

Liquor Market Review

Fiscal 2024/25 Q3

December 2024



**LIQUOR
DISTRIBUTION
BRANCH**

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Introduction

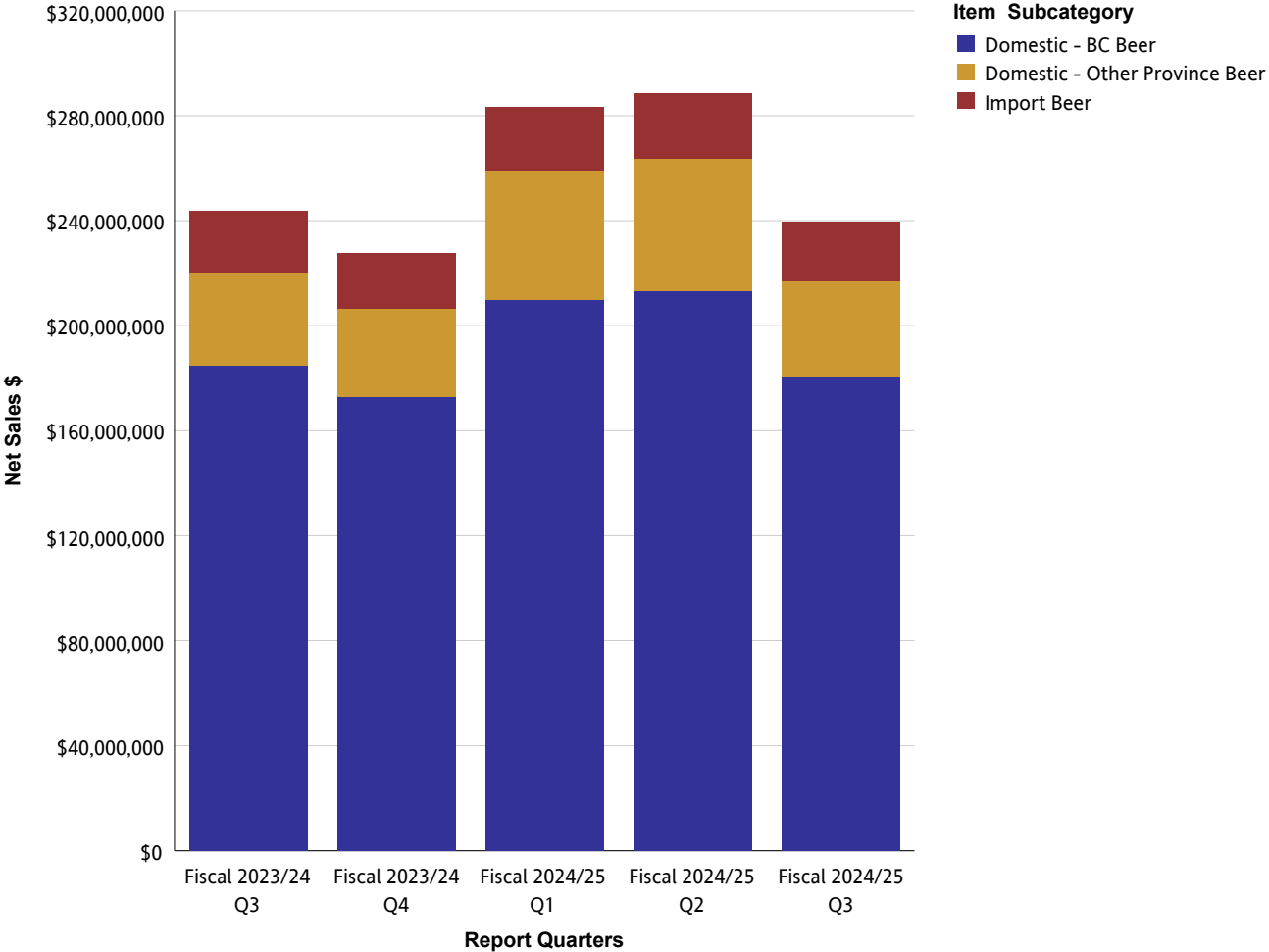
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

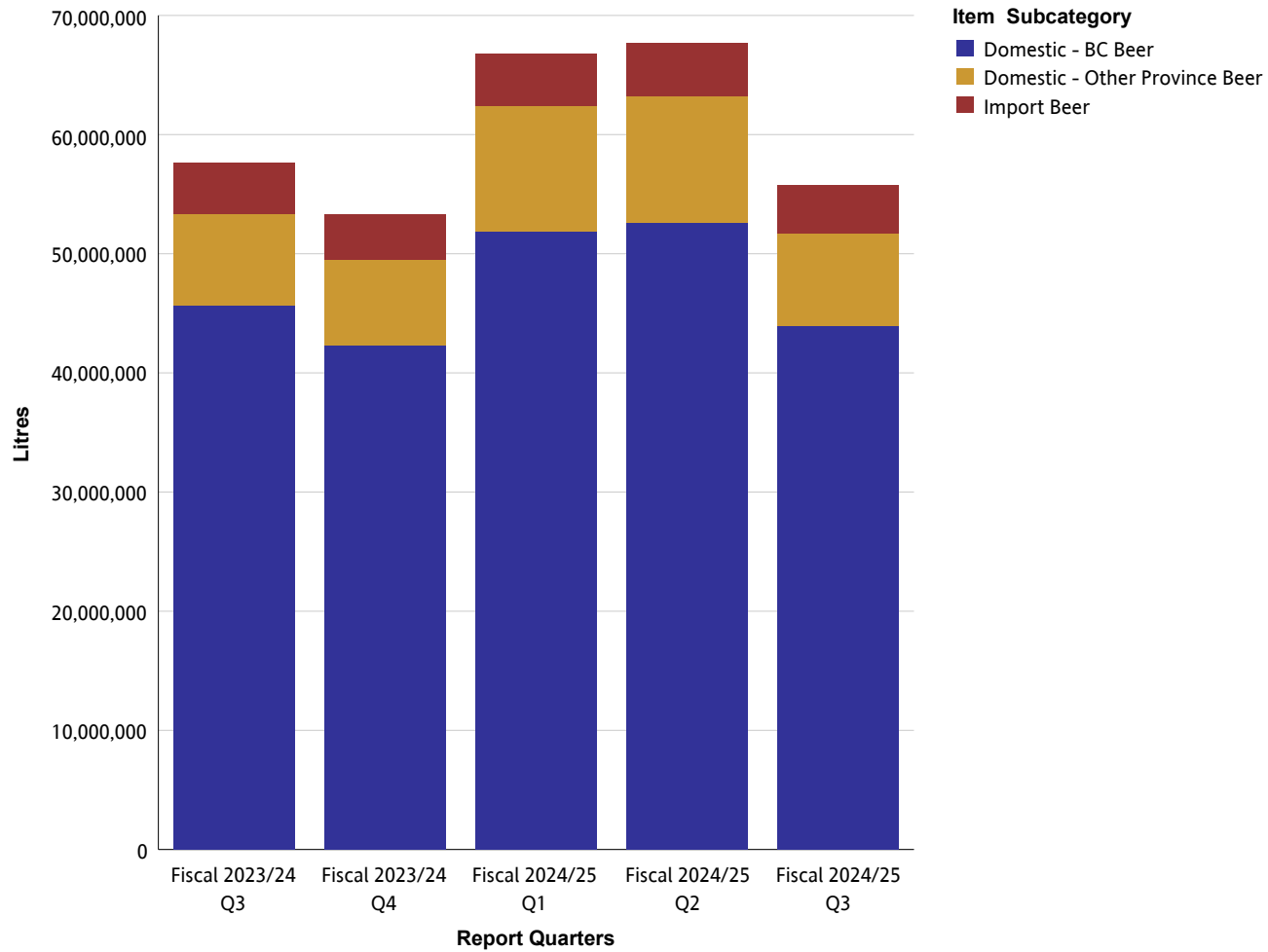


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Domestic - BC Beer	Domestic - BC Commercial Beer	\$105,270,259	\$99,773,566	\$117,589,953	\$118,279,306	\$101,471,657
	Domestic - BC Micro Brew Beer	\$33,114,432	\$30,325,678	\$37,556,898	\$40,102,273	\$30,447,795
	Domestic - BC Regional Beer	\$46,439,604	\$42,718,258	\$54,644,482	\$55,032,970	\$48,466,443
	Summary	\$184,824,294	\$172,817,503	\$209,791,332	\$213,414,550	\$180,385,894
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$34,905,095	\$33,210,351	\$48,808,745	\$49,460,828	\$36,141,704
	Domestic - Other Province Micro Brew Beer	\$206,981	\$83,605	\$102,222	\$202,178	\$197,987
	Domestic - Other Province Regional Beer	\$606,289	\$424,913	\$555,957	\$516,105	\$464,337
	Summary	\$35,718,366	\$33,718,869	\$49,466,924	\$50,179,112	\$36,804,029
Import Beer	Asia And South Pacific Beer	\$1,558,647	\$1,558,737	\$1,770,352	\$1,924,996	\$1,762,734
	Europe Beer	\$18,568,604	\$16,455,461	\$17,999,270	\$18,358,912	\$17,530,708
	Mexico And Caribbean Beer	\$1,953,174	\$2,087,743	\$2,945,867	\$3,310,361	\$2,231,433
	Other Country Beer	\$612,907	\$615,115	\$647,958	\$716,862	\$660,592
	USA Beer	\$600,338	\$448,256	\$615,480	\$525,573	\$253,749
	Summary	\$23,293,669	\$21,165,312	\$23,978,927	\$24,836,705	\$22,439,216
Summary		\$243,836,330	\$227,701,683	\$283,237,183	\$288,430,366	\$239,629,139

