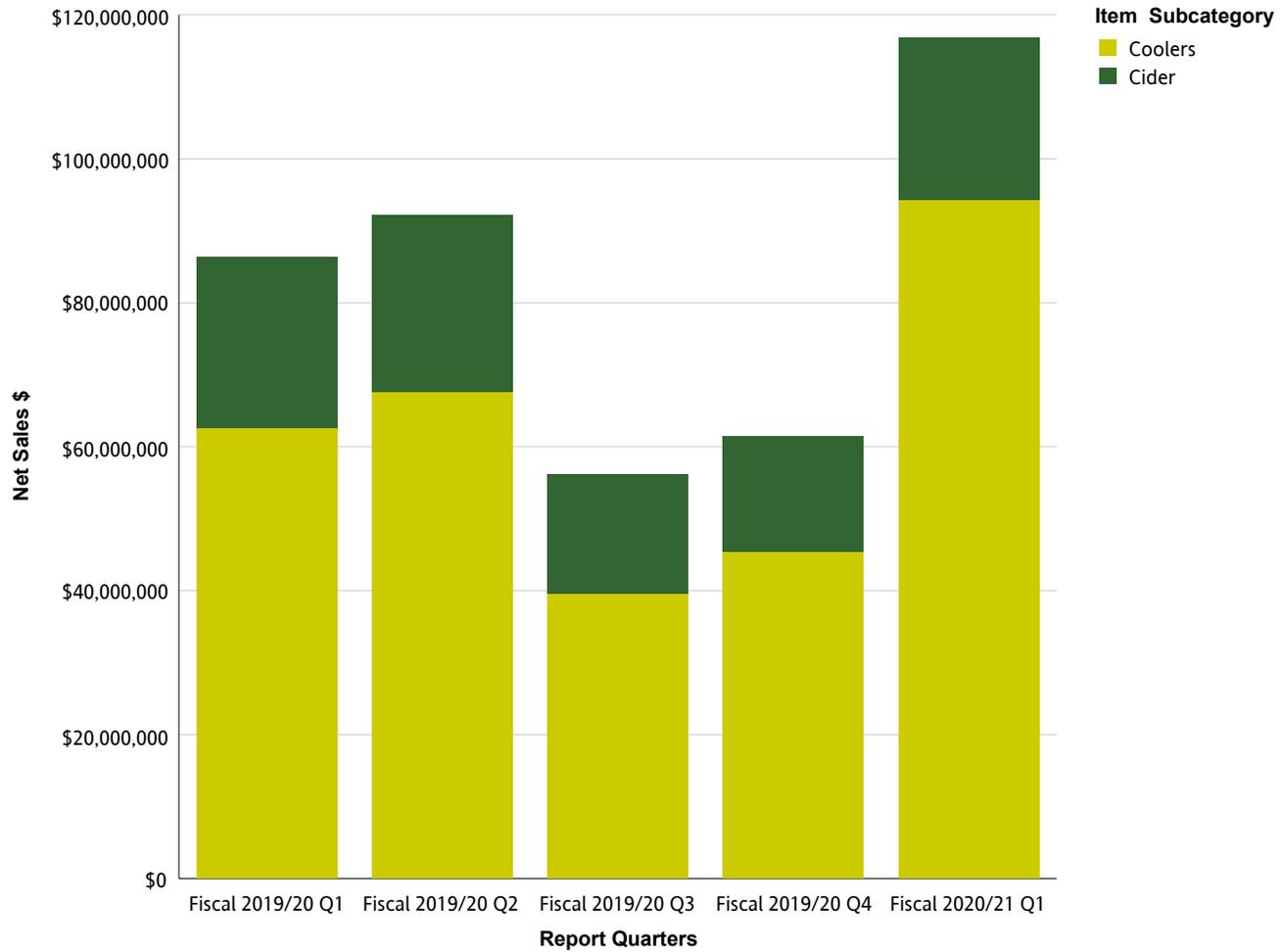


Beer Sales (Litres)

Beer

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	40,350,766	38,251,908	33,131,173	30,576,911	39,298,901
	Domestic - BC Micro Brew Beer	7,775,956	8,087,445	6,639,038	6,440,037	6,875,527
	Domestic - BC Regional Beer	13,612,696	13,719,616	11,684,106	10,933,701	12,445,824
	Summary	61,739,418	60,058,969	51,454,317	47,950,650	58,620,252
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	7,245,973	6,297,195	4,742,634	4,645,245	7,440,053
	Domestic - Other Province Micro Brew Beer	19,732	26,449	16,298	16,523	16,091
	Domestic - Other Province Regional Beer	418,876	410,219	344,923	282,814	214,515
	Summary	7,684,581	6,733,863	5,103,855	4,944,582	7,670,660
Import Beer	Asia And South Pacific Beer	329,272	369,860	315,521	288,862	214,849
	Europe Beer	6,215,539	6,251,998	5,937,220	5,087,858	5,727,780
	Mexico And Caribbean Beer	2,838,028	3,005,105	1,820,336	1,739,770	3,008,052
	Other Country Beer	24,628	30,153	19,513	16,286	11,450
	USA Beer	1,571,827	1,645,285	1,203,463	515,514	512,758
	Summary	10,979,294	11,302,401	9,296,052	7,648,290	9,474,890
Summary		80,403,292	78,095,233	65,854,225	60,543,521	75,765,801

Refreshment Beverages Sales (Net \$)

