

Liquor Market Review

Fiscal 2024/25 Q1

June 2024



**LIQUOR
DISTRIBUTION
BRANCH**

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Introduction

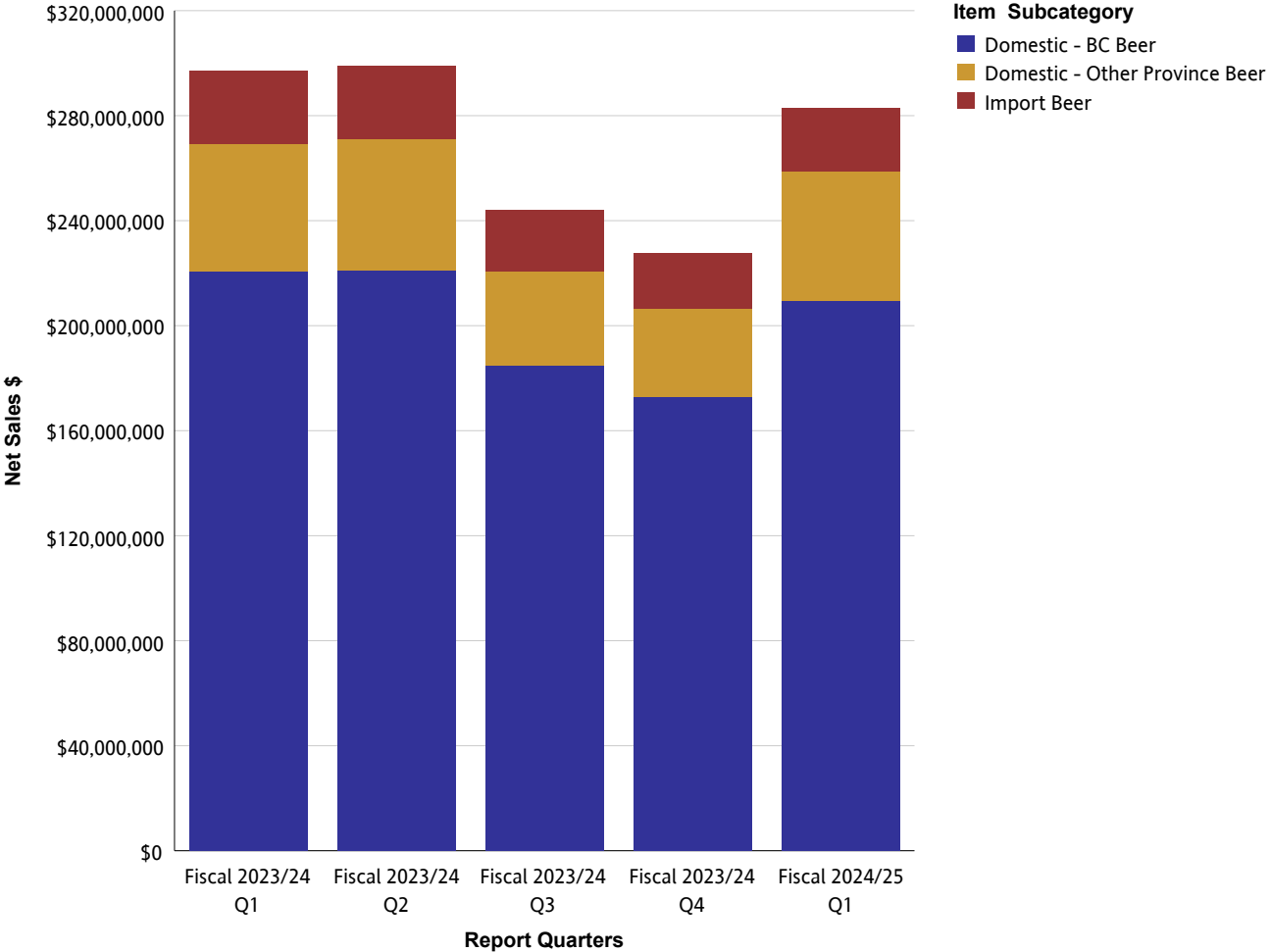
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

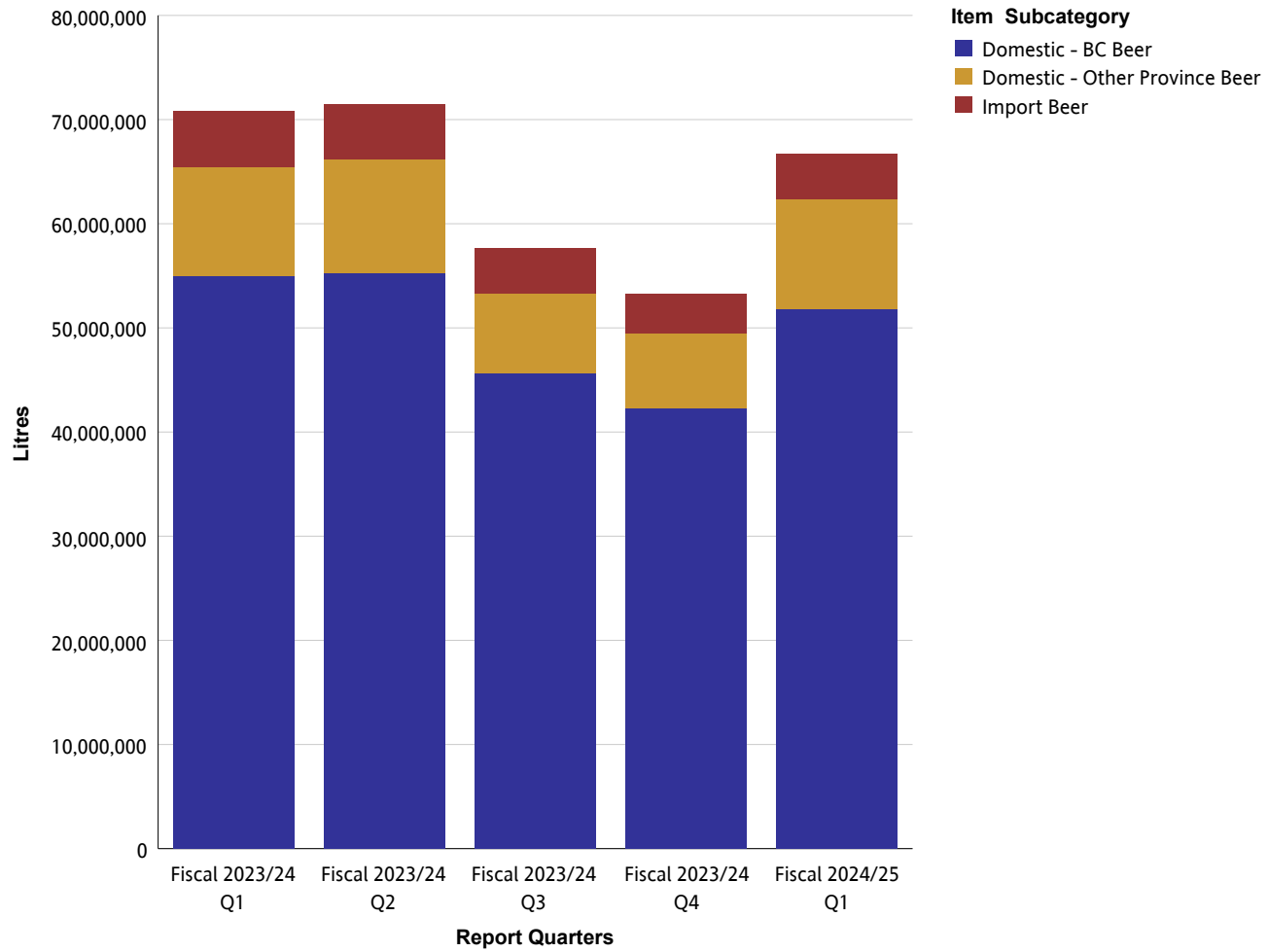


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	\$126,532,433	\$124,738,165	\$105,252,126	\$99,757,324	\$117,587,025
	Domestic - BC Micro Brew Beer	\$40,114,032	\$41,649,754	\$32,702,896	\$29,986,732	\$37,047,423
	Domestic - BC Regional Beer	\$54,033,691	\$54,512,947	\$46,875,941	\$43,067,253	\$54,868,496
	Summary	\$220,680,155	\$220,900,866	\$184,830,963	\$172,811,309	\$209,502,943
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$47,602,705	\$49,294,044	\$34,897,681	\$33,207,460	\$48,802,302
	Domestic - Other Province Micro Brew Beer	\$128,679	\$180,007	\$214,719	\$87,585	\$105,467
	Domestic - Other Province Regional Beer	\$811,271	\$876,328	\$618,759	\$436,369	\$548,329
	Summary	\$48,542,655	\$50,350,379	\$35,731,159	\$33,731,415	\$49,456,098
Import Beer	Asia And South Pacific Beer	\$1,583,505	\$1,672,812	\$1,558,647	\$1,558,737	\$1,770,352
	Europe Beer	\$21,031,042	\$21,172,119	\$18,568,604	\$16,454,576	\$17,995,528
	Mexico And Caribbean Beer	\$2,742,809	\$3,366,585	\$1,953,174	\$2,087,743	\$2,946,027
	Other Country Beer	\$615,967	\$644,477	\$612,907	\$615,115	\$647,958
	USA Beer	\$1,706,141	\$848,487	\$600,338	\$448,256	\$615,614
	Summary	\$27,679,463	\$27,704,481	\$23,293,669	\$21,164,427	\$23,975,480
Summary		\$296,902,273	\$298,955,726	\$243,855,792	\$227,707,150	\$282,934,521