Beer Sales (Litres)

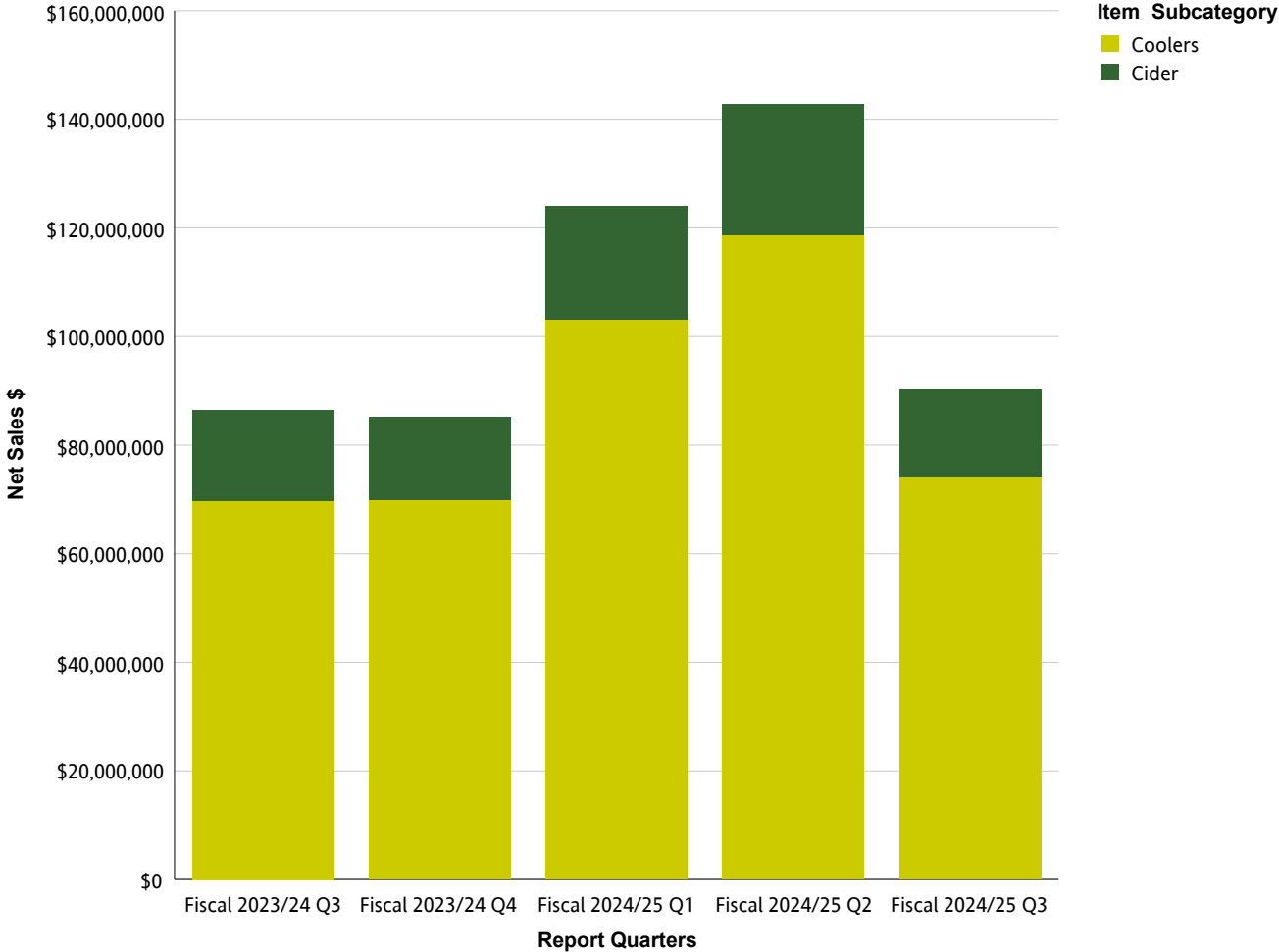


Beer Sales (Litres)

Beer

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Domestic - BC Beer	Domestic - BC Commercial Beer	27,106,434	25,175,985	30,186,436	30,475,541	25,661,818
	Domestic - BC Micro Brew Beer	6,494,982	6,048,808	7,444,153	7,913,113	5,906,918
	Domestic - BC Regional Beer	12,042,469	11,106,475	14,219,090	14,186,640	12,437,791
	Summary	45,643,884	42,331,267	51,849,679	52,575,293	44,006,527
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	7,474,447	7,020,072	10,428,940	10,503,684	7,538,998
	Domestic - Other Province Micro Brew Beer	26,806	12,907	16,622	32,014	26,279
	Domestic - Other Province Regional Beer	158,610	113,011	144,529	131,145	119,777
	Summary	7,659,864	7,145,990	10,590,091	10,666,843	7,685,054
Import Beer	Asia And South Pacific Beer	272,880	276,393	301,859	330,973	300,777
	Europe Beer	3,529,702	3,016,400	3,346,066	3,390,398	3,221,085
	Mexico And Caribbean Beer	325,049	342,183	493,201	541,430	357,343
	Other Country Beer	98,997	97,882	102,750	113,715	106,396
	USA Beer	97,192	70,722	104,565	81,763	41,107
	Summary	4,323,821	3,803,580	4,348,440	4,458,280	4,026,707
Summary	57,627,569	53,280,837	66,788,209	67,700,417	55,718,288	

Refreshment Beverages Sales (Net \$)