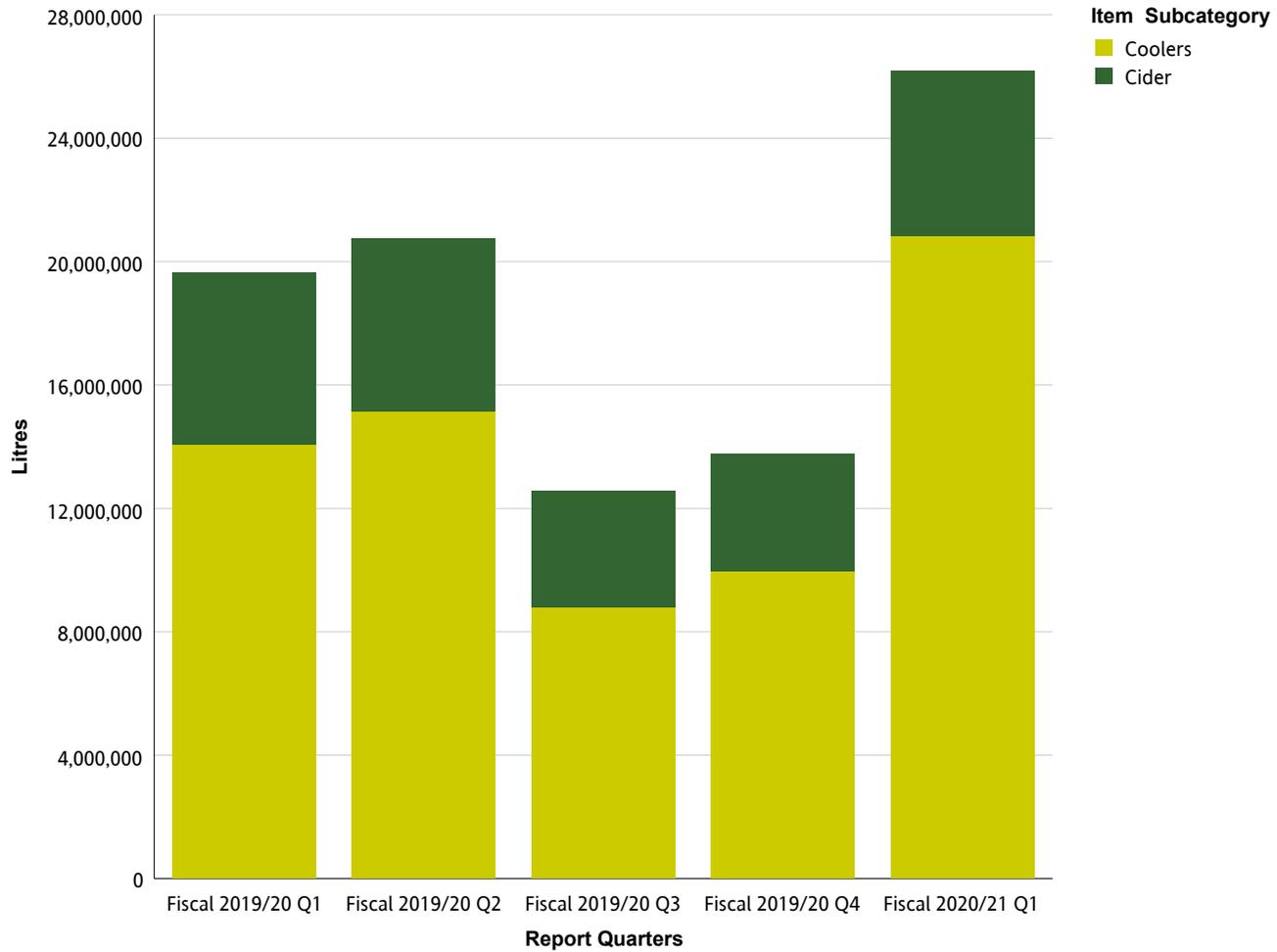


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Cider	Domestic Cider	\$18,359,844	\$19,338,499	\$13,231,765	\$12,906,680	\$18,859,377
	Import Cider	\$5,357,134	\$5,209,520	\$3,310,312	\$3,106,891	\$3,673,216
	Summary	\$23,716,978	\$24,548,019	\$16,542,077	\$16,013,572	\$22,532,592
Coolers	Malt-Based Coolers	\$671,096	\$499,914	\$170,031	\$191,575	\$462,493
	Spirit Coolers	\$60,606,875	\$66,022,549	\$38,815,379	\$44,451,680	\$92,473,021
	Wine/Fruit Coolers	\$1,333,359	\$1,139,990	\$658,202	\$710,839	\$1,398,378
	Summary	\$62,611,330	\$67,662,454	\$39,643,612	\$45,354,094	\$94,333,892
Summary		\$86,328,308	\$92,210,473	\$56,185,688	\$61,367,666	\$116,866,485

Refreshment Beverages Sales (Litres)

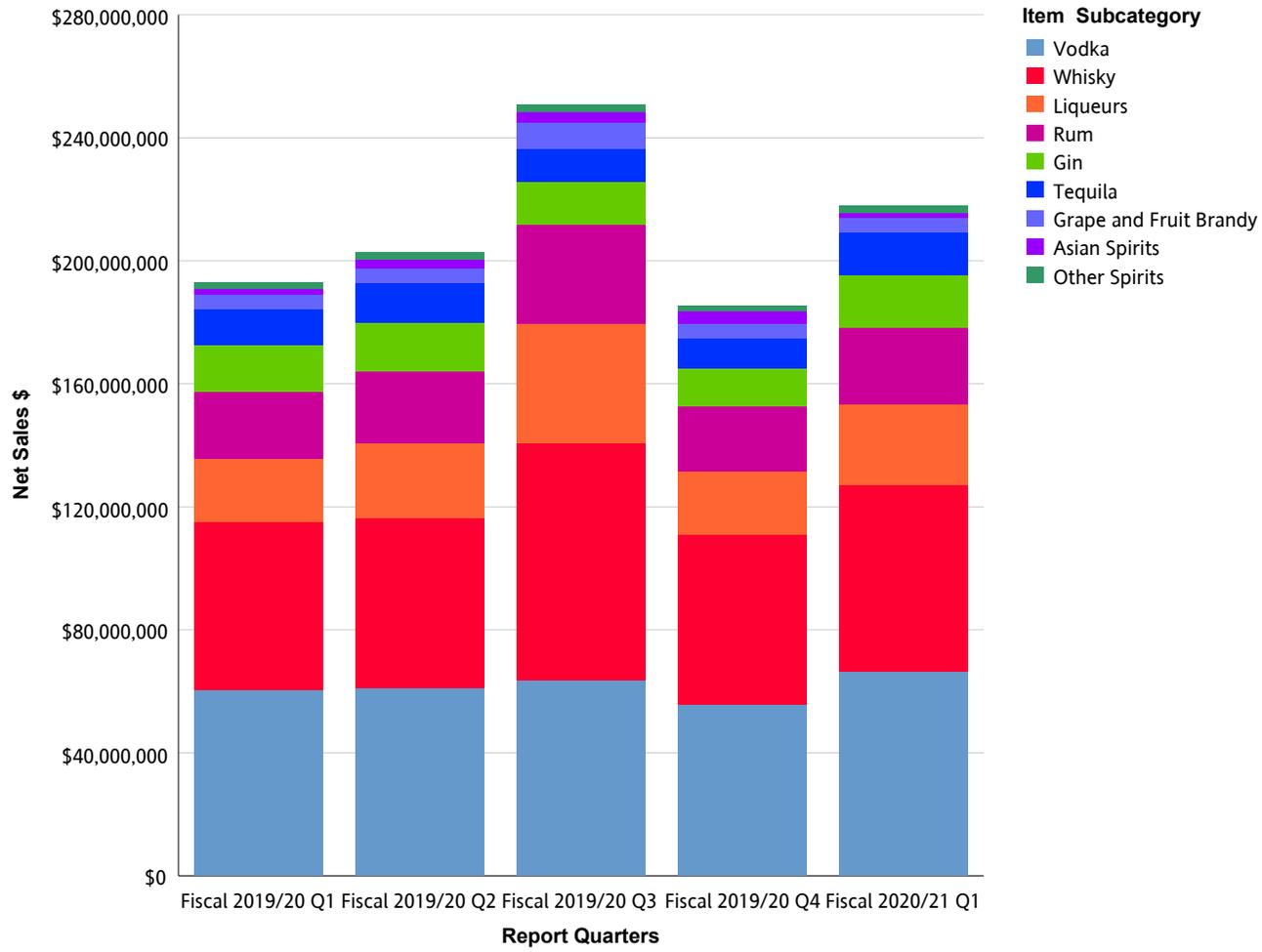


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Cider	Domestic Cider	4,379,796	4,429,119	3,043,679	3,072,247	4,477,322
	Import Cider	1,189,301	1,177,944	738,390	723,749	872,544
	Summary	5,569,097	5,607,063	3,782,069	3,795,996	5,349,866
Coolers	Malt-Based Coolers	151,565	106,680	33,618	38,312	94,736
	Spirit Coolers	13,712,974	14,867,931	8,637,393	9,813,719	20,515,109
	Wine/Fruit Coolers	202,820	180,708	108,038	123,161	223,814
	Summary	14,067,359	15,155,319	8,779,048	9,975,192	20,833,659
Summary		19,636,457	20,762,383	12,561,117	13,771,188	26,183,525