Beer Sales (Litres)

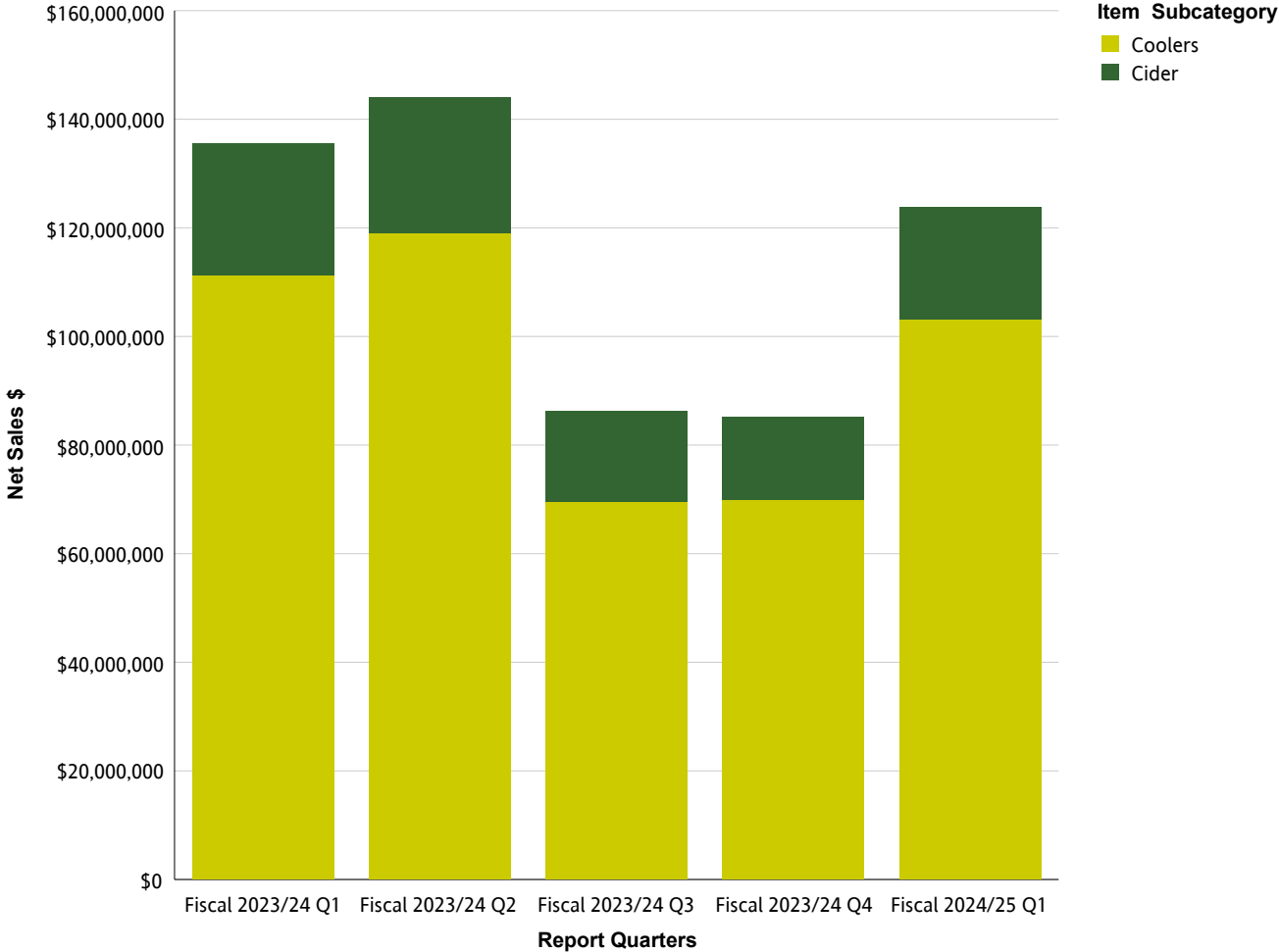


Beer Sales (Litres)

Beer

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Domestic - BC Beer	Domestic - BC Commercial Beer	32,949,698	32,780,248	27,101,739	25,170,958	30,186,217
	Domestic - BC Micro Brew Beer	7,978,696	8,274,008	6,396,963	5,966,913	7,319,781
	Domestic - BC Regional Beer	14,027,414	14,187,206	12,145,945	11,192,145	14,275,066
	Summary	54,955,808	55,241,462	45,644,647	42,330,015	51,781,063
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	10,272,647	10,709,893	7,473,547	7,020,612	10,427,895
	Domestic - Other Province Micro Brew Beer	20,846	25,842	27,516	12,554	16,810
	Domestic - Other Province Regional Beer	209,143	216,221	160,951	115,269	142,413
	Summary	10,502,637	10,951,957	7,662,014	7,148,435	10,587,119
Import Beer	Asia And South Pacific Beer	281,279	299,035	272,880	276,393	301,859
	Europe Beer	4,179,852	4,098,331	3,529,702	3,016,290	3,345,475
	Mexico And Caribbean Beer	482,359	592,872	325,049	342,183	493,226
	Other Country Beer	102,199	104,708	98,997	97,882	102,750
	USA Beer	368,696	136,841	97,192	70,722	104,588
	Summary	5,414,385	5,231,788	4,323,821	3,803,470	4,347,898
Summary		70,872,830	71,425,207	57,630,482	53,281,921	66,716,080

Refreshment Beverages Sales (Net \$)