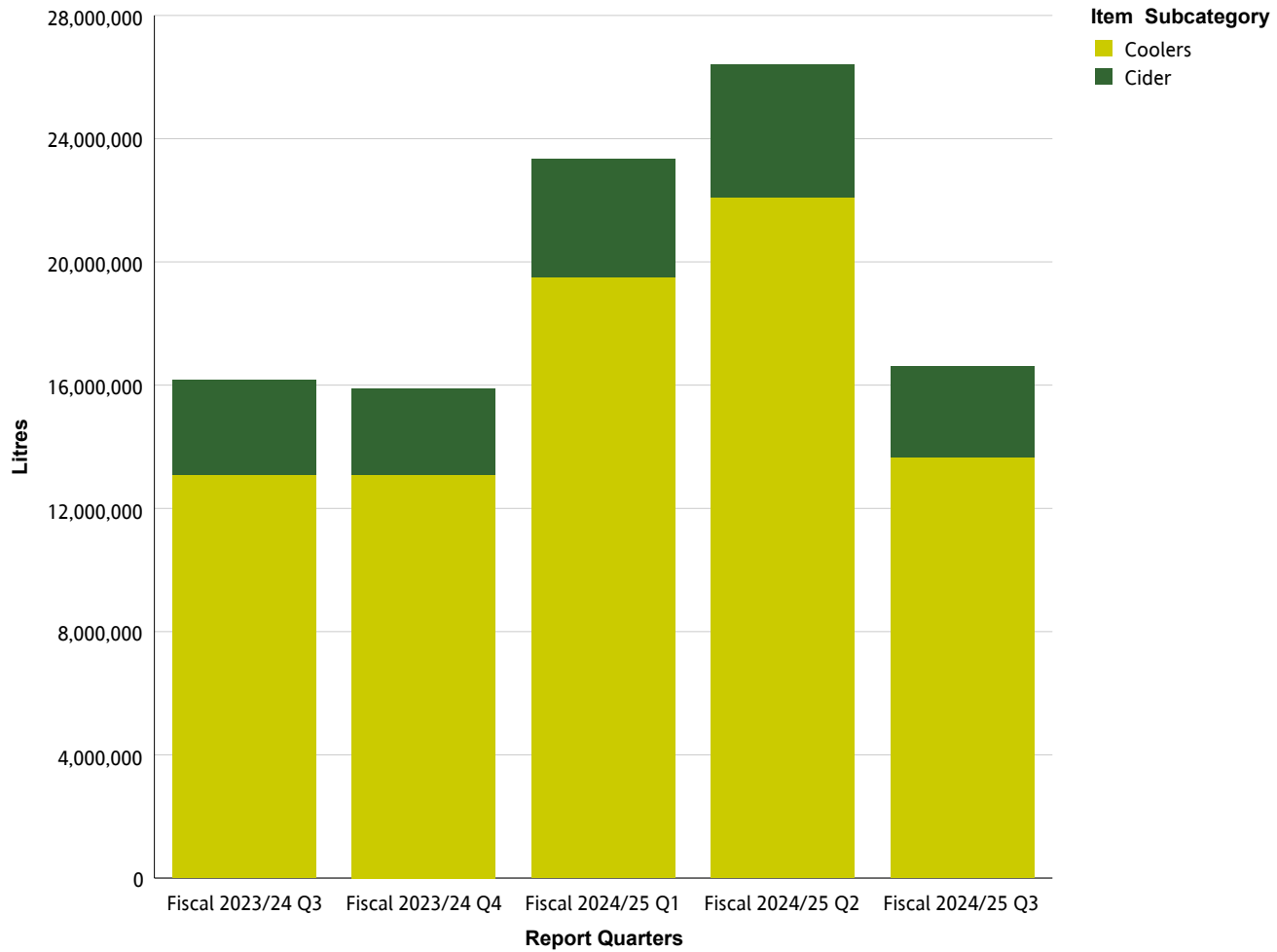


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Cider	Domestic Cider	\$13,636,629	\$12,835,956	\$17,478,729	\$20,546,340	\$13,192,526
	Import Cider	\$3,018,955	\$2,436,261	\$3,385,628	\$3,547,950	\$3,048,431
	Summary	\$16,655,584	\$15,272,217	\$20,864,357	\$24,094,290	\$16,240,957
Coolers	Malt-Based Coolers	\$380,890	\$235,697	\$363,377	\$577,771	\$263,161
	Spirit Coolers	\$68,070,153	\$68,725,348	\$101,493,789	\$116,923,510	\$72,964,637
	Wine/Fruit Coolers	\$1,248,176	\$1,040,297	\$1,275,019	\$1,137,158	\$822,747
	Summary	\$69,699,219	\$70,001,342	\$103,132,185	\$118,638,438	\$74,050,544
Summary		\$86,354,803	\$85,273,559	\$123,996,542	\$142,732,728	\$90,291,501

Refreshment Beverages Sales (Litres)

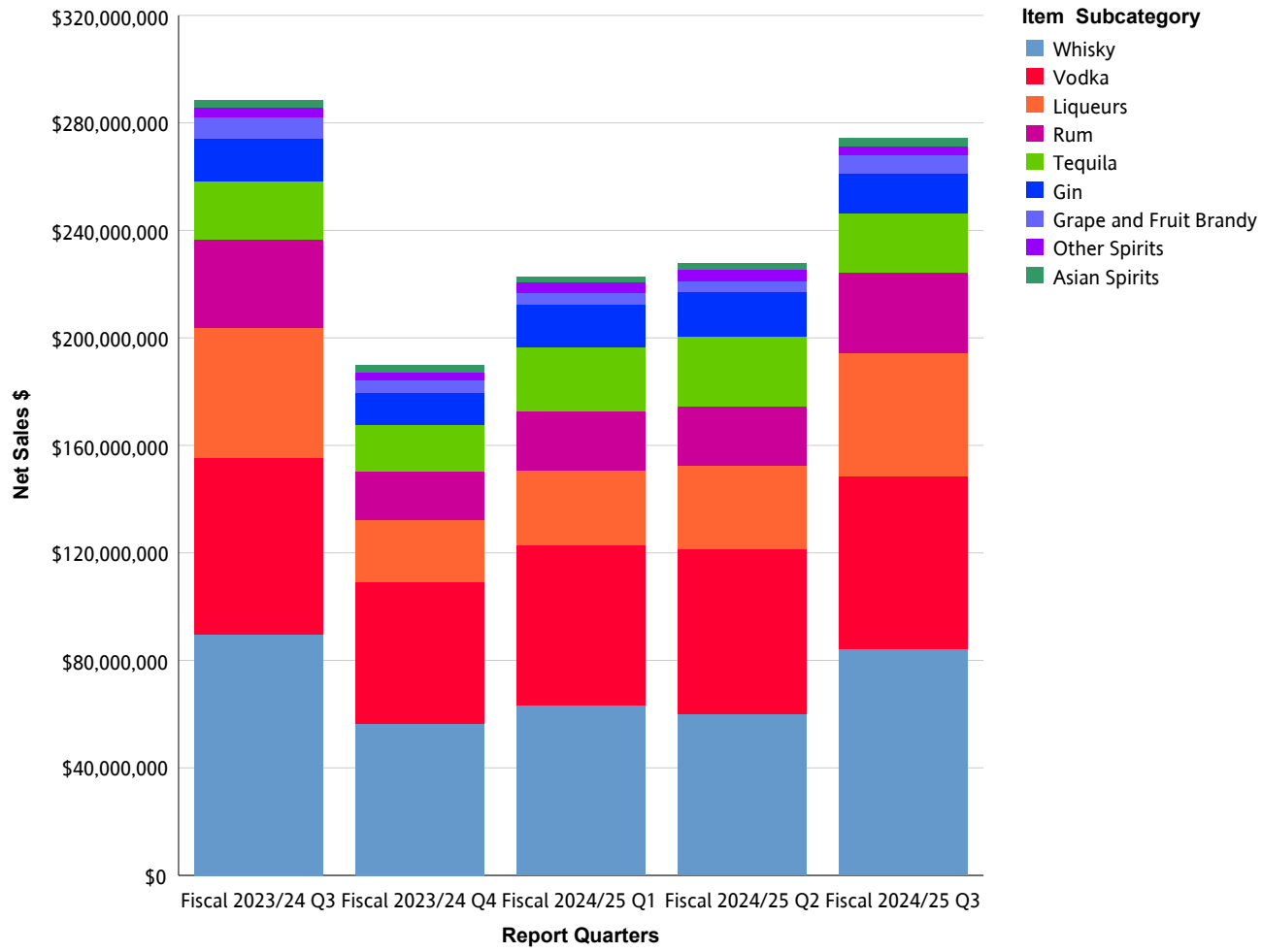


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Cider	Domestic Cider	2,476,053	2,353,074	3,180,415	3,632,729	2,356,884
	Import Cider	598,919	456,640	647,830	691,478	605,447
	Summary	3,074,971	2,809,714	3,828,244	4,324,207	2,962,331
Coolers	Malt-Based Coolers	73,898	44,484	70,037	117,201	52,005
	Spirit Coolers	12,851,705	12,905,468	19,280,694	21,816,085	13,512,816
	Wine/Fruit Coolers	181,722	133,809	156,275	142,452	99,159
	Summary	13,107,325	13,083,762	19,507,006	22,075,739	13,663,980
Summary		16,182,296	15,893,476	23,335,251	26,399,946	16,626,311

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Asian Spirits	China Spirits	\$1,282,512	\$1,247,337	\$774,814	\$854,498	\$1,657,988
	Korea Spirits	\$1,419,953	\$1,431,889	\$1,249,008	\$1,420,019	\$1,417,005
	Other Country Asian Spirits	\$191,820	\$133,718	\$150,099	\$170,605	\$168,408
	Summary	\$2,894,284	\$2,812,944	\$2,173,921	\$2,445,122	\$3,243,401
Gin	Dry Gin	\$14,166,380	\$10,657,919	\$13,768,823	\$14,373,916	\$13,130,117
	Flavoured Gin	\$1,111,169	\$762,258	\$1,168,127	\$1,169,968	\$991,752
	Other Gin	\$619,667	\$494,510	\$998,233	\$800,233	\$709,772
	Summary	\$15,897,216	\$11,914,687	\$15,935,183	\$16,344,116	\$14,831,641
Grape and Fruit Brandy	Armagnac	\$104,599	\$103,035	\$27,790	\$38,497	\$56,954
	Brandy	\$3,482,770	\$2,195,932	\$1,986,908	\$1,933,817	\$3,222,108
	Cognac	\$3,491,373	\$2,205,775	\$1,867,628	\$1,756,788	\$2,852,656
	Eau de Vie	\$387,306	\$174,612	\$265,484	\$273,235	\$378,369
	Grappa And Marc	\$78,619	\$63,157	\$61,560	\$53,493	\$85,520
	Pisco	\$128,948	\$115,466	\$137,896	\$132,506	\$135,319
	Summary	\$7,673,615	\$4,857,977	\$4,347,266	\$4,188,336	\$6,730,925
Liqueurs	Anise And Herbal/Spice Liqueurs	\$10,982,727	\$7,888,839	\$9,250,684	\$9,300,653	\$10,381,818
	Coffee And Cocoa Liqueurs	\$3,329,663	\$1,717,799	\$1,746,778	\$2,046,634	\$3,592,964
	Cream/Dairy Liqueurs	\$21,455,471	\$5,481,557	\$6,274,718	\$7,828,829	\$19,139,575
	Fruit Liqueurs	\$7,560,534	\$4,990,040	\$6,581,700	\$7,448,818	\$7,562,303
	Nut Liqueurs	\$1,932,002	\$1,076,362	\$1,422,362	\$1,551,869	\$1,789,876
	Other Liqueurs	\$1,385,926	\$992,243	\$1,117,327	\$1,383,923	\$1,469,856
	Whiskey Liqueurs	\$1,989,937	\$1,207,969	\$1,299,387	\$1,319,931	\$2,132,585
	Summary	\$48,636,260	\$23,354,808	\$27,692,957	\$30,880,658	\$46,068,977
Other Spirits	Cachaca	\$28,068	\$34,859	\$38,574	\$48,140	\$32,788
	Flavoured Spirits	\$395,442	\$91,190	\$123,152	\$152,238	\$470,104
	Miscellaneous/Other Spirits	\$253,023	\$235,871	\$192,584	\$255,170	\$210,981