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Asian Spirits	China Spirits	\$1,229,323	\$1,681,985	\$2,299,742	\$3,136,860	\$894,781
	Korea Spirits	\$907,833	\$974,158	\$1,070,059	\$918,701	\$751,696
	Other Country Asian Spirits	\$59,386	\$109,004	\$114,470	\$89,230	\$66,865
	Summary	\$2,196,541	\$2,765,147	\$3,484,271	\$4,144,791	\$1,713,342
Gin	Dry Gin	\$13,832,578	\$14,242,076	\$12,731,499	\$11,159,714	\$15,298,581
	Flavoured Gin	\$823,383	\$1,007,288	\$721,022	\$842,458	\$1,254,406
	Other Gin	\$288,455	\$421,276	\$389,456	\$404,791	\$491,336
	Summary	\$14,944,416	\$15,670,640	\$13,841,977	\$12,406,963	\$17,044,322
Grape and Fruit Brandy	Armagnac	\$35,138	\$31,575	\$68,913	\$82,033	\$25,584
	Brandy	\$2,082,743	\$2,147,378	\$3,188,540	\$2,282,675	\$2,457,661
	Cognac	\$2,039,226	\$2,348,968	\$4,588,132	\$2,012,659	\$1,744,538
	Eau de Vie	\$235,161	\$257,421	\$336,875	\$238,823	\$286,496
	Grappa And Marc	\$45,923	\$63,428	\$78,059	\$65,210	\$46,176
	Pisco	\$99,262	\$90,349	\$76,151	\$79,134	\$58,743
	Summary	\$4,537,454	\$4,939,119	\$8,336,670	\$4,760,534	\$4,619,199
Liqueurs	Anise And Herbal/Spice Liqueurs	\$6,802,142	\$7,059,968	\$8,654,439	\$6,723,041	\$7,186,878
	Coffee And Cocoa Liqueurs	\$1,358,331	\$1,692,752	\$2,702,001	\$1,236,157	\$1,863,580
	Cream/Dairy Liqueurs	\$5,549,579	\$7,905,775	\$18,295,798	\$6,284,015	\$9,186,789
	Fruit Liqueurs	\$3,708,153	\$4,180,420	\$4,644,781	\$3,142,250	\$3,955,203
	Nut Liqueurs	\$1,299,727	\$1,351,625	\$1,682,733	\$1,128,965	\$1,692,349
	Other Liqueurs	\$537,121	\$643,139	\$955,722	\$579,900	\$651,760
	Whiskey Liqueurs	\$1,244,967	\$1,485,125	\$2,112,209	\$1,376,045	\$1,625,345
	Summary	\$20,500,020	\$24,318,805	\$39,047,682	\$20,470,372	\$26,161,904
Other Spirits	Cachaca	\$38,914	\$44,715	\$34,492	\$33,593	\$33,022
	Flavoured Spirits	\$159,292	\$159,082	\$178,517	\$113,372	\$80,653
	Miscellaneous/Other Spirits	\$214,364	\$286,106	\$403,676	\$285,852	\$401,978

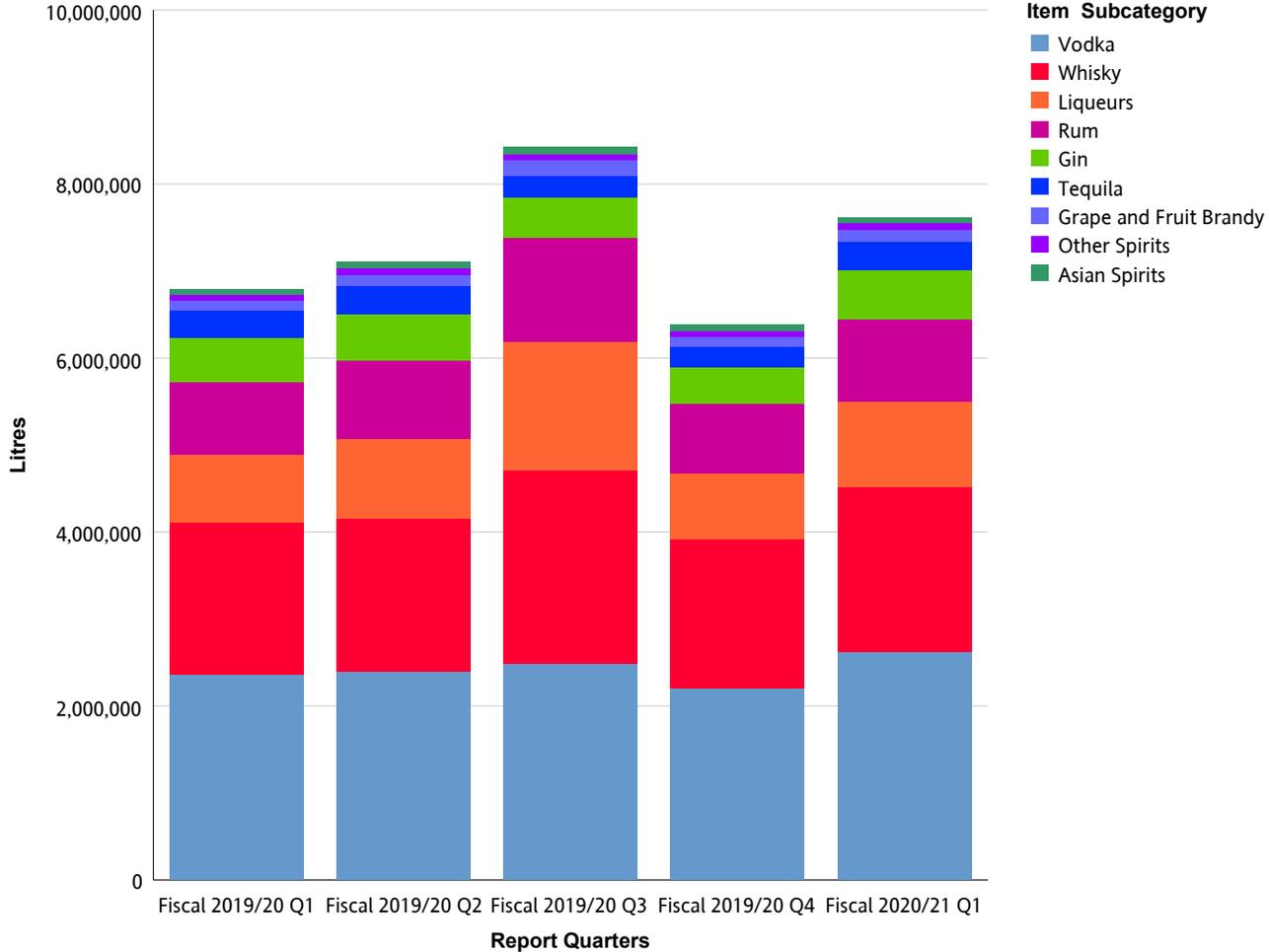
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Other Spirits	Moonshine Spirits	\$313,055	\$360,733	\$400,499	\$220,396	\$387,007
	Ready to Mix Cocktails	\$558,334	\$602,072	\$455,267	\$438,254	\$397,969
	Ready to Serve Cocktails	\$611,702	\$695,178	\$875,285	\$551,880	\$1,049,488
	Schnapps and Akvavit	\$59,118	\$62,805	\$76,896	\$57,349	\$52,526
	Summary	\$1,954,778	\$2,210,692	\$2,424,633	\$1,700,696	\$2,402,642
Rum	Amber Rum	\$5,116,755	\$5,659,047	\$7,618,934	\$5,175,936	\$6,139,612
	Dark Rum	\$2,654,040	\$2,521,038	\$4,081,241	\$2,845,892	\$2,826,842
	Flavoured Rum	\$401,844	\$311,484	\$241,962	\$242,708	\$818,436
	Spiced Rum	\$6,544,461	\$7,468,084	\$12,280,914	\$6,678,254	\$7,742,164
	White Rum	\$7,152,920	\$7,508,840	\$7,815,262	\$6,232,424	\$7,537,031
	Summary	\$21,870,020	\$23,468,494	\$32,038,313	\$21,175,214	\$25,064,086
Tequila	Blanco/Silver Tequila	\$4,268,967	\$4,788,962	\$3,806,631	\$3,632,968	\$5,043,109
	Flavoured Tequila	\$152,288	\$173,546	\$133,560	\$137,741	\$237,141
	Gold Tequila	\$7,023,236	\$7,521,873	\$6,568,897	\$5,477,409	\$8,088,854
	Mezcal	\$376,782	\$469,297	\$513,936	\$445,504	\$587,008
	Summary	\$11,821,273	\$12,953,678	\$11,023,024	\$9,693,622	\$13,956,112
Vodka	Flavoured Vodka	\$5,401,665	\$4,803,140	\$6,342,988	\$4,699,419	\$9,137,670
	Straight Vodka	\$54,861,015	\$56,287,426	\$57,372,892	\$51,100,832	\$57,441,820
	Summary	\$60,262,681	\$61,090,566	\$63,715,880	\$55,800,251	\$66,579,490
Whisky	American Whiskey	\$2,050,661	\$2,171,406	\$2,869,994	\$2,086,875	\$2,404,991
	Blended Malt Scotch Whisky	\$169,333	\$150,350	\$392,390	\$182,639	\$228,830
	Blended Scotch Whisky	\$7,443,064	\$7,095,421	\$9,667,547	\$7,488,015	\$7,916,476
	Bourbon Whiskey	\$3,715,803	\$3,819,642	\$5,366,838	\$4,092,620	\$4,396,686
	Canadian Whisky	\$28,283,461	\$28,015,830	\$34,638,370	\$26,164,588	\$30,790,161
	Flavoured Whisky	\$21,251	\$226,284	\$360,617	\$58,451	\$50,787
	Irish Whiskey	\$3,441,589	\$4,185,224	\$5,910,416	\$5,168,852	\$3,831,866
	Other Country Whisky	\$920,513	\$995,639	\$1,399,644	\$1,230,819	\$980,632
	Single Malt Scotch Whisky	\$8,869,595	\$8,576,014	\$16,331,884	\$8,749,041	\$9,921,108