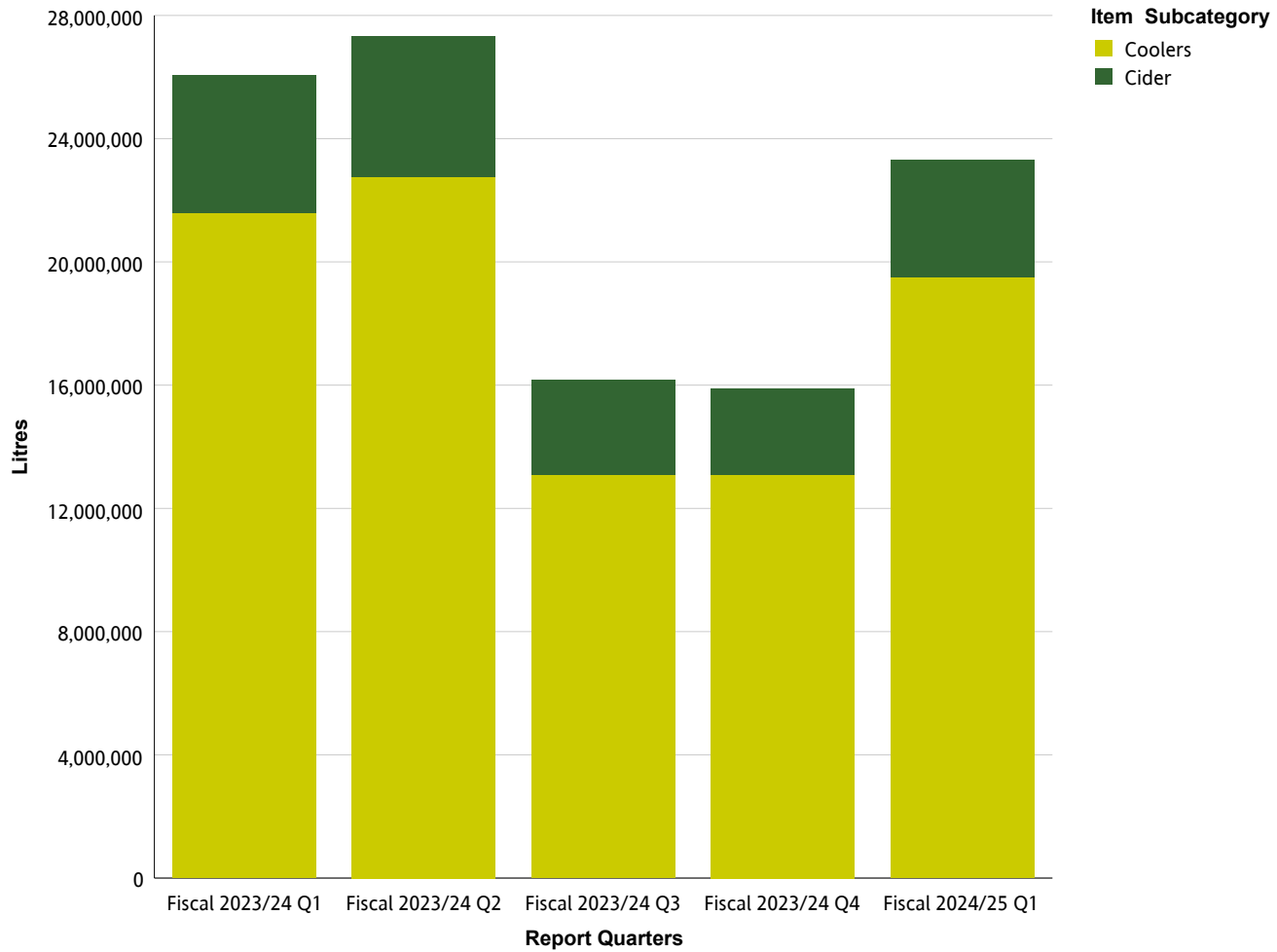


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Cider	Domestic Cider	\$20,186,526	\$21,392,397	\$13,636,629	\$12,833,609	\$17,355,055
	Import Cider	\$4,026,326	\$3,561,401	\$3,018,955	\$2,436,011	\$3,382,661
	Summary	\$24,212,852	\$24,953,797	\$16,655,584	\$15,269,620	\$20,737,716
Coolers	Malt-Based Coolers	\$754,660	\$816,425	\$380,890	\$235,697	\$363,377
	Spirit Coolers	\$108,562,112	\$116,217,113	\$68,018,552	\$68,695,173	\$101,430,056
	Wine/Fruit Coolers	\$2,037,666	\$2,008,364	\$1,248,176	\$1,040,297	\$1,275,019
	Summary	\$111,354,438	\$119,041,902	\$69,647,618	\$69,971,167	\$103,068,451
Summary		\$135,567,290	\$143,995,699	\$86,303,201	\$85,240,787	\$123,806,168

Refreshment Beverages Sales (Litres)

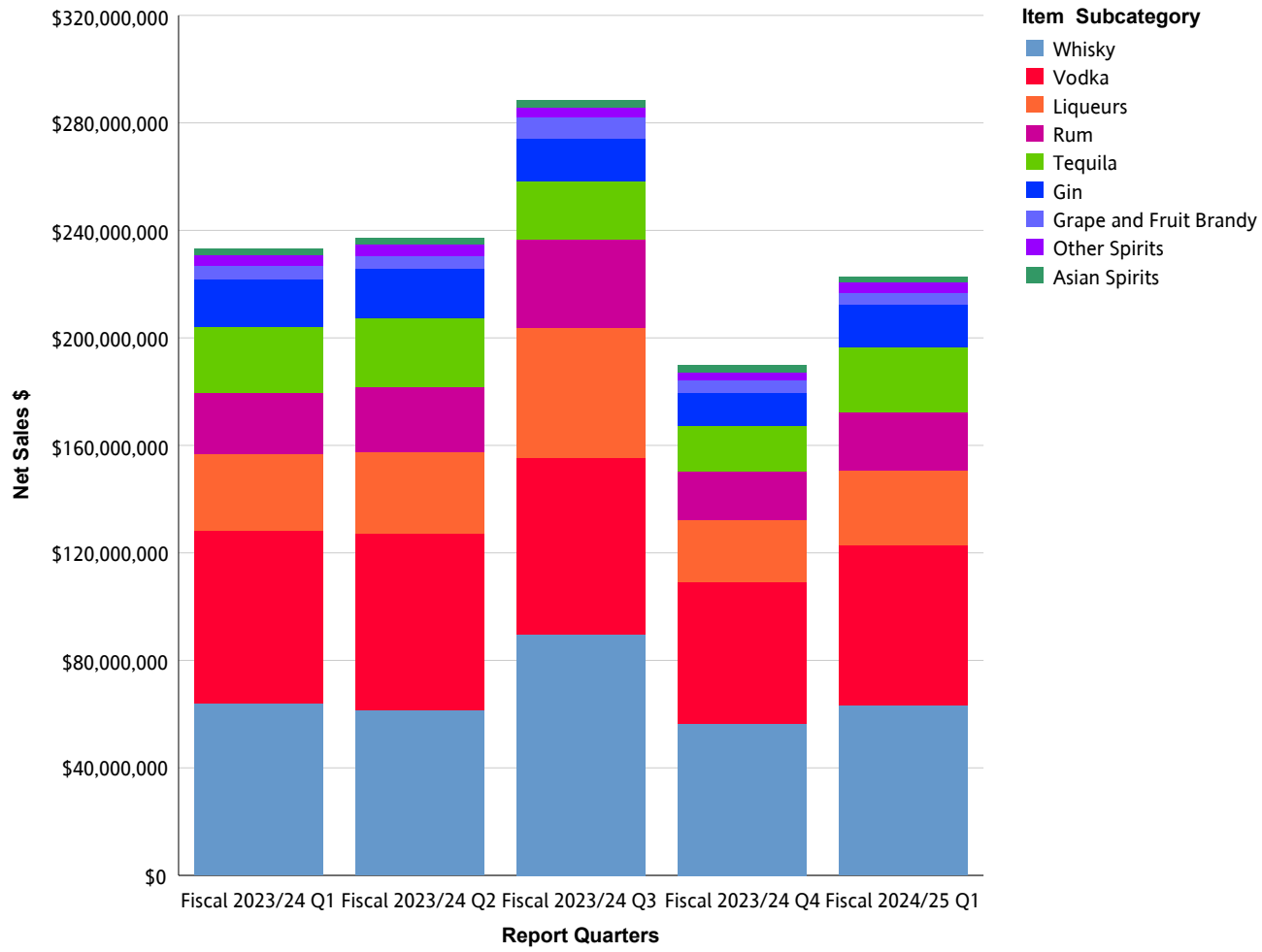


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Cider	Domestic Cider	3,693,722	3,876,125	2,476,053	2,352,595	3,168,206
	Import Cider	786,472	683,887	598,919	456,590	647,330
	Summary	4,480,194	4,560,011	3,074,971	2,809,184	3,815,536
Coolers	Malt-Based Coolers	153,547	165,001	73,898	44,484	70,037
	Spirit Coolers	21,116,829	22,294,834	12,848,739	12,903,734	19,276,788
	Wine/Fruit Coolers	301,089	293,008	181,722	133,809	156,275
	Summary	21,571,465	22,752,843	13,104,359	13,082,028	19,503,100
Summary		26,051,659	27,312,854	16,179,331	15,891,212	23,318,636

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Asian Spirits	China Spirits	\$866,070	\$824,345	\$1,282,512	\$1,247,337	\$774,814
	Korea Spirits	\$1,313,878	\$1,444,622	\$1,419,953	\$1,431,889	\$1,249,008
	Other Country Asian Spirits	\$154,180	\$155,042	\$191,820	\$133,718	\$150,099
	Summary	\$2,334,128	\$2,424,009	\$2,894,284	\$2,812,944	\$2,173,921
Gin	Dry Gin	\$15,313,333	\$16,027,533	\$14,166,397	\$10,658,128	\$13,766,121
	Flavoured Gin	\$1,623,898	\$1,407,588	\$1,111,169	\$762,258	\$1,168,127
	Other Gin	\$728,950	\$706,563	\$619,667	\$494,510	\$998,233
	Summary	\$17,666,180	\$18,141,684	\$15,897,234	\$11,914,896	\$15,932,481
Grape and Fruit Brandy	Armagnac	\$57,531	\$49,203	\$104,599	\$103,035	\$27,790
	Brandy	\$2,048,446	\$2,069,878	\$3,482,770	\$2,195,932	\$1,986,908
	Cognac	\$2,259,968	\$2,431,017	\$3,491,373	\$2,205,775	\$1,867,628
	Eau de Vie	\$293,787	\$233,427	\$387,306	\$174,612	\$265,484
	Grappa And Marc	\$65,061	\$65,195	\$78,619	\$63,157	\$61,560
	Pisco	\$145,465	\$129,308	\$128,948	\$115,466	\$137,896
	Summary	\$4,870,258	\$4,978,030	\$7,673,615	\$4,857,977	\$4,347,266
Liqueurs	Anise And Herbal/Spice Liqueurs	\$9,224,487	\$9,204,718	\$10,982,727	\$7,888,839	\$9,250,684
	Coffee And Cocoa Liqueurs	\$1,620,637	\$1,993,670	\$3,329,663	\$1,717,799	\$1,746,778
	Cream/Dairy Liqueurs	\$6,820,715	\$8,397,978	\$21,455,471	\$5,481,557	\$6,274,718
	Fruit Liqueurs	\$6,572,917	\$6,766,474	\$7,560,534	\$4,990,040	\$6,581,216
	Nut Liqueurs	\$1,703,510	\$1,620,131	\$1,932,002	\$1,076,362	\$1,422,362
	Other Liqueurs	\$1,218,342	\$1,294,122	\$1,385,926	\$992,243	\$1,117,054
	Whiskey Liqueurs	\$1,321,360	\$1,336,095	\$1,989,937	\$1,207,969	\$1,299,387
	Summary	\$28,481,967	\$30,613,189	\$48,636,260	\$23,354,808	\$27,692,201
Other Spirits	Cachaca	\$56,993	\$44,814	\$28,068	\$34,859	\$38,574
	Flavoured Spirits	\$146,638	\$187,955	\$395,442	\$91,190	\$123,152
	Miscellaneous/Other Spirits	\$242,204	\$267,397	\$253,023	\$235,871	\$192,584