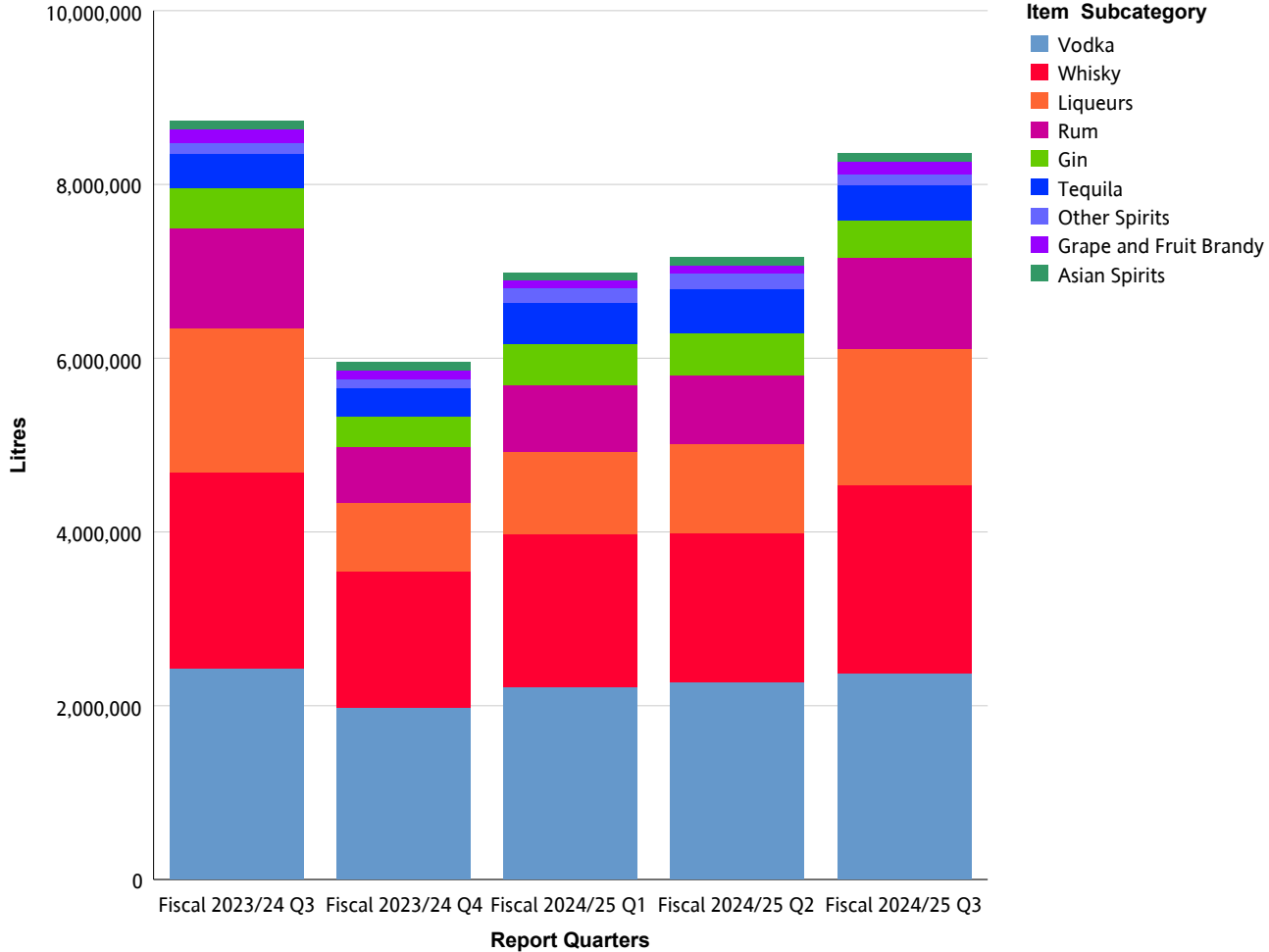
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Other Spirits	Moonshine Spirits	\$689,130	\$513,803	\$545,487	\$654,048	\$624,610
	Ready to Mix Cocktails	\$508,755	\$488,178	\$540,775	\$565,754	\$517,400
	Ready to Serve Cocktails	\$1,628,351	\$1,338,739	\$2,305,248	\$2,376,963	\$1,596,680
	Schnapps and Akvavit	\$50,809	\$37,444	\$36,309	\$35,714	\$66,876
	Summary	\$3,553,578	\$2,740,083	\$3,782,130	\$4,088,027	\$3,519,438
Rum	Amber Rum	\$8,587,760	\$4,636,073	\$5,551,258	\$5,752,952	\$7,839,934
	Dark Rum	\$3,880,574	\$2,409,901	\$2,434,481	\$2,347,432	\$3,600,906
	Flavoured Rum	\$425,712	\$343,742	\$407,629	\$449,130	\$489,524
	Spiced Rum	\$12,344,985	\$5,671,746	\$6,637,788	\$6,647,524	\$10,933,386
	White Rum	\$7,497,424	\$5,082,366	\$6,853,216	\$7,084,473	\$7,149,350
	Summary	\$32,736,455	\$18,143,829	\$21,884,372	\$22,281,510	\$30,013,100
Tequila	Blanco/Silver Tequila	\$8,899,184	\$7,356,380	\$10,322,490	\$12,061,795	\$9,103,748
	Flavoured Tequila	\$801,173	\$542,283	\$994,023	\$1,036,314	\$942,166
	Gold Tequila	\$11,005,909	\$8,157,166	\$11,452,337	\$11,721,646	\$10,829,780
	Mezcal	\$1,044,944	\$972,308	\$1,130,809	\$1,182,362	\$971,853
	Summary	\$21,751,210	\$17,028,138	\$23,899,660	\$26,002,117	\$21,847,547
Vodka	Flavoured Vodka	\$5,332,826	\$3,806,181	\$4,612,475	\$4,584,868	\$4,217,187
	Straight Vodka	\$60,330,855	\$48,859,960	\$55,318,754	\$56,901,201	\$59,952,194
	Summary	\$65,663,681	\$52,666,141	\$59,931,228	\$61,486,069	\$64,169,380
Whisky	American Whiskey	\$3,882,372	\$2,607,951	\$2,920,597	\$2,752,420	\$3,861,557
	Blended Malt Scotch Whisky	\$406,663	\$221,485	\$213,457	\$247,446	\$336,337
	Blended Scotch Whisky	\$10,068,342	\$6,969,087	\$7,800,875	\$7,157,899	\$9,410,912
	Bourbon Whiskey	\$8,285,996	\$5,418,580	\$6,313,418	\$5,702,506	\$8,862,492
	Canadian Whisky	\$35,628,433	\$24,699,578	\$29,062,401	\$28,579,141	\$33,674,530
	Flavoured Whisky	\$1,060,595	\$757,234	\$607,639	\$1,032,943	\$1,314,804
	Irish Whiskey	\$7,869,004	\$5,915,524	\$4,674,964	\$5,268,994	\$7,430,855
	Other Country Whisky	\$2,723,834	\$1,456,846	\$1,395,139	\$1,132,184	\$3,016,923
	Single Malt Scotch Whisky	\$19,659,385	\$8,299,645	\$10,098,977	\$8,066,775	\$16,274,171

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Whisky	Summary	\$89,584,624	\$56,345,930	\$63,087,467	\$59,940,308	\$84,182,581
Summary		\$288,390,923	\$189,864,536	\$222,734,183	\$227,656,264	\$274,606,990