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Whisky	Summary	\$54,915,270	\$55,235,811	\$76,937,700	\$55,221,900	\$60,521,536
Summary		\$193,002,453	\$202,652,950	\$250,850,150	\$185,374,343	\$218,062,632

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Asian Spirits	China Spirits	11,459	13,431	15,735	19,643	14,426
	Korea Spirits	50,169	54,294	60,740	53,105	43,683
	Other Country Asian Spirits	1,697	2,745	2,907	2,517	1,992
	Summary	63,325	70,469	79,382	75,265	60,101
Gin	Dry Gin	479,148	486,040	429,720	380,815	518,118
	Flavoured Gin	27,480	32,881	21,040	25,564	38,719
	Other Gin	5,824	8,900	8,483	8,316	9,571
	Summary	512,452	527,821	459,244	414,696	566,408
Grape and Fruit Brandy	Armagnac	316	373	827	574	264
	Brandy	85,135	85,031	128,013	91,970	97,009
	Cognac	19,046	22,245	34,748	20,493	18,963
	Eau de Vie	5,257	5,417	7,241	5,649	6,598
	Grappa And Marc	940	1,270	1,684	1,316	1,031
	Pisco	2,551	2,287	1,993	1,998	1,556
	Summary	113,244	116,623	174,507	121,999	125,420
Liqueurs	Anise And Herbal/Spice Liqueurs	242,864	244,564	306,818	233,804	258,473
	Coffee And Cocoa Liqueurs	55,425	67,922	110,363	50,116	74,464
	Cream/Dairy Liqueurs	229,943	320,081	733,540	251,445	372,009
	Fruit Liqueurs	136,009	152,743	154,419	113,516	137,762
	Nut Liqueurs	55,985	57,705	64,696	42,796	69,810
	Other Liqueurs	18,817	22,354	32,765	19,965	20,022
	Whiskey Liqueurs	40,495	48,867	69,175	45,290	54,311
	Summary	779,539	914,235	1,471,777	756,931	986,851
Other Spirits	Cachaca	1,171	1,312	922	956	987
	Flavoured Spirits	4,128	2,917	3,684	2,384	1,578
	Miscellaneous/Other Spirits	4,376	5,644	6,796	5,386	8,288

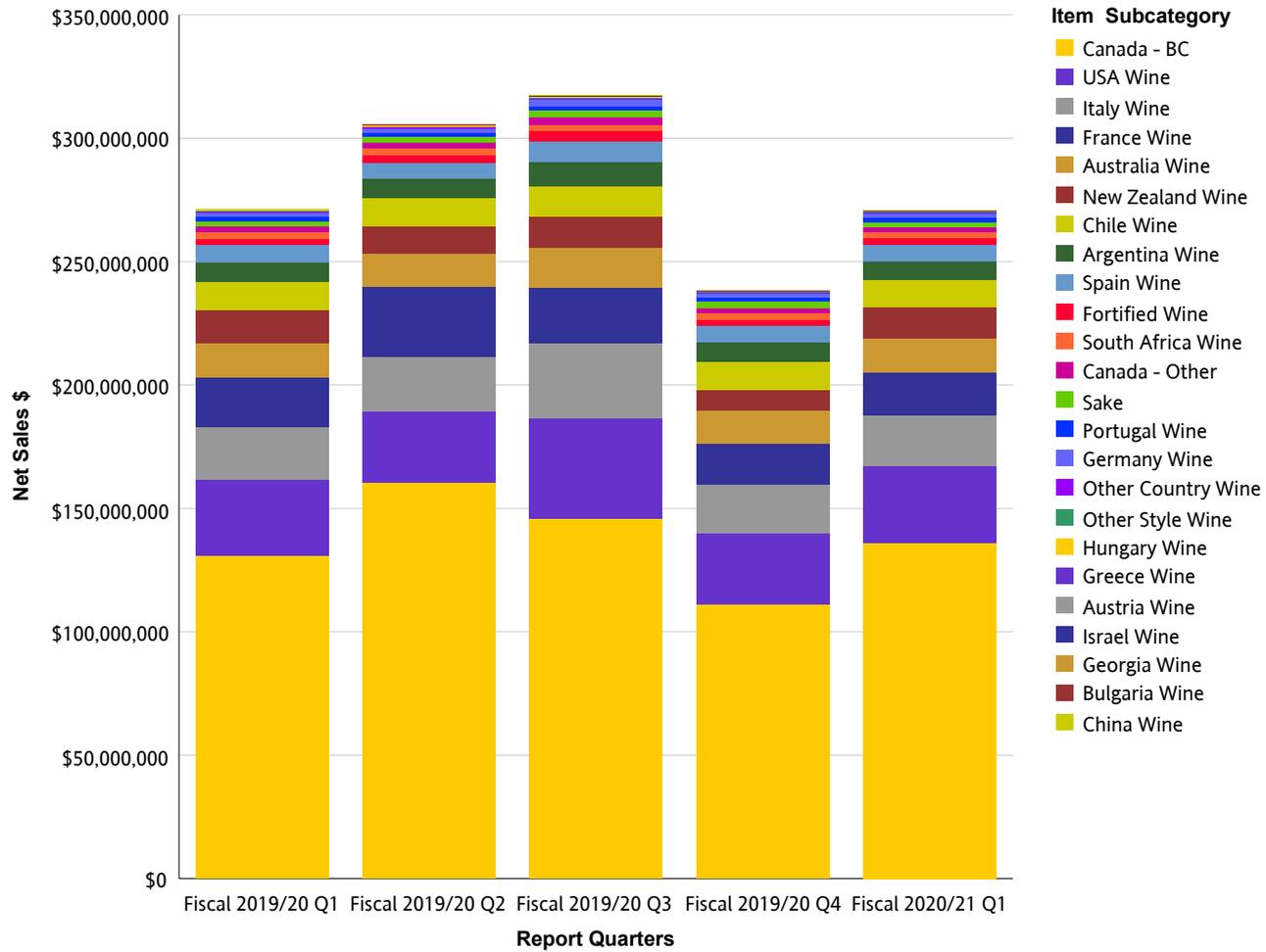
Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Other Spirits	Moonshine Spirits	7,222	8,668	9,058	5,331	10,394
	Ready to Mix Cocktails	27,596	30,251	22,110	21,536	20,196
	Ready to Serve Cocktails	24,329	32,935	30,754	20,616	44,756
	Schnapps and Akvavit	1,430	1,511	1,898	1,303	1,253
	Summary	70,251	83,238	75,222	57,512	87,451
Rum	Amber Rum	187,017	202,969	271,960	188,051	221,700
	Dark Rum	99,254	98,495	151,629	108,609	103,219
	Flavoured Rum	15,491	12,582	9,329	9,618	29,457
	Spiced Rum	233,208	268,047	435,824	233,022	271,417
	White Rum	301,284	317,002	329,249	263,905	316,082
	Summary	836,254	899,096	1,197,991	803,205	941,875
Tequila	Blanco/Silver Tequila	111,303	123,793	88,620	87,649	121,166
	Flavoured Tequila	4,190	4,558	3,466	3,479	6,028
	Gold Tequila	187,873	198,352	156,412	133,455	194,402
	Mezcal	5,812	7,067	7,521	6,351	8,896
	Summary	309,177	333,769	256,019	230,934	330,493
Vodka	Flavoured Vodka	182,493	160,008	218,126	162,196	327,397
	Straight Vodka	2,175,611	2,230,412	2,260,663	2,043,914	2,297,373
	Summary	2,358,105	2,390,420	2,478,789	2,206,109	2,624,770
Whisky	American Whiskey	58,152	65,811	80,178	60,539	68,243
	Blended Malt Scotch Whisky	2,317	2,257	4,430	2,770	3,104
	Blended Scotch Whisky	251,667	240,211	296,607	253,533	264,215
	Bourbon Whiskey	94,620	101,065	133,299	105,811	114,315
	Canadian Whisky	1,118,752	1,108,149	1,338,166	1,022,849	1,195,009
	Flavoured Whisky	777	7,993	12,408	1,996	1,791
	Irish Whiskey	93,448	116,079	159,335	141,076	99,621
	Other Country Whisky	12,041	12,356	16,166	14,352	13,020
	Single Malt Scotch Whisky	119,342	116,106	192,675	110,898	131,796