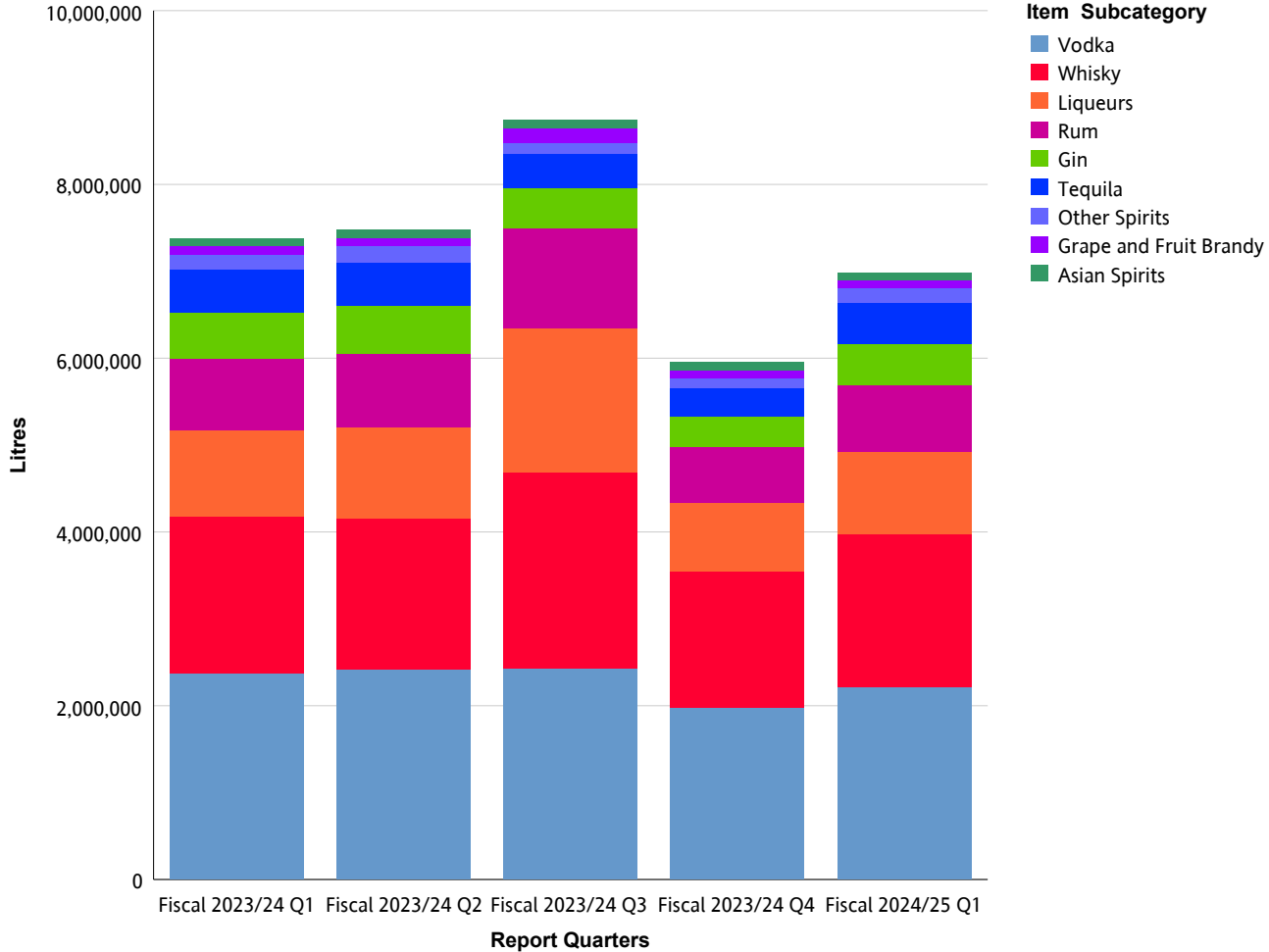
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Other Spirits	Moonshine Spirits	\$641,873	\$688,543	\$689,130	\$513,803	\$545,487
	Ready to Mix Cocktails	\$628,568	\$589,462	\$508,755	\$488,178	\$540,775
	Ready to Serve Cocktails	\$2,373,419	\$2,283,117	\$1,679,953	\$1,368,915	\$2,363,817
	Schnapps and Akvavit	\$41,527	\$38,017	\$50,809	\$37,444	\$36,309
	Summary	\$4,131,220	\$4,099,306	\$3,605,179	\$2,770,258	\$3,840,699
Rum	Amber Rum	\$5,683,599	\$6,146,286	\$8,587,760	\$4,636,073	\$5,551,258
	Dark Rum	\$2,625,621	\$2,522,369	\$3,880,574	\$2,409,901	\$2,433,258
	Flavoured Rum	\$502,578	\$432,939	\$372,700	\$292,899	\$322,860
	Spiced Rum	\$6,968,589	\$7,417,941	\$12,344,985	\$5,671,746	\$6,637,788
	White Rum	\$7,170,324	\$7,482,550	\$7,550,436	\$5,133,209	\$6,937,985
	Summary	\$22,950,711	\$24,002,087	\$32,736,455	\$18,143,829	\$21,883,149
Tequila	Blanco/Silver Tequila	\$10,540,593	\$11,351,090	\$8,899,184	\$7,356,380	\$10,322,490
	Flavoured Tequila	\$834,421	\$899,775	\$801,173	\$542,283	\$994,023
	Gold Tequila	\$11,923,358	\$12,395,635	\$11,005,909	\$8,157,166	\$11,452,337
	Mezcal	\$1,299,093	\$1,135,103	\$1,044,944	\$972,308	\$1,130,809
	Summary	\$24,597,466	\$25,781,603	\$21,751,210	\$17,028,138	\$23,899,660
Vodka	Flavoured Vodka	\$6,262,612	\$5,443,812	\$5,332,826	\$3,806,181	\$4,611,645
	Straight Vodka	\$57,710,923	\$60,084,701	\$60,330,855	\$48,859,960	\$55,315,005
	Summary	\$63,973,535	\$65,528,513	\$65,663,681	\$52,666,141	\$59,926,650
Whisky	American Whiskey	\$2,809,603	\$2,754,113	\$3,882,372	\$2,607,951	\$2,920,597
	Blended Malt Scotch Whisky	\$212,854	\$254,372	\$406,663	\$221,485	\$213,457
	Blended Scotch Whisky	\$8,068,380	\$7,564,064	\$10,068,342	\$6,969,087	\$7,800,875
	Bourbon Whiskey	\$6,127,863	\$5,608,379	\$8,285,996	\$5,418,580	\$6,313,418
	Canadian Whisky	\$29,197,535	\$29,007,677	\$35,628,433	\$24,700,341	\$29,060,189
	Flavoured Whisky	\$328,701	\$359,011	\$1,060,595	\$757,234	\$607,639
	Irish Whiskey	\$5,316,171	\$5,308,816	\$7,869,004	\$5,915,524	\$4,674,964
	Other Country Whisky	\$1,585,406	\$1,249,125	\$2,723,834	\$1,456,846	\$1,395,139
	Single Malt Scotch Whisky	\$10,572,826	\$9,465,169	\$19,659,385	\$8,299,645	\$10,098,977

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Whisky	Summary	\$64,219,340	\$61,570,726	\$89,584,624	\$56,346,692	\$63,085,254
Summary		\$233,224,805	\$237,139,147	\$288,442,542	\$189,895,683	\$222,781,281

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Asian Spirits	China Spirits	15,045	13,233	18,632	17,502	13,431
	Korea Spirits	70,006	75,313	74,640	75,485	66,314
	Other Country Asian Spirits	3,697	3,558	4,047	3,359	3,506
	Summary	88,747	92,104	97,319	96,346	83,251
Gin	Dry Gin	467,639	490,257	424,590	326,685	424,931
	Flavoured Gin	47,344	39,511	28,847	20,696	32,377
	Other Gin	13,536	13,191	11,336	9,371	19,223
	Summary	528,520	542,958	464,773	356,751	476,530
Grape and Fruit Brandy	Armagnac	454	503	874	713	267
	Brandy	68,212	67,653	116,418	72,726	67,201
	Cognac	18,862	19,611	32,074	18,523	16,195
	Eau de Vie	6,157	5,024	8,038	3,550	5,563
	Grappa And Marc	1,202	1,164	1,522	1,134	1,152
	Pisco	3,657	3,171	3,184	2,707	3,311
	Summary	98,545	97,124	162,108	99,353	93,688
Liqueurs	Anise And Herbal/Spice Liqueurs	317,103	297,961	362,861	255,641	305,487
	Coffee And Cocoa Liqueurs	63,104	75,301	129,886	65,300	65,638
	Cream/Dairy Liqueurs	242,773	296,061	762,718	199,658	225,650
	Fruit Liqueurs	220,021	223,603	233,256	162,564	216,522
	Nut Liqueurs	67,051	63,528	70,590	38,743	55,137
	Other Liqueurs	38,512	40,676	44,921	30,060	34,121
	Whiskey Liqueurs	41,586	41,293	60,085	38,377	41,857
	Summary	990,151	1,038,424	1,664,319	790,344	944,412
Other Spirits	Cachaca	1,804	1,414	832	1,063	1,124
	Flavoured Spirits	2,936	4,155	14,388	1,933	2,369
	Miscellaneous/Other Spirits	4,641	5,032	4,960	4,526	3,968