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Asian Spirits	China Spirits	18,632	17,502	13,431	13,655	16,953
	Korea Spirits	74,640	75,485	66,314	76,274	75,298
	Other Country Asian Spirits	4,047	3,359	3,506	3,980	3,924
	Summary	97,319	96,346	83,251	93,908	96,176
Gin	Dry Gin	424,590	326,680	424,987	442,208	399,014
	Flavoured Gin	28,847	20,696	32,377	32,549	25,424
	Other Gin	11,336	9,371	19,223	15,632	14,166
	Summary	464,773	356,747	476,586	490,388	438,604
Grape and Fruit Brandy	Armagnac	874	713	267	378	575
	Brandy	116,418	72,726	67,201	62,760	106,103
	Cognac	32,074	18,523	16,195	16,417	26,920
	Eau de Vie	8,038	3,550	5,563	4,776	7,748
	Grappa And Marc	1,522	1,134	1,152	971	1,383
	Pisco	3,184	2,707	3,311	3,042	3,319
	Summary	162,108	99,353	93,688	88,344	146,048
Liqueurs	Anise And Herbal/Spice Liqueurs	362,861	255,641	305,487	301,251	341,173
	Coffee And Cocoa Liqueurs	129,886	65,300	65,638	74,573	132,781
	Cream/Dairy Liqueurs	762,718	199,658	225,650	278,863	688,335
	Fruit Liqueurs	233,256	162,564	216,531	238,919	232,278
	Nut Liqueurs	70,590	38,743	55,137	58,760	64,163
	Other Liqueurs	44,921	30,060	34,126	41,317	45,443
	Whiskey Liqueurs	60,085	38,377	41,857	43,685	68,067
	Summary	1,664,319	790,344	944,425	1,037,367	1,572,239
Other Spirits	Cachaca	832	1,063	1,124	1,442	927
	Flavoured Spirits	14,388	1,933	2,369	2,877	17,806
	Miscellaneous/Other Spirits	4,960	4,526	3,968	5,383	4,102

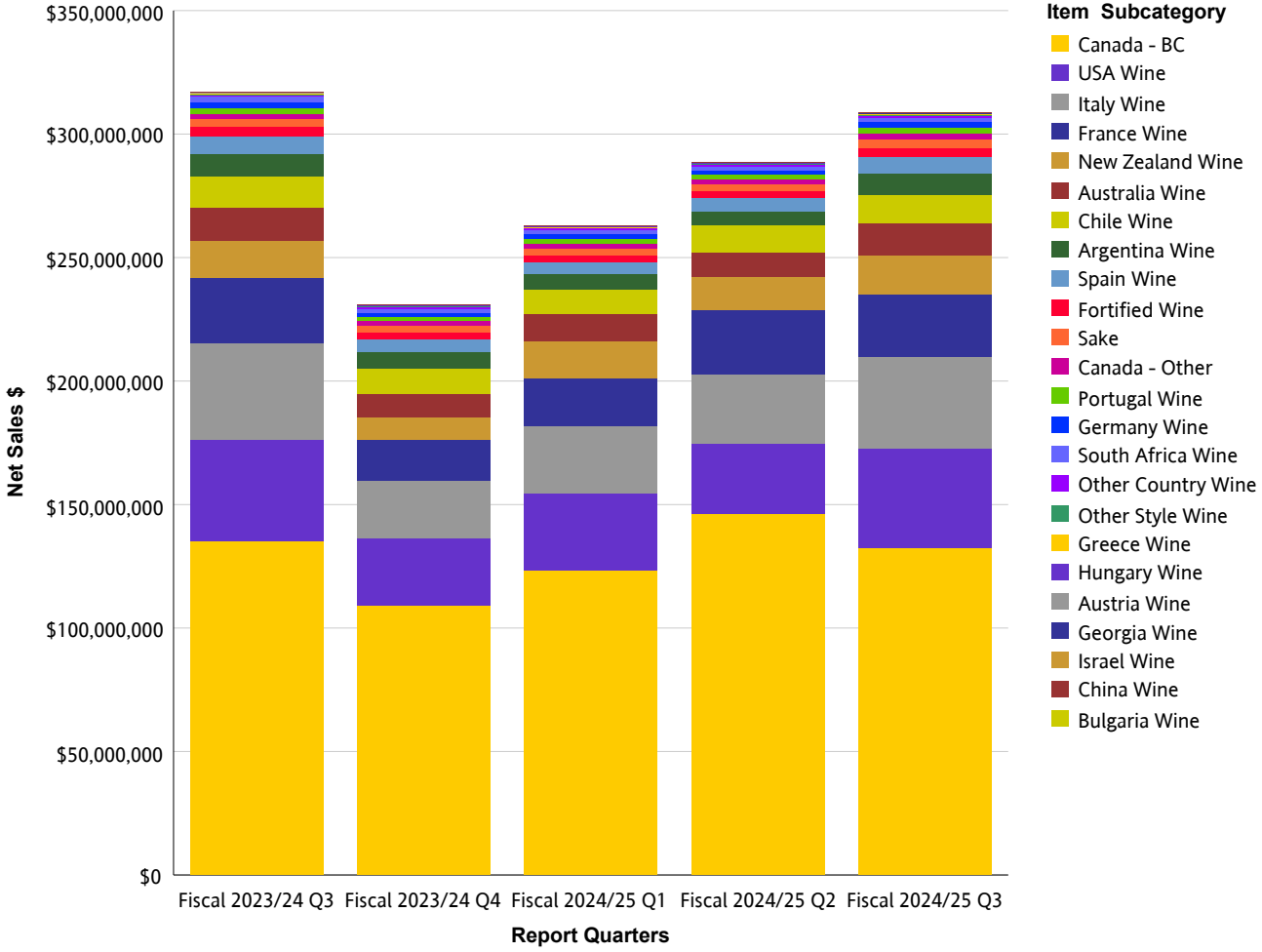
Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Other Spirits	Moonshine Spirits	15,069	11,410	11,808	14,674	13,011
	Ready to Mix Cocktails	25,622	24,980	27,133	28,841	25,584
	Ready to Serve Cocktails	61,930	59,226	121,388	124,088	63,223
	Schnapps and Akvavit	1,242	877	874	869	1,371
	Summary	124,043	104,015	168,663	178,174	126,025
Rum	Amber Rum	273,174	148,687	176,788	181,273	245,537
	Dark Rum	132,072	85,054	84,682	80,504	120,453
	Flavoured Rum	14,373	12,045	14,267	15,657	14,054
	Spiced Rum	415,689	184,954	219,930	221,764	374,126
	White Rum	309,158	206,580	278,179	284,130	289,083
	Summary	1,144,466	637,320	773,846	783,328	1,043,253
Tequila	Blanco/Silver Tequila	174,654	148,923	210,349	244,509	176,971
	Flavoured Tequila	12,890	10,364	18,072	20,366	17,549
	Gold Tequila	192,495	151,754	221,990	222,106	194,204
	Mezcal	15,564	14,742	16,769	17,782	14,372
	Summary	395,603	325,783	467,181	504,763	403,096
Vodka	Flavoured Vodka	167,956	122,220	145,939	145,974	133,599
	Straight Vodka	2,262,499	1,848,933	2,068,204	2,121,556	2,242,171
	Summary	2,430,455	1,971,153	2,214,143	2,267,530	2,375,770
Whisky	American Whiskey	88,821	65,037	73,116	69,545	89,930
	Blended Malt Scotch Whisky	5,554	3,309	3,365	4,379	5,383
	Blended Scotch Whisky	262,227	198,001	220,489	201,197	246,803
	Bourbon Whiskey	171,050	119,428	136,296	124,175	182,415
	Canadian Whisky	1,297,095	917,867	1,066,937	1,045,943	1,221,800
	Flavoured Whisky	29,818	21,533	17,906	31,126	37,799
	Irish Whiskey	190,610	149,786	115,937	133,056	183,153
	Other Country Whisky	25,215	14,428	19,022	13,961	28,486
	Single Malt Scotch Whisky	184,334	87,416	107,401	90,776	164,738

Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Whisky	Summary	2,254,723	1,576,805	1,760,469	1,714,158	2,160,506
Summary		8,737,808	5,957,867	6,982,253	7,157,962	8,361,718

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Argentina Wine	Argentina Red Wine	\$8,597,038	\$6,363,956	\$5,672,540	\$5,479,716	\$8,221,868
	Argentina Rose Wine	\$44,794	\$42,009	\$104,550	\$105,396	\$39,821
	Argentina Sparkling Wine	\$13,760	\$9,051	\$6,592	\$10,974	\$10,256
	Argentina White Wine	\$375,046	\$274,184	\$292,790	\$324,104	\$379,780
	Summary	\$9,030,639	\$6,689,199	\$6,076,472	\$5,920,190	\$8,651,725
Australia Wine	Australia Fruit and Dessert Wine	\$192	\$192	\$520	\$192	\$429
	Australia Red Wine	\$7,577,918	\$5,656,830	\$6,108,347	\$5,393,024	\$7,400,320
	Australia Rose Wine	\$358,304	\$221,624	\$290,981	\$230,973	\$305,850
	Australia Sparkling Wine	\$1,413,161	\$659,670	\$792,734	\$770,180	\$1,147,352
	Australia White Wine	\$4,125,035	\$3,248,239	\$3,918,695	\$3,715,642	\$4,238,263
	Summary	\$13,474,610	\$9,786,556	\$11,111,277	\$10,110,010	\$13,092,214
Austria Wine	Austria Fruit and Dessert Wine	\$3,013	\$4,658	\$4,474	\$2,779	\$6,297
	Austria Red Wine	\$52,720	\$44,125	\$34,782	\$35,434	\$36,550
	Austria Rose Wine	\$8,098	\$5,488	\$5,309	\$9,542	\$6,765
	Austria Sparkling Wine	\$1,978	\$1,781	\$3,324	\$5,270	\$5,975
	Austria White Wine	\$84,281	\$90,942	\$88,325	\$116,264	\$108,595
	Summary	\$150,090	\$146,995	\$136,213	\$169,290	\$164,183
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	\$161,975	\$148,228	\$129,770	\$321,355	\$209,417
	Canada - BC Fruit Wine	\$1,154,577	\$648,646	\$898,196	\$1,402,875	\$1,282,140
	Canada - BC Ice Wine	\$774,387	\$715,424	\$742,252	\$1,118,280	\$886,722
	Canada - BC Red Wine	\$67,131,466	\$51,336,795	\$51,095,963	\$60,855,212	\$65,214,667
	Canada - BC Rose Wine	\$6,409,823	\$6,530,375	\$10,762,040	\$12,995,846	\$6,771,597