Spirits Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Whisky	Summary	1,751,116	1,770,028	2,233,265	1,713,824	1,891,115
Summary		6,793,462	7,105,700	8,426,196	6,380,476	7,614,485

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Argentina Wine	Argentina Red Wine	\$6,745,843	\$6,757,687	\$9,004,285	\$7,347,225	\$6,527,365
	Argentina Rose Wine	\$331,253	\$204,544	\$79,790	\$118,008	\$263,768
	Argentina Sparkling Wine	\$8,655	\$10,266	\$8,382	\$8,239	\$3,154
	Argentina White Wine	\$706,459	\$640,369	\$553,431	\$612,195	\$595,728
	Summary	\$7,792,210	\$7,612,866	\$9,645,887	\$8,085,667	\$7,390,015
Australia Wine	Australia Fruit and Dessert Wine	\$0	\$0	\$480	\$0	\$0
	Australia Red Wine	\$7,756,556	\$7,635,076	\$9,965,609	\$8,217,099	\$7,460,695
	Australia Rose Wine	\$432,558	\$300,421	\$200,392	\$207,497	\$393,408
	Australia Sparkling Wine	\$842,360	\$774,661	\$1,231,839	\$631,776	\$874,016
	Australia White Wine	\$5,062,551	\$4,840,545	\$4,593,891	\$4,126,152	\$4,996,681
	Summary	\$14,094,025	\$13,550,704	\$15,992,210	\$13,182,524	\$13,724,799
Austria Wine	Austria Fruit and Dessert Wine	\$0	\$149	\$149	\$0	\$598
	Austria Red Wine	\$19,610	\$19,375	\$39,969	\$31,098	\$14,292
	Austria Rose Wine	\$0	\$2,503	\$1,451	\$0	\$0
	Austria Sparkling Wine	\$829	\$2,732	\$1,326	\$221	\$221
	Austria White Wine	\$58,591	\$59,829	\$72,445	\$50,060	\$46,017
	Summary	\$79,030	\$84,589	\$115,340	\$81,380	\$61,128
Bulgaria Wine	Bulgaria Red Wine	\$21,817	\$14,161	\$24,263	\$13,705	\$8,064
	Bulgaria Rose Wine	\$715	\$14,447	\$3,576	\$2,755	\$3,198
	Bulgaria White Wine	\$1,366	\$341	\$1,366	\$342	\$342
	Summary	\$23,898	\$28,950	\$29,205	\$16,802	\$11,603
Canada - BC	Canada - BC Dessert Wine	\$222,363	\$408,190	\$306,461	\$164,047	\$151,216
	Canada - BC Fruit Wine	\$906,721	\$1,956,996	\$1,222,495	\$795,859	\$1,013,230
	Canada - BC Ice Wine	\$973,048	\$1,751,115	\$3,388,856	\$657,219	\$264,873
	Canada - BC Red Wine	\$57,498,838	\$71,093,433	\$75,370,936	\$56,042,985	\$60,897,516
	Canada - BC Rose Wine	\$8,946,794	\$10,839,944	\$4,063,918	\$4,359,606	\$10,600,138

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Canada - BC	Canada - BC Sparkling Wine	\$3,208,461	\$4,560,187	\$3,620,331	\$2,031,024	\$2,908,366
	Canada - BC White Wine	\$59,027,728	\$69,933,377	\$58,029,534	\$47,236,269	\$60,064,696
	Summary	\$130,783,953	\$160,543,242	\$146,002,531	\$111,287,009	\$135,900,036
Canada - Other	Canada - Other Dessert Wine	\$20,110	\$333	\$11,168	\$4,355	\$3,093
	Canada - Other Fruit Wine	\$0	\$612	\$0	\$0	\$0
	Canada - Other Ice Wine	\$767,585	\$1,053,914	\$994,689	\$572,981	\$31,751
	Canada - Other Red Wine	\$558,215	\$383,187	\$880,426	\$816,742	\$1,064,630
	Canada - Other Rose Wine	\$88,456	\$121,095	\$9,530	\$40,826	\$107,421
	Canada - Other Sparkling Wine	\$462,666	\$427,553	\$752,824	\$367,244	\$385,235
	Canada - Other White Wine	\$452,897	\$387,398	\$556,074	\$550,524	\$783,617
	Summary	\$2,349,929	\$2,374,093	\$3,204,711	\$2,352,672	\$2,375,746
Chile Wine	Chile Fruit and Dessert Wine	\$1,670	\$921	\$1,826	\$1,667	\$477
	Chile Red Wine	\$6,856,998	\$6,803,828	\$8,540,060	\$7,512,937	\$6,952,666
	Chile Rose Wine	\$731,023	\$768,778	\$290,501	\$386,721	\$709,315
	Chile Sparkling Wine	\$67,060	\$70,485	\$99,192	\$93,222	\$114,834
	Chile White Wine	\$3,550,583	\$3,823,963	\$3,334,350	\$3,436,855	\$3,285,334
	Summary	\$11,207,334	\$11,467,974	\$12,265,928	\$11,431,403	\$11,062,626
China Wine	China Fruit and Dessert Wine	\$0	\$0	\$0	\$12,373	\$0
	China Red Wine	\$10,329	\$0	\$5,517	\$0	\$48
	China White Wine	\$0	\$0	\$0	\$1,105	\$0
	Summary	\$10,329	\$0	\$5,517	\$13,478	\$48
Fortified Wine	Other Fortified Domestic Wine	\$961,313	\$1,482,882	\$1,182,294	\$755,178	\$771,948
	Other Fortified Import Wine	\$402,221	\$366,441	\$528,797	\$409,347	\$391,819
	Port Wine	\$492,396	\$550,500	\$1,259,184	\$558,596	\$515,848
	Sherry Wine	\$238,381	\$208,691	\$509,369	\$283,249	\$258,239
	Vermouth Wine	\$593,008	\$562,527	\$700,799	\$643,404	\$729,894
	Summary	\$2,687,318	\$3,171,040	\$4,180,442	\$2,649,773	\$2,667,749
France Wine	France Champagne Wine	\$3,888,581	\$3,894,644	\$7,022,097	\$2,804,630	\$2,690,204