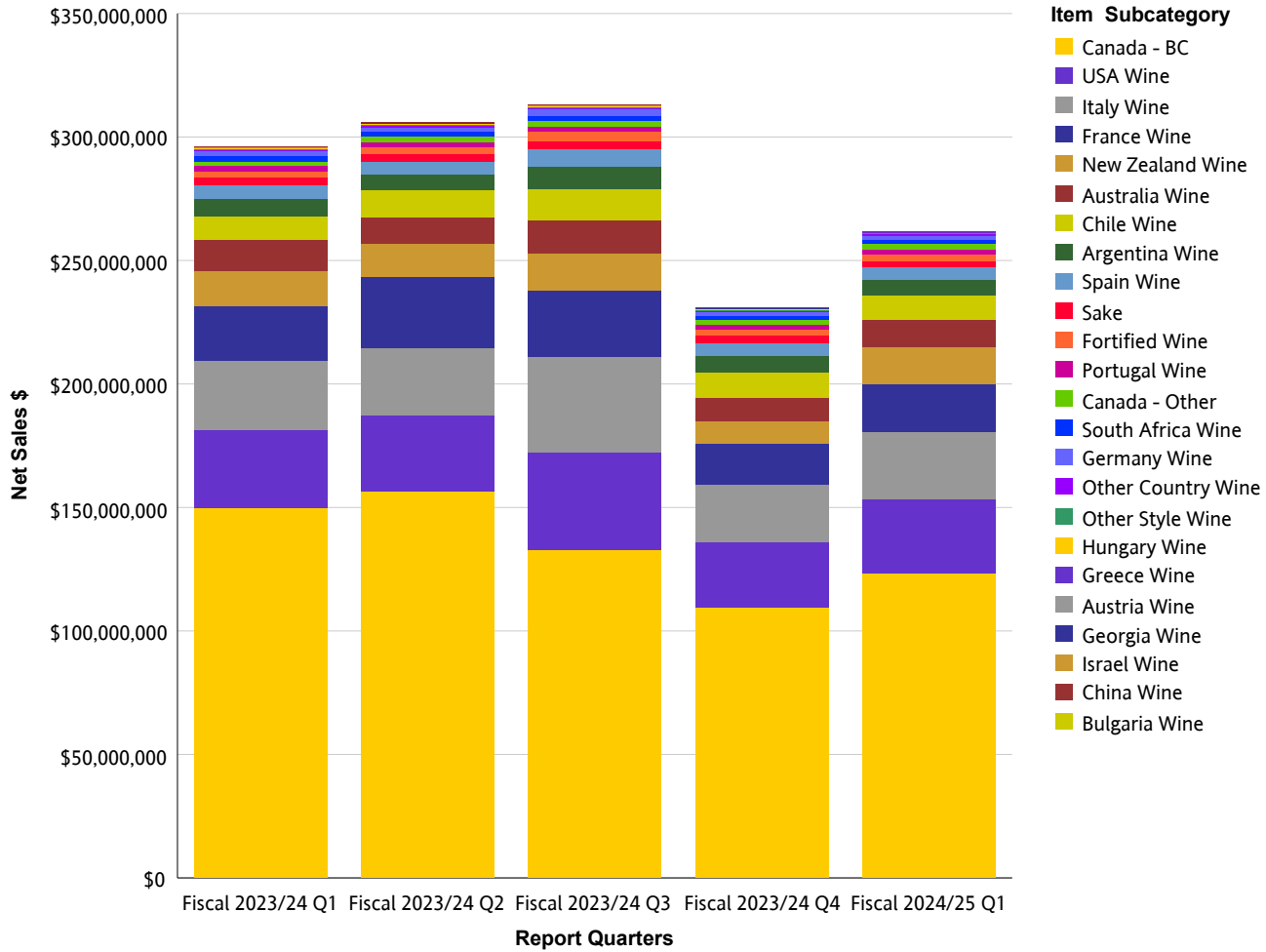
Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Other Spirits	Moonshine Spirits	14,043	15,223	15,069	11,410	11,808
	Ready to Mix Cocktails	32,202	29,918	25,622	24,980	27,133
	Ready to Serve Cocktails	121,177	128,203	64,896	60,960	124,735
	Schnapps and Akvavit	999	957	1,242	877	874
	Summary	177,804	184,903	127,009	105,749	172,010
Rum	Amber Rum	187,451	199,497	273,174	148,687	176,788
	Dark Rum	93,784	87,920	132,072	85,054	84,633
	Flavoured Rum	17,730	14,893	12,276	10,033	10,955
	Spiced Rum	231,622	247,267	415,689	184,954	219,930
	White Rum	296,783	307,734	311,255	208,592	281,491
	Summary	827,370	857,311	1,144,466	637,320	773,797
Tequila	Blanco/Silver Tequila	222,207	236,423	174,654	148,923	210,349
	Flavoured Tequila	17,020	18,476	12,890	10,364	18,072
	Gold Tequila	236,152	231,150	192,495	151,754	221,990
	Mezcal	17,896	16,816	15,564	14,742	16,769
	Summary	493,275	502,866	395,603	325,783	467,181
Vodka	Flavoured Vodka	201,066	178,085	167,956	122,220	145,921
	Straight Vodka	2,172,417	2,244,285	2,262,499	1,848,933	2,068,054
	Summary	2,373,483	2,422,370	2,430,455	1,971,153	2,213,975
Whisky	American Whiskey	70,669	70,639	88,821	65,037	73,116
	Blended Malt Scotch Whisky	3,268	3,793	5,554	3,309	3,365
	Blended Scotch Whisky	233,563	214,461	262,227	198,001	220,489
	Bourbon Whiskey	134,987	124,108	171,050	119,428	136,296
	Canadian Whisky	1,083,582	1,067,432	1,297,095	917,874	1,066,909
	Flavoured Whisky	9,403	8,828	29,818	21,533	17,906
	Irish Whiskey	134,393	134,551	190,610	149,786	115,937
	Other Country Whisky	18,580	14,741	25,215	14,428	19,022
	Single Malt Scotch Whisky	116,753	101,420	184,334	87,416	107,401

Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Whisky	Summary	1,805,198	1,739,973	2,254,723	1,576,812	1,760,441
Summary		7,383,092	7,478,034	8,740,774	5,959,612	6,985,286

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Argentina Wine	Argentina Red Wine	\$6,460,037	\$5,761,332	\$8,597,038	\$6,363,956	\$5,665,787
	Argentina Rose Wine	\$153,665	\$110,009	\$44,794	\$42,009	\$104,550
	Argentina Sparkling Wine	\$13,656	\$11,257	\$13,760	\$9,051	\$6,592
	Argentina White Wine	\$343,455	\$443,256	\$375,046	\$274,184	\$292,790
	Summary	\$6,970,812	\$6,325,854	\$9,030,639	\$6,689,199	\$6,069,719
Australia Wine	Australia Fruit and Dessert Wine	\$3,202	\$192	\$192	\$192	\$520
	Australia Red Wine	\$7,172,629	\$5,599,869	\$7,577,918	\$5,656,830	\$6,107,649
	Australia Rose Wine	\$339,471	\$302,442	\$358,304	\$221,624	\$290,981
	Australia Sparkling Wine	\$896,725	\$782,227	\$1,413,161	\$659,670	\$792,734
	Australia White Wine	\$4,113,644	\$4,038,169	\$4,125,035	\$3,248,239	\$3,918,023
	Summary	\$12,525,670	\$10,722,899	\$13,474,610	\$9,786,556	\$11,109,907
Austria Wine	Austria Fruit and Dessert Wine	\$2,299	\$2,245	\$3,013	\$4,658	\$4,474
	Austria Red Wine	\$39,374	\$37,856	\$52,720	\$44,125	\$34,782
	Austria Rose Wine	\$8,455	\$10,990	\$8,098	\$5,488	\$5,309
	Austria Sparkling Wine	\$4,800	\$4,416	\$1,978	\$1,781	\$3,324
	Austria White Wine	\$127,777	\$123,660	\$84,281	\$90,942	\$88,325
	Summary	\$182,704	\$179,167	\$150,090	\$146,995	\$136,213
Bulgaria Wine	Bulgaria Red Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria Rose Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$0	\$0	\$0	\$0	\$0
Canada - BC	Canada - BC Dessert Wine	\$250,148	\$387,909	\$161,975	\$148,228	\$129,114
	Canada - BC Fruit Wine	\$1,268,956	\$1,633,203	\$1,154,577	\$648,646	\$896,592
	Canada - BC Ice Wine	\$972,956	\$1,226,587	\$769,064	\$715,224	\$721,678
	Canada - BC Red Wine	\$63,061,864	\$66,076,635	\$66,559,295	\$51,685,210	\$52,015,775
	Canada - BC Rose Wine	\$14,106,526	\$14,202,389	\$6,074,674	\$6,556,249	\$10,686,099