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Canada - BC	Canada - BC Sparkling Wine	\$5,055,816	\$3,661,425	\$5,299,050	\$6,807,221	\$6,666,181
	Canada - BC White Wine	\$54,390,476	\$46,150,263	\$54,224,991	\$62,770,854	\$51,352,922
	Summary	\$135,078,520	\$109,191,157	\$123,152,262	\$146,271,643	\$132,383,646
Canada - Other	Canada - Other Dessert Wine	\$7,359	\$4,198	\$4,503	\$6,752	\$11,992
	Canada - Other Fruit Wine	\$1,860	\$2,453	\$2,498	\$4,724	\$1,655
	Canada - Other Ice Wine	\$612,367	\$779,586	\$599,585	\$573,495	\$791,542
	Canada - Other Red Wine	\$230,550	\$247,535	\$253,242	\$318,354	\$351,238
	Canada - Other Rose Wine	\$31,007	\$51,054	\$100,155	\$83,292	\$54,404
	Canada - Other Sparkling Wine	\$638,791	\$371,277	\$541,032	\$535,291	\$826,732
	Canada - Other White Wine	\$478,198	\$397,159	\$594,583	\$485,133	\$479,585
	Summary	\$2,000,132	\$1,853,263	\$2,095,597	\$2,007,041	\$2,517,147
Chile Wine	Chile Fruit and Dessert Wine	\$959	\$160	\$320	\$640	\$640
	Chile Red Wine	\$8,648,468	\$6,528,574	\$5,761,819	\$6,136,002	\$7,888,529
	Chile Rose Wine	\$348,766	\$353,409	\$742,419	\$697,032	\$263,047
	Chile Sparkling Wine	\$81,150	\$52,629	\$40,166	\$43,468	\$58,295
	Chile White Wine	\$3,423,930	\$3,173,340	\$3,420,081	\$3,845,838	\$3,282,790
	Summary	\$12,503,273	\$10,108,112	\$9,964,805	\$10,722,980	\$11,493,301
China Wine	China Fruit and Dessert Wine	\$12,102	\$13,450	\$12,225	\$7,279	\$10,928
	China Red Wine	\$7,589	\$9,551	\$125	\$251	\$793
	China White Wine	\$3,263	\$2,791	\$125	\$125	\$251
	Summary	\$22,954	\$25,792	\$12,475	\$7,656	\$11,972
Fortified Wine	Other Fortified Domestic Wine	\$762,327	\$630,077	\$621,728	\$831,142	\$804,532
	Other Fortified Import Wine	\$574,435	\$385,159	\$331,262	\$302,519	\$444,144
	Port Wine	\$1,156,794	\$470,324	\$434,341	\$492,996	\$1,123,245
	Sherry Wine	\$488,820	\$227,309	\$235,806	\$211,104	\$471,357
	Vermouth Wine	\$996,093	\$807,790	\$862,885	\$847,477	\$1,028,428
	Summary	\$3,978,469	\$2,520,659	\$2,486,021	\$2,685,239	\$3,871,707
France Wine	France Champagne Wine	\$8,198,289	\$2,611,539	\$3,293,085	\$4,275,605	\$7,626,297

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
France Wine	France Fruit and Dessert Wine	\$48,391	\$18,204	\$9,128	\$51,886	\$17,601
	France Red Wine	\$9,979,420	\$7,257,802	\$6,108,637	\$10,871,149	\$9,243,467
	France Rose Wine	\$1,961,643	\$1,771,982	\$4,281,462	\$4,493,437	\$2,066,788
	France Sparkling Wine	\$1,279,580	\$631,890	\$822,712	\$940,650	\$1,177,008
	France White Wine	\$5,062,315	\$4,089,463	\$5,115,486	\$5,135,959	\$5,342,684
	Summary	\$26,529,638	\$16,380,880	\$19,630,509	\$25,768,687	\$25,473,846
Georgia Wine	Georgia Red Wine	\$104,239	\$86,855	\$77,163	\$60,762	\$112,556
	Georgia Rose Wine	\$3,414	\$2,140	\$1,586	\$399	\$3,346
	Georgia Sparkling Wine	\$644	\$3,648	\$3,865	\$1,288	\$1,503
	Georgia White Wine	\$18,001	\$18,432	\$19,242	\$15,880	\$16,017
	Summary	\$126,297	\$111,076	\$101,856	\$78,330	\$133,422
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$1,560	\$0
	Germany Red Wine	\$43,586	\$47,341	\$37,182	\$34,209	\$37,563
	Germany Rose Wine	\$5,995	\$5,952	\$6,625	\$5,821	\$0
	Germany Sparkling Wine	\$1,366,618	\$460,401	\$784,746	\$558,139	\$1,132,392
	Germany White Wine	\$1,225,868	\$814,434	\$803,004	\$858,105	\$1,133,017
	Summary	\$2,642,066	\$1,328,128	\$1,631,557	\$1,457,835	\$2,302,972
Greece Wine	Greece Fruit and Dessert Wine	\$0	\$0	\$3,658	\$0	\$0
	Greece Red Wine	\$144,188	\$100,145	\$129,090	\$79,848	\$133,077
	Greece Rose Wine	\$8,532	\$10,545	\$21,174	\$20,167	\$12,714
	Greece Sparkling Wine	\$6,107	\$6,335	\$3,644	\$3,838	\$6,997
	Greece White Wine	\$79,001	\$99,810	\$171,754	\$118,999	\$99,102
	Summary	\$237,828	\$216,835	\$329,320	\$222,853	\$251,891
Hungary Wine	Hungary Fruit and Dessert Wine	\$34,344	\$22,444	\$18,354	\$18,675	\$20,985
	Hungary Red Wine	\$36,097	\$17,227	\$14,170	\$16,365	\$19,191
	Hungary Rose Wine	\$900	\$2,293	\$300	\$901	\$78
	Hungary Sparkling Wine	\$148,897	\$65,846	\$89,877	\$103,994	\$100,965
	Hungary White Wine	\$101,404	\$113,599	\$58,399	\$84,220	\$80,828

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Hungary Wine	Summary	\$321,642	\$221,409	\$181,101	\$224,154	\$222,047
Israel Wine	Israel Red Wine	\$32,488	\$26,537	\$37,032	\$24,376	\$31,926
	Israel Rose Wine	\$2,670	\$2,428	\$6,318	\$4,379	\$1,521
	Israel White Wine	\$7,755	\$8,359	\$10,757	\$6,102	\$4,829
	Summary	\$42,913	\$37,324	\$54,107	\$34,858	\$38,276
Italy Wine	Italy Fruit and Dessert Wine	\$9,703	\$11,209	\$12,611	\$14,910	\$15,493
	Italy Red Wine	\$17,558,355	\$11,955,774	\$11,191,726	\$10,791,407	\$16,392,718
	Italy Rose Wine	\$193,900	\$238,502	\$440,735	\$431,305	\$194,667
	Italy Sparkling Wine	\$2,888,118	\$1,787,555	\$2,318,491	\$2,526,075	\$2,910,885
	Italy White Wine	\$6,573,241	\$5,341,632	\$6,195,322	\$6,545,400	\$6,471,505
	Prosecco Wine	\$11,704,200	\$4,347,209	\$7,031,176	\$7,885,962	\$10,808,800
	Summary	\$38,927,517	\$23,681,881	\$27,190,062	\$28,195,058	\$36,794,068
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$816
	New Zealand Red Wine	\$875,999	\$370,169	\$495,618	\$504,934	\$671,656
	New Zealand Rose Wine	\$228,496	\$191,224	\$395,464	\$388,213	\$190,718
	New Zealand Sparkling Wine	\$154,273	\$59,155	\$65,685	\$65,406	\$143,345
	New Zealand White Wine	\$13,870,196	\$8,345,169	\$13,724,700	\$12,427,887	\$14,734,729
	Summary	\$15,128,963	\$8,965,718	\$14,681,467	\$13,386,440	\$15,741,263
Other Country Wine	Other Country Fruit and Dessert Wine	\$441,174	\$362,371	\$336,479	\$325,207	\$390,864
	Other Country Red Wine	\$160,136	\$122,488	\$121,584	\$123,044	\$168,474
	Other Country Rose Wine	\$11,373	\$10,921	\$20,834	\$20,075	\$9,597
	Other Country Sparkling Wine	\$21,687	\$12,927	\$28,438	\$26,997	\$26,056
	Other Country White Wine	\$84,881	\$57,913	\$77,055	\$90,144	\$91,152
	Summary	\$719,251	\$566,621	\$584,389	\$585,466	\$686,144
Other Style Wine	Aperitif And Flavoured Wine	\$86,115	\$73,779	\$74,441	\$73,867	\$96,296
	Mead	\$143,840	\$182,956	\$148,338	\$298,847	\$164,926
	Rice Wine	\$82,786	\$87,451	\$69,799	\$68,782	\$76,682
	Summary	\$312,742	\$344,186	\$292,578	\$441,496	\$337,905