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
France Wine	France Fruit and Dessert Wine	\$7,265	\$4,176	\$4,161	\$3,941	\$3,537
	France Red Wine	\$7,297,970	\$15,863,841	\$9,864,746	\$8,389,078	\$6,359,606
	France Rose Wine	\$4,420,123	\$3,798,188	\$1,356,835	\$1,748,300	\$4,618,897
	France Sparkling Wine	\$742,273	\$765,263	\$1,127,650	\$595,047	\$603,590
	France White Wine	\$3,443,453	\$4,080,616	\$3,492,588	\$3,136,511	\$3,089,054
	Summary	\$19,799,664	\$28,406,728	\$22,868,077	\$16,677,507	\$17,364,888
Georgia Wine	Georgia Red Wine	\$43,988	\$38,785	\$61,085	\$13,827	\$59,607
	Georgia White Wine	\$0	\$0	\$0	\$490	\$490
	Summary	\$43,988	\$38,785	\$61,085	\$14,317	\$60,098
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$42,320	\$45,845	\$84,343	\$42,530	\$44,523
	Germany Rose Wine	\$11,903	\$10,594	\$3,468	\$3,774	\$10,927
	Germany Sparkling Wine	\$623,478	\$548,977	\$1,218,970	\$465,446	\$680,840
	Germany White Wine	\$997,646	\$1,006,970	\$1,290,184	\$936,183	\$1,021,249
	Summary	\$1,675,346	\$1,612,386	\$2,596,965	\$1,447,933	\$1,757,539
Greece Wine	Greece Fruit and Dessert Wine	\$165	\$2,631	\$0	\$165	\$0
	Greece Red Wine	\$102,079	\$80,685	\$93,992	\$86,690	\$35,005
	Greece Rose Wine	\$3,156	\$2,194	\$549	\$314	\$3,604
	Greece White Wine	\$106,604	\$107,663	\$72,954	\$79,421	\$77,387
	Summary	\$212,004	\$193,173	\$167,495	\$166,589	\$115,995
Hungary Wine	Hungary Fruit and Dessert Wine	\$15,969	\$18,390	\$36,803	\$19,250	\$13,671
	Hungary Red Wine	\$42,319	\$25,051	\$40,788	\$30,215	\$33,317
	Hungary Sparkling Wine	\$123,489	\$91,868	\$120,868	\$58,521	\$77,881
	Hungary White Wine	\$109,683	\$100,804	\$88,988	\$89,767	\$92,070
	Summary	\$291,461	\$236,112	\$287,446	\$197,753	\$216,939
Israel Wine	Israel Red Wine	\$46,612	\$31,379	\$43,281	\$34,998	\$33,027
	Israel Rose Wine	\$0	\$2,735	\$3,490	\$2,960	\$2,218
	Israel White Wine	\$22,705	\$13,990	\$17,371	\$7,641	\$13,443

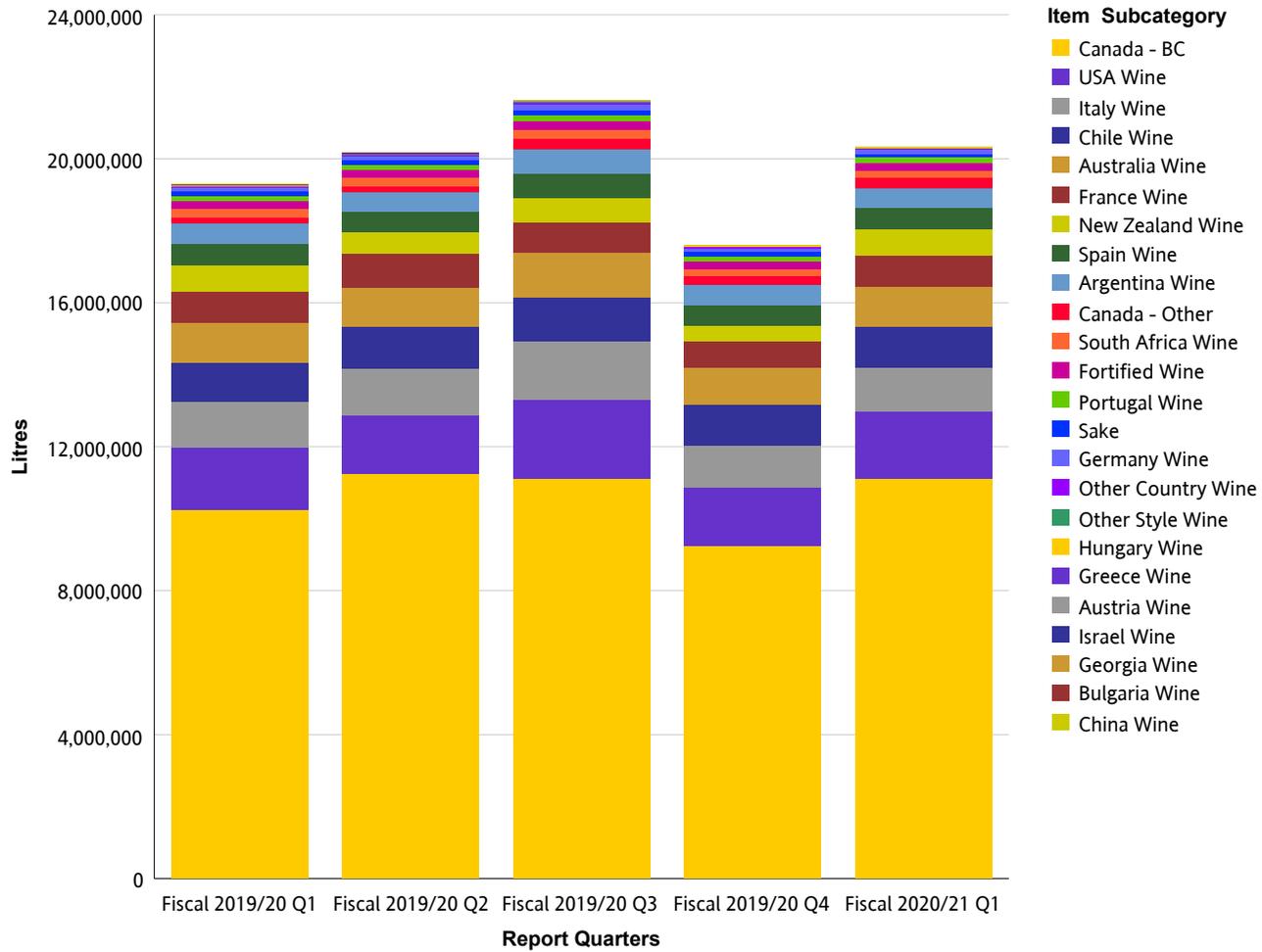
Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Israel Wine	Summary	\$69,317	\$48,104	\$64,142	\$45,600	\$48,687
Italy Wine	Italy Fruit and Dessert Wine	\$15,582	\$5,454	\$14,138	\$8,606	\$7,401
	Italy Red Wine	\$9,941,879	\$10,026,257	\$16,003,017	\$11,238,086	\$9,586,740
	Italy Rose Wine	\$356,311	\$472,769	\$157,886	\$202,077	\$270,455
	Italy Sparkling Wine	\$1,807,065	\$1,805,046	\$2,308,905	\$1,554,661	\$1,762,196
	Italy White Wine	\$5,192,264	\$5,136,101	\$5,142,093	\$4,130,251	\$4,337,180
	Prosecco Wine	\$4,374,081	\$4,895,514	\$6,724,471	\$2,914,324	\$4,518,822
	Summary	\$21,687,183	\$22,341,141	\$30,350,510	\$20,048,005	\$20,482,794
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	New Zealand Red Wine	\$680,519	\$529,282	\$857,121	\$492,793	\$632,189
	New Zealand Rose Wine	\$686,580	\$454,035	\$284,722	\$229,618	\$804,420
	New Zealand Sparkling Wine	\$90,017	\$95,253	\$197,333	\$73,742	\$89,678
	New Zealand White Wine	\$12,035,727	\$10,061,925	\$11,354,557	\$7,464,684	\$11,358,411
	Summary	\$13,492,843	\$11,140,496	\$12,693,733	\$8,260,837	\$12,884,698
Other Country Wine	Other Country Fruit and Dessert Wine	\$236,699	\$230,577	\$268,228	\$287,259	\$278,881
	Other Country Red Wine	\$130,277	\$122,472	\$203,537	\$205,131	\$142,623
	Other Country Rose Wine	\$11,433	\$2,793	\$2,378	\$9,546	\$5,557
	Other Country Sparkling Wine	\$25,934	\$18,093	\$35,323	\$12,809	\$14,162
	Other Country White Wine	\$43,541	\$41,274	\$55,621	\$48,379	\$34,812
	Summary	\$447,883	\$415,209	\$565,087	\$563,125	\$476,035
Other Style Wine	Aperitif And Flavoured Wine	\$137,494	\$163,107	\$176,297	\$166,711	\$184,990
	Mead	\$43,459	\$119,405	\$79,510	\$58,794	\$68,043
	Rice Wine	\$49,880	\$45,879	\$62,945	\$63,393	\$50,972
	Summary	\$230,833	\$328,391	\$318,752	\$288,898	\$304,006
Portugal Wine	Portugal Fruit and Dessert Wine	\$1,585	\$4,502	\$34,549	\$2,041	\$2,563
	Portugal Red Wine	\$925,167	\$948,130	\$1,287,086	\$1,130,989	\$1,022,074
	Portugal Rose Wine	\$244,788	\$296,082	\$153,382	\$161,074	\$246,686
	Portugal Sparkling Wine	\$7,921	\$3,841	\$12,768	\$12,275	\$4,340