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Canada - BC	Canada - BC Sparkling Wine	\$5,434,390	\$6,137,983	\$4,902,769	\$3,607,118	\$5,166,486
	Canada - BC White Wine	\$64,514,612	\$66,911,363	\$53,357,294	\$45,971,053	\$53,748,258
	Summary	\$149,609,451	\$156,576,069	\$132,979,649	\$109,331,729	\$123,364,002
Canada - Other	Canada - Other Dessert Wine	\$3,389	\$8,229	\$7,359	\$4,198	\$4,503
	Canada - Other Fruit Wine	\$11,807	\$3,732	\$1,860	\$2,453	\$2,498
	Canada - Other Ice Wine	\$579,084	\$887,606	\$612,367	\$779,586	\$599,585
	Canada - Other Red Wine	\$184,754	\$209,410	\$210,062	\$222,842	\$238,931
	Canada - Other Rose Wine	\$14,753	\$12,293	\$10,040	\$24,786	\$82,117
	Canada - Other Sparkling Wine	\$411,972	\$387,758	\$638,791	\$371,277	\$541,032
	Canada - Other White Wine	\$531,198	\$635,730	\$595,667	\$490,246	\$713,290
	Summary	\$1,736,957	\$2,144,758	\$2,076,146	\$1,895,388	\$2,181,956
Chile Wine	Chile Fruit and Dessert Wine	\$1,279	\$959	\$959	\$160	\$320
	Chile Red Wine	\$5,700,007	\$6,491,489	\$8,648,468	\$6,528,574	\$5,759,639
	Chile Rose Wine	\$615,367	\$524,962	\$348,766	\$353,409	\$742,419
	Chile Sparkling Wine	\$58,246	\$60,016	\$81,150	\$52,629	\$40,166
	Chile White Wine	\$3,198,977	\$3,712,499	\$3,423,930	\$3,173,340	\$3,420,081
	Summary	\$9,573,876	\$10,789,925	\$12,503,273	\$10,108,112	\$9,962,625
China Wine	China Fruit and Dessert Wine	\$10,226	\$14,792	\$12,102	\$13,450	\$12,225
	China Red Wine	\$1,253	\$0	\$7,589	\$9,551	\$125
	China White Wine	\$1,002	\$125	\$3,263	\$2,791	\$125
	Summary	\$12,481	\$14,917	\$22,954	\$25,792	\$12,475
Fortified Wine	Other Fortified Domestic Wine	\$719,035	\$800,380	\$758,697	\$629,447	\$618,142
	Other Fortified Import Wine	\$396,123	\$365,649	\$574,435	\$385,159	\$331,262
	Port Wine	\$529,415	\$503,862	\$1,156,794	\$470,324	\$434,341
	Sherry Wine	\$224,062	\$197,580	\$488,820	\$227,309	\$235,806
	Vermouth Wine	\$863,204	\$803,255	\$996,093	\$807,790	\$862,885
	Summary	\$2,731,838	\$2,670,726	\$3,974,839	\$2,520,029	\$2,482,436
France Wine	France Champagne Wine	\$4,377,722	\$5,114,824	\$8,198,289	\$2,611,539	\$3,293,085

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
France Wine	France Fruit and Dessert Wine	\$19,620	\$25,939	\$48,391	\$18,204	\$9,128
	France Red Wine	\$7,188,783	\$13,698,394	\$9,979,087	\$7,257,707	\$6,107,774
	France Rose Wine	\$4,667,916	\$4,306,753	\$1,961,643	\$1,769,702	\$4,280,425
	France Sparkling Wine	\$880,778	\$713,098	\$1,279,580	\$631,890	\$822,712
	France White Wine	\$4,925,835	\$4,908,553	\$5,062,315	\$4,091,837	\$5,117,386
	Summary	\$22,060,655	\$28,767,562	\$26,529,305	\$16,380,880	\$19,630,509
Georgia Wine	Georgia Red Wine	\$60,427	\$56,838	\$104,239	\$86,855	\$77,163
	Georgia Rose Wine	\$0	\$593	\$3,414	\$2,140	\$1,586
	Georgia Sparkling Wine	\$0	\$419	\$644	\$3,648	\$3,865
	Georgia White Wine	\$4,067	\$6,505	\$18,001	\$18,432	\$19,242
	Summary	\$64,494	\$64,355	\$126,297	\$111,076	\$101,856
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	Germany Red Wine	\$57,811	\$42,567	\$43,586	\$47,341	\$37,182
	Germany Rose Wine	\$13,332	\$11,115	\$5,995	\$5,952	\$6,625
	Germany Sparkling Wine	\$858,157	\$706,346	\$1,366,618	\$460,401	\$784,746
	Germany White Wine	\$943,692	\$954,882	\$1,225,868	\$814,434	\$803,004
	Summary	\$1,872,993	\$1,714,910	\$2,642,066	\$1,328,128	\$1,631,557
Greece Wine	Greece Fruit and Dessert Wine	\$1,051	\$0	\$0	\$0	\$3,658
	Greece Red Wine	\$117,554	\$101,528	\$144,188	\$100,145	\$129,090
	Greece Rose Wine	\$15,974	\$12,065	\$8,532	\$10,545	\$21,174
	Greece Sparkling Wine	\$8,576	\$7,415	\$6,107	\$6,335	\$3,644
	Greece White Wine	\$138,770	\$114,711	\$79,001	\$99,810	\$171,754
	Summary	\$281,927	\$235,720	\$237,828	\$216,835	\$329,320
Hungary Wine	Hungary Fruit and Dessert Wine	\$25,002	\$16,064	\$34,344	\$22,444	\$18,354
	Hungary Red Wine	\$25,766	\$17,183	\$36,097	\$17,227	\$14,170
	Hungary Rose Wine	\$0	\$900	\$900	\$2,293	\$300
	Hungary Sparkling Wine	\$137,592	\$188,912	\$148,897	\$65,846	\$89,877
	Hungary White Wine	\$86,623	\$126,272	\$101,404	\$113,599	\$58,399

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Hungary Wine	Summary	\$274,983	\$349,331	\$321,642	\$221,409	\$181,101
Israel Wine	Israel Red Wine	\$18,120	\$42,671	\$32,488	\$26,537	\$37,032
	Israel Rose Wine	\$4,108	\$6,797	\$2,670	\$2,428	\$6,318
	Israel White Wine	\$10,686	\$15,393	\$7,755	\$8,359	\$10,757
	Summary	\$32,913	\$64,862	\$42,913	\$37,324	\$54,107
Italy Wine	Italy Fruit and Dessert Wine	\$13,327	\$6,261	\$9,703	\$11,209	\$12,611
	Italy Red Wine	\$10,928,919	\$10,630,455	\$17,558,355	\$11,955,774	\$11,191,726
	Italy Rose Wine	\$459,545	\$488,863	\$193,900	\$238,502	\$440,735
	Italy Sparkling Wine	\$2,429,267	\$2,387,385	\$2,888,118	\$1,787,555	\$2,318,491
	Italy White Wine	\$6,381,319	\$6,162,314	\$6,573,241	\$5,341,632	\$6,193,690
	Prosecco Wine	\$7,562,482	\$7,516,522	\$11,704,200	\$4,347,209	\$7,031,176
	Summary	\$27,774,859	\$27,191,801	\$38,927,517	\$23,681,881	\$27,188,430
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	New Zealand Red Wine	\$522,226	\$508,083	\$875,999	\$370,169	\$495,618
	New Zealand Rose Wine	\$469,276	\$471,778	\$228,496	\$191,224	\$395,464
	New Zealand Sparkling Wine	\$69,044	\$75,202	\$154,273	\$59,155	\$65,685
	New Zealand White Wine	\$13,505,395	\$12,607,305	\$13,870,196	\$8,345,169	\$13,724,700
	Summary	\$14,565,941	\$13,662,368	\$15,128,963	\$8,965,718	\$14,681,467
Other Country Wine	Other Country Fruit and Dessert Wine	\$406,232	\$355,128	\$441,174	\$362,371	\$336,479
	Other Country Red Wine	\$159,432	\$104,571	\$160,136	\$122,488	\$121,584
	Other Country Rose Wine	\$23,964	\$22,694	\$11,373	\$10,921	\$20,834
	Other Country Sparkling Wine	\$14,159	\$14,378	\$21,687	\$12,927	\$28,438
	Other Country White Wine	\$69,920	\$45,937	\$84,881	\$57,913	\$77,055
	Summary	\$673,706	\$542,708	\$719,251	\$566,621	\$584,389
Other Style Wine	Aperitif And Flavoured Wine	\$62,984	\$62,753	\$86,115	\$73,779	\$74,282
	Mead	\$190,506	\$232,168	\$143,840	\$182,956	\$148,338
	Rice Wine	\$71,857	\$62,604	\$82,786	\$87,451	\$69,799
	Summary	\$325,347	\$357,524	\$312,742	\$344,186	\$292,419