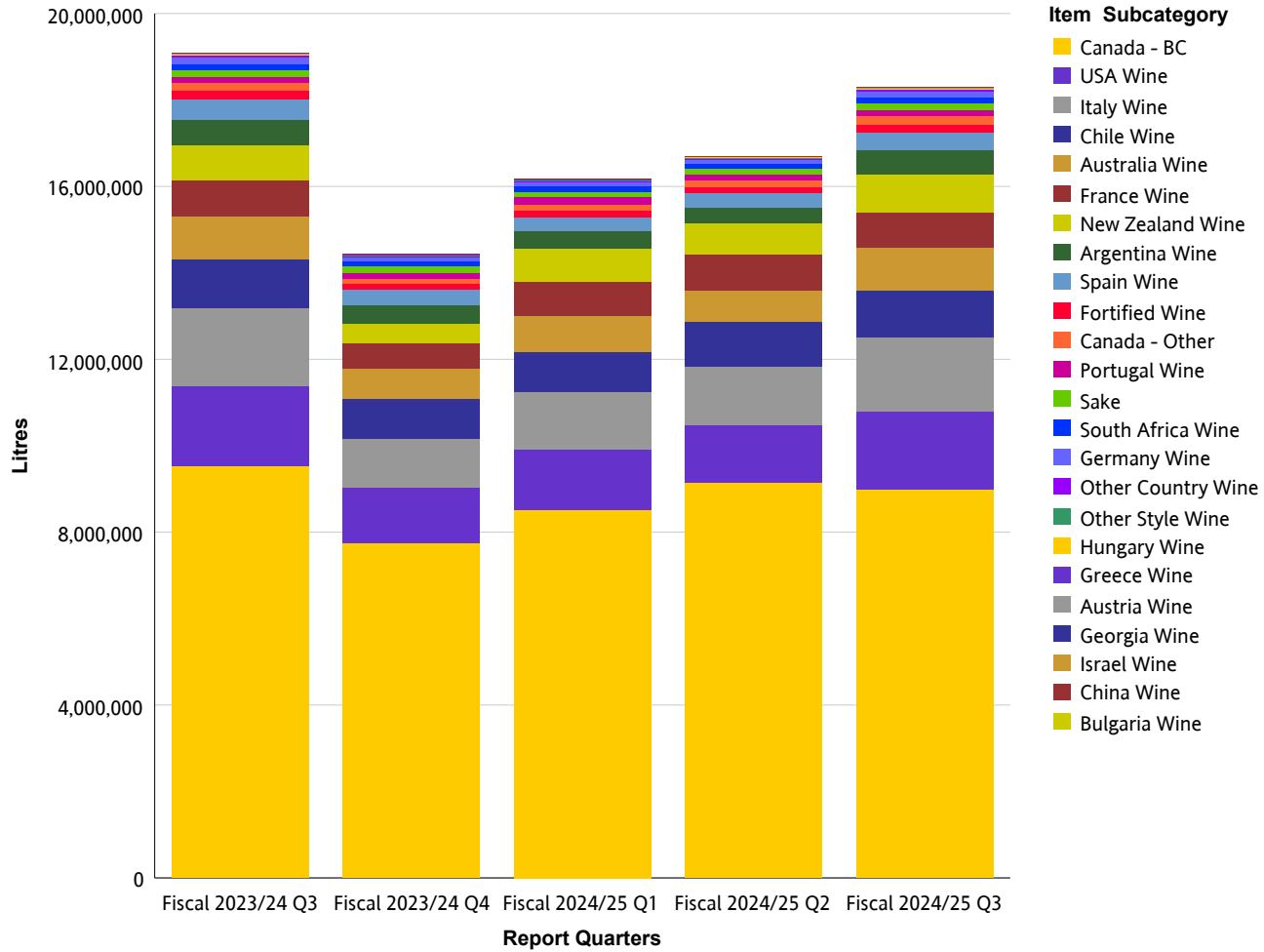
Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Portugal Wine	Portugal Fruit and Dessert Wine	\$8,361	\$3,117	\$1,295	\$351	\$1,737
	Portugal Red Wine	\$1,313,471	\$1,236,324	\$1,257,453	\$953,129	\$1,405,792
	Portugal Rose Wine	\$212,148	\$155,168	\$271,702	\$285,855	\$218,594
	Portugal Sparkling Wine	\$5,419	\$6,038	\$7,528	\$4,606	\$2,703
	Portugal White Wine	\$464,235	\$416,190	\$635,468	\$758,659	\$445,330
	Summary	\$2,003,635	\$1,816,838	\$2,173,446	\$2,002,600	\$2,074,156
Sake	Japan Sake	\$2,461,888	\$2,141,909	\$1,988,730	\$2,099,259	\$2,458,376
	Other Country Sake	\$87,896	\$71,641	\$87,092	\$135,215	\$136,869
	USA Sake	\$766,990	\$747,507	\$681,661	\$576,542	\$718,437
	Summary	\$3,316,774	\$2,961,057	\$2,757,483	\$2,811,017	\$3,313,682
South Africa Wine	South Africa Fruit and Dessert Wine	\$9,559	\$0	\$211	\$633	\$633
	South Africa Red Wine	\$961,410	\$780,897	\$793,956	\$681,854	\$976,007
	South Africa Rose Wine	\$32,174	\$28,702	\$40,245	\$49,933	\$20,884
	South Africa Sparkling Wine	\$3,093	\$11,972	\$3,002	\$4,402	\$2,550
	South Africa White Wine	\$972,630	\$962,011	\$944,501	\$1,049,252	\$959,037
	Summary	\$1,978,865	\$1,783,582	\$1,781,915	\$1,786,073	\$1,959,110
Spain Wine	Spain Fruit and Dessert Wine	\$10,927	\$11,863	\$12,277	\$11,577	\$12,766
	Spain Red Wine	\$4,426,096	\$3,599,422	\$3,175,143	\$3,314,456	\$3,991,021
	Spain Rose Wine	\$134,670	\$189,823	\$203,404	\$240,980	\$112,251
	Spain Sparkling Wine	\$2,144,225	\$1,092,035	\$1,164,367	\$1,336,991	\$2,001,632
	Spain White Wine	\$468,011	\$410,746	\$538,706	\$502,366	\$471,792
	Summary	\$7,183,930	\$5,303,889	\$5,093,898	\$5,406,370	\$6,589,462
USA Wine	USA Fruit and Dessert Wine	\$662	\$503	\$686	\$545	\$1,837
	USA Red Wine	\$33,069,125	\$20,373,503	\$23,361,096	\$19,999,574	\$32,259,863
	USA Rose Wine	\$873,890	\$781,039	\$855,410	\$924,103	\$704,739
	USA Sparkling Wine	\$209,722	\$124,984	\$148,985	\$251,012	\$393,374
	USA White Wine	\$7,113,235	\$5,682,798	\$7,029,379	\$7,268,155	\$7,111,420
	Summary	\$41,266,635	\$26,962,828	\$31,395,557	\$28,443,388	\$40,471,233

Wine Sales (Net \$)

Net Sales \$	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Summary	\$316,977,381	\$231,003,984	\$262,914,369	\$288,738,672	\$308,575,373

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Argentina Wine	Argentina Red Wine	559,397	418,158	357,730	344,182	527,610
	Argentina Rose Wine	2,978	2,772	7,708	7,132	2,696
	Argentina Sparkling Wine	896	495	405	566	526
	Argentina White Wine	27,964	19,106	20,282	22,994	27,674
	Summary	591,235	440,530	386,124	374,875	558,506
Australia Wine	Australia Fruit and Dessert Wine	6	6	10	6	10
	Australia Red Wine	528,602	385,504	437,320	369,534	526,530
	Australia Rose Wine	30,199	16,173	22,090	17,984	25,699
	Australia Sparkling Wine	96,218	43,117	53,546	50,144	78,608
	Australia White Wine	333,333	256,914	330,222	300,980	359,449
	Summary	988,357	701,714	843,189	738,648	990,296
Austria Wine	Austria Fruit and Dessert Wine	58	64	50	54	112
	Austria Red Wine	1,837	1,282	1,030	1,060	1,083
	Austria Rose Wine	239	126	140	242	189
	Austria Sparkling Wine	54	63	99	144	135
	Austria White Wine	2,681	2,914	2,927	3,532	3,410
	Summary	4,870	4,450	4,245	5,032	4,930
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	3,213	3,138	2,637	6,317	4,234
	Canada - BC Fruit Wine	52,620	31,647	45,160	67,709	64,128
	Canada - BC Ice Wine	7,748	6,433	7,048	10,389	8,356
	Canada - BC Red Wine	4,418,312	3,461,269	3,418,943	3,546,153	4,172,709
	Canada - BC Rose Wine	402,868	399,102	607,434	690,349	407,699