Wine Sales (Net \$)

Net Sales \$		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Portugal Wine	Portugal White Wine	\$587,000	\$613,411	\$429,220	\$428,011	\$642,663
	Summary	\$1,766,462	\$1,865,966	\$1,917,005	\$1,734,390	\$1,918,326
Sake	Japan Sake	\$1,353,643	\$1,520,573	\$1,577,970	\$1,565,558	\$1,114,793
	Other Country Sake	\$86,621	\$96,654	\$77,154	\$70,072	\$55,112
	USA Sake	\$653,327	\$679,113	\$785,341	\$789,081	\$532,065
	Summary	\$2,093,591	\$2,296,340	\$2,440,464	\$2,424,712	\$1,701,971
South Africa Wine	South Africa Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	South Africa Red Wine	\$1,461,248	\$1,299,850	\$1,616,418	\$1,517,649	\$1,232,982
	South Africa Rose Wine	\$137,027	\$49,656	\$16,409	\$5,813	\$102,750
	South Africa Sparkling Wine	\$3,423	\$3,249	\$5,841	\$6,315	\$5,280
	South Africa White Wine	\$1,163,886	\$1,205,157	\$997,174	\$929,089	\$942,671
	Summary	\$2,765,584	\$2,557,912	\$2,635,843	\$2,458,866	\$2,283,682
Spain Wine	Spain Fruit and Dessert Wine	\$7,985	\$8,974	\$10,971	\$5,944	\$6,542
	Spain Red Wine	\$4,873,575	\$4,225,827	\$5,661,312	\$4,748,261	\$4,680,129
	Spain Rose Wine	\$277,534	\$380,348	\$204,800	\$298,931	\$438,121
	Spain Sparkling Wine	\$1,162,744	\$1,211,094	\$1,913,333	\$889,053	\$936,605
	Spain White Wine	\$722,917	\$655,903	\$644,781	\$598,335	\$619,713
	Summary	\$7,044,755	\$6,482,146	\$8,435,196	\$6,540,523	\$6,681,110
USA Wine	USA Fruit and Dessert Wine	\$170	\$802	\$1,178	\$888	\$530
	USA Red Wine	\$21,765,527	\$20,378,558	\$32,134,998	\$21,257,991	\$22,375,293
	USA Rose Wine	\$1,950,084	\$1,288,045	\$1,181,252	\$1,068,972	\$1,919,131
	USA Sparkling Wine	\$331,426	\$298,496	\$447,538	\$248,295	\$232,437
	USA White Wine	\$6,633,612	\$6,600,822	\$6,663,190	\$5,873,458	\$6,770,335
	Summary	\$30,680,820	\$28,566,723	\$40,428,155	\$28,449,604	\$31,297,726
Summary	\$271,329,762	\$305,363,071	\$317,271,728	\$238,419,367	\$270,788,243	

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Argentina Wine	Argentina Red Wine	458,239	476,226	622,752	519,664	464,864
	Argentina Rose Wine	28,208	17,884	6,854	11,120	22,254
	Argentina Sparkling Wine	454	533	455	436	189
	Argentina White Wine	56,055	53,048	43,870	56,899	52,895
	Summary	542,956	547,691	673,932	588,119	540,202
Australia Wine	Australia Fruit and Dessert Wine	0	0	12	0	0
	Australia Red Wine	541,201	548,225	707,578	591,374	553,743
	Australia Rose Wine	34,711	24,205	16,251	16,498	31,472
	Australia Sparkling Wine	68,679	61,417	98,137	46,191	64,155
	Australia White Wine	471,992	450,738	428,183	377,037	467,993
	Summary	1,116,583	1,084,586	1,250,161	1,031,101	1,117,363
Austria Wine	Austria Fruit and Dessert Wine	0	2	2	0	9
	Austria Red Wine	608	678	1,340	1,015	458
	Austria Rose Wine	0	90	50	0	0
	Austria Sparkling Wine	27	81	45	9	9
	Austria White Wine	2,134	2,228	2,618	1,730	1,672
	Summary	2,768	3,080	4,054	2,754	2,148
Bulgaria Wine	Bulgaria Red Wine	1,970	1,162	2,128	1,036	648
	Bulgaria Rose Wine	45	909	225	173	198
	Bulgaria White Wine	36	9	36	9	9
	Summary	2,050	2,080	2,389	1,219	855
Canada - BC	Canada - BC Dessert Wine	4,685	8,672	6,570	3,476	3,129
	Canada - BC Fruit Wine	43,192	87,393	58,675	39,232	53,499
	Canada - BC Ice Wine	8,226	14,992	11,870	6,171	2,799
	Canada - BC Red Wine	4,289,925	4,625,829	5,462,366	4,377,437	4,768,422
	Canada - BC Rose Wine	539,752	619,321	286,960	303,214	651,176