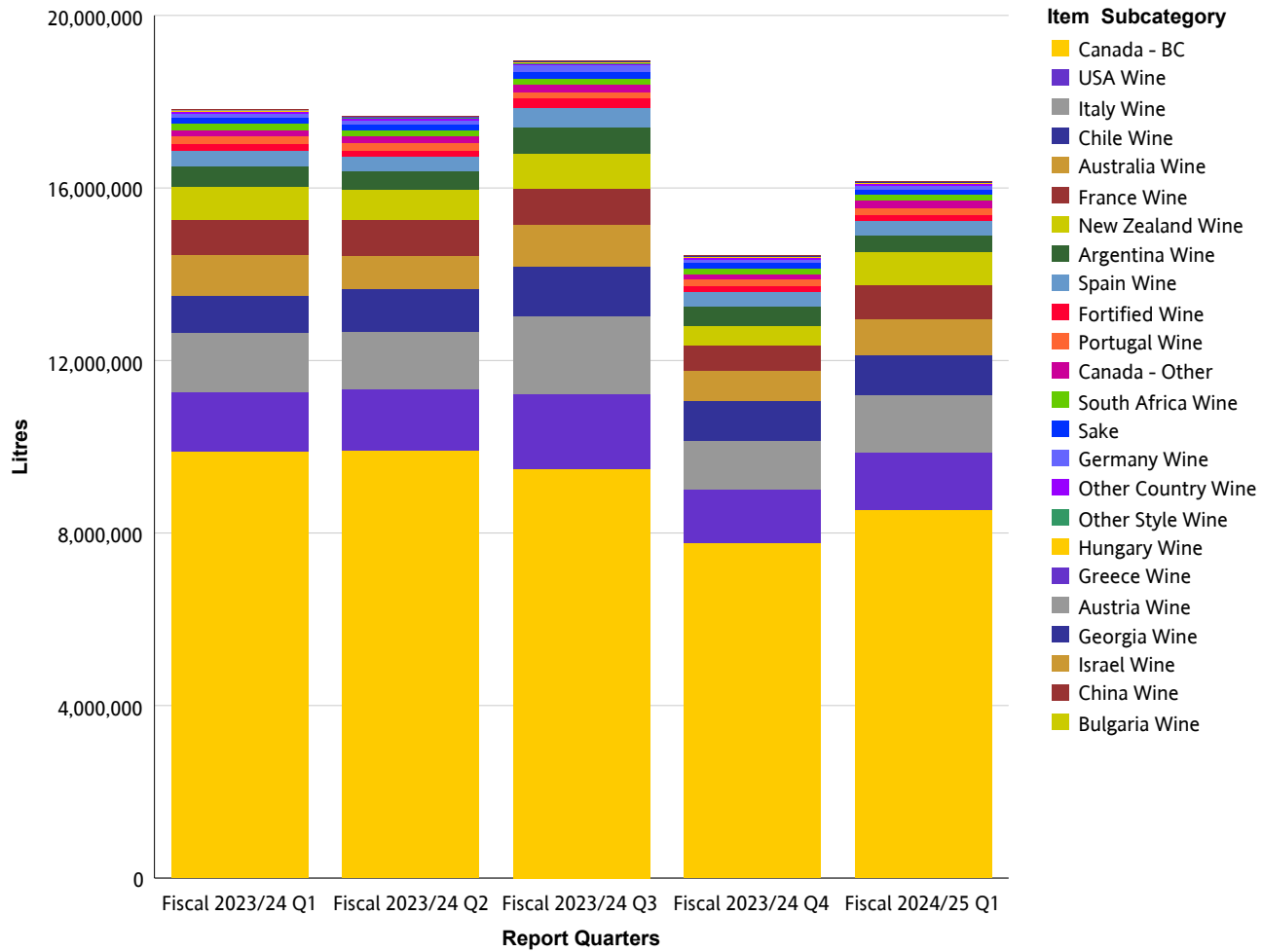
Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Portugal Wine	Portugal Fruit and Dessert Wine	\$2,674	\$2,442	\$8,361	\$3,117	\$1,295
	Portugal Red Wine	\$1,164,841	\$1,129,249	\$1,313,471	\$1,236,324	\$1,257,453
	Portugal Rose Wine	\$272,173	\$284,590	\$212,148	\$155,168	\$271,702
	Portugal Sparkling Wine	\$13,818	\$7,307	\$5,419	\$6,038	\$7,528
	Portugal White Wine	\$799,821	\$811,388	\$464,235	\$416,190	\$635,468
	Summary	\$2,253,327	\$2,234,975	\$2,003,635	\$1,816,838	\$2,173,446
Sake	Japan Sake	\$2,268,546	\$2,179,934	\$2,461,888	\$2,141,909	\$1,988,730
	Other Country Sake	\$68,913	\$100,877	\$87,896	\$71,641	\$87,092
	USA Sake	\$670,768	\$597,269	\$766,990	\$747,507	\$681,661
	Summary	\$3,008,227	\$2,878,080	\$3,316,774	\$2,961,057	\$2,757,483
South Africa Wine	South Africa Fruit and Dessert Wine	\$11,000	\$4,789	\$9,559	\$0	\$211
	South Africa Red Wine	\$839,016	\$829,879	\$981,897	\$805,590	\$808,267
	South Africa Rose Wine	\$114,470	\$125,753	\$53,141	\$54,971	\$58,283
	South Africa Sparkling Wine	\$2,527	\$2,998	\$3,093	\$11,972	\$3,002
	South Africa White Wine	\$1,145,336	\$1,158,240	\$972,630	\$962,011	\$944,501
	Summary	\$2,112,349	\$2,121,659	\$2,020,320	\$1,834,544	\$1,814,264
Spain Wine	Spain Fruit and Dessert Wine	\$13,176	\$14,192	\$10,927	\$11,863	\$12,277
	Spain Red Wine	\$3,403,633	\$3,197,428	\$4,424,975	\$3,599,142	\$3,174,836
	Spain Rose Wine	\$259,645	\$291,627	\$134,670	\$189,823	\$203,404
	Spain Sparkling Wine	\$1,318,251	\$1,402,612	\$2,144,225	\$1,092,035	\$1,164,367
	Spain White Wine	\$505,384	\$524,502	\$469,132	\$411,026	\$539,014
	Summary	\$5,500,089	\$5,430,361	\$7,183,930	\$5,303,889	\$5,093,898
USA Wine	USA Fruit and Dessert Wine	\$871	\$3,813	\$662	\$503	\$686
	USA Red Wine	\$23,415,757	\$22,457,981	\$31,162,665	\$19,863,931	\$21,990,286
	USA Rose Wine	\$1,267,863	\$1,188,933	\$873,890	\$781,039	\$855,410
	USA Sparkling Wine	\$175,506	\$153,019	\$209,722	\$124,984	\$148,985
	USA White Wine	\$7,026,159	\$6,963,030	\$7,113,235	\$5,682,798	\$7,029,379
	Summary	\$31,886,154	\$30,766,776	\$39,360,175	\$26,453,256	\$30,024,746

Wine Sales (Net \$)

Net Sales \$	Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Summary	\$296,031,753	\$305,807,308	\$313,085,556	\$230,727,441	\$261,858,325

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Argentina Wine	Argentina Red Wine	432,406	379,002	559,397	418,158	357,436
	Argentina Rose Wine	11,471	7,732	2,978	2,772	7,708
	Argentina Sparkling Wine	882	702	896	495	405
	Argentina White Wine	21,603	37,219	27,964	19,106	20,282
	Summary	466,362	424,655	591,235	440,530	385,830
Australia Wine	Australia Fruit and Dessert Wine	100	6	6	6	10
	Australia Red Wine	524,544	382,882	528,602	385,504	437,257
	Australia Rose Wine	26,191	24,044	30,199	16,173	22,090
	Australia Sparkling Wine	61,342	48,914	96,218	43,117	53,546
	Australia White Wine	335,512	318,462	333,333	256,914	330,195
	Summary	947,689	774,308	988,357	701,714	843,099
Austria Wine	Austria Fruit and Dessert Wine	22	40	58	64	50
	Austria Red Wine	1,108	1,072	1,837	1,282	1,030
	Austria Rose Wine	225	304	239	126	140
	Austria Sparkling Wine	122	112	54	63	99
	Austria White Wine	3,861	3,888	2,681	2,914	2,927
	Summary	5,338	5,418	4,870	4,450	4,245
Bulgaria Wine	Bulgaria Red Wine	0	0	0	0	0
	Bulgaria Rose Wine	0	0	0	0	0
	Bulgaria White Wine	0	0	0	0	0
	Summary	0	0	0	0	0
Canada - BC	Canada - BC Dessert Wine	5,296	7,729	3,213	3,138	2,606
	Canada - BC Fruit Wine	66,315	78,371	52,620	31,647	45,095
	Canada - BC Ice Wine	8,387	10,867	7,695	6,431	6,948
	Canada - BC Red Wine	3,946,061	3,893,394	4,440,737	3,479,253	3,477,192
	Canada - BC Rose Wine	766,613	778,238	387,739	399,914	603,962