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Canada - BC	Canada - BC Sparkling Wine	188,819	121,344	167,634	219,581	182,368
	Canada - BC White Wine	4,456,968	3,735,547	4,260,764	4,603,916	4,141,060
	Summary	9,530,548	7,758,481	8,509,620	9,144,413	8,980,553
Canada - Other	Canada - Other Dessert Wine	68	38	38	58	102
	Canada - Other Fruit Wine	160	196	207	398	129
	Canada - Other Ice Wine	7,218	9,007	6,530	6,844	9,019
	Canada - Other Red Wine	17,942	21,881	17,786	22,579	32,789
	Canada - Other Rose Wine	2,954	5,192	10,474	8,405	5,552
	Canada - Other Sparkling Wine	89,715	41,693	59,221	59,072	93,136
	Canada - Other White Wine	47,027	39,359	61,861	47,597	49,571
	Summary	165,083	117,367	156,115	144,953	190,298
Chile Wine	Chile Fruit and Dessert Wine	27	4	9	18	18
	Chile Red Wine	763,804	583,945	509,439	575,303	720,079
	Chile Rose Wine	36,480	34,666	77,232	69,405	26,151
	Chile Sparkling Wine	4,383	2,864	2,106	2,365	3,299
	Chile White Wine	325,710	311,692	335,922	371,602	315,295
	Summary	1,130,404	933,171	924,708	1,018,693	1,064,842
China Wine	China Fruit and Dessert Wine	326	394	286	202	291
	China Red Wine	112	63	4	9	22
	China White Wine	94	81	4	4	9
	Summary	534	538	295	215	323
Fortified Wine	Other Fortified Domestic Wine	58,759	47,019	46,328	47,256	52,953
	Other Fortified Import Wine	27,275	17,986	14,655	12,711	19,180
	Port Wine	34,663	14,989	13,320	14,182	32,030
	Sherry Wine	22,844	10,223	10,388	9,408	21,825
	Vermouth Wine	70,370	56,278	58,080	55,300	68,827
	Summary	213,910	146,495	142,770	138,856	194,815
France Wine	France Champagne Wine	81,002	24,844	32,946	42,437	77,213

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
France Wine	France Fruit and Dessert Wine	601	241	156	526	186
	France Red Wine	404,824	279,021	283,586	302,990	380,291
	France Rose Wine	107,722	97,567	232,511	242,124	114,332
	France Sparkling Wine	63,086	31,748	41,291	49,706	61,548
	France White Wine	177,981	144,988	186,311	184,905	193,975
	Summary	835,217	578,410	776,801	822,688	827,545
Georgia Wine	Georgia Red Wine	4,752	3,924	3,408	2,733	5,098
	Georgia Rose Wine	76	48	36	9	76
	Georgia Sparkling Wine	14	76	81	27	32
	Georgia White Wine	620	580	612	572	513
	Summary	5,462	4,629	4,137	3,340	5,719
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	2	0
	Germany Red Wine	1,682	1,704	1,424	1,235	1,210
	Germany Rose Wine	272	220	236	234	0
	Germany Sparkling Wine	76,838	23,559	43,524	27,289	60,063
	Germany White Wine	74,332	47,614	46,968	50,100	68,186
	Summary	153,123	73,097	92,152	78,861	129,460
Greece Wine	Greece Fruit and Dessert Wine	0	0	30	0	0
	Greece Red Wine	6,602	4,768	5,858	3,904	6,007
	Greece Rose Wine	393	447	940	920	532
	Greece Sparkling Wine	166	180	130	130	171
	Greece White Wine	3,796	4,605	6,992	5,714	4,802
	Summary	10,957	10,000	13,949	10,668	11,512
Hungary Wine	Hungary Fruit and Dessert Wine	555	420	326	276	390
	Hungary Red Wine	2,444	1,071	909	958	1,215
	Hungary Rose Wine	27	72	9	27	4
	Hungary Sparkling Wine	9,702	3,928	5,091	5,872	5,718
	Hungary White Wine	6,853	8,490	3,653	4,880	5,919

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Hungary Wine	Summary	19,580	13,981	9,989	12,014	13,246
Israel Wine	Israel Red Wine	1,188	970	1,332	864	1,097
	Israel Rose Wine	99	90	234	153	54
	Israel White Wine	297	306	387	234	198
	Summary	1,584	1,366	1,953	1,251	1,349
Italy Wine	Italy Fruit and Dessert Wine	100	102	118	122	151
	Italy Red Wine	698,848	506,006	475,990	469,248	672,338
	Italy Rose Wine	9,292	11,054	20,661	20,129	9,111
	Italy Sparkling Wine	138,213	88,379	119,526	127,945	141,502
	Italy White Wine	404,019	322,672	378,248	392,020	391,104
	Prosecco Wine	561,667	197,859	327,716	361,238	503,760
	Summary	1,812,139	1,126,073	1,322,260	1,370,702	1,717,967
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	9
	New Zealand Red Wine	43,252	15,050	22,509	21,304	33,628
	New Zealand Rose Wine	11,602	9,346	20,200	20,656	9,846
	New Zealand Sparkling Wine	7,638	2,758	3,122	3,127	7,214
	New Zealand White Wine	759,997	424,237	741,109	670,796	819,687
	Summary	822,490	451,392	786,940	715,884	870,384
Other Country Wine	Other Country Fruit and Dessert Wine	23,383	20,172	19,308	19,130	21,736
	Other Country Red Wine	6,851	4,919	4,750	4,742	7,220
	Other Country Rose Wine	328	440	686	938	304
	Other Country Sparkling Wine	688	376	664	1,064	937
	Other Country White Wine	3,416	1,916	2,818	3,620	3,504
	Summary	34,665	27,823	28,227	29,495	33,700
Other Style Wine	Aperitif And Flavoured Wine	4,971	3,827	4,352	4,380	5,297
	Mead	5,371	7,116	5,725	11,916	6,139
	Rice Wine	6,738	6,604	5,867	5,602	6,446
	Summary	17,080	17,547	15,944	21,899	17,882

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Portugal Wine	Portugal Fruit and Dessert Wine	150	42	40	14	44
	Portugal Red Wine	104,211	96,188	95,884	73,616	107,782
	Portugal Rose Wine	18,760	13,249	22,112	23,585	19,362
	Portugal Sparkling Wine	207	212	292	216	62
	Portugal White Wine	31,090	27,683	44,672	53,614	28,831
	Summary	154,417	137,374	163,000	151,044	156,082
Sake	Japan Sake	70,716	62,094	59,785	58,464	71,519
	Other Country Sake	3,222	2,713	3,143	4,512	4,327
	USA Sake	73,933	71,950	65,642	55,761	69,615
	Summary	147,871	136,757	128,570	118,737	145,461
South Africa Wine	South Africa Fruit and Dessert Wine	60	0	2	7	7
	South Africa Red Wine	64,474	53,893	55,082	45,702	70,040
	South Africa Rose Wine	1,880	1,668	2,422	3,092	1,263
	South Africa Sparkling Wine	93	577	108	166	90
	South Africa White Wine	73,606	74,948	69,252	81,966	73,371
	Summary	140,112	131,085	126,866	130,932	144,771
Spain Wine	Spain Fruit and Dessert Wine	312	346	363	328	340
	Spain Red Wine	294,369	246,312	215,764	219,964	259,213
	Spain Rose Wine	12,410	18,032	18,299	21,778	9,886
	Spain Sparkling Wine	116,996	59,218	58,894	68,700	106,416
	Spain White Wine	31,229	26,559	34,821	29,201	30,084
	Summary	455,315	350,468	328,142	339,972	405,940
USA Wine	USA Fruit and Dessert Wine	30	22	23	24	82
	USA Red Wine	1,380,800	891,180	939,558	844,610	1,347,823
	USA Rose Wine	72,960	64,382	63,732	69,282	57,862
	USA Sparkling Wine	8,120	5,330	7,273	19,989	31,358
	USA White Wine	382,745	312,354	401,153	393,379	385,008
	Summary	1,844,655	1,273,268	1,411,740	1,327,284	1,822,133

Wine Sales (Litres)

Litres	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3
Summary	19,079,607	14,436,016	16,177,738	16,700,456	18,287,714

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.