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Canada - BC	Canada - BC Sparkling Wine	127,019	179,505	143,345	78,189	116,320
	Canada - BC White Wine	5,223,293	5,704,249	5,137,899	4,435,153	5,521,656
	Summary	10,236,092	11,239,961	11,107,686	9,242,874	11,117,001
Canada - Other	Canada - Other Dessert Wine	252	4	152	91	32
	Canada - Other Fruit Wine	0	12	0	0	0
	Canada - Other Ice Wine	9,381	12,984	12,014	7,114	369
	Canada - Other Red Wine	39,179	35,520	110,287	97,279	141,547
	Canada - Other Rose Wine	12,416	16,985	1,119	3,600	9,940
	Canada - Other Sparkling Wine	65,280	60,472	112,226	53,540	54,902
	Canada - Other White Wine	46,009	41,562	65,916	63,636	97,447
	Summary	172,518	167,538	301,713	225,260	304,238
Chile Wine	Chile Fruit and Dessert Wine	45	26	50	45	14
	Chile Red Wine	655,306	673,381	820,286	742,240	691,481
	Chile Rose Wine	84,745	91,038	35,204	47,130	82,784
	Chile Sparkling Wine	3,908	4,216	6,034	5,655	6,970
	Chile White Wine	366,355	396,410	345,596	361,036	344,997
	Summary	1,110,359	1,165,072	1,207,169	1,156,107	1,126,246
China Wine	China Fruit and Dessert Wine	0	0	0	500	0
	China Red Wine	54	0	14	0	9
	China White Wine	0	0	0	18	0
	Summary	54	0	14	518	9
Fortified Wine	Other Fortified Domestic Wine	99,720	106,825	100,103	77,310	76,785
	Other Fortified Import Wine	26,754	24,665	33,915	26,028	26,550
	Port Wine	14,898	16,445	37,529	18,023	17,314
	Sherry Wine	12,150	10,268	26,690	14,043	12,879
	Vermouth Wine	55,143	49,777	62,884	57,793	64,885
	Summary	208,666	207,980	261,121	193,197	198,412
France Wine	France Champagne Wine	38,298	40,756	75,565	28,789	27,504

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
France Wine	France Fruit and Dessert Wine	36	98	84	69	72
	France Red Wine	349,153	439,796	438,734	412,332	362,655
	France Rose Wine	257,839	245,529	90,144	106,700	286,219
	France Sparkling Wine	40,868	41,306	64,335	29,134	34,876
	France White Wine	157,835	160,870	155,911	151,521	161,645
	Summary	844,028	928,354	824,774	728,545	872,972
Georgia Wine	Georgia Red Wine	2,383	2,092	3,344	814	3,272
	Georgia White Wine	0	0	0	18	18
	Summary	2,383	2,092	3,344	832	3,290
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	2,473	2,593	3,676	2,116	2,871
	Germany Rose Wine	626	513	176	184	585
	Germany Sparkling Wine	38,083	32,728	80,260	28,123	43,663
	Germany White Wine	68,972	67,901	88,095	61,167	67,826
	Summary	110,152	103,734	172,206	91,591	114,945
Greece Wine	Greece Fruit and Dessert Wine	6	108	0	6	0
	Greece Red Wine	7,904	6,637	7,031	6,745	2,372
	Greece Rose Wine	158	126	32	18	135
	Greece White Wine	8,545	8,975	5,682	6,562	5,332
	Summary	16,613	15,846	12,744	13,331	7,840
Hungary Wine	Hungary Fruit and Dessert Wine	323	346	566	353	316
	Hungary Red Wine	3,174	1,818	3,010	2,150	2,448
	Hungary Sparkling Wine	9,580	7,202	9,674	4,419	6,300
	Hungary White Wine	9,188	9,170	7,246	8,558	8,311
	Summary	22,264	18,536	20,496	15,480	17,375
Israel Wine	Israel Red Wine	2,320	1,516	2,130	1,679	1,611
	Israel Rose Wine	0	156	200	169	126
	Israel White Wine	1,148	713	890	381	666

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Israel Wine	Summary	3,469	2,385	3,219	2,229	2,403
Italy Wine	Italy Fruit and Dessert Wine	160	70	234	108	299
	Italy Red Wine	539,000	542,012	775,967	589,693	556,125
	Italy Rose Wine	19,720	29,152	8,734	11,658	16,336
	Italy Sparkling Wine	102,185	101,999	129,268	86,502	100,518
	Italy White Wine	378,768	376,281	375,370	302,437	332,114
	Prosecco Wine	228,376	258,664	357,888	151,397	238,981
	Summary	1,268,208	1,308,179	1,647,461	1,141,796	1,244,372
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	0
	New Zealand Red Wine	31,292	24,233	41,036	20,971	28,688
	New Zealand Rose Wine	38,168	24,934	16,364	12,541	45,724
	New Zealand Sparkling Wine	4,265	4,506	10,533	3,531	4,108
	New Zealand White Wine	680,429	561,405	630,155	399,187	632,792
	Summary	754,154	615,078	698,088	436,229	711,313
Other Country Wine	Other Country Fruit and Dessert Wine	14,768	15,154	16,903	17,621	17,592
	Other Country Red Wine	6,241	6,638	9,208	8,572	6,595
	Other Country Rose Wine	486	140	112	320	225
	Other Country Sparkling Wine	934	727	1,357	407	533
	Other Country White Wine	1,883	1,587	2,106	1,770	1,393
	Summary	24,312	24,245	29,686	28,690	26,337
Other Style Wine	Aperitif And Flavoured Wine	10,841	11,071	11,124	11,002	13,046
	Mead	1,959	5,507	3,608	2,680	3,069
	Rice Wine	3,894	3,777	4,825	4,707	3,398
	Summary	16,693	20,355	19,557	18,389	19,513
Portugal Wine	Portugal Fruit and Dessert Wine	27	89	661	44	58
	Portugal Red Wine	75,320	75,578	99,599	95,529	86,036
	Portugal Rose Wine	24,980	29,696	14,749	16,085	24,204
	Portugal Sparkling Wine	319	114	440	519	166

Wine Sales (Litres)

Litres		Fiscal 2019/20 Q1	Fiscal 2019/20 Q2	Fiscal 2019/20 Q3	Fiscal 2019/20 Q4	Fiscal 2020/21 Q1
Portugal Wine	Portugal White Wine	50,012	54,134	32,985	31,765	55,768
	Summary	150,658	159,610	148,434	143,942	166,232
Sake	Japan Sake	42,131	43,300	47,426	48,863	36,919
	Other Country Sake	3,846	4,384	3,994	3,488	3,109
	USA Sake	74,771	78,108	91,112	88,246	51,422
	Summary	120,748	125,791	142,532	140,597	91,450
South Africa Wine	South Africa Fruit and Dessert Wine	0	0	0	0	0
	South Africa Red Wine	122,324	110,331	138,668	127,665	98,249
	South Africa Rose Wine	13,566	4,685	1,404	459	8,817
	South Africa Sparkling Wine	148	162	225	364	342
	South Africa White Wine	105,416	119,694	97,239	83,222	86,636
	Summary	241,454	234,872	237,536	211,711	194,044
Spain Wine	Spain Fruit and Dessert Wine	233	303	434	171	216
	Spain Red Wine	426,460	359,298	454,970	397,218	428,196
	Spain Rose Wine	22,054	38,798	22,232	38,117	53,306
	Spain Sparkling Wine	69,303	73,703	119,411	54,127	56,728
	Spain White Wine	81,433	74,686	71,543	65,032	69,413
	Summary	599,482	546,789	668,589	554,666	607,859
USA Wine	USA Fruit and Dessert Wine	18	46	40	41	19
	USA Red Wine	1,079,842	1,028,000	1,567,241	1,099,413	1,167,966
	USA Rose Wine	178,203	133,944	126,483	116,366	188,720
	USA Sparkling Wine	17,467	16,159	24,955	13,438	13,898
	USA White Wine	453,384	457,234	467,519	406,236	474,612
	Summary	1,728,914	1,635,383	2,186,238	1,635,494	1,845,215
Summary		19,295,578	20,159,237	21,623,142	17,604,671	20,331,634

GLOSSARY AND EXPLANATORY NOTES

Domestic Beer – the domestic beer classification is defined as follows:

Commercial Beer – Breweries with Annual Production over 350,000HL

Regional Beer – Breweries with Annual Production over 15,000HL and up to 350,000HL

Micro Brew Beer – Breweries with Annual Production up to 15,000HL

Negative Sales

Occasionally, negative sales are reported. This is usually due to adjustments or product returns.