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Canada - BC	Canada - BC Sparkling Wine	201,399	226,694	183,360	119,539	163,395
	Canada - BC White Wine	4,900,390	4,916,440	4,405,272	3,723,067	4,235,518
	Summary	9,894,461	9,911,734	9,480,636	7,762,990	8,534,717
Canada - Other	Canada - Other Dessert Wine	28	105	68	38	38
	Canada - Other Fruit Wine	956	323	160	196	207
	Canada - Other Ice Wine	7,041	9,463	7,218	9,007	6,530
	Canada - Other Red Wine	14,393	18,833	15,836	19,334	16,322
	Canada - Other Rose Wine	1,138	989	821	2,411	8,587
	Canada - Other Sparkling Wine	54,079	54,440	89,715	41,693	59,221
	Canada - Other White Wine	56,247	66,007	58,447	48,404	73,074
	Summary	133,880	150,160	172,264	121,084	163,978
Chile Wine	Chile Fruit and Dessert Wine	36	27	27	4	9
	Chile Red Wine	492,009	588,447	763,804	583,945	509,316
	Chile Rose Wine	62,683	51,582	36,480	34,666	77,232
	Chile Sparkling Wine	3,098	3,315	4,383	2,864	2,106
	Chile White Wine	305,470	348,551	325,710	311,692	335,922
	Summary	863,297	991,922	1,130,404	933,171	924,585
China Wine	China Fruit and Dessert Wine	344	422	326	394	286
	China Red Wine	45	0	112	63	4
	China White Wine	36	4	94	81	4
	Summary	425	426	534	538	295
Fortified Wine	Other Fortified Domestic Wine	53,601	51,737	58,668	47,003	46,262
	Other Fortified Import Wine	20,088	17,554	27,275	17,986	14,655
	Port Wine	16,099	14,696	34,663	14,989	13,320
	Sherry Wine	10,077	9,010	22,844	10,223	10,388
	Vermouth Wine	60,448	55,976	70,370	56,278	58,080
	Summary	160,313	148,974	213,819	146,480	142,704
France Wine	France Champagne Wine	38,370	46,970	81,002	24,844	32,946

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
France Wine	France Fruit and Dessert Wine	156	285	601	241	156
	France Red Wine	292,266	333,426	404,823	279,075	283,595
	France Rose Wine	251,011	235,576	107,722	97,468	232,466
	France Sparkling Wine	46,346	34,342	63,086	31,748	41,291
	France White Wine	182,511	176,779	177,981	145,033	186,347
	Summary	810,660	827,377	835,216	578,410	776,801
Georgia Wine	Georgia Red Wine	2,916	2,601	4,752	3,924	3,408
	Georgia Rose Wine	0	14	76	48	36
	Georgia Sparkling Wine	0	9	14	76	81
	Georgia White Wine	180	202	620	580	612
	Summary	3,096	2,826	5,462	4,629	4,137
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	0
	Germany Red Wine	1,744	1,440	1,682	1,704	1,424
	Germany Rose Wine	526	451	272	220	236
	Germany Sparkling Wine	49,273	36,612	76,838	23,559	43,524
	Germany White Wine	55,312	57,999	74,332	47,614	46,968
	Summary	106,856	96,502	153,123	73,097	92,152
Greece Wine	Greece Fruit and Dessert Wine	54	0	0	0	30
	Greece Red Wine	5,558	5,027	6,602	4,768	5,858
	Greece Rose Wine	598	392	393	447	940
	Greece Sparkling Wine	238	207	166	180	130
	Greece White Wine	6,458	6,371	3,796	4,605	6,992
	Summary	12,907	11,997	10,957	10,000	13,949
Hungary Wine	Hungary Fruit and Dessert Wine	382	273	555	420	326
	Hungary Red Wine	1,980	1,030	2,444	1,071	909
	Hungary Rose Wine	0	27	27	72	9
	Hungary Sparkling Wine	8,522	11,780	9,702	3,928	5,091
	Hungary White Wine	5,901	9,026	6,853	8,490	3,653

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Hungary Wine	Summary	16,784	22,136	19,580	13,981	9,989
Israel Wine	Israel Red Wine	683	1,557	1,188	970	1,332
	Israel Rose Wine	153	252	99	90	234
	Israel White Wine	432	531	297	306	387
	Summary	1,268	2,340	1,584	1,366	1,953
Italy Wine	Italy Fruit and Dessert Wine	118	67	100	102	118
	Italy Red Wine	478,192	460,464	698,848	506,006	475,990
	Italy Rose Wine	22,592	24,016	9,292	11,054	20,661
	Italy Sparkling Wine	122,791	120,411	138,213	88,379	119,526
	Italy White Wine	392,309	369,527	404,019	322,672	378,176
	Prosecco Wine	358,583	350,004	561,667	197,859	327,716
	Summary	1,374,585	1,324,489	1,812,139	1,126,073	1,322,188
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	0
	New Zealand Red Wine	22,654	21,567	43,252	15,050	22,509
	New Zealand Rose Wine	23,738	24,657	11,602	9,346	20,200
	New Zealand Sparkling Wine	3,204	3,474	7,638	2,758	3,122
	New Zealand White Wine	718,274	662,394	759,997	424,237	741,109
	Summary	767,870	712,092	822,490	451,392	786,940
Other Country Wine	Other Country Fruit and Dessert Wine	21,841	19,403	23,383	20,172	19,308
	Other Country Red Wine	5,437	4,180	6,851	4,919	4,750
	Other Country Rose Wine	1,034	910	328	440	686
	Other Country Sparkling Wine	485	560	688	376	664
	Other Country White Wine	2,436	2,315	3,416	1,916	2,818
	Summary	31,232	27,367	34,665	27,823	28,227
Other Style Wine	Aperitif And Flavoured Wine	4,133	3,624	4,971	3,827	4,348
	Mead	8,133	10,348	5,371	7,116	5,725
	Rice Wine	5,904	5,800	6,738	6,604	5,867
	Summary	18,170	19,771	17,080	17,547	15,941

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Portugal Wine	Portugal Fruit and Dessert Wine	58	50	150	42	40
	Portugal Red Wine	91,698	89,567	104,211	96,188	95,884
	Portugal Rose Wine	25,366	24,408	18,760	13,249	22,112
	Portugal Sparkling Wine	789	294	207	212	292
	Portugal White Wine	59,206	56,945	31,090	27,683	44,672
	Summary	177,118	171,264	154,417	137,374	163,000
Sake	Japan Sake	61,227	60,155	70,716	62,094	59,785
	Other Country Sake	2,729	3,663	3,222	2,713	3,143
	USA Sake	66,596	58,274	73,933	71,950	65,642
	Summary	130,551	122,092	147,871	136,757	128,570
South Africa Wine	South Africa Fruit and Dessert Wine	68	30	60	0	2
	South Africa Red Wine	58,674	57,190	66,580	56,440	56,546
	South Africa Rose Wine	8,892	10,216	4,012	4,449	4,309
	South Africa Sparkling Wine	81	133	93	577	108
	South Africa White Wine	89,986	89,612	73,606	74,948	69,252
	Summary	157,700	157,180	144,351	136,413	130,216
Spain Wine	Spain Fruit and Dessert Wine	475	417	312	346	363
	Spain Red Wine	232,980	201,460	294,351	246,308	215,759
	Spain Rose Wine	23,270	26,556	12,410	18,032	18,299
	Spain Sparkling Wine	70,141	75,357	116,996	59,218	58,894
	Spain White Wine	32,828	28,593	31,247	26,563	34,826
	Summary	359,693	332,383	455,315	350,468	328,142
USA Wine	USA Fruit and Dessert Wine	24	96	30	22	23
	USA Red Wine	900,719	960,434	1,279,669	868,481	866,912
	USA Rose Wine	90,243	82,498	72,960	64,382	63,732
	USA Sparkling Wine	6,165	5,702	8,120	5,330	7,273
	USA White Wine	378,005	375,976	382,745	312,354	401,153
	Summary	1,375,156	1,424,706	1,743,523	1,250,570	1,339,093

Wine Sales (Litres)

Litres	Fiscal 2023/24 Q1	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1
Summary	17,815,414	17,662,120	18,939,893	14,426,856	16,140,754

